



ZOOM launches new poster featuring Nigel Mansell

Wednesday 5th October 2016

ZOOM is delighted to announce the newest edition to its Art Series, a poster celebrating the successes of 1992 Formula One world champion, Nigel Mansell.

The image is inspired by the Art Deco posters of F1's past and features Mansell's championship winning Williams car. It is the fifth poster in the series, following popular images featuring the Grand Prix races in Barcelona, Monaco, Montreal and Silverstone.

The poster was produced for **ZOOM** by design agency, Crooked Cartoon, and has a limited run of 1,000. Each poster is individually numbered and is printed at A2 size with a silk finish.

The poster is in aid of a good cause as a donation to the St Brelade Youth Project will be made from the sale of each print. Mansell is a patron of the organisation, which provides services for young people in the Channel Islands.

ZOOM is the annual auction of images taken by Formula One's drivers and team principals and is the only auction of signed photos taken by the stars of any sport. It engages fans as it gives them an insight into the lives of the stars of F1 that they wouldn't normally get and everyone can relate to **ZOOM**, as we all take photos. It is the only initiative, except for a Grand Prix, which involves all of F1's drivers, team bosses and Bernie Ecclestone.

The latest event took place at London's InterContinental Park Lane in February, where the images taken by the stars of the sport were auctioned for charity in front of guests including Jolyon Palmer, Christian Horner, Geri Halliwell, Alexander Rossi, and Adrian Newey.

Nigel Mansell said: "I am delighted to be able to raise money for charity in this way. **ZOOM** is a great initiative and the poster is a stunning celebration of a moment that is a very special memory for me."

ZOOM founder, Christian Sylt, said: "We are very pleased that Nigel has chosen to work with **ZOOM** on this project. The poster depicts a significant moment in British motorsport history and is raising money for a good cause so is an ideal buy for F1 fans. Many thanks to Nigel for his support of **ZOOM**."

To order the poster, please visit: <http://www.zoom-auction.com/nigel-mansell.html>

SPECIFICATION

Size: A2

Finish: Silk

Price: £20 plus VAT and P&P

Limited edition of 1,000

About ZOOM

ZOOM is an initiative from Money Sport Media, the publisher of Formula 1 business data guide, Formula Money (www.formulamoney.com). The first event took place in September 2012 and the fifth event will be held early in 2017.

