



## Zoom charity auction races back into view for 2017

04 Nov 2016 [Share](#)

F1 drivers and team bosses have been showing off their photography skills once again for the Zoom charity initiative, which will host its fifth annual gala in London on Friday February 3, 2017. The unique initiative is the only auction of signed photos taken by the stars of any sport.

In 2017 all the proceeds of the auction will be donated to **Starlight Children's Foundation**, which grants wishes-of-a-lifetime for seriously and terminally ill children, including an annual visit to the Monaco Grand Prix.

Throughout the current season, F1 drivers and team principals have been busy taking snapshots of their world. The photos show them in a different light as they give fans a glimpse behind the scenes at the track and reveal how the Formula One superstars enjoy themselves away from it.

The 2017 line-up includes an atmospheric photo from reigning world champion Lewis Hamilton entitled 'Powerful Beyond Measure' which he describes as "an image of a stunning sunset on the beautiful islands of Turks and Caicos, shot during the 2016 Formula One summer break."

Zoom has released two more photos so far, Carlos Sainz's cute snap of two meerkats, which he reveals are his favourite animal, and Felipe Massa's selfie with Jenson Button which was taken during the Monza drivers' parade. Massa explains: "We've been racing together for almost 15 years now. I will definitely miss going wheel-to-wheel with him."

These photos, along with the rest of the signed images, will be auctioned by Coys in the ballroom of the InterContinental London Park Lane. Zoom has raised almost £100,000 for charity since it was launched and will boost this tally next year.

"Zoom is a super project," commented Bernie Ecclestone, chief executive of the Formula One group. "We are proud to be supporting it again, helping to raise money for charity while showing what the stars of F1 get up to away from the TV cameras. We're also very pleased to welcome Zoom's new charity partner, Starlight Children's Foundation. They do a fantastic job making sick children's dreams come true and it's great to see the kids every year at the Monaco Grand Prix. It's good to have them on board."

To find out more about Zoom, [click here](#).



3 / 3 Photo by Felipe Massa

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# Zoom F1 charity gala now open to fans

12 Feb 2016 Share

Submissions from this year's Zoom F1 Charity Auction are now available to purchase via public auction, with proceeds going to London's Great Ormond Street Hospital Children's Charity (GOSHCC).

Among the signed photographs on offer are Kimi Raikkonen's unique take on F1 mascots (above) and Claire Williams' view amidst wild celebrations at Monza as Felipe Massa walked out on the podium, having finished third in last year's Italian race.

The auction is live at [coys-zoom.co.uk](http://coys-zoom.co.uk).

Other submissions were auctioned at the fourth annual Zoom F1 Charity Gala in London last Friday, again in aid of GOSHCC. 'Roscoe does Rome' - Lewis Hamilton's picture of his dog in front of the Colosseum - was the top seller, with a winning bid of £3,000.

Submissions from Formula One group CEO Bernie Ecclestone, and F1 TV personalities Suzi Perry and Ted Kravitz, also hit four figures in the auction.

