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## GMA Committee Members

Richard Neergaard:	Chairman <a href="mailto:richardneergaard@gmail.com">richardneergaard@gmail.com</a>
Sean Wales:	Membership Secretary and Financial Officer <a href="mailto:seanlwales@gmail.com">seanlwales@gmail.com</a>
David Purvis:	Administrator <a href="mailto:davidpurvismotorart@btinternet.com">davidpurvismotorart@btinternet.com</a>
David Marsh:	Webmaster <a href="mailto:opus@opusdesign.uk.com">opus@opusdesign.uk.com</a>
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David Ginn:	<a href="mailto:davidginn@btinternet.com">davidginn@btinternet.com</a>

## WhatsApp

The **Guild of Motoring Artists** now has a WhatsApp group for members

If you are not already signed up to this group, please contact one of the administrators, **Richard Neergaard** and **Sean Wales**, at the appropriate e-mail address above and you will be sent a link.

## Website

The **Guild of Motoring Artists'** current website is: <https://www.motoringartists.com>

Thanks to **David Marsh** for keeping this updated. E-mail [opus@opusdesign.uk.com](mailto:opus@opusdesign.uk.com) to submit photos and new or updated information about yourself and your work.

## Facebook

The **Guild of Motoring Artists** has a Facebook Page to which members are welcome to contribute. It is linked to the **GMA** Instagram page so a post on one will appear on the other.

GMA members on Facebook, please visit: <https://www.facebook.com/Guild-Of-Motoring-Artists-112345913727808/>

Thanks to Sean Wales for setting this up.

## Instagram

The **Guild of Motoring Artists** has an Instagram page to which members are welcome to contribute.

GMA members on Instagram, please visit: <https://www.instagram.com/motoringartists/>

Thanks to **Sean Wales** for setting this up. To be included, please submit 2 jpegs to **Sean**. Hashtags are also required for each picture. E-mail [seanwales@gmail.com](mailto:seanwales@gmail.com) to submit contributions or for more information.

## ArtyFACTS

- 1 Which legend of spectacular stunt, rally driving and YouTube star driver died recently?
- 2 Whose glass balloon sculpture of a dog got bust by a visitor?
- 3 Which F1 winner got the boot from his media punditry job?
- 4 Who painted 'Sunday on the Grande Jatte'?
- 5 How did 23 year old Formula E racing driver Dan Ticktum get into trouble recently?
- 6 Where can you view a major retrospective Vermeer exhibition this year?
- 7 Which historic race will celebrate it's centenary this year?
- 8 Who exhibited 'The Fountain' and why was it "simply suppressed"?
- 9 Which British circuit celebrates it's 75th anniversary this year?
- 10 What was Vincent Van Gogh's brother's name?

The quarterly ArtyFacts quiz is compiled by **Barry Hunter**

Welcome to the latest web edition of **Redline**. As you obviously will have realised, I have given it a makeover. I like to update the look every couple of years to keep it fresh. I prefer evolution rather than revolution, so it's been a gradual process over the years. It now looks completely different to when I took over the Art Editor's position back in 2010, but it's been gradual, with this being only the second really major change.

The most obvious change is to the front page, as you will have seen. I like to think it looks a bit more lively now. The only other major change is that there's a new typeface. **Redline** has used Avant Garde ever since the very first issue in 2006, and I admit that I like Avant Garde with its large x-height and great variety of weights, but I think there comes a time when a magazine starts to look stale and a change of typeface is a big help in refreshing it.

The new font is Charter, which I think is easy to read and gives **Redline** a classy look. I hope you agree, but please let me know if you think it's a mistake and we should go back to Avant Garde. I appreciate that these days many will be reading **Redline** on smartphones, so by all means let me know if you think that it doesn't work on a phone screen.

Moving on, this issue has a good selection of articles to keep you entertained and informed, as usual. We have an excellent Featured Artist, this time famous in a previous life so to speak, being former F1 driver, **Stefan Johansson**, who I have seen race many times, back when I was still living in England. Those were the days!

As an aside, 4 years ago, **Stefan** wrote a proposal to improve Formula 1, which I have just read online. I have to say that I agree with just about everything he suggested. Much of it is very close to what I have been saying for a very long time now. Some of it, maybe coincidentally, has actually been implemented, and the results have been positive, although there's still a way to go in my opinion. If you are a Formula 1 fan, and wish to read it, just Google '*Johansson's radical proposal to make F1 awesome again*'. It's in 4 parts, so quite long, but well worth reading it all. Personally, I wish I'd seen it earlier. Great ideas **Stefan**! All the better for coming from someone who has been there.

Back to this issue of **Redline**. Our major feature this issue is the review of the **GMA** exhibition at the **RAC** Club in Pall Mall. For obvious reasons, this was the first big **GMA** exhibition for a long time. Hopefully the first of many now that things are back to normal after the pandemic. This is surely the sort of event that will broaden awareness of the **Guild** and help attract both sales and new members. I would advise anybody reading this having just discovered the **GMA** website to return frequently to see our future plans as more exhibitions are in the pipeline and nothing beats seeing

art in the flesh so to speak. Meanwhile, please study **David Purvis'** report on the **RAC** event.

In addition, we have all our regular features. **Heidi Mraz** is this issue's New Member Profile subject, while **David Purvis** provides the latest 'Star Photo'.

Inspiration Corner this issue delves into the ancient craft of mosaics with **David O'Brien** showing how this can be used in a motoring art context with some highly original results.

We also have the 'Gallery' at the back as usual. Please have a look at the latest work from some of our members. Contact e-mail addresses are included should you wish to know more or perhaps commission a piece.

**Barry Hunter** has once again submitted a 'just for fun' 'ArtyFacts' quiz on page 2 with answers on the last page. I didn't find it quite so tough this time, but probably just got lucky! **Barry** has also submitted a book review.

If that's not enough for you, **Dinura Dassanayake** has written a follow-up to his article in the last issue, with more useful marketing tips for **Instagram**. Obviously this is primarily aimed at helping **GMA** members, but his advice applies equally well to anyone who wants to market their products on **Instagram**.

Any artists reading this whose work involves motoring subjects, and may be considering joining the **GMA**, should be aware that membership includes an expanded issue of **Redline** 4 times a year with all the latest Guilds news from our Chairman and Administrator, as well as higher resolution photos without watermarks.

I will leave you with a photo from the 2023 Rio de Janeiro Carnival which took place in February. Now that we seem to be getting back to normal, thanks to the Covid-19 vaccination programme, Carnival is back to its normal dates and all the street events were back as well as the famous Sambodromo parades. This year 2 Samba Schools included cars in their parades, including this colourful VW Fusca (Beetle).



Regards,

*John Napper*



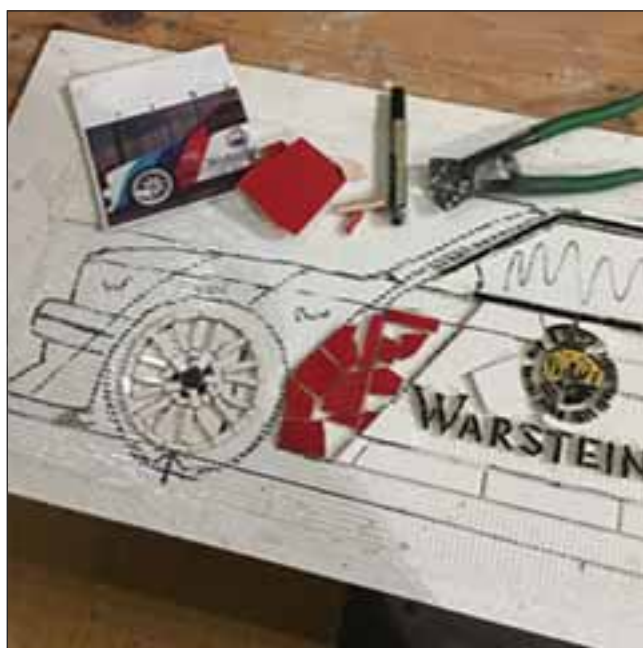
For more than 4,000 years, mosaics have been part of human culture. In the late '90s, a visit to Gaudi's Parc Guell in the hilltops near Barcelona ignited my passion for mosaic art.

