

AUTOMOTIVE

Rolls-Royce uses Tokyo as backdrop for Black Badge exhibition

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Rolls-Royce's "Black Badge: Tokyo After Hours." Image credit: Rolls-Royce

By STAFF REPORTS

British automaker Rolls-Royce is showing off the artistry of its models by commissioning and starring in a special exhibition that focuses on the darker side of the brand.

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Rolls-Royce has assembled a collection of 18 photographs featuring the brand's Black Badge cars taken by three different photographers. The series will be on display in Rolls-Royce's Tokyo location from July 8 to 13.

Driving through Tokyo

"Black Badge: Tokyo After Hours" features work from photographers with varying cultural backgrounds, with one from Tokyo, one from the United Kingdom and the final from Singapore.

Rolls-Royce Dawn, Wraith and Ghost Black Badge cars, while not always in the color black, are the superior models of Rolls-Royce.

Japanese photographer Yoshifumi Ogawa completed pieces featuring the Wraith Black Badge in Tokyo's Ginza and across Rainbow Bridge, where he also photographed Ghost Black Badge.

British photographer Mark Riccioni took to Tokyo's Akihabara district to photograph the Dawn Black Badge. Mr. Riccioni recently participated in the "Phantom Off-Duty" series.

Darren Chan from Singapore takes the Wraith Black Badge through Shinjuku, Tokyo Bay and Daikoku Futo as well as Ghost Black Badge to Tsukiji.



Mark Riccioni for "Black Badge: Tokyo After Hours." Image credit: Rolls-Royce

"Just as Black Badge aesthetics are at home in the city of Tokyo, these amazing Rolls-Royces have very much struck a chord with our Japanese clients just over 40 percent of Ghost, Wraith and Dawn models we deliver in Japan are in the guise of their Black Badge alter egos," said Paul Harris, regional director of Rolls-Royce Motor Cars Asia Pacific, in a statement. "The visual diversity of the Tokyo cityscape speaks of the diverse enterprises that have brought success to Rolls-Royce's Tokyo clientele tech and trade on one hand, creative industries and traditional arts on the other.

"I thank and congratulate the photographers on capturing the essence of Black Badge in Tokyo so well," he said.

Rolls-Royce recently harnessed its heritage into a film series for the brand, in a similar manner to other luxury brands who spotlight their background to better connect with fans.

The automaker various episodes of "The House of Rolls-Royce." Each short film focuses on a theme that is congruent with the brand, showing fans of the automaker a closer look at its history and how things work inside the company, with the latest spotlighting the language of Rolls-Royce ([see story](#)).