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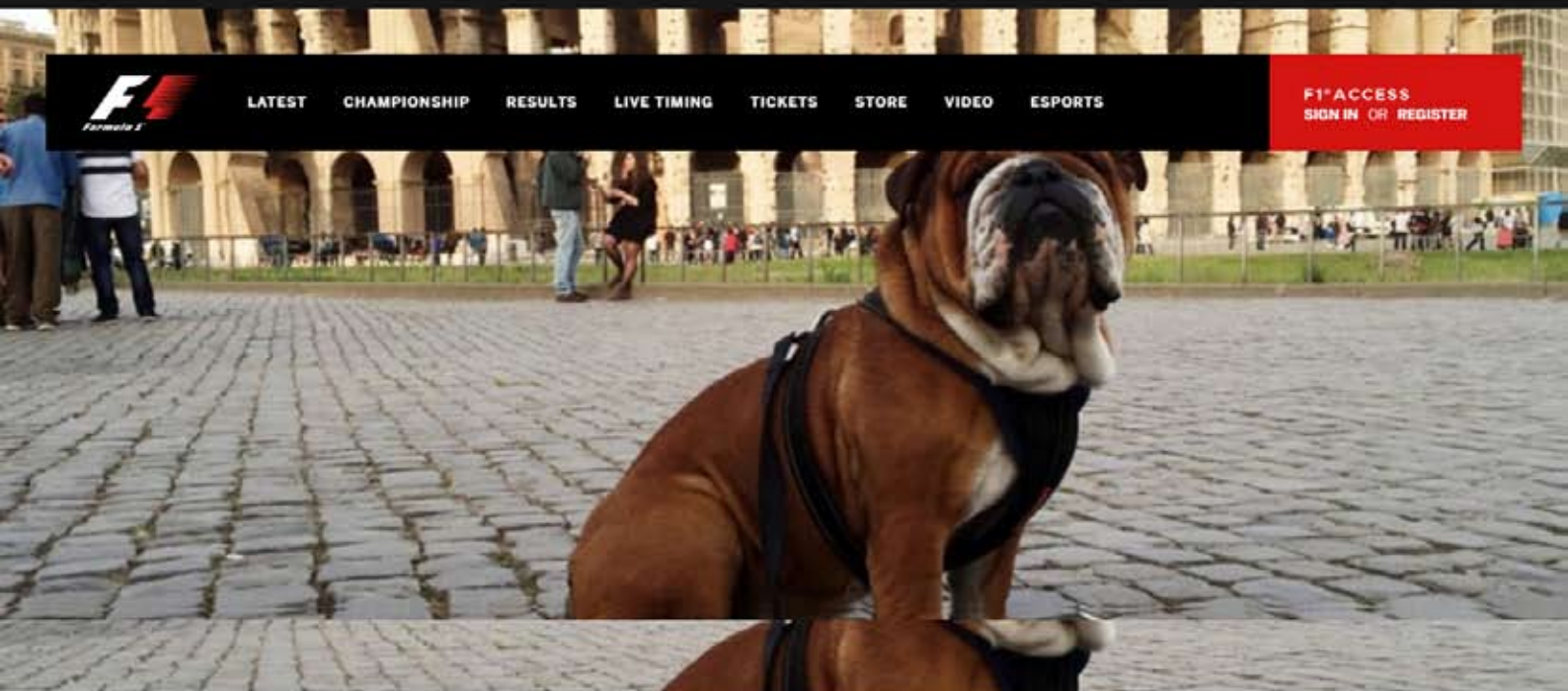
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## F1 and charity click for fourth Zoom auction

15 Jan 2016 [Share](#)

The great and good of the Formula One paddock, including drivers and team principals, have again joined forces to showcase their photography skills in the 2016 Zoom charity auction. Now in its fourth year, the event in aid of London's Great Ormond Street Hospital Children's Charity is the only auction of signed photos taken by the luminaries of any sport.

Throughout the 2015 season, the stars of F1 were each asked to take a photograph which gives a window into their high-octane lives. The photos are like personal postcards from the sport's biggest names and they come from all over the globe.

Reigning champion Lewis Hamilton's photo is of his beloved bulldog Roscoe sitting like an emperor in front of the Colosseum in Rome. In contrast, Red Bull Racing's Daniel Ricciardo took his snapshot from a trek through the desert with camels, whilst Jenson Button chose a mountain bike trail in Australia prior to the Grand Prix.

All of the photographs have been signed by the participants and will be auctioned during an exclusive gala evening at London's InterContinental Park Lane hotel on February 5. It will be followed by an online auction on the [Coys website](#) of a selection of the signed photos which anyone can bid for.

"Once again we would like to thank the teams and drivers, Bernie Ecclestone, the other participants and all our partners for their support," commented Christian Sylt, co-founder of Zoom. "We are looking forward to building on the success of the three previous events to raise more money for Great Ormond Street Hospital Children's Charity through the auction of these unique images."



