



**THE ECCLESTONE GRAND PRIX HERITAGE
POLAROID COLLECTION**





The Ecclestone Grand Prix Heritage Collection is a story of passion! A collection of motor racing cars that individually ignite a fire in the heart of its curator, the former F1 supremo, Bernie Ecclestone. As a group, the racing cars become the most significant Grand Prix car collection in the world and for the very first time they have been photographed in their entirety to be showcased.

Bernie invited the Opus team to visit his collection just outside of London where the Grand Prix cars were photographed on the legendary giant Polaroid 20x24 camera by Opus photographer, Zenon Texeira. The spectacular Polaroid portraits are perfect to create a limited box set of photographic prints that celebrate Grand Prix racing in a way never attempted before.

“The results are stunning... I’m so glad we did this!”

Bernie Ecclestone





The giant 20x24 Polaroid portraits of the Ecclestone Collection capture the Grand Prix cars in a unique ethereal style. Each print has its own DNA markers created by the chemical pods that process the film. This analogue approach to photographing the racing cars was chosen as it is so spontaneous, unpredictable and produces an unrepeatable beauty.

The Polaroid prints are reproduced to a high gloss finish, identical in look and feel to the original. In total there are 25 photographic prints individually housed in an archival box. Each print measures approximately 19x27 inches. The limited edition number of the collection is engraved on a metal plate that adorns the box cover and can also include the owner's name or personal message.





Behind the scenes, Bernie Ecclestone inspects the giant Polaroid 20x24 camera (above) and stands with the Polaroid of the Lancia Ferrari D50A (right)

Polaroid built five of the giant cameras in 1976 at the height of instant film popularity. The world's largest Polaroid cameras were built in the Polaroid workshop to showcase their latest film - the results were spectacular! Originally used to photograph the detail in oil paintings and tapestries, Polaroid then gave the camera to the most noted artists of the era in return for a print to live in the Polaroid archive. Andy Warhol was one such artist to use the camera and soon the camera itself was recognised as a landmark camera in the evolution of photography. The giant Polaroids created by the camera measure 20x24 inches.

Each has its own unique DNA fingerprint created by the exploding pods at the top of the image that develops the photo. Sadly with the evolution of cheaper digital photography the demand for the Polaroid film dwindled and the production of film for the giant camera ceased several years ago. The camera is soon to become a museum piece.



Andy Warhol



The Grand Prix Heritage Polaroid Collection

Bernie Ecclestone's Grand Prix Heritage Collection is the most significant collection of its type in the world. A private collection, not on show for public consumption, is made up of landmark Grand Prix cars spanning over 80 years. Each car has been acquired for its own achievements and special place in Grand Prix history from the Brabham-Alfa BT46B 'Fan Car' with its revolutionary design to the Ferrari 312 driven by Niki Lauda. The entire collection was made available for this special project and captured on the giant Polaroid 20x24 camera by Opus photographer, Zenon Texeira. The prints have been reproduced to the highest standards to replicate the feel and finish of the original Polaroid.

The Ecclestone Grand Prix Heritage Polaroid Box Set Collection features:

MERCEDES-BENZ W125
 CONNAUGHT B-TYPE
 FERRARI F1/87
 FERRARI 312 B2
 FERRARI B3
 AUTO UNION V16
 VANWALL 'VW10'
 FERRARI 312 T2
 FERRARI F1/86
 BRABHAM-ALFA BT46B
 BRABHAM-FORD BT49
 McLAREN-FORD M23
 BRABHAM-BMW BT52
 FERRARI 375
 FERRARI DINO 246F1
 LANCIA-FERRARI D50A
 MASERATI 250F
 BUGATTI TYPE 54
 FERRARI SUPER SQUALO 555
 FERRARI 166 F2
 BRM V16 MKII
 FERRARI F2002 (Front)
 FERRARI F2002 (Back)

And a special Polaroid of 7 times Formula 1 World Champion,
 MICHAEL SCHUMACHER



FERRARI B3

The Grand Prix Heritage Polaroid Collection



MERCEDES-BENZ W125



CONNAUGHT B-TYPE



FERRARI F1/87



FERRARI 312 F1



BRABHAM-BMW BT52



AUTO UNION V16



VANWALL 'VW10'



