

# THROUGH THE EYES OF FORMULA 1

ZOOM

PERSONAL IMAGES AND INSIGHTS FROM THE STARS OF F1 RACING



## Welcome to Zoom

Zoom is a unique concept that has never been done before in F1 or in any other sport. It brings new insight into the world of F1 through a collection of photographs taken by celebrated names from the sport. The drivers and team principals of every F1 team were asked to take a photograph of their chosen subject and those images were auctioned by Coys in aid of Great Ormond Street Hospital Children's Charity.

The diverse group of photos provides an amazing insight into the world of F1. Who would have thought that a picture of a rusty old tractor would be close to the heart of Adrian Newey, a man who is famous for the sleek high-tech cars he designs? Likewise, Russian driver Vitaly Petrov's photo of a giant earth-mover came as a surprise, as did the two statues taken by Bernie Ecclestone and Sebastian Vettel's mountain vista.

The official book of the project –  
**Zoom: Through the Eyes of Formula 1**  
is published by Dennis Publishing.

## A message from Bernie Ecclestone

"It has been done for a wonderful cause because the sale of this book will benefit Great Ormond Street Hospital Children's Charity and all the photos have been signed and sold at an auction in aid of it.

"The F1 Group has been supporting Great Ormond Street Hospital for many years and we are proud to be able to help with the tremendous work they do. Every year the hospital treats nearly 200,000 sick children and by buying this book you are helping them keep it up. You are also getting a glimpse into a side of F1 that isn't shown on television and as you will see, it isn't all about fast cars and champagne."



## LEWIS HAMILTON

TEAM MERCEDES | DATE OF BIRTH 07/01/1985 | NATIONALITY BRITISH

### IN THE COCKPIT AT THE BELGIAN GRAND PRIX

"Welcome to my office! I thought it would be nice to get a shot of the view from the cockpit of my car. It's always a pretty amazing view – I still never get used to being in a Formula 1 car. Here I wanted to capture the fact that while it's very cramped inside the car and there's a lot of action going on all around me, it's the place where I feel more comfortable than anywhere else. It's more like a second home than your office. The gloves on the wheel are like leaving your boots on the mat – a sign of being at home."



LEWIS HAMILTON IS ONE OF THE MOST SUCCESSFUL DRIVERS IN THE HISTORY OF FORMULA 1. HE HAS WON SEVEN WORLD CHAMPIONSHIPS AND IS CURRENTLY LEADING THE MERCEDES TEAM TO A SEVENTH CONSECUTIVE TITLE. HE IS A VERY PRIVATE PERSON AND THIS PHOTO IS A RARE Glimpse INTO HIS LIFE AS A DRIVER. HE IS A VERY TALENTED AND DEDICATED DRIVER WHO HAS BEEN A PART OF THE TEAM SINCE 2007. HE IS A VERY SUCCESSFUL DRIVER WHO HAS WON SEVEN WORLD CHAMPIONSHIPS AND IS CURRENTLY LEADING THE MERCEDES TEAM TO A SEVENTH CONSECUTIVE TITLE. HE IS A VERY PRIVATE PERSON AND THIS PHOTO IS A RARE Glimpse INTO HIS LIFE AS A DRIVER. HE IS A VERY TALENTED AND DEDICATED DRIVER WHO HAS BEEN A PART OF THE TEAM SINCE 2007.

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## FERNANDO ALONSO

TEAM FERRARI | DATE OF BIRTH 29/01/1981 | NATIONALITY SPANISH

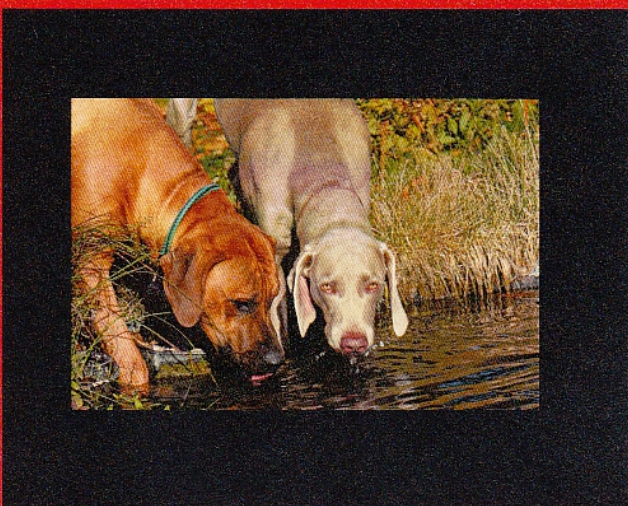
### FELIPE MASSA AT FERRARI'S WROOOM PRESS EVENT

"Events like these are special because, for once, they allow you to spend time together away from the frenetic pace of the track and the working environment of the factory. It's a nice way to get to know one another better and to find the sort of understanding you get with a second family. I think these events are part of what makes Ferrari a special team, different from all the others."