1 / 2 Selfie by Daniel Ricciardo, off-road biking in the desert. © Zoom



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## Zoom F1 charity book goes on sale

31 Mar 2015 [Share](#)

A new coffee table book containing images taken by all the F1 drivers and team bosses over the course of last season has gone on sale, with proceeds going to Great Ormond Street Hospital Children's Charity (GOSHCC).

*Zoom: Personal Images and Insights from the Stars of F1* is the third official book of the Zoom charity auction and features all of the unique behind-the-scenes photos that were auctioned in a star-studded event in January.

From Lewis Hamilton's holiday snaps to the view from Kimi Raikkonen's cockpit, the images allow readers see the world through an F1 driver's eyes.

The 124-page book, which includes all 52 photographs from Zoom 2015 alongside descriptions of each image in the photographer's own words, also contains a foreword by Formula One's chief executive Bernie Ecclestone. "It has all been done for a wonderful cause," he said. "You are 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."

This year's Zoom auction took place at the InterContinental London Park Lane on Friday 16th January. The photographs were auctioned for GOSHCC in front of a star-studded guest list, including famous faces from the world of F1 such as Bernie Ecclestone, Christian Horner and Geri Halliwell, Claire Williams, Éric Boullier, Graeme Lowdon, Adrian Newey, and event host Suzi Perry.

Christian Sylt, founder of Zoom, said: "I'd like to thank everyone who has helped make Zoom possible, especially our partners, the teams and drivers, Bernie Ecclestone and everyone else who took a photo. Fans who missed out on a chance to bid for a signed print can still support Zoom by buying this book and it's an ideal gift for anyone interested in F1."

To purchase the book [click here](#).



1 / 2 The cover of Zoom: Personal Images and Insights from the Stars of F1. Copyright: Zoom



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## Zoom F1 charity auction races to success

22 Jan 2015 [Share](#)

Stars of Formula One racing gathered together with the rich and famous last Friday for the third annual Zoom Charity Gala Auction at London's InterContinental Park Lane Hotel. The auction raised over £20,000 for Great Ormond Street Hospital Children's Charity.

F1 drivers, team principals and well-known faces within the world of motor racing, including Lewis Hamilton, Jenson Button and Sebastian Vettel, each took photographs for the initiative. A selection of the photos, along with four Nikon cameras signed by world champions, were auctioned off.

Some of the biggest sellers from the evening were photographs submitted by F1 boss Bernie Ecclestone (sold for £2,400), former Marussia CEO Graeme Lowdon (sold for £1,400), double world champion Fernando Alonso (sold for £1,100) and 1996 champion Damon Hill (sold for £900).

Some of the most notable F1 faces within F1 were in attendance on Friday evening, including Bernie Ecclestone, Adrian Newey, Max Mosley, Eric Boullier and Claire Williams. Geri Halliwell, whose romantic black and white 'selfie' with her fiancé Christian Horner sold for £800, led the celebrity contingent with Adrian Smith from Iron Maiden, Scott Gorham from Thin Lizzy and Stephanie Powers. The evening was hosted by the BBC's F1 presenter Suzi Perry.

Christian Sylt, co-founder of Zoom, said: "I would like to thank everyone who made Zoom 2015 possible; all our partners, the guests at the auction, and also everyone who took a photograph for the initiative, including the drivers, teams and Bernie Ecclestone who have given their continuing support to Zoom. We're delighted to have raised money for Great Ormond Street Hospital Children's Charity for the third year in a row."

There is still a chance to own a unique photograph taken by one of the stars of F1 racing. Half of the 50 images are still to be auctioned along with a selection of Nikon cameras signed by some great names from F1 history. The online auction of these items begins on Wednesday, January 22 at [www.coys-zoom.co.uk](http://www.coys-zoom.co.uk).



3 / 3

McLaren's Jenson Button took this photo for the Zoom charity auction. He says: "I have the best job in the world - and this is my office!"

2014 ▾ DECEMBER ▾

## F1 stars get behind the lens for Zoom charity auction

18 Dec 2014

Formula One racing's drivers, team principals and boss Bernie Ecclestone have joined together in their support of the 2015 annual Zoom charity auction. Held in association with Nikon, it is the third running of the event in aid of London's Great Ormond Street Hospital Children's Charity.