FERRARI 125 (THIN WALL SPECIAL)

The Grand Prix Heritage Polaroid Collection



FERRARI SUPER SQUALO 555



FERRARI 166 F2



FERRARI F2002



FERRARI F2002



McLAREN-FORD M23

The Grand Prix Heritage Polaroid Collection



FERRARI F1/86



BRABHAM-ALFA BT46B



BRABHAM-FORD BT49



BUGATTI TYPE 54



FERRARI 375



FERRARI DINO 246F1



LANCIA-FERRARI D50A



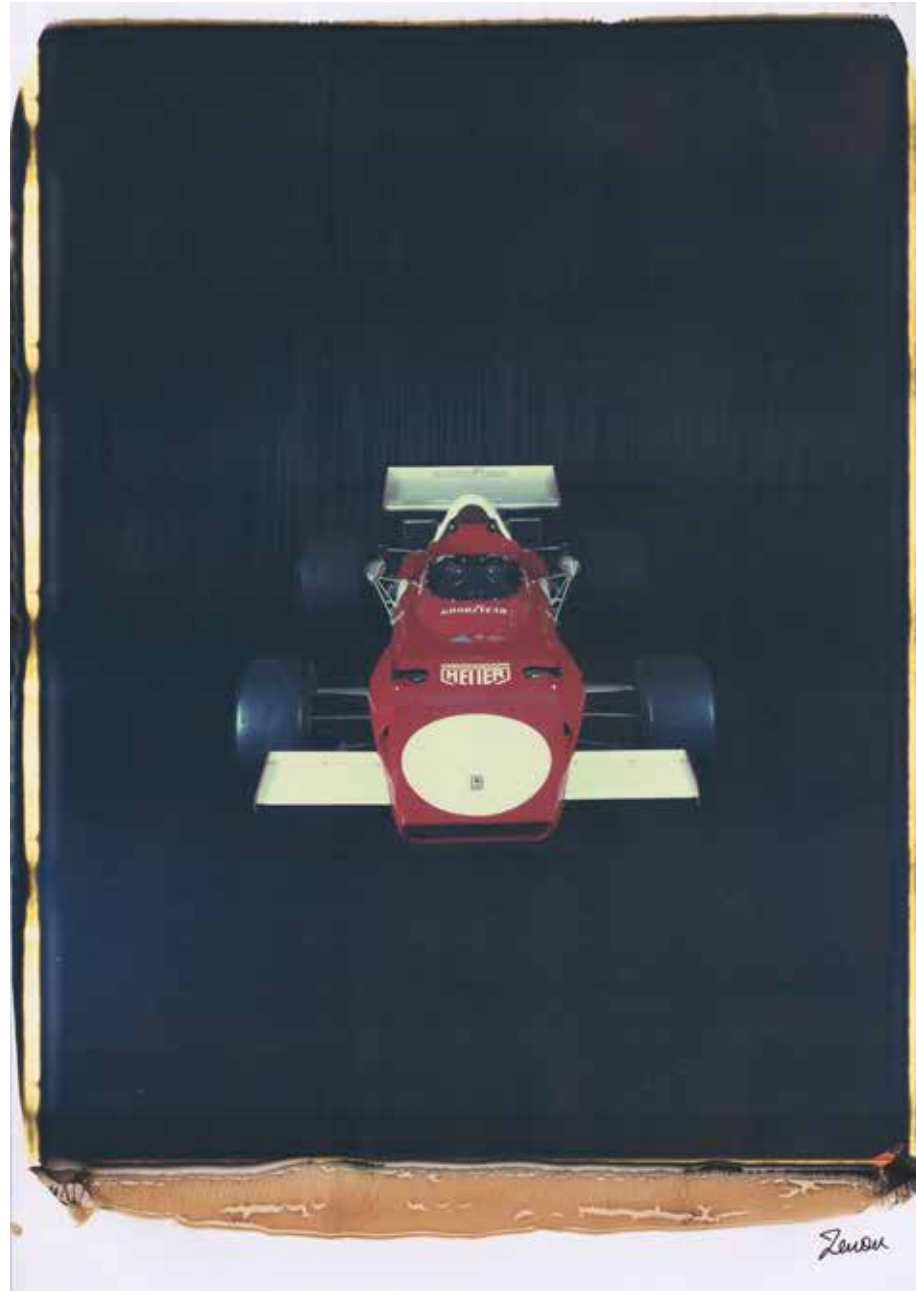
MASERATI 250F

The Grand Prix Heritage Polaroid Collection

These luxury photographic prints measure approximately 19x27 inches and printed on heavyweight 400gsm paper with super gloss finish.



