

Ciba Xymara™

Architecture  
Caravans are Cool Again!

The Online Design Magazine on Xymara.com

7|09  
Xymara

#### Ciba Worldwide

We do business in more than 120 countries and have sales representatives and technical expertise available for our customers around the world.  
P.O. Box  
CH-4002 Basel  
Switzerland

To find the representative nearest you, visit [www.ciba.com/find](http://www.ciba.com/find)

#### Edition 2009

Copyright © 2009 Ciba Inc. All rights reserved.  
All trademarks mentioned are either property of or licensed to Ciba and registered in relevant countries.

**IMPORTANT:** The following supersedes Buyer's documents. CIBA MAKES NO REPRESENTATION OR WARRANTY, EXPRESS OR IMPLIED, INCLUDING OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. No statements herein are to be construed as inducements to infringe any relevant patent. Under no circumstances shall Ciba be liable for incidental, consequential or indirect damages for alleged negligence, breach of warranty, strict liability, tort or contract arising in connection with the product(s). Buyer's sole remedy and Ciba's sole liability for any claims shall be Buyer's purchase price. Data and results are based on controlled or lab work and must be confirmed by Buyer by testing for the intended conditions of use. The product(s) has (have) not been tested for, and is (are) therefore not recommended for, uses for which prolonged contact with mucous membranes, abraded skin, or blood is intended; or for uses for which implantation within the human body is intended.

Please note that products may differ from country to country. If you have any queries, kindly contact your local Ciba representative. Further information at website: [www.xymara.com/inmyx](http://www.xymara.com/inmyx)

Ciba is a member of:



ETAD

(Ecological and Toxicological Association of Dyes and Organic Pigments Manufacturers)

Ciba



Value beyond chemistry

ep-01/2009, Printed in Switzerland



Mehrzeller was started as a degree project by students at the University of Graz  
© Mehrzeller 2008

## Caravans are Cool Again!

The term Mehrzeller (German for "multicellular organisms") might bring back fond memories of your last biology class way back in school, when in fact it is the descriptive name of a swanky looking mobile home concept that was conceived and realized as a degree project by students at the University of Graz. Mobility and the longing for a personal refuge are important but sometimes mutually exclusive themes of our age. At the same time, the camper market has a need to reinvent itself and dust off its image by offering more design-conscious and customizable vehicles. With all of this taken into consideration, the creative brains behind Mehrzeller came up with a solution in form of a multicellular caravan and cheerfully proclaim: "caravans are cool again!"

At a first glance the hip take on the traditional mobile home concept is indeed anything but dusty and dull. The exterior is a honeycomb-like structure on wheels while the inside surprises with a combination of stark, white surfaces and wooden features. With ornamental embellishments on the outside and plenty of sunlight seeping through in the inside, this spaced-out caravan is bound to turn heads.

With the help of a so-called configurator, customers may create their own design to suit their tastes and needs, which then will be turned into a feasible production option by an architect. This may make you wonder if you need to be insanely rich to be able to afford such formidable fancy. Well, maybe not, since the costs are supposedly only "marginally more than a mass-produced model," thanks to the principles of "mass-customization."

First introduced at the Caravan Salon fair in Dusseldorf in fall 2008, the official kick-off will be in the spring of 2009, when prospective mobile home owners can start configuring a design and putting in their order.



The interior looks nothing like the traditional caravan. White surfaces combined with wood finishes create sleek, modern aesthetics  
© Mehrzeller 2008



Customers can actually create their own designs with help of a "configurator"  
© Mehrzeller 2008

## Links

[www.mehrzeller.com](http://www.mehrzeller.com)

[www.xymara.com](http://www.xymara.com)

[www.xymara.com/inmyx](http://www.xymara.com/inmyx)

The exterior is a honeycomb-like structure on wheels  
© Mehrzeller 2008

... the camper market has a need to reinvent itself ...