Throughout a memorable and tense 2014 season, the stars of the sport were each asked to take a photograph that represented a snapshot of their world. The results - all exclusively signed by the participants - will be auctioned by Coys. during a star-studded gala evening at London's InterContinental Park Lane on Friday 16 January.

The Zoom initiative gives fans a unique insight into the lives of those most closely involved in the sport.

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... as Jensen Button's view of his 'office' to Toto Wolff's on-the-grid session in Bahrain and the

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COOLPIX S9700 cameras amongst the lots donated by the event sponsors Nikon, each signed by a legendary Formula One world champion including Niki Lauda, Jacques Villeneuve, Mario Andretti and Sir Jackie Stewart.

Suzi Perry will return to host this year's Zoom auction. As the face of the BBC's Formula One coverage, Suzi is regularly pit side interviewing the biggest names in the sport and was recently praised for her work as 'impossible to fault'. Suzi said: "I'm delighted to be back for a second year. This is an amazing event, an opportunity to buy one off pieces signed by racing heroes, whilst raising money for such a great cause."

Christian Sylt, co-founder of Zoom, said: "Once again we would like to thank the teams and drivers, Bernie Ecclestone, the other participants and all our partners for their support. We are looking forward to building on the success of the two previous events to raise more money for Great Ormond Street Hospital Children's Charity through the auction of these unique images and the cameras which Nikon has kindly donated."

Jeremy Gilbert, Group Marketing Manager at Nikon UK, said: "We're delighted



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... perspective of the sport with behind the scenes images."

Olivia Jary, Head of Business Development at Great Ormond Street Hospital Children's Charity said: "We're delighted to be working with Zoom again this year on this exciting project, which brings together our supporters in the F1 community. The money raised will make a real difference to patients and families from across the UK. We'd like to thank Zoom and the F1 community for their continued support and generosity."

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2013 ▾ DECEMBER ▾

## F1® stars join forces for second Zoom photographic charity auction

Formula One racing will unite in February for the Zoom auction of photographs taken by the sport's drivers and team principals in aid of the UK's Great Ormond Street Hospital Children's Charity (GOSHCC). Along with the images, the Zoom auction includes cameras provided by leading manufacturer Nikon which have been signed by some of the biggest F1 names.

The drivers and team principals of every team were asked to take a photograph of their chosen subject and those images will be signed and auctioned by Coys at a star-studded event on Friday, February 7, 2014 at London's prestigious InterContinental London Park Lane hotel.

All the drivers and team principals have taken part, with images ranging from Fernando Alonso's podium shot of the Monza crowd to Nico Rosberg at the wheel of an historic 1938 Mercedes W154 and the view from the window of Bernie Ecclestone's house in Switzerland.

Also among the lots will be seven COOLPIX S9500 cameras provided for Zoom by Nikon. These have been signed by some of the sport's greatest drivers including Sebastian Vettel, Kimi Raikkonen, Damon Hill, Jacques Villeneuve, John Surtees, Alain Prost and Sir Jackie Stewart. It is the first time that cameras signed by F1 world champions have been auctioned and all proceeds will go to GOSHCC.

Further images include those from four-time world champion Vettel, British superstar Lewis Hamilton and Mark Webber in his final season of the sport, along with F1 legend Michael Schumacher and commentator Martin Brundle.

The photographs will also be collated in a special edition book, published by Vision Sports Publishing, which will go on sale ahead of the 2014 F1 season

The auction follows the success of the inaugural Zoom event which took place last year. It was the first auction of photographs taken by the stars of any sport. In his foreword to the book of the auction, Bernie Ecclestone commented: "It has been done for a wonderful cause," adding that "the F1 Group has been supporting GOSHCC for many years and we are proud to be able to help with the tremendous work they do."

Christian Sylt, co-founder of Zoom, said: "Thanks to the support of the teams and Bernie Ecclestone, we are able to showcase a varied collection of photographs which encapsulate life inside Formula One. Every image provides a unique, insider's view of motor racing and offers a rare opportunity for the public to own a slice of history and help support the incredible work undertaken at Great Ormond Street Hospital."