BRM V16 MKII

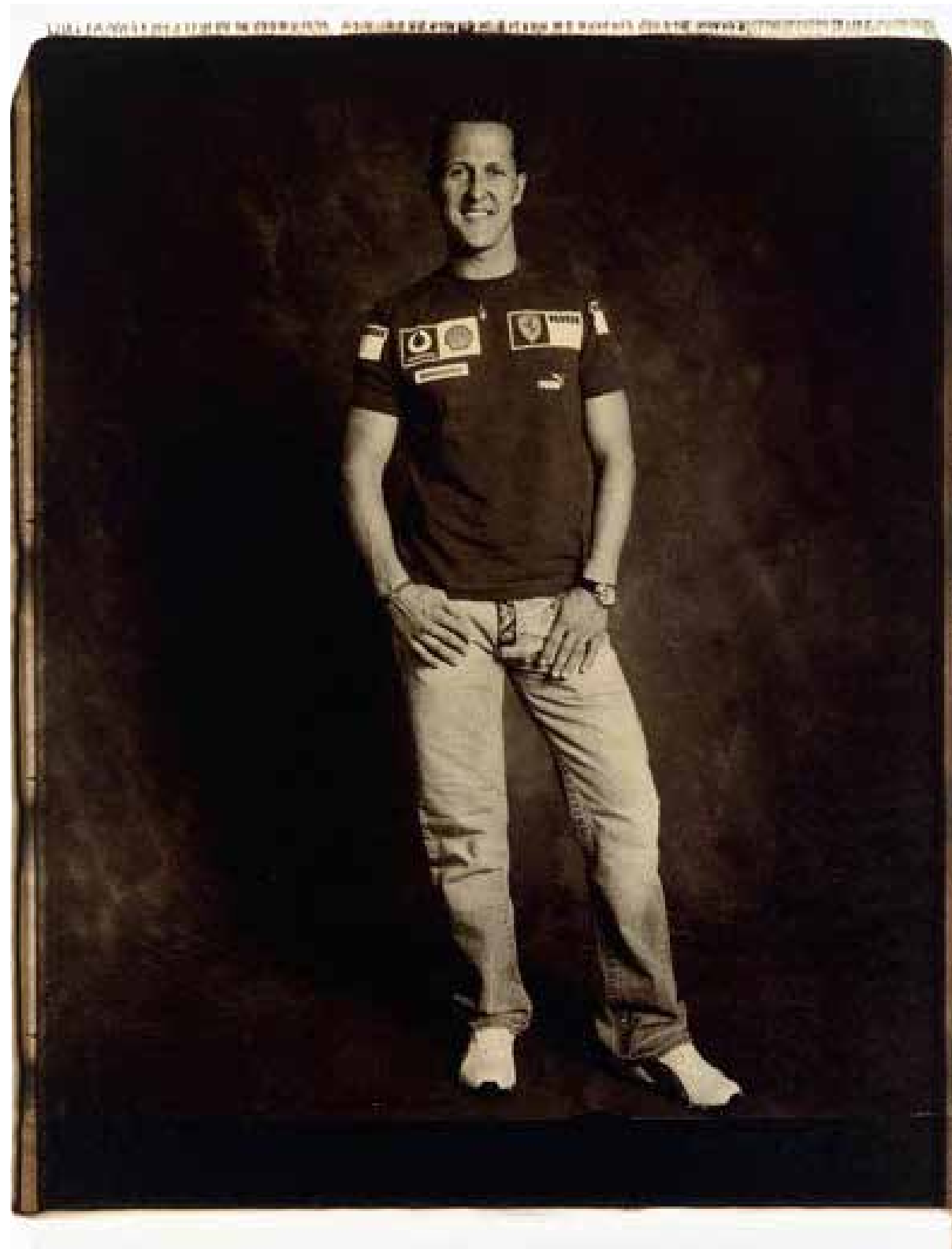


FERRARI 312 B2



FERRARI 312 T2

The Grand Prix Heritage Polaroid Collection

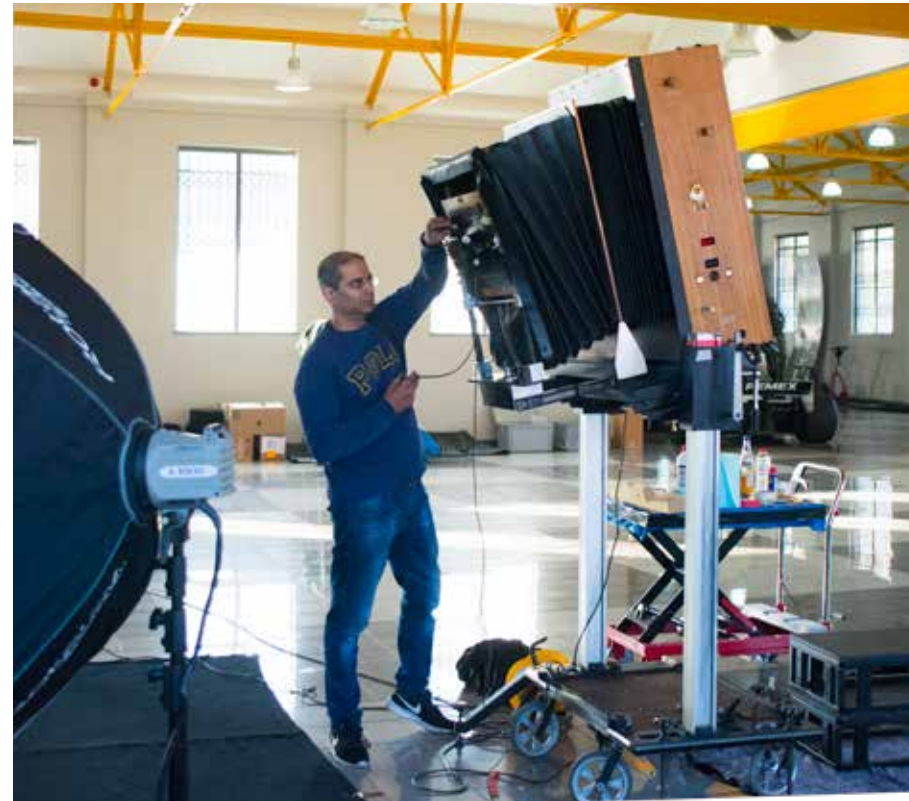


MICHAEL SCHUMACHER

Included as a special gift in the collection is a 20x24 Polaroid of legendary seven times F1 Champion, Michael Schumacher that was taken by the very same camera being used for this project. This 20x24 Polaroid was taken at Silverstone in 2006 on the sumptuous Polaroid Chocolate paper.



Behind the scenes on the shoot



Creating Photographic History

The legendary giant Polaroid 20x24 camera has photographed many icons, from world leaders to Hollywood stars but never in its forty year history has it photographed iconic Grand Prix cars. This photographic project has significance on many levels but especially as it brings together the a landmark camera of photographic excellence with some of the greatest racing cars in history.

Some of the Opus team had already arrived at the shoot location just outside of London on a cold grey November afternoon. The large shutter doors of a hangar are open for me to walk in. A visual feast of colour inside the hangar is such a contrast to the dull landscape outside. As a motor racing fan my eyes are almost popping out of my head as I see racing cars in front of me that I've only ever seen illustrated in books. James Hunt's McLaren-Ford M23 that won him his one and only world championship title rubs shoulders with Michael Schumacher's Ferrari F2002... I'm in heaven! It's a few days before my birthday and I couldn't have a better present. This collection is private, it's not open to the public and its existence is down to the love one man has for Grand Prix cars. In truth nobody really is aware of what racing cars are actually in the collection. The Opus team that visited the site weeks earlier had taken photos of what racing cars were there but today there were extra surprises including a Bugatti Type 54, one of only four surviving Type 54's that were built in 1931/32.

