## ROLLS-ROYCE | MEDIA INFORMATION

Rolls-Royce Motor Cars and

WORLD-RENOWNED artist, sacha jafri, announce

Rolls-Royce Phantom ‘the Six Elements’

29September 2022 – Dubai, United Arab Emirates **(Embargoed until 10.00am BST)**

* World-renowned artist, Sacha Jafri, crafts six hand-painted Galleries for unique one-of-one Phantom Series II motor cars, themed around the Six Elements
* Expressed aim of collecting $1 million for charities spanning three sectors: Education, Health, and Sustainability
* ‘‘The Rolls-Royce That Keeps On Giving’’: each Phantom Series II will have a unique NFT embedded within it, which can be sold to raise additional funds raised for charitable foundations

*“‘Phantom ‘The Six Elements’ is an idea that was born during an inspiring phone call between Rolls-Royce Motor Cars Middle East & Africa and the boundary-pushing creativity of Sacha Jafri. Through the collaboration between the Rolls-Royce dealer partners in the UAE and a contemporary artist beyond compare, art and craftsmanship have converged into a deeper, breathless expression of matter and meaning.*

*“Raw elemental power, encapsulated within pure artistic expression. ‘The Six Elements’ elevates the nascent legacy of the Phantom Gallery, commissioning an artist of utmost acclaim to distil the most potent components of nature: Earth, Fire, Wind, Water and Air – alongside a ‘sixth element’: Humanity – within the best car in the world.*

*“We understand that Rolls-Royce motor cars are designed for the few, but we are mindful of the many. That’s why Phantom ‘The Six Elements’ will raise $1 million for charity. Beyond that goal, the six utterly unique Phantoms will keep on giving beyond the initial charitable donation, thanks to a unique NFT initiative, providing even more value for the cause.”***César Habib, Regional Director, Rolls-Royce Motor Cars Middle East & Africa**

Rolls-Royce Motor Cars Dubai and Rolls-Royce Motor Cars Abu Dhabi, are inspiring greatness at its best by collaborating with the Dubai-based world-renowned contemporary Artist Sacha Jafri for the inception of ‘The Six Elements’ Phantom.

These six one-of-one Rolls-Royce Phantom Series II motor cars will each feature a unique, painted Sacha Jafri Gallery, inspired by the one of the five elements: Earth, Water, Fire, Wind and Air, with Humanity as the ‘sixth element’. The project has the expressed aim of raising $1 million for charity, with associations to be announced later this year. The chosen beneficiaries will be Humanity-centric, spanning three sectors: Education, Health, and Sustainability.

Selected for his inimitable vision, style and use of colours, Jafri is crafting a unique Gallery for each Phantom Series II, themed around the Six Elements. The principle of adding Humanity as an element builds on the ethos of the British artist’s works around the five traditional elements. The underlying message is the need to reintroduce a sense of humanity to the world and to find balance within ourselves.

For Sacha Jafri, each of the elements evokes different emotions, spirit, energy and purpose. Fire represents passion and belief. Fire is balanced by earth, which represents grounding and roots. Air is the essence of life, enabling us to breathe. Wind enhances our feelings of freedom, whilst Water, supports our lyricism and fluidity. Humanity brings love, embrace, and the linking of souls.

*“The six Rolls-Royce Phantoms will embody the emotion of each elemental force. The artistic journey begins and ends with emotion and intention, fuelling my inspiration to create the colour palette of the ‘Six Elements’. Earth, Fire, Wind, Water and Air are enhanced by the addition of a ‘new element’, Humanity – the very essence of life itself.*

*Rolls-Royce is a brand of intention, excellence, power, detail and passion – a brand that has been on a similar journey to my own. It has set new levels of achievement, with pioneering accolades yet to be surpassed. By embracing empathy, we are able to reconnect the spirit of our world, in connection with our Elements and the souls of not only the individual, but of the very idea of universal consciousness.*

*We are embarking on a journey that aims to continuously fulfil those values, keeping our intentions pure and driven, eternally. This commission is indicative of these principles, not only incorporating art for the sake of aesthetic inspiration, but also a nurturing of the soul, an uplifting of the spirit, and the embodiment of a true charitable cause.”***Sacha Jafri, Artist**

**THE ROLLS-ROYCE THAT KEEPS ON GIVING**

The Rolls-Royce Phantom ‘The Six Elements’ motor cars will also feature a unique digital element. The marque is simultaneously launching "The Rolls-Royce That Keeps on Giving” NFT initiative, which includes six individual flythrough animations.

Each time any of the six NFTs are traded, a royalty of 20% will be donated to the chosen charity. The six distinct one-off NFTs are linked to each of the six Phantoms, however, owners can sell their NFT separately if they choose to do so. These NFTs will be uniquely embedded within the glove compartment of each Phantom Series II, enabling each of the six owners to view their NFT experience whilst sat within their car.

**ROLLS-ROYCE PHANTOM: A NEW EXPRESSION**

The eighth generation of Phantom was unveiled in 2017. When creating this new expression, Phantom Series II, Rolls-Royce designers and engineers were guided by the requests of clients, who implored Rolls-Royce not to make any major changes to an already iconic motor car. In answer to these client demands, only the lightest of design touches, embellishments, and adaptations have been incorporated. Indeed, Phantom Series II is not about what should be changed, but in fact, what should be preserved and protected.

Utterly unique to Phantom, the marque offers an extraordinary art-within-art canvas: The Gallery. Running the entire length of the fascia and conceptualised to house Bespoke creations with an uninterrupted glass enclosure. In this instance, these ‘Six Elements’ Phantom Series II motor cars were designed at the Home of Rolls-Royce around Jafri’s hand-painted galleries.

-ENDS-

## TECHNICAL SPECIFICATIONS

* **Phantom Series II:** NEDC combined: CO2 emissions: 345 g/km; Fuel consumption: 18.7 mpg / 15.1 l/100km. WLTP combined: CO2 emissions: 362-351 g/km; Fuel consumption: 18.2-17.7 mpg / 16.0-15.5 l/100km.

EDITORS’ NOTES

* **About Sacha Jafri:** Sacha Jafri is a contemporary British artist known for creating the world's largest painting on canvas, Journey of Humanity over seