



ZOOM launches series of posters celebrating F1's races

Wednesday 11th May 2016

ZOOM, the charity auction of photographs taken by the stars of Formula 1, has today launched the ZOOM Art Series, a dynamic limited edition series of posters promoting F1's races and celebrating their history.

The images are inspired by the Art Deco posters of F1's past and have a twist as although there is a period backdrop, the foreground features a modern F1 car. The first poster, which is themed to this week's Spanish Grand Prix, incorporates the red and gold colours of Spain's flag and depicts a car racing towards Barcelona's iconic Gaudi-designed Sagrada Familia cathedral.

The posters were produced for ZOOM by design agency, Crooked Cartoon, and have a limited run of 1,000 per race. Each poster is individually numbered and is printed at A2 size with a silk finish. They are in aid of a good cause as a charity donation will be made from the sale of the prints.

ZOOM launched in 2013 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 Great Ormond Street Hospital Children's Charity in front of guests including Jolyon Palmer, Christian Horner, Geri Halliwell, Alexander Rossi, and Adrian Newey.

ZOOM founder, Christian Sylt, said: "We are delighted to be able to offer F1 fans another way to support ZOOM, especially one which celebrates the sport's heritage in such a striking way. The ZOOM Art Series allows our supporters to contribute to the project in between our photo auction events, so is a great way to raise more money for a good cause."

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

SPECIFICATION

Size: A2

Finish: Silk

Price: £15 plus VAT and P&P

Limited edition of 1,000