



■ Ice sculptor Thomas Tremml created a very cool car for the Vision Car fair in Frankfurt.

■ How to make something appeal to a large audience whose technical know-how is rudimentary? A potential buyer of, say, a car might be swayed by low running costs or high speeds, but the engineering that makes it all possible is beyond the comprehension of most drivers. [Voss + Fischer](#), a marketing and events agency in Frankfurt, took a novel approach to the matter when designing a stand for the Vision Car fair in Frankfurt. The client, [Continental Automotive Systems](#), which supplies various components and systems to the motor industry, wanted to celebrate its centenary in style. Voss + Fischer called in ice sculptor Thomas Tremml, a legend in his field of expertise. You'll even find a monumental ice sculpture by Tremml in Guinness World Records. Suspended inside the car that Tremml and his team modelled from ice were 40 car parts in their correct positions. Most ice used for promotional purposes of this sort is chiselled into shape from big blocks, but this ice was kept in motion while freezing in giant tubs, a method used to ensure the transparency of the frozen material. The result was a sleekly shaped see-through car that allowed the world to gaze in awe at the high-tech wizardry captured within. The technology may still have remained beyond comprehension, but it sure looked good.

Photos Wonge Bergmann