

TRAVEL AND HOSPITALITY

Ritz-Carlton promotes Formula One partnership with exclusive art series

October 26, 2023



The Ritz-Carlton is sending two handpainted portraits featuring British F1 drivers Lewis Hamilton and George Russell to sale as part of the effort. Image courtesy of The Ritz-Carlton

By LUXURY DAILY NEWS SERVICE

Images of the world's most popular Grand Prix destinations and drivers center a new launch from Marriott International-owned hotel and resort chain The Ritz-Carlton.

The luxury hospitality company is sending a series of travel-themed canvas posters, joined by handpainted portraits featuring the faces of British racecar drivers Lewis Hamilton and George Russell to sale. Featuring works from French artist Louis-Nicolas Darbon, all proceeds from the commissions will be donated to the U.K.-based educational charity Sutton Trust, as the Ritz-Carlton celebrates an ongoing partnership with the Mercedes-AMG Petronas Formula One Team.

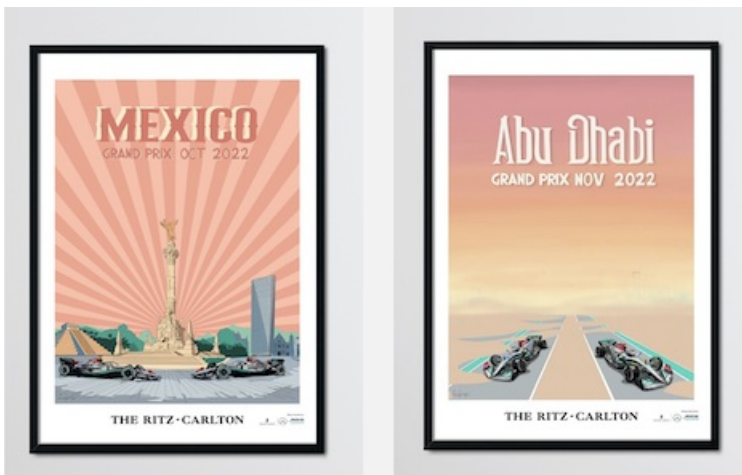
"The Ritz-Carlton has a long history of giving back," said Jenni Benzaquen, senior vice president and global brand leader at [The Ritz-Carlton](#) and St. Regis, in a statement.

"As we continue to expand our relationship with the Mercedes-AMG Petronas F1 Team, we are proud to support their partner, Sutton Trust, and its commitment to championing social mobility."

Driving hospitality forward

A set of seven travel posters featuring Abu Dhabi, Budapest, Melbourne, Mexico City, Miami, Montreal and Singapore are headed to a private event.

Inspired by cities that took part in the 2022 driving season, one original canvas per F1 location will be signed by Mr. Hamilton, Mr. Russell and Austrian motorsport executive Toto Wolff, soon to launch at The Ritz-Carlton in Mexico City on Oct. 27.



Travel posters will launch at a private event on Oct. 27 at The Ritz-Carlton in Mexico City. Image courtesy of The Ritz-Carlton

Also available as limited-edition reproductions, 10 prints per travel poster are available. The original canvas creations, sized 90 cm x 120 cm, run for \$13,000 a piece, while the 76 cm x 101 cm prints are priced at \$3,000 each.

Two signed driver portraits of Mr. Hamilton and Mr. Russell also join the assortment at \$25,000 each. Requests to purchase can be entered at <https://travelposterseries.com/>.

The Ritz-Carlton is giving back this season, supporting this effort through its Community Footprints program.



Priced at \$25,000 each, two signed driver portraits of the Formula One racers join the assortment. Image courtesy of The Ritz-Carlton

The beneficiary of all funds from these sales, and an ongoing partner of the Mercedes-AMG Petronas Formula One Team's five-year "Accelerate 25" program, Sutton Trust works to improve social mobility and address educational disadvantages for young people from non-privileged backgrounds through university and career access programs, policy advocacy and research.

"We are delighted to have been able to introduce our partners at The Ritz-Carlton to one of our Accelerate 25 partners, the Sutton Trust," said Paul Mills, chief people officer at Mercedes-AMG Petronas F1 Team, in a statement.

“The Sutton Trust achieves fantastic work and results with young people from disadvantaged backgrounds and being able to contribute to their ongoing success through the proceeds of the Travel Poster series is a great example of how our partnerships can work together to help us achieve our aim of a more diverse and inclusive team and sport.”

This all comes on the heels of The Ritz-Carlton’s first global campaign in nearly a decade ([see story](#)), which like this partnership at hand, put art in the spotlight.

© 2023 Reliance Relocation Services, Inc. All rights reserved.

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