

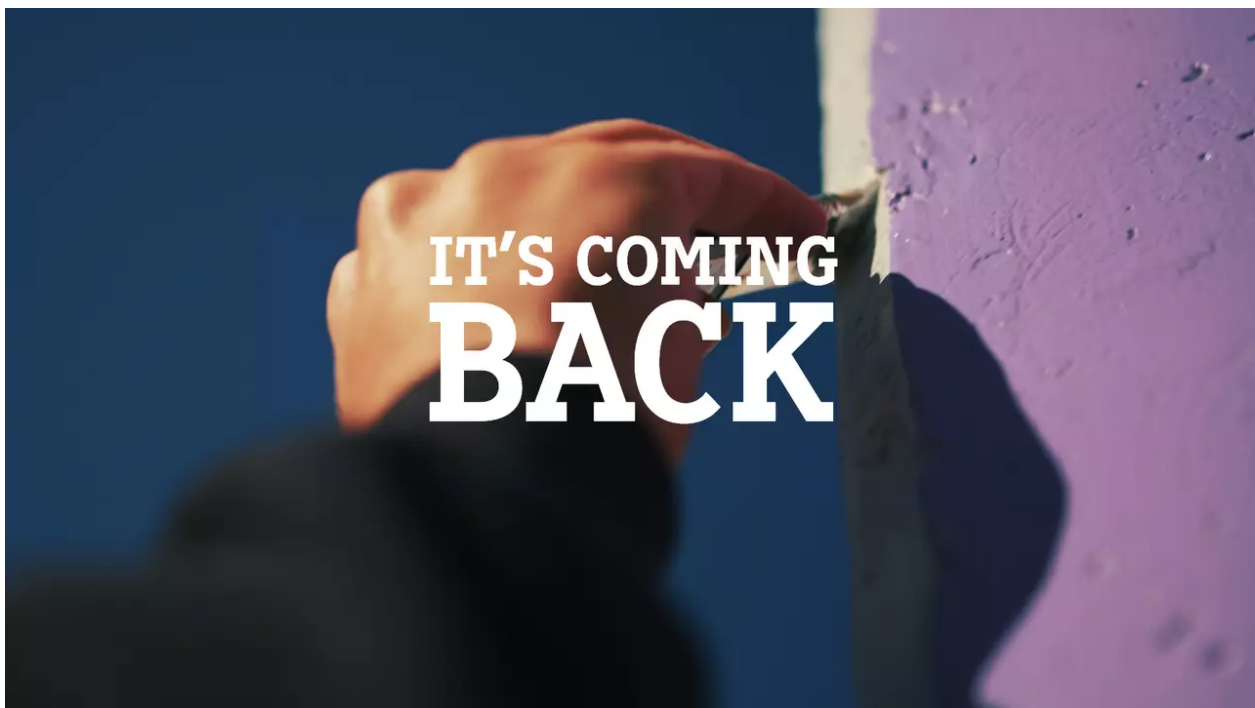
smart

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It's Coming Back: smart #2 Takes to the Streets Through a Global Mural Campaign

- Bringing its “Change of Perspectives” philosophy to the streets, smart surprises the public with an unexpected first glimpse of the all-electric smart #2 through an expansive contemporary mural art show.
- Continuing a rich legacy of artistic co-creation, bespoke murals across Shanghai, Hong Kong, Buenos Aires, Melbourne, and soon Berlin and Paris, transform the upcoming new two-seater into a vibrant dialogue between premium design and urban culture.
- The smart two-seater is coming back, perfectly combining its iconic ultra-compact footprint with unmatched capability for a new era of urban electric driving.

(August 4, 2026, Hangzhou, China) – Born to challenge the conventions of the modern cityscape, the contemporary premium EV brand, smart, has always envisioned mobility as a true inspiration. Now, the iconic city two-seater is officially coming back, smart is utilising an unconventional street mural format to offer the first glimpse of its signature design. By transforming the world’s most vibrant metropolises into an open-air gallery, this special initiative seamlessly intertwines modern electric mobility with authentic street culture, setting the stage for a spectacular return of the two-seater from smart ahead of its world premiere.



It's Coming Back: smart #2 takes to the streets through a global mural campaign

"The smart #2 is the evolution of a revolution. We designed this vehicle to bring playfulness, premium sophistication, and effortless agility back to the modern urban jungle. By teasing our defining halo product through this unconventional artistic exposure, we are building immense anticipation for its return and showcasing our commitment to creating vehicles that are not just means of transportation, but true expressions of individuality. "

Mr. Kang Yi, Global CMO of smart



smart #2 Mural Co-creation to Highlight “Change of Perspectives”

From the very beginning, smart has sought to reimagine urban mobility, spark cultural dialogue, and bring new ideas to life in the heart of the city around the world. Defined by the formula “s+m+art” (Swatch + Mercedes + Art), art is deeply embedded in the brand’s history, and this creative journey remains a constant pursuit.