Olivia Jary from Great Ormond Street Hospital Children's Charity said: "We're delighted to be working with Zoom again this year on this exciting project, which brings together our supporters in the F1 community. The money raised will make a real difference to patients and families from across the UK.

"We'd like to thank Zoom and the F1 community for their continued support and generosity."

Jeremy Gilbert, group marketing manager at Nikon UK said: "It's a fantastic project that gives us a glimpse into the lives of F1 drivers from a unique perspective, both on and off the track, whilst helping to support the Great Ormond Street Hospital charity."

He adds: "We hope that the auction of both the images and signed Nikon COOLPIX cameras will help to make a difference and raise funds for this worthy cause."

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2013 ▾ MAY ▾

## Zoom announces new partnership as top drivers sign up

08 May 2013

The Zoom charity auction in aid of the United Kingdom's Great Ormond Street Hospital Children's Charity (GOSHCC) in London has been boosted by a double show of support to start off the new Formula One season. Some of F1 racing's biggest names have given their time over the first few races to sign a special edition of the official book of the initiative, while Zoom is also pleased to announce a new partnership with Bahrain International Circuit (BIC).

The book, entitled 'Zoom: Through the Eyes of Formula 1', contains photographs taken last year by every Formula One driver and team boss and sold at auction in September. One copy is being signed by all of the contributors and will be auctioned in aid of GOSHCC later in 2013. Lewis Hamilton, Fernando Alonso, Kimi Raikkonen and Jenson Button were among the latest personalities to add their signatures.

In a further positive step, Bahrain International Circuit has come on board as a premium partner of Zoom. Shaikh Salman bin Isa Al Khalifa, chief executive of BIC, said: "The Bahrain International Circuit is proud to be associated with the Zoom auction as it is in aid of a wonderful cause which is close to the heart of Formula One. We're looking forward to working together and building on the success of the first event."

BIC, which has been a Grand Prix host since 2004, will be supporting Zoom throughout a busy year which will include the second Zoom photo auction as well as the signings of the special edition of the book.

It is the first ever book of photographs taken by the stars of a sport. The images lift the lid on the private lives of the world's most famous racing drivers and include Lewis Hamilton's 'driver's eye' view from the cockpit of his car in the pits at Spa-Francorchamps and Sebastian Vettel's favourite Alpine scene. Other notable personalities who provided photographs include Formula One group CEO Bernie Ecclestone, who last October became the first person to add his autograph to the special edition of the book.

Zoom is a unique concept that has never been done before in F1 racing or any other 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 GOSHCC online and at a star-studded live auction. Michael Schumacher's view from the driving seat of his Mercedes was the most sought-after photograph and fetched £2,500 under the hammer.

The 104-page hardback book of the auction is published by Dennis Publishing. The standard edition retails at £20, but for the most discerning F1 collectors there is also a limited edition of just 250 copies, with a leather cover and slipcase, priced at £75.

The book is available through specialist motoring booksellers around the world and through major retailers in the UK. Alternatively, to purchase online, [click here](#).

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(L to R): Zayed Rashed Al Zayani (BRN) Director of Bharain International Circuit and Salman Bin Isa Al Khalifa (BRN) Chief Executive Officer Bahrain International Circuit with the Zoom Charity book. Formula One World Championship, Rd4, Bahrain Grand Prix, Race Day, Bahrain International Circuit, Sakhir, Bahrain, Sunday, 21 April 2013



Nico Hulkenberg (GER) Sauber signs the Zoom Charity Book. Formula One World Championship, Rd4, Bahrain Grand Prix Preparations, Bahrain International Circuit, Sakhir, Bahrain, Thursday, 18 April 2013

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2012 ▾ OCTOBER ▾

## Book of photos taken by F1™ drivers goes on sale

19 Oct 2012

Zoom: Through the Eyes of Formula 1, the first ever book of photographs taken by the stars of a sport, will be released worldwide later this month.