At Gaudi's Parc Guell, surrounded by the sinuous curves of the bench and the vibrant colours of the mosaics, I experienced a moment of inspiration. Though I had no prior experience of tilework or art in general, something about the way the pieces fit together and flowed across the surface resonated with me. I felt a deep sense of connection to the craft and a belief that I could create beautiful mosaics.

From a young age, I was captivated by the world of motorsport. I can still recall watching F1 races on TV and rooting for **Nigel Mansell**, feeling heartbroken when he suffered a blowout in Adelaide in '86. Over time, I've developed a deep admiration for other racing greats, such as **Damon Hill**, **Ayrton Senna**, **Michael Schumacher**, and **David Coulthard**, among many others.

There's something about rallying that just gets my blood pumping, and **Colin McRae** was a big part of that. His fearless driving style and incredible car control were truly awe-inspiring, and I'll always remember the blue and gold Subaru he piloted to so many incredible victories. In my mind, he'll forever be the king of the rally stage.

As a car enthusiast, BMWs and touring cars hold a special place in my heart. Over the years, I've owned several BMWs, including three E30 M3s – one of which was a rare Cecotto. When I decided to try my hand at creating a mosaic of my dream car, the E30 M3 Cecotto was the obvious choice. Armed with a printed side shot and some original drawings, I set to work on a one metre long masterpiece. Working on it during evenings and weekends, I took my time to ensure that each line was perfect, especially when it came to the wheels. Recreating the intricate spokes of the BBS wheels was no small feat, but eventually I discovered a secret technique: using the tiles to create the space between the spokes, rather than trying to replicate them directly.







As I was setting up my business Twitter account, I posted my very first tweet which is still visible today. To my surprise, **Johnny Ceccoto** was the first to like and re-tweet it, which was truly remarkable.

During the lockdown, I took it upon myself to explore new avenues and challenge myself further. As a result, I taught myself how to create a sculptural mosaic, including intricate race helmets and even a scaled-down replica of a Ferrari F40 front end.

I had the pleasure of showcasing my artwork at the stunning Sleeping with Art event masterfully curated by Renata Fernandes. For this exhibition, I created a couple of pieces with a Porsche/**Steve McQueen** theme. One of my most challenging works was a sculptural mosaic of the iconic Gulf race jacket worn by **Steve McQueen** in the film Le Mans, which required all my expertise to create. This masterpiece is now on display at Argent Timeless located on Saville Row in Mayfair.

I hope you enjoyed my insights and found some inspiration in my work. If you're interested in commissioning a piece or would like more information, please don't hesitate to contact me.

Best Wishes

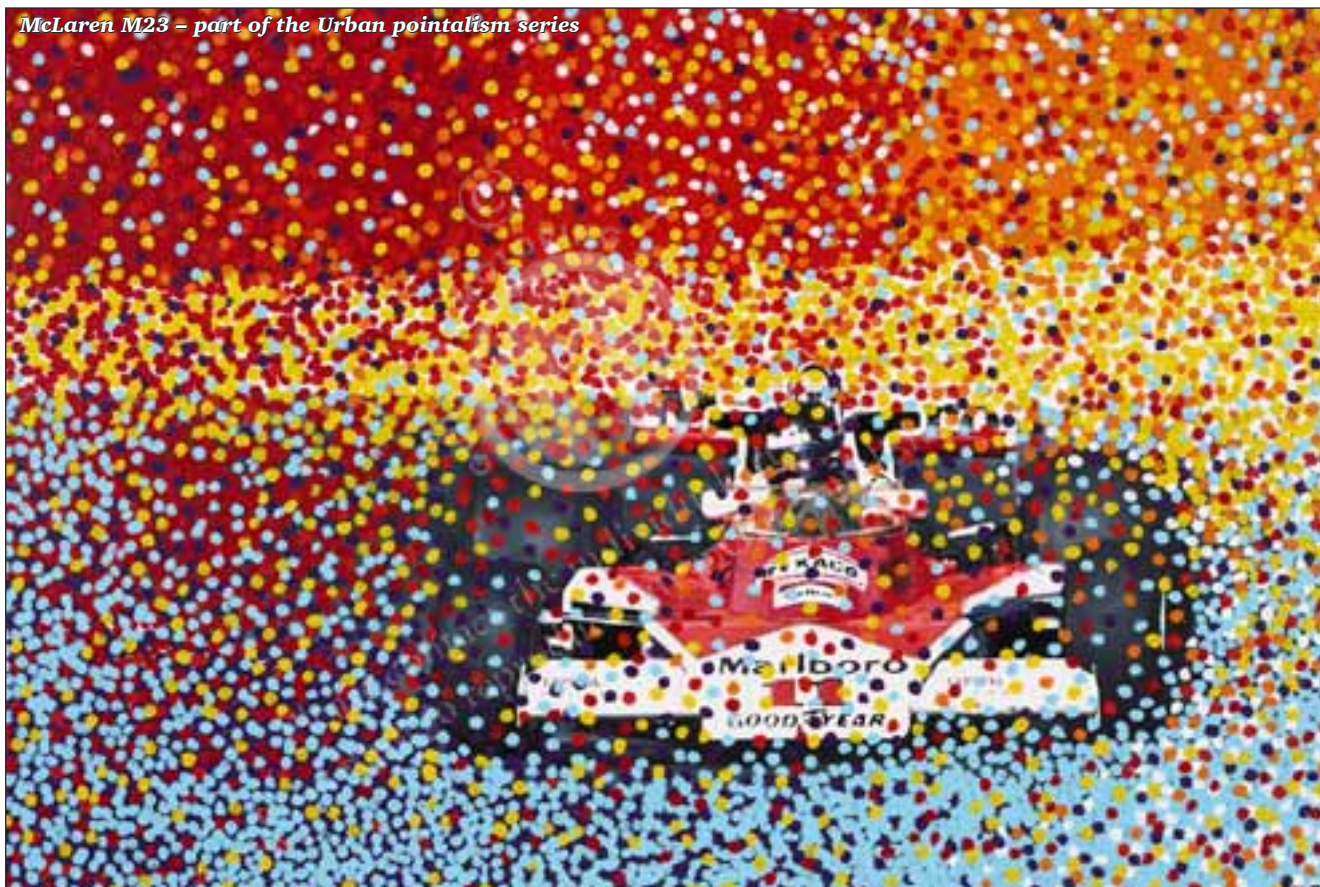
*David O'Brien*









*McLaren M23 – part of the Urban pointalism series*

# Stefan Johansson

I was born in Växjö, Sweden and was raised in a familial culture of auto racing. I sort of grew up with it. My dad was a club racer back in Sweden, so I used to go to races with him when I was three or four years old. I kind of lived in that world on a smaller scale. I was also playing a lot of ice hockey (like everybody does in Sweden), it's the national sport over there, and was doing quite well. So it was only when I was about 18, I think, that I chose a racing career rather than try to pursue one as a professional ice hockey player. Around that age was when I began to take racing really seriously. It was definitely a family affair. We used to have a caravan that we modified into half a transporter, with the go-karts underneath the beds...

Looking back at it now it was actually a great time because everybody there was doing the same thing. There was a good atmosphere in the paddock, everybody was hanging out and

all their families were there. It was a nice way to grow up actually.

I started in karting and that went quite well – I got into the Swedish national team and it went on from there. It's funny because in my latter years of karting I used to race against **Eddie Cheever**, **Alain Prost**, **Didier Pironi**, **Elio de Angelis**, **Riccardo Patrese**, all the guys who eventually ended up in Formula 1!

It was such great training for later on. I'm sure it's the same now, but the entire field was covered by a tiny

*Stefan Johansson at work in his studio*





amount of time. 1/10th of a second could be the difference between just making the finals or being on the front row. It was crazy how competitive it was.

During my career in F1, I raced against some of the most notable names in the history of Formula One. My first podium was shared with **Michele Alboreto** and **Alain Prost** at the 1985 Canadian Grand Prix, a race in which **Ayrton Senna** set the fastest lap. I spent most of my life racing cars, with a 10 year career in Formula 1, driving for teams such as Ferrari and McLaren and winning the prestigious Le Mans 24 hour race for Porsche.

I left Formula One in 1991 and found my way to America to participate in the CART (now Indycar) series. For five years, I raced for Bettenhausen Racing and won the 1992 Rookie of the Year award. Not bad for someone who spent ten years in Formula One! I spent over 30 years racing at the highest levels of Motorsport, continuously trying to perfect the craft of driving a race car at the limits of its performance.

In parallel I have always had a strong interest in Art and Design, but it wasn't until my close friend and driver colleague, **Elio De Angelis**, was killed in a racing accident in 1986 that I decided to pick up a brush and canvas to paint something in his honour. We

were good buddies when we were racing in F1, and when he got killed, that affected me pretty badly. I don't even know to this day what prompted me to go and buy a canvas and some paint and try to do something in his memory, but that's kind of how it got started actually, and then I got hooked on it pretty early on. I found it very therapeutic to take your mind off things between races, so I then started painting in my apartment and did various bits and pieces.

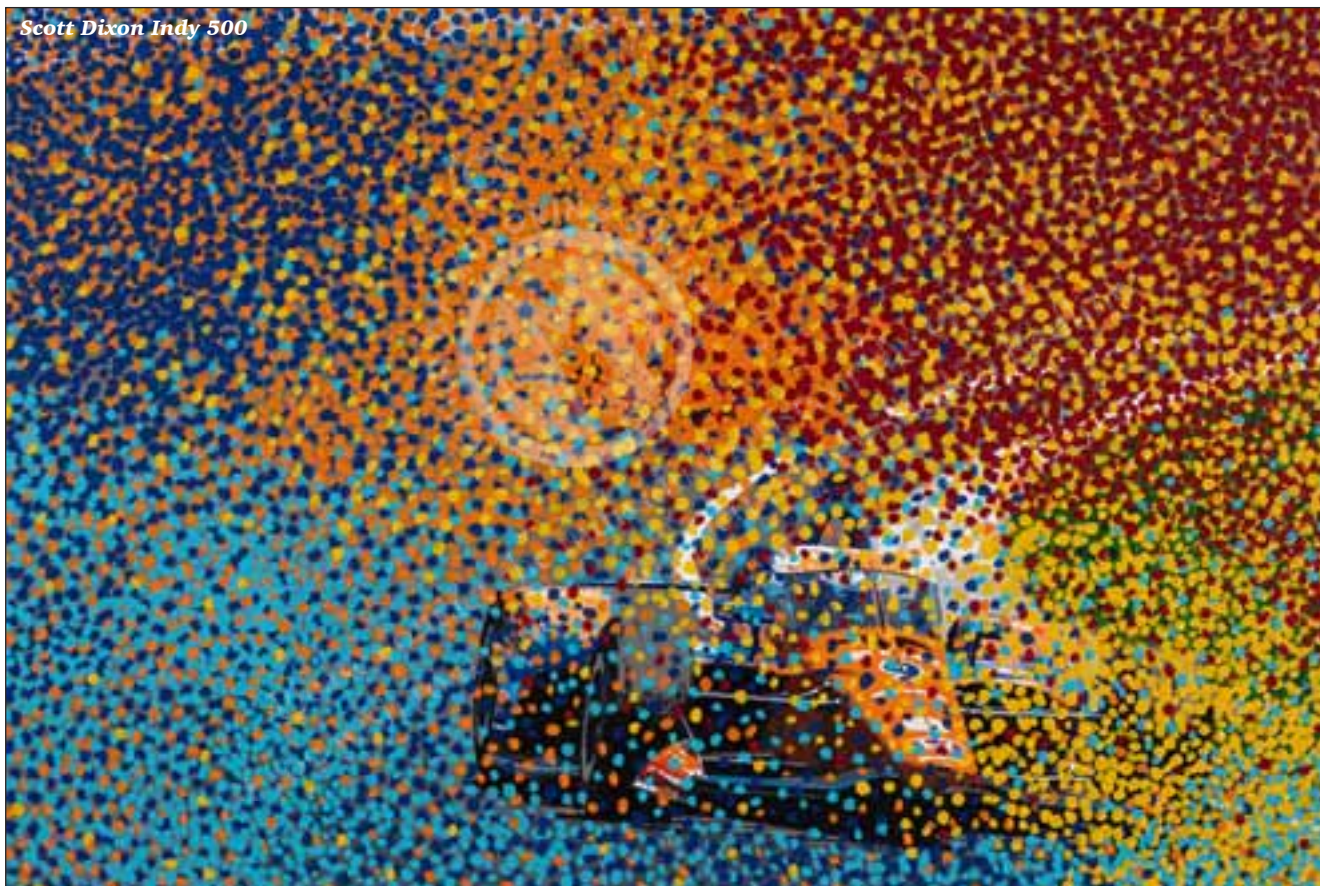
It's grown over time, but for my whole racing career it was more a hobby than anything else. Only in the last five or six years have I really started to take it more seriously as a vocation, and have started selling my works. I wasn't really comfortable selling what I did early on anyway, but I think I have found a style now that I feel comfortable with and I'm willing to show other people without being ashamed of what I'm doing.

This has evolved into a new way of life and I now spend the same time and focus to perfect the craft of being an Artist as I used to when I was racing, creating new paintings and designs from my studio in Santa Monica, California.

In parallel with my racing, I was always very interested in design and art. Like most people in life, we have



Scott Dixon Indy 500



hobbies outside of what our vocation is. So, art has always followed me, and painting helped me relax between races. Art is something that I've been getting serious about in more recent years. However, I've been painting since 1986.

I also design and create bespoke watches. A **Stefan Johansson** watch typically starts with an ETA/Valjoux [7750] movement, which is a pretty straight forward movement – and then I have one supplier that does the case and the crystal and the bezel, and then the rotor, the straps, the dials and the hands. Then I have one house that does the assembly and testing and everything. It works out pretty well. I'm kind of the general contractor, and then I have these people putting all the stuff together for me.

Cars and watches are kind of the 'thing' for guys! Girls like their bags and their shoes, we have cars and watches I guess. I collected a few watches along the way, and then I was approached by a company in Switzerland at the tail end of my F1 career, to endorse or be an ambassador for, their brand, or something – but the watches they

had were not really in a style that I liked, let's say, so I suggested we collaborate on a joint design venture. That's really how it got started. Then I decided to just do it on my own rather than with another brand, so I've just been doing it ever since!

Many of my fellow competitors have **Stefan Johansson** watches. When I did the 24 Hours of Le Mans and all the big races, I always used to have one of my co-drivers wear the watch. Then I had them



**Stefan Johansson Mark VIII 033 watch**  
featuring motor sport flag signals



engraved and signed, usually something like, “*Tested at the 24 Hours of Le Mans by Michele Alboreto,*” or **Johnny Herbert**, **JJ Lehto**, or whoever. And I still have all those watches. **Kenny Bräck** wore one when he won the 1999 Indy 500. I still have it, engraved on the back and everything.

I’ve tried to theme all these sports watches to somehow latch on my background in racing, to have some inspiration from racing. So, the **Mark VIII C 011**, for example, if you look at the hour register on the bottom, I reversed the countdown. I mean, it’s just a little gimmick, but I switched the countdown. Instead of a count-up, as you’d see on a typical dial, it’s a countdown. So, it starts at 24, and it works backward. It’s an homage to the 24 Hours of Le Mans. The idea is, you start the clock when the race begins, and it counts down from 24.

**Brad Pitt** bought that particular one.

Almost all of it is bespoke. I do a lot of custom-made for particular clients who may want a specific piece. Or they may wish to put a logo on it or have some of the design changed. So, the majority of the watches I make now are all custom-made in some way or another. The rotor, on the back, is from my helmet design with the three leaves. I custom-made that rotor with the three leaves. The same as I have on my helmet.

My signature model is the one with the flags, the **Mark VIII E 033**, because that has all the F1 flag signals. I’ve had TAG Heuer, Hublot, and Richard

Mille – because they’re friends, I know them all quite well – and they called up and said, “*You bastard! I wanted to make that design!*” And they’d looked it up and realized I had a registered patent on that one.

My mindset is solitude. It’s just me, and I’m in my studio, I never have any music on, it’s just silence, so

*“My mindset is  
solitude.  
It’s just me, and  
I’m in my studio”*



Mulsanne



it's almost a meditative state when I'm painting and things start to flow. It's very similar when you race a car, because you get into that same state of mind and you lose all sense of space and time. You are one with the car. You feel everything. It's like you're on some kind of a wonder drug where every sense in your body is magnified massively, vision, hearing, smell, everything, all the senses just come together and everything is part of what you do with the car.

When you paint it's actually quite similar to that, once you get the flow. It takes me a lot longer to get dialled in when I paint, because I've been driving cars my whole life since I was a little kid! The painting is a bit of a grind sometimes to get going, but once I get it going, then the same thing happens. I'll be in my studio and before I know it, it's six o'clock in the morning. You just completely lose all sense of time, it just starts flowing and it's a wonderful space to be in. I think it's all very similar in the end, because driving a race car is a bit of an art form in that you just use your senses, and you improvise all the time; although every lap is the same, it's never the same. You are on full alert the whole time, but I think it's similar if you're a writer or musician. There are so many different forms of art, but I think it all connects to and comes from the same source at the end. A sort of purity, I suppose.





*Tobogán, one of a series of paintings inspired by corners on famous circuits.*



*Porsche Art Car livery based on the painting, Tobogán – see Stefan's Tweet –*

← Thread

 **Stefan Johansson**  
@SJohanssonF1

During this round of Carrera Cup Scandinavia we will see Prince Carl Philip Bernadotte of Sweden racing in a specially prepared Stefan Johansson Tobogán Porsche. Exciting stuff!



1:10 PM · Sep 18, 2020 from Los Angeles, CA





Chaparral S1





Maserati Birdcage



Williams





Let Us Alone

Picasso

"Most people today no longer expect to receive consolation from art. The refined, the rich, the distillers of quinine essence (art critics) desire only the peculiar, the eccentric, the scandalous in today's art. And I myself, since the advent of cubism, have fed these fellows what they wanted, and satisfied these critics with all the ridiculous ideas that have passed through my head.

"The less they understood them, the more they admired me. Through amusing myself with all these absurd farces, I became celebrated... But when I am alone, I do not have the effrontery to consider myself an artist at all, not in the grand old meaning of the word. Giotto, Titian, Rembrandt and Goya, they were great painters. I am only a public clown.

"I have understood my time and have exploited the imbecility, the vanity, the greed of my contemporaries. It is a bitter confession of mine - more painful than it may seem. But at least and at last it does have the merit of being honest."

Pablo Picasso, November, 1951



917 Gulf Porsche

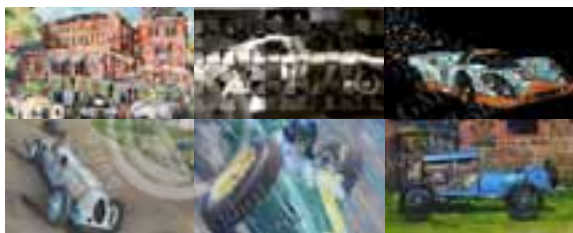


Audi R8 Sebring



## GMA Exhibition RAC Club Pall Mall

27th January to 24th February 2023



### The Guild For Creative Automotive Art Friday 27 January to Friday 24 February

The Guild of Motoring Artists (GMA) was established in 1986 as a group of professional and semi-professional artists, who shared a common interest in automotive art. Over the years it has attracted some of the best and diverse worldwide automotive artists through its selective membership, exhibiting around the UK with invitational exhibitions in the USA.

Our exhibition at the Club features work from 12 of our members in a variety of media and styles. You will find work from Heidi Mraz, the official poster artist for the Pinehurst Concours d'Elegance and Art in Motion Concours in New York. Heidi has also been commissioned to paint the winning cars of the Amelia Island and Pebble Beach Concours d'Elegance.

Stefan Johansson - following 30 years racing at the highest level including 10 years in Formula 1, driving for teams such as Ferrari and McLaren as well as winning the Le Mans 24 hour race for Porsche. 34 years later he now spends the same time and focus to perfect the craft of being an artist, creating new paintings from his studio in Santa Monica, California.

Ella Freire - a London artist and silk screen printer, successfully exhibiting at Salon Prive, The London Concours and the Club, Ella is now currently working on a series of commissions for private car collectors.

Anna-Louise Felstead - following a trip to Monaco during the Grand Prix Historique in 2008 where she painted her first ever racing car she has never looked back. She is internationally known painting historic and modern racing cars. Anna-Louise continues to travel the world attending events such as Pebble Beach, Amelia Island, Villa d'Este, Salon Prive, Le Mans and Monaco Grand Prix Historique.

Richard Wheatland - GMA founding member who is also a member of the Guild of Aviation Artists (GAVA).

Our objective is to become the one stop for quality creative automotive art. So whether your taste is for traditional compositions, tight representational illustration, loose and wild, abstract, digital vector or 3D sculpture and multi-media, you are sure to find a style that is right for you within the Guild's membership portfolio.

For further information, or to purchase a piece of art, please email: [picturegallery@royalautomobileclub.co.uk](mailto:picturegallery@royalautomobileclub.co.uk) or visit the Online Club Shop.

PICTURE GALLERY



## Report

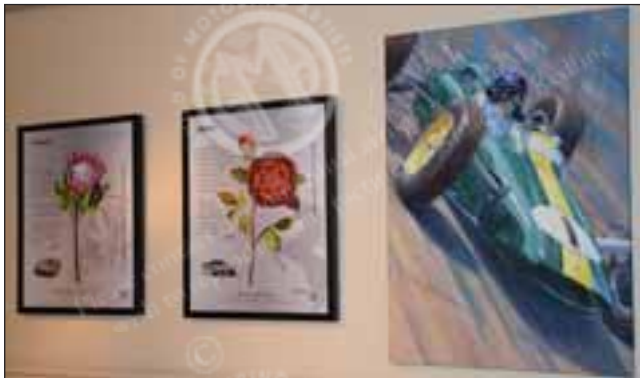
Following six months work, and with our first major **GMA Exhibition** for a number of years, it all finally came together with 12 artists displaying 33 works in a wide variety of styles. In addition all of these were available on the RAC Online Shop, including a further 10 that weren't on display.

Thanks to exhibitors **Sean Wales, Richard Neergaard, Richard Wheatland, Brian Casey, David Ginn, Anna-Louise Felstead, Ella Freire, Stefan Johansson, Heidi Mraz, Stuart Booth, Gary Speak and David Purvis.** The majority were able to help deliver, set up and take down, many having lengthy journeys and using intriguing methods of artwork transportation methods on assorted public transport.

Footfall in the area was high both times we visited, with lots of interest.

We had two sales – **Anna-Louise Felstead's 'RAC Club Pall Mall'** and **Ella Freire's 'Jaguar E Type'** – congratulations to both.