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## MARK WEBBER

TEAM RED BULL RACING | DATE OF BIRTH 26/06/1979 | NATIONALITY AUSTRALIAN

### SIMBA AND SHADOW STOP FOR A DRINK ON A LONG WALK

"All us drivers know how much we love hotels but it's always good to be at home. The best thing about going home to my dogs, Simba and Shadow, is that they don't know if I've had a bad day or a good day but they're always happy to see me. I live in England and even though I love racing everywhere, there is that extra little something at Silverstone that makes you a bit more relaxed and a bit more comfortable."



MARK WEBBER IS ONE OF THE MOST SUCCESSFUL DRIVERS IN THE HISTORY OF FORMULA 1. HE HAS WON SEVEN WORLD CHAMPIONSHIPS AND IS CURRENTLY LEADING THE MERCEDES TEAM TO A SEVENTH CONSECUTIVE TITLE. HE IS A VERY PRIVATE PERSON AND THIS PHOTO IS A RARE Glimpse INTO HIS LIFE AS A DRIVER. HE IS A VERY TALENTED AND DEDICATED DRIVER WHO HAS BEEN A PART OF THE TEAM SINCE 2007. HE IS A VERY SUCCESSFUL DRIVER WHO HAS WON SEVEN WORLD CHAMPIONSHIPS AND IS CURRENTLY LEADING THE MERCEDES TEAM TO A SEVENTH CONSECUTIVE TITLE. HE IS A VERY PRIVATE PERSON AND THIS PHOTO IS A RARE Glimpse INTO HIS LIFE AS A DRIVER. HE IS A VERY TALENTED AND DEDICATED DRIVER WHO HAS BEEN A PART OF THE TEAM SINCE 2007.

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**The 2012 Grid**

Sebastian Vettel  
 Mark Webber  
 Jenson Button  
 Lewis Hamilton  
 Fernando Alonso  
 Felipe Massa  
 Michael Schumacher  
 Nico Rosberg  
 Kimi Räikkönen  
 Romain Grosjean  
 Paul di Resta  
 Nico Hülkenberg  
 Kamui Kobayashi  
 Sergio Pérez  
 Daniel Ricciardo  
 Jean-Éric Vergne  
 Pastor Maldonado  
 Bruno Senna  
 Heikki Kovalainen  
 Vitaly Petrov  
 Pedro de la Rosa  
 Narain Karthikeyan  
 Timo Glock  
 Charles Pic

**The Personalities**

Jaime Alguersuari  
 Mario Andretti  
 John Booth  
 Eric Boullier  
 Ross Brawn  
 Sébastien Buemi  
 Karun Chandhok  
 Jérôme D'Ambrosio  
 Stefano Domenicali  
 Bernie Ecclestone  
 Tony Fernandes  
 Damon Hill  
 Christian Horner  
 Vitantonio Liuzzi  
 Vijay Mallya  
 Adrian Newey  
 Luis Pérez-Sala  
 Peter Sauber  
 Adrian Sutil  
 Franz Tost  
 Jarno Trulli  
 Murray Walker  
 Martin Whitmarsh  
 Sir Frank Williams

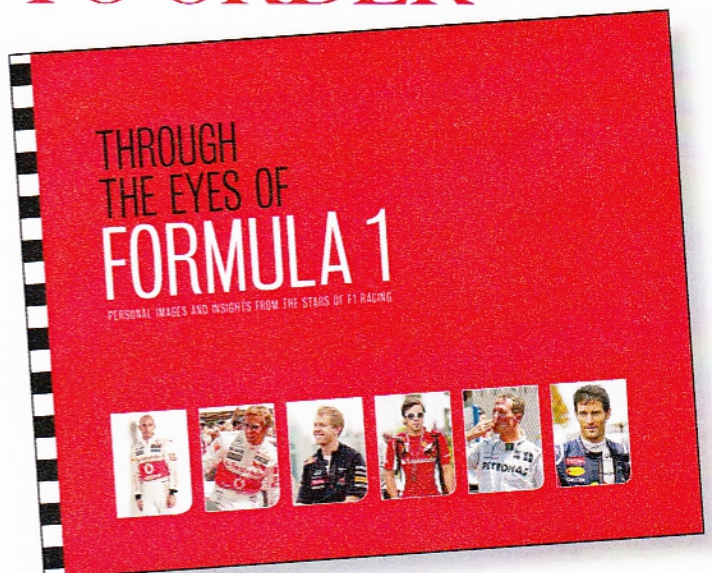


# ABOUT ZOOM

**Zoom** is an innovative new initiative from Money Sport Media and Influence. We would like to thank all the partners who helped make this event possible: Coys, the Wyndham Grand London Chelsea Harbour, TAG Heuer, Kingfisher, Barbarella, Memento Exclusives and Sutton Images as well as ID PR's Alison Hill and Christine Gorham from RKM Communications. Special thanks need to go to all the photographers, Bernie Ecclestone and especially Great Ormond Street Hospital – we are proud to be a part of helping GOSH continue with the tremendous work they do.

For more information visit  
[www.zoom-auction.com](http://www.zoom-auction.com)

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