The book contains photographs which were taken by every Formula One driver and team boss and were sold in aid of London's Great Ormond Street Hospital Children's Charity (GOSHCC). The photos lift the lid on the private lives of the world's most famous racing drivers, and include Lewis Hamilton's 'driver's eye' view from the cockpit of his car in the pits at Spa-Francorchamps, Sebastian Vettel's favourite Alpine scene and Bruno Senna's beach paradise.

Other notable personalities who provided photographs include Formula One Group chief executive Bernie Ecclestone, who recently became the first person to add his autograph to a special edition of the book. This will be signed by all of the contributors and auctioned in aid of GOSHCC in 2013.



to take a photograph of their chosen subject and those images were auctioned by Coys in aid of GOSHCC online and at a star-studded live auction in September.



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seven-time world champion said: "I am delighted that my the office photograph fetched so much for this very worthwhile cause. The image encapsulates F1 for me; the cockpit is where I feel completely at home and everything else is second nature. Great Ormond Street Children's Charity has a strong link to our sport and I was glad to be able to support them through the Zoom auction."



The 104-page hardback book is published by Dennis Publishing and will be released on Thursday October 25. The standard edition will retail at £20, but for the most discerning F1 collectors there is also a limited edition of just 250 copies, with a leather cover and slipcase, priced at £75.

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2012 SEPTEMBER

## Jordan to host Zoom charity photo auction

13 Sep 2012

Ex-Formula One team owner Eddie Jordan is to host this Friday's inaugural Zoom VIP reception and auction in London to help raise funds for the renowned Great Ormond Street Hospital Children's Charity (GOSHCC).

Zoom is an innovative new project which involves leading names from the world of F1 racing putting their photography skills to the test. The drivers and team principals of every F1 team were asked to take a photograph of their chosen subject - and the incredible range of images received demonstrates the extraordinary personalities and passions unique to the sport.

"This is an event, the type of which has not been seen before," said Jordan. "I

Eddie Jordan (IRE) BBC Television Pundit. Formula One World Championship, Rd 13, Italian Grand Prix, Practice, Monza, Italy, Friday, 7 September 2012



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The collection of images brings new insight into the world of F1 racing by offering a glimpse of the characters away from the race track. Leading names such as Bernie Ecclestone, Sebastian Vettel, Kimi Raikkonen and Damon Hill have all contributed.

At Friday's auction, F1 enthusiasts will have a chance to bid for this extraordinary collection of over 50 signed and framed photographs, which includes Lewis Hamilton's 'driver's eye' view from the cockpit of his car at the pits at Spa-Francorchamps, Sebastian Vettel's favourite Alpine view and Bruno



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money for the hospital and the teams will get coverage."

Every image has been signed by the contributor and will be auctioned off by renowned motorsport auction specialists, Coys.

For more details of the auction and to view the full collection of images, see [www.zoom-auction.com](http://www.zoom-auction.com).

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2012 ▾ AUGUST ▾

## Drivers get behind the lens for charity auction

15 Aug 2012

Leading names from the world of Formula One racing have put their photography skills to the test thanks to Zoom, an innovative new project in aid of Great Ormond Street Hospital Children's Charity (GOSHCC).

Drivers and team principals were all asked to take a photograph of whatever subject they wanted. The images will then be auctioned to raise money for the London hospital. Highlights of the collection include Lewis Hamilton's 'driver's eye' view from the cockpit of his car at the pits at Spa-Francorchamps, Sebastian Vettel's favourite Alpine scene and Bruno Senna's beach paradise.

"The auction is a super idea," said Formula One group CEO Bernie



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Every photograph has been signed by the contributor and will be auctioned off by renowned motorsport auction specialists, Coys. Proceeds will go to Great Ormond Street Hospital Children's Charity (GOSHCC).



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Charity. "The images give real insight into the drivers' personalities and we're really looking forward to the auction."

The event will culminate on Friday 14th September 2012 at a VIP reception and live auction, attended by some of the Formula One contributors themselves. The auction will take place in the ballroom of London's Wyndham Grand London Chelsea Harbour.

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

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