## The RAC Club

The RAC Pall Mall building is huge and luxuriously grand. It seems to be mainly used as a central base for business, with sports (including an impressive pool), entertainment and luxurious dining facilities.

It contains priceless motoring trophies, artefacts and memorabilia – even period driver cartoons in the loos!

The photos show the imposing entrance with ever helpful doorman, the inner rotunda over three floors with vehicle displays ‘how do they get them in there?’ people ask. Amongst the trophies the fabulous gold British Grand Prix Trophy and finally some massive paintings – some featuring notable members at events – all recognisable in detail and paintings that follow the curves of the walls like the RAC Scottish Centenary Tour.

David Purvis















## All displayed works



Sean Wales

### Tough Break

1993 Jaguar XJ220 CLM

### Stately Coupé

2013 Rolls Royce coupé

### A Long Friendship

Land Rover Defender





## Stuart Booth

### Senna Reigns Supreme

1985 Belgian GP, Lotus 97T

### History Maker

Moss, Mille Miglia,  
Mercedes-Benz 300SLR

### Jimmy

Jim Clark Lotus 25







Richard Wheatland

First Lady

Home Win

Birkin's Out'

Match Race 1908





David Purvis

Le Pur Sang

Bugatti T13

Alfa Romeo 308C 1939 Burgundy GP

Jean-Pierre Wimille

Moss Ferrari 250 GT

Goodwood TT '61







David Ginn

1962 Le Mans  
Ferrari 250 GTO

Wave Across The Galactic Ocean  
Corvette Sting Ray 1963

Uncowled  
Lotus 25 V8



Gary Speak

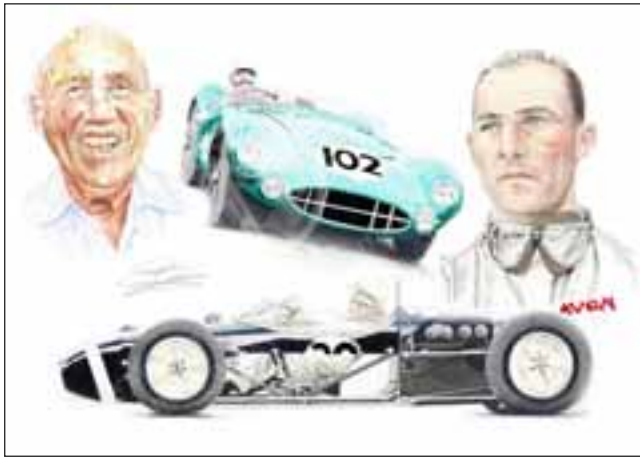
Hamilton, 4 Wins In Rookie Year

Raikkonen, Monaco

Button, Brawn, Monaco







## Brian Casey

Sir Stirling Moss OBE Tribute Montage

Murray Walker Tribute Montage

Ayrton Senna Tribute Montage



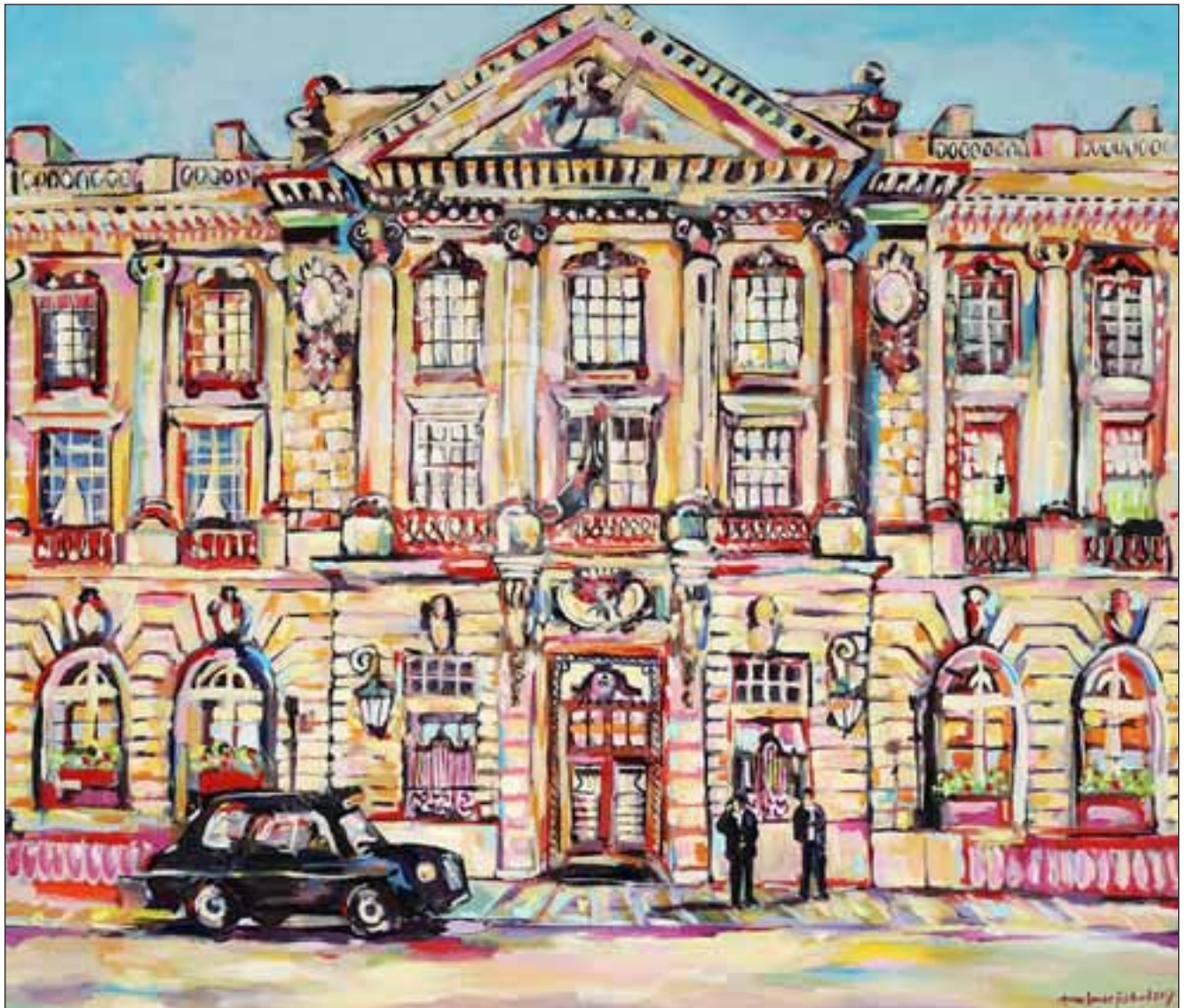


Anna-Louise Felstead

Woodcote Park

Royal Automobile Club, Pall Mall

*Sold*







Heidi Mraz

People Will Stare  
Petal To The Metal

She Loves Me  
Petal To The Metal

Aerodynamics by  
Entomology

The Art of  
Provenance





## Stefan Johansson

### Tribute

Bernie Ecclestone Portrait

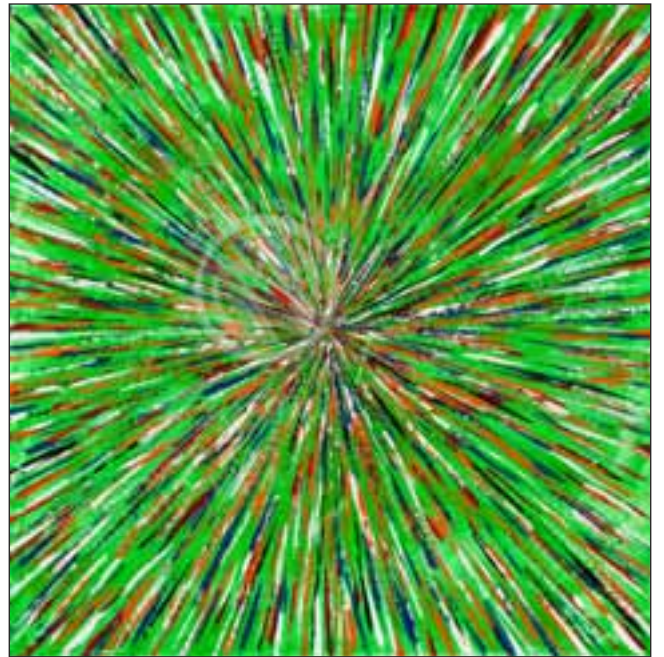
### Dry Sack

Abstract

### St Mary's

Abstract

FOR THIS IS THE JOURNEY THAT MEN MAKE; TO FIND THEMSELVES. IT DOESN'T MATTER WHAT ELSE THEY FIND, FAME, FORTUNE, MANY LOVES, REVENGE, WHEN THE TICKETS ARE COLLECTED AT THE END OF THE RIDE, THEY ARE TOSSED IN THE BIN MARKED FAILURE. BUT IF A MAN HAPPENS TO FIND HIMSELF, THE EXTENT OF HIS COURAGE, THE LIMIT OF HIS DEDICATION, THE POSITION IN LIFE FROM WHICH HE CAN NO LONGER RETREAT, HE HAS FOUND A MANSION HE CAN INHABIT WITH DIGNITY ALL THE DAYS OF HIS LIFE. - JAMES A. MICHENER







Ella Freire

Aston Martin DB5

Ferrari Dino

Jaguar E-Type

**Sold**



Richard Neergaard

Ferrari 250 GT SWB





## Additional Works in the RAC online Shop



### David Purvis

1929 Monaco GP – Grover-Williams

Bugatti T35

**Blast Off!**

Jim Clark, Aston Martin DB4 GT Zagato  
'66 TT Goodwood



1906 French GP

Winner Ferenc Szisz

### Heidi Mraz

**Nothing Is Too Beautiful**

Petal To The Metal



## David Ginn

## Winner

Ford GT Le Mans Ecoboost 2016 (online)

## 1906 French GP

Winning Renault driven by Ferenc Szisz

## Planet Hopping

Retro Rocket Car



## Gary Speak

## Alonso Renault 1

## 'Alonso Renault 2

## 'Webber Jaguar





# "Joined Up Writing This Time please"

## Stories of Motorsport Heroes

Martin Tomlinson  
with Andrew Marriott

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This is the story of motorsport artist **Martin Tomlinson's** induction into motorsport by his father and grandfather in the 1950s. When he was given an autograph book for his 8th birthday, he quickly got to work in those more fan-friendly paddocks. He started with his hero **Graham Hill's** autograph at Brands Hatch in 1958, and almost immediately followed with **Stirling Moss** and **Harry Schell**. The book is full of personal recollections of each contact and is revealing of the drivers' characters. There are the greats, such as **Fangio** and **Clark**, and all sorts of, perhaps, less well-known names, which you may or may not have heard of.

Well known broadcaster, journalist and art exhibition organiser **Andrew Marriott** supports **Martin's** input with biographies of these motorsport heroes.

Alongside are sketches and full page paintings of the drivers concerned, as well as pages from contemporary race programmes. The book is a short one, which covers the 1950s and '60s with many of **Martin's** charming and beautifully rendered gouache paintings. In many cases, **Martin** befriended the drivers, as he did commissions for them, or got prints signed by them. You will only be able to buy this charming and beautiful book directly from **Martin** at [www.motor-racing-art.co.uk](http://www.motor-racing-art.co.uk) Mine arrived signed by **Martin** with a personalised letter.

You will also be able to find a video interview on the website, where ex-Williams, journalist and F1 podcast man, **Peter Windsor**, talks to **Martin** about his art and the book.

Much recommended.

**Barry Hunter**

# Instagram Marketing Tips

## Part 2

Over the last few years, there have been unprecedented changes in the marketing landscape. Businesses have had to rely on digital and social media marketing more than ever before, and, as a result, many brands are becoming more creative and using social media in novel ways, as are consumers.