Making a splash worldwide with this mural co-creation initiative, smart is aligning with creative automotive designers and contemporary artists in a unique convergence of style and innovation that inspires a “Change of Perspectives”. Rather than being confined to conventional auto exhibitions, these special smart #2 artworks turn into an unexpected shared cultural experience. As the ultimate choice for urban minds, smart remains fully dedicated to exploring the best solutions for future city mobility, offering unconventional designs that move both people and ideas forward.

Mastering the City: smart #2 as the Evolution of a Revolution

Beyond the vibrant paint and collective urban energy, these curated artworks tease the undisputed halo product of the smart portfolio. Styled by the Mercedes-Benz Global Design Team, the smart #2 stays true to its brand’s core D.N.A.: **D**esigned with Love, **N**o Compromise on Safety, and **A** amazing Drives.



smart #2 stays true to its brand’s core D.N.A.

This D.N.A. flows naturally throughout the vehicle. Full, generous volumes and softly sculpted surfaces carry forward the iconic footprint and friendly character established by its predecessors, creating a warm, approachable design that sparks joy. The pure side

profile retains the compact silhouette of Concept #2, while playful, unexpected details add a distinctive and contemporary expression.

Crucially, the smart #2 strictly adheres to the brand's global safety standards while delivering on the promise of "Amazing Drives" through its effortless urban agility. Combining the iconic two-seat blueprint with unmatched manoeuvrability, the model is purpose-built for the tight spaces of the modern city, proving that a minimal footprint can still offer premium refinement.

A Global Canvas: Weaving smart #2 Murals into the Cityscape

Underpinning the brand's development strategy of "China-Europe Dual-Home, Global Expansion", this visionary mural art showcase unfolds across six strategic hubs, weaving the vehicle's design cues into diverse local cultures and highlighting the positive co-creative synergy that embodies the open-minded nature of smart.

The cross-cultural dialogue begins in Shanghai, a hyper-agile city rich in brand history, where contemporary artist *Zhu Bin* collides traditional motifs with neon-drenched modernism. In the hyper-dense city of Hong Kong, the four-member street art collective *Parents Parents* created a bold mural that proves a point: in a crowded urban environment, an ultra-compact footprint is the ultimate advantage.



The contemporary artist Zhu Bin fuses tradition with neon-drenched modernism in Shanghai



Street art collective Parents Parents captures the ultimate urban advantage of an ultra-compact footprint in hyper-dense Hong Kong

The campaign then anchors the global expansion of the brand in the Southern Hemisphere. In Buenos Aires, internationally acclaimed artist *Martín Ron* captures the Argentinian city's vibrant passion, combining powerful storytelling with the magical realism and the nation's iconic hues. Meanwhile, in Melbourne, Australia's undisputed street art hotspot, the dynamic contemporary artist *Georgia Laurie* integrate the vehicle into an immersive mural, blending her signature design with intricate detailing and cinematic visual storytelling.



Vibrant passion meets magical realism in Martín Ron's mural in Buenos Aires



Dynamic artist Georgia Laurie brings the vehicle to life in an immersive mural in Melbourne

The urban murals will soon arrive at the brand's European roots in Berlin, a city of deep significance to smart and historically the stage for its mobility solutions and world premieres. Here, the Mercedes-Benz Global Design Team, the creative force behind the vehicle's aesthetic, will blend automotive design with street art at the historic East Side Gallery. Following this, the initiative will reach its vibrant crescendo on the streets of Paris, long the backdrop for the brand's boldest moves. Capturing the raw urban energy of the metropolis, French street artist *Brusk* will deploy his signature dripping, kinetic style to turn static walls into visual adrenaline, acting as the artistic prelude to the vehicle's grand premiere.





Setting the stage for the world premiere, French artist Brusk injects his kinetic street art into the streets of Paris

The urban masterpiece is coming back. Highly anticipated by drivers and creative minds around the globe, the all-electric smart #2 is set to make its World Premiere at the Paris Motor Show in October 2026.

About smart

Since the brand's founding in the 1990s, smart has remained committed to its vision of exploring the best solutions for future urban mobility. In 2019, Mercedes-Benz AG and Zhejiang Geely Holding Group established the smart global joint venture. Since then, smart has successfully renewed its brand, products, and business model, and developed into a distinctive contemporary premium EV brand. It now includes an expanding product matrix and a global footprint spanning over 40 countries and regions.

In 2026, smart will focus on expanding into new markets, upgrading its smart care customer service system, and introducing two strategic models – the smart #2 and #6. These initiatives will drive the brand into its next stage of development in its Year of Opening New Frontiers.

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