The van arrives from Germany delivering the Polaroid 20x24 camera. With all hands to the pump the 80kg camera is rolled down the ramp and steered inside. Her mechanical parts are temperamental, she is an old lady, built in 1976, yet the camera is a lot younger than many of the racing cars she will capture this weekend. The imagination and passion of the Polaroid technicians in the 1970s to create something better is the common bond shared with the minds of the engineers who built the world's fastest Grand Prix cars.

We decided after erecting the backdrops and taking test shots we would call it a night as everyone was so exhausted. A 7am start the following morning allowed us to have a good run at photographing the similar cigar-shaped racing cars that shared a common lighting set-up. The unique designs of the racing cars were a pleasure to photograph. The exhaust on the Ferrari Super Squalo 555 and Ferrari 312F1 for instance are design features that would never make it past concept stage today where aerodynamics is a science. The Heritage Collection is so dynamic because it traces the evolution of engineering excellence through landmark Grand Prix cars that delivered world championship titles and records embedded in racing history.

The Grand Prix cars were rolled into our makeshift studio with great care, each worth a small fortune. A technically complicated lighting set up surrounded the racing cars that minimised reflections in the bodywork. The overall distinctive shapes, elaborate design features and detailing determined the angle at which each racing car was positioned. We decided that the BRM V16 MII had a spectacular front engine design and exposed it as a point of artistic difference. By the end of the day the gallery of Polaroids drying on the floor had grown significantly. A lengthy twelve hour shoot had produced amazing results ahead of our host's visit the next morning.



Creating Photographic History

The next day was exciting! Bernie was popping in to see how the shoot was progressing and since he is a huge fan of the Polaroid 20x24 camera having been photographed by it in 2006 at the British Grand Prix. Bernie had given the green light for that shoot to take place, which allowed legendary multiple F1 World Champions such as Niki Lauda, Michael Schumacher and Sir Jack Brabham to have their portraits taken by the giant camera.

Bernie arrived fifteen minutes earlier than expected with his wife Fabiana and his life-long pal Max Mosley. They walked up and down the rows of Polaroids drying on the floor. Bernie was thrilled to see the unique style of the analogue prints and spent time inspecting each one. He and Max then looked around the actual racing cars that were parked to the side before returning to the actual camera to see how it was holding up after all these years. He agreed to be photographed once more with his championship winning Brabham-BMW BT52.



With only a handful of racing cars remaining to be photographed the shoot soon came to an end. Bernie left, thanking the team for all our efforts in making the shoot a success. We got a group photo together with Mr E in front of the 6 foot tall camera as a great memory of the shoot and special birthday present for myself.

Zenon Texeira
Opus Photographer



Luxury Limited Edition Prints in a Bespoke Archival Box



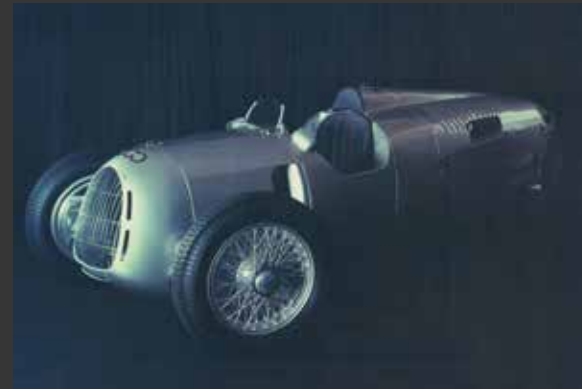
The luxury Polaroid photographic art prints measure approximately 19x27 inches and printed on heavyweight 400gsm silk paper with a super gloss finish. The 25 prints are presented in a black acid free archival box can be bespoke with the owner's name engraved into the hand made metal plate adorning the cover. Each set comes with a pair of white cotton gloves for handling.

All owners of the collection will be provided with a link to download a special 'making of' video that was filmed over the course of the shoot.

Each edition is personally signed by Bernie Ecclestone.



**THE ECCLESTONE GRAND PRIX HERITAGE
POLAROID COLLECTION**



To reserve
**THE ECCLESTONE GRAND PRIX HERITAGE
POLAROID COLLECTION**

Signed Limited Edition of only
199 worldwide please contact:
enquiries@thisisopus.com

thisisopus.com