**Instagram** is a visual platform that primarily focuses on photos and videos. This means that if the cards are played correctly, **Instagram** is the best tool to help Artists sell their art pieces, as it helps target a broader audience, as well as entering untapped markets overseas.

Continuing from my previous article, here are a few more of my most effective tips to grow your **Instagram** page.

## Create a captivating Instagram bio

Despite the fact that it is only 150 characters long, your **Instagram** bio is valuable real estate.

This is the first time customers and potential followers will encounter your brand. It is an opportunity to highlight your brand's core values and encourage followers to take action. It's also the only place where you can direct **Instagram** traffic to your website.

Therefore, I recommend including the following in your bio: A clear, concise description of what your company does, hashtags related to your company, and some kind of call to action. Most importantly, include a trackable link in your bio to track the behaviour of your **Instagram** traffic and direct users to your website.

## Be consistent, be unique

**The more consistent your posts are, the better your audience will get to know you, which will lead to increased trust. Rather than posting for the sake of posting, be more strategic and consider what is feasible for you.**

Consistency does not have to mean posting every day. Set your own pace and make a reasonable schedule, even if that means starting with only one or two posts per week. However, it is crucial that you post in a way that your followers will get to know you; in this case, your artwork, art style, the materials used, dimensions etc., which make you and your artwork unique just to you. Followers love this, and it is essential that you deliver what your followers want to see to attract and grow your **Instagram**.

## Second chance to capture interest – Share Carousel posts

Share carousel posts with your audience to give your content a longer shelf-life.

Why, you may ask? Well, if a follower doesn't interact with your post when they first view it, they might see the second slide of your carousel when they open the app the next time, giving you another chance to capture their interest and expand your audience.

Carousel posts are also considered as a brilliant tool to tell your story in one share, rather than posting content separately. For example, if you would like to share your most recent vacation, or a new art project that you've been working on, carousel posts would help you share up to 10 files, photo or video, in one go, making it easier to tell your story. This way, you could avoid over-sharing on **Instagram**, and help keep your **Instagram** feed nice and tidy.

## Post more stories

**Instagram's** current top priority is clearly stories. No one expects **Instagram** stories to be polished. Snapshots, selfies, and bite-sized posts that showcase your brand in the real world can be created quickly. They are far and away among the most popular sorts of content and serve as a kind of **Snapchat** heir apparent. Today's time-sensitive, 'self-destruct' style content is in high demand.

The platform encourages brands to use it, as evidenced by recent additions like audience polls and Stories advertisements. Running regular Stories will increase engagement if you're seeking it. For example, a good way to maximize engagement on a recent post you made is to add it to your **Instagram** story. This way, any user that might have not seen your most recent post could spot it through your story, and interact with it leading to maximized engagement.

As a digital marketing consultant, I am open to completely take over your **Instagram** account and grow it organically for you. From tailored content creation to increasing brand awareness and engagement, your **Instagram** account could reach significant growth and ultimately assist in generating more sales for your brand. If you would like to discuss this further, feel free to reach out via **LinkedIn** or through email as I would be more than happy to help you grow your **Instagram** page.

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Number 19

### Jaguar XK140 boot badge

Taken with my Nikon D5300, focal length 95mm, 1/320 sec at F9.

This photo was taken at at Sywell Pistons and Props – telling it like it is 1950s style!

David Purvis

## Heidi Mraz

Throughout history, artists have been inspired by everyday objects. The art world reveres still life paintings of the mundane like **Cezanne's** Basket of Apples, and **Manet's** Bunch of Asparagus. For decades there has been a move to make everyday objects easier to use and more appealing, and companies have commissioned artists to design faucets, chairs, even keychains all with the goal of making the object beautiful and desirable to the consumer. And yet so few people view automobiles as art or automobile inspired art as fine art. Using conceptual art as my vehicle, I challenge these notions in the best possible way.

