

AUTOMOTIVE

## Rolls-Royce merges art and craftsmanship

May 2, 2018



*"Crafting Cullinan" showcases men and women building the new Cullinan. Image credit: Rolls-Royce.*

---

By STAFF REPORTS

British automaker Rolls-Royce is bringing its quality craftsmanship to the art industry with a special exhibit.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246** ▶

In partnership with photography tool manufacturer Leica Camera, Rolls-Royce is spotlighting the team members behind its new Cullinan SUV as the subjects for a photo exhibit at this year's London Craft Week. Viewers will be offered a look inside the Home of Rolls-Royce in Goodwood, West Sussex.

### Craftsmanship

Photographer Cat Garcia is bringing guests an exclusive look at the heart behind Rolls-Royce's new SUV.

Captured on the Leica SL, the exhibit displays the men and women behind the craftsmanship of the new vehicle as they work on designing and assembling the Cullinan.

Rolls-Royce believes that Craft Week is a fitting event to exhibit its craftsmanship, as it strives for quality and authenticity.

"Crafting Cullinan" will be featured at Rolls-Royce Motor Cars London, alongside a new Cullinan fresh from the automaker's testing program. The exhibit will be open on May 8 to 9, from 10 a.m. to 5 p.m.



*Rolls-Royce and Leica Camera present photographic exhibition during London Craft Week. Image credit: Rolls-Royce.*

"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," said Torsten Müller-Ötvös, CEO of Rolls-Royce Motor Cars, in a statement. "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."

The British automaker also recently partnered with National Geographic for a campaign chronicling the performance capabilities of its first SUV, the Cullinan.

Rolls-Royce's car is the focal point of a campaign called the Final Challenge that sees it taking on a number of difficult challenges in exotic locations around the world. The partnership marries National Geographic's penchant for beautiful photography of natural landscapes with the Cullinan's image as a Rolls-Royce built for performance ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.