**Rolls-Royce**

## Media Information

 **‘CRAFTING CULLINAN’**

**Rolls-Royce and Leica CAmera present PHOTOGRAPHic EXHIBITION DURING LONDON CRAFT WEEK**

**2 May 2018, Goodwood - embargoed**

* Rolls-Royce reveals images capturing the hand-craftsmanship lavished on the new Cullinan SUV
* Images captured by portrait photographer Cat Garcia – in collaboration with Leica Camera
* Photographs to be displayed at Rolls-Royce Motor Cars London, Berkeley Square 8-9 May
* Display to incorporate new Cullinan under camouflage

The extraordinary hand-craftsmanship applied to the new Rolls-Royce Cullinan will be the subject of an exhibition of images captured by distinguished portrait photographer, Cat Garcia, in collaboration with Leica Camera.

Showcased during London Craft Week, the images will take viewers inside the Home of Rolls-Royce in Goodwood, West Sussex, revealing the meticulous artistry lavished on the most anticipated car in the world: the new Cullinan SUV. The images, captured exclusively on the camera brand’s flagship Leica SL, will show the men and women who can proudly claim that their hands built this remarkable high-bodied car.

Torsten Müller-Ötvös, Chief Executive Officer, Rolls-Royce Motor Cars commented, “As we prepare for the imminent arrival of Cullinan, our highly anticipated all-terrain SUV, it gives me great pleasure to present a series of images by celebrated photographer, Cat Garcia. London Craft Week is the perfect platform to demonstrate the passion behind the hand-craftsmanship applied to every motor car that leaves the home of Rolls-Royce in Goodwood, West Sussex.”

Guests are invited to experience these incredible images at Rolls-Royce Motor Cars London, in the presence of a Cullinan that will have just returned from its gruelling test programme where it conquered every corner of the globe; from freezing snowfields to searing deserts.

Members of the press and public are invited to Rolls-Royce Motor Cars London, Berkeley Square, Mayfair, between 10am-5pm on 8-9 May.

#RollsRoyceCullinan

#EffortlessEverywhere

-Ends-

**Notes to editors:**

**About Cat Garcia**

Cat Garcia works across portrait, editorial and advertising photography, capturing people and places with a lightness of touch and sense of storytelling. Her work celebrates individuality and the simple, authentic beauty of her subjects.

Cat’s personal series ‘Quarterly’, captured across the seasons of one year, with a mix of portraits and details from nature, became an exhibition at Leica Mayfair in November 2017.

Cat’s personal series, entitled ‘Our Time’, was released as a book in 2014, documenting the lives of 60 of Britain’s most creative talents including: Sir Peter Blake, Bella Freud, Giles Deacon, Gavin Turk, Fergus Henderson and Sir Paul Smith. The book combines black and white and colour portraits with telling incidental details from the ordinary lives of extraordinary people.

Clients include: Hole & Corner, Mr Porter, Royal Academy of Arts, Soho House, Sunday Times Style, Tate Britain, Telegraph Luxury, The Design Museum and Vanity Fair.

**About Leica Camera**

Leica Camera AG is an internationally operating, premium-segment manufacturer of cameras and sport optics products. The legendary status of the Leica brand is founded on a long tradition of excellence in the construction of lenses. And today, in combination with innovative technologies, Leica products continue to guarantee better pictures in all situations in the worlds of visualisation and perception. Concurrently, Leica has been deeply involved in the culture of photography since the company’s inception and is still something that it heavily involves itself in today. For Leica, photography has always been at the forefront of its thoughts and actions; Leica is photography. Leica Camera AG has its headquarters in Wetzlar, in the state of Hesse in Germany, and a second production site in Vila Nova de Famalicão, Portugal. The company operates branch offices in Australia, China, France, Italy, Japan, Switzerland, Singapore, South Korea, UK and the USA. New and innovative products have been the driving force behind the company’s positive development in recent years.

**Further information:**

You can find all our press releases and press kits, as well as a wide selection of high resolution, downloadable photographs and video footage at our media website, [PressClub](http://www.press.rolls-roycemotorcars.com/). You can also find the communications team at Rolls-Royce Motor Cars on [Twitter](https://www.twitter.com/RollsRoyceMedia) and [Instagram](https://www.instagram.com/RollsRoyceMedia/)

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