Art is emotional but it is also intentional. Art can be an emotional experience for the artist and at the same time connect the viewer to their own emotions. Art can also intentionally provoke an emotion in its audience and change their perspective. This is a key aspect of the "art of design" but that term and the effort behind it deserves more consideration.

There is a trend toward immersive art experiences; audiences pay to walk through a room where art is projected onto the surrounding walls and floors. Consider this: a car is the ultimate immersive art experience. An automobile's visual appeal is obvious – there is symmetry and color that draws us in, then there is the sensual feel of the seats and steering wheel, the smell of a leather interior and the sound of the engine as it roars to life. Finally, there is that taste of freedom as you take it for a drive. I challenge that automobiles are art; details have been carefully considered and intentionally designed not only to solve the issue of transportation but to enhance the driving experience. Even the earliest vehicles, whose basic function was to transport, had a seat for the comfort of the driver and a dash of color or some distinguishing embellishments.

My automobile inspired art is also emotional, intentional as well as representational. As an artist growing up in the car world, I found inspiration in what many people consider mundane: a car. But every car has an engineer, a designer, owners, and a story. It is these things that have informed my art. My 2019 piece, *'Beneath the Surface: Bugatti of Lake Maggiore'* which is part of the permanent collection at the Mullin Automotive Museum in Oxnard, CA, is an assemblage of the colorful history surrounding a car that involved, famous race cars and drivers, champagne, gambling, tragedy, and love. The car's story continues today funding the legacy of a young man who fell victim to violence. Telling the story of this car through art engages viewers with a strong visual impact that can outlast the simple written words of an article.



Fine art is defined as an activity requiring great skill or accomplishment creating something that can be appreciated for its imaginative, aesthetic, or intellectual content. It would be a mistake to dismiss art inspired by automobiles as anything less than fine art. The skill, imagination and talent required to create a piece of 'car art' are the same as those used to create any still life or landscape. Imagine looking at **Van Gogh's** Sunflowers today and with a shrug saying, "Meh – flowers" or dismissing **Andy Warhol's** Campbell's Soup Cans.

We are surrounded by art forms every day; we just need to refocus our lens to see them. Through my new series, *'Driven to Abstraction'*, I attempt to do just that by using art as the vehicle. *'Driven to Abstraction'* is an experiential installation that at first glance appears to be colorful abstract art works; but when viewed through a convex mirror or a cell phone wide-angle camera, the abstraction miraculously transforms into the image of a car. *'Driven to Abstraction'* invites the viewer to change their perspective from seeing an abstract artwork to seeing a car. It encourages the viewer to connect cars and art and see the car as more than just a mode of transportation. By connecting cars and art I hope to encourage people who do not consider themselves 'car people' to expand their perceptions of the automobile and join car enthusiasts in their appreciation of the automobile for its beauty, its ability to connect people and create shared memories and to celebrate cars for the unique style they have brought to our culture throughout time. I am so pleased to share *'Driven to Abstraction'* with the **Guild of Motoring Artists**, a group that also invites us to see and appreciate the automobile as a 'true' art form.

*Heidi Mraz is an automotive fine artist and documentarian working in Great Falls, Virginia. Her car inspired art works are collected by the world's leading automotive collectors, brands and museums.*

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Heidi Mraz



**Redline Gallery** is an opportunity for **GMA** members to display their latest works to fellow members. We can't all get to **GMA** exhibitions to view the originals, but it's always good to see new works.

Please e-mail the editor to submit your work for inclusion in the Gallery at any time. Any additional information about the painting, drawing, sculpture etc, is always welcome, but not compulsory. Supply as much or as little as you think appropriate.

Please note that your e-mail address will be included under your name unless you specifically request it to be omitted.

This issue features contributions from (in alphabetical order): **Stuart Booth, David Briggs, Brian Casey, Joel Clark, Keith Leslie, Kevin McNicholas, & David Purvis.**

The committee has decided that only full members of the **GMA** can be considered for the Featured Artist spot at the front of Redline, but friends and honorary members are welcome to submit contributions to the Gallery pages. The website version of Redline uses watermarks for your protection but members receive clear photos in the full version. Enjoy!

*John Napper*

## *Keith Leslie*

[keith\\_leslie@hotmail.co.uk](mailto:keith_leslie@hotmail.co.uk)



### **1990 Mini Cooper**

This is a Mini World Magazine Project car.



## 1923 French GP, Tours

Final work for a publication



**George**

A portrait of George Russell in graphite pencil.



## Joey's Finest Hour

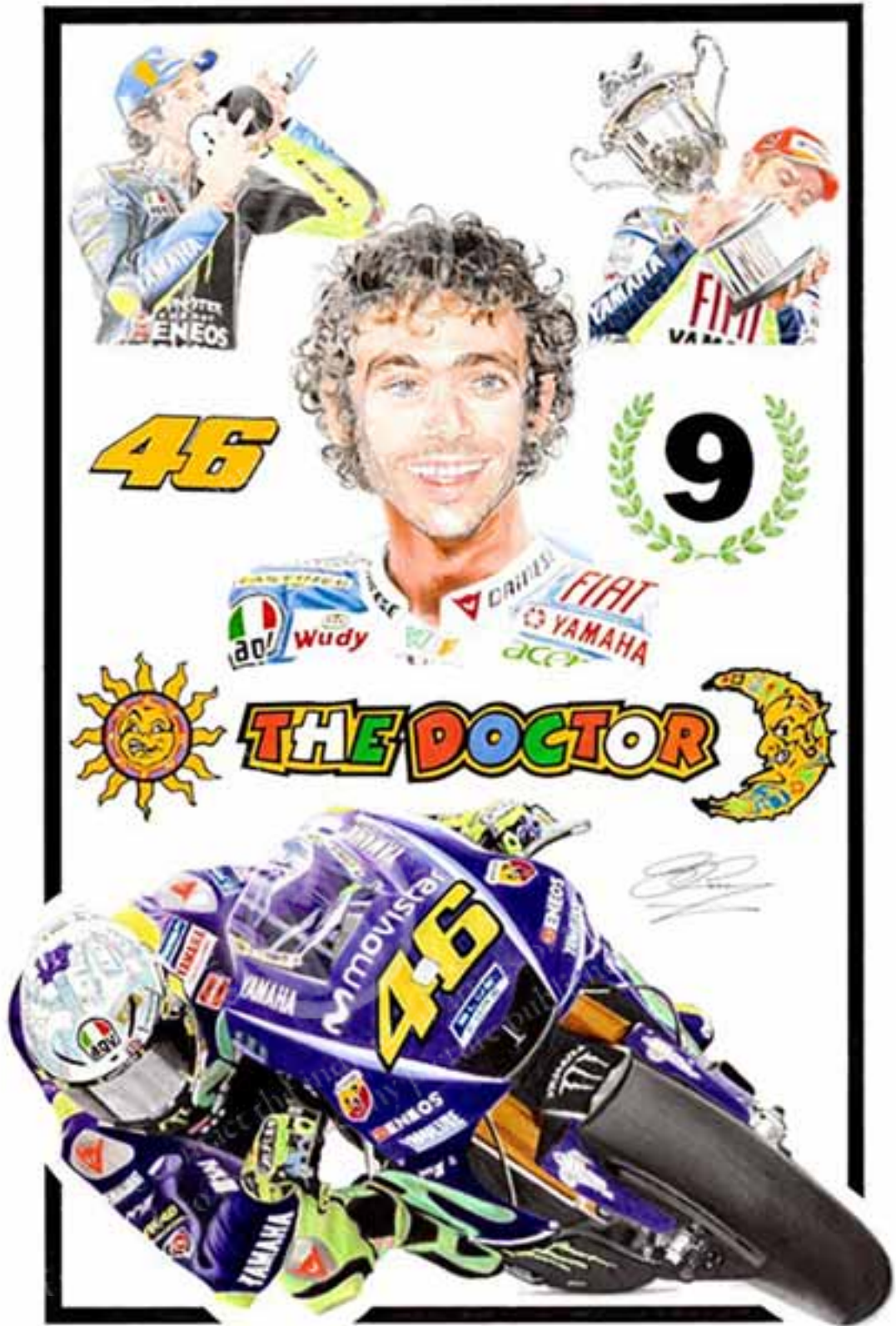
Here's my latest commission, just handed over.

The late great Joey Dunlop on the final lap of the 2000 IoM TT F1 race, topping Barregarrow on the Honda SP1 with 25 miles to go.

He won it and two other races that week taking his TT tally to 26, a record which stands to this day.

David Briggs





Valentino Rossi

**Supercar  
Fest Poster  
2023**



### **BRM Project** *(overleaf)*

I have also been working on a project with BRM.

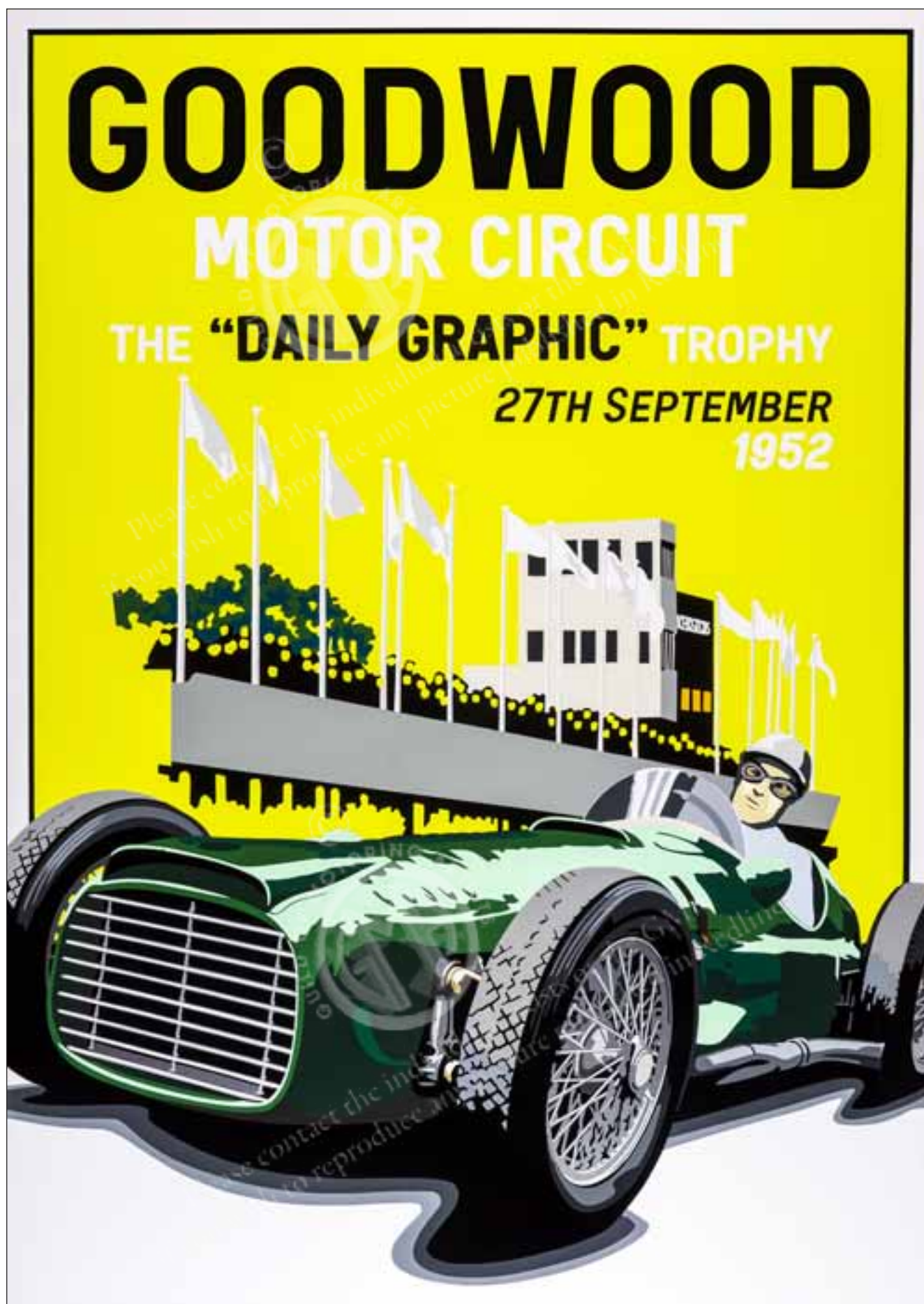
Each piece was created to commemorate milestones in BRM's history – most especially the '62 championship – and are all created from hand-cut vinyl applied to A1 black perspex panels, with a lacquered finish.

Joel Clark





BRM P57



BRM V16 Mk.1





## Domination

Lewis Hamilton, Mercedes W11, on his unchallenged way to victory in the 2020 Belgian Grand Prix.

Oil on canvas, 50cm x 70 cm . This race was run during the first year of the Covid-19 pandemic, hence the empty spectator areas and grandstands.

Stuart Booth



## Into the Karussell

Niki Lauda, Ferrari 312T, diving into the banked Karussell on the Nurburgring, on the first lap of the 1975 German Grand Prix, ahead of Patrick Depailler and Carlos Pace.

Oil on canvas 50cm x 70cm.

Stuart Booth





### Down to the Wire

Alain Prost, McLaren MP4/2C, leading Nigel Mansell, Williams FW11, in the 1986 Australian Grand Prix, the dramatic season finale, famous for the TV footage of Mansell's tyre blowing at high speed.

Oil on canvas 50cm x 70cm.

Stuart Booth



### First for Michael

Michael Schumacher, Benetton B192, leading Nigel Mansell, Williams FW14B, in the rain at Spa in the 1992 Belgian Grand Prix.

This was Schumacher's first grand prix victory, just 12 months after his F1 debut at this same circuit.

Oil on canvas 16" x 22"

Stuart Booth



# ArtyFACTS

- 1 American Ken Block was a legend of spectacular driving on so many gymkhana u-tube videos. In WRC Rallying and rallycross always in car number 43. A very sad day when he died in a snowmobile accident in January 2023 aged 55.
- 2 Jeff Koons' glass sculpture valued at \$42,000 got knocked over and shattered into fragments. The lady concerned won't have to pay for it as the insurance will cover it.
- 3 Johnny Herbert along with Paul Di Resta didn't have their contracts renewed by Sky F1. They will both be very much missed.
- 4 Georges Seurat, the master of pointillism.
- 5 Dan initially failed to identify to the police, the speeding driver of a Ferrari F12 Berlinetta he owned. The car was caught exceeding the 70mph limit on the M6 toll road motorway at 114mph. The 23-year-old from Sussex got 6 penalty points on his licence, and fined £440, ordered to pay £90 costs and a surcharge of £176.
- 6 The Rijksmuseum in Amsterdam until June 4th 2023.
- 7 The Le Mans 24 Hours.
- 8 Marcel Duchamp anonymously presented a urinal for The Society of Independent Artists exhibition, but they didn't consider it art, and wouldn't exhibit it. It marked the point after which, anything could become art if the artist themselves declared it an artwork.
- 9 Goodwood.
- 10 Theo Van Gogh, who was an art dealer in Paris.

*The quarterly ArtyFacts quiz is compiled by Barry Hunter*

## Next Issue

**Copy deadline for  
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Sunday May 28**

Please e-mail any Redline  
contributions to:

[john.redline@yahoo.co.uk](mailto:john.redline@yahoo.co.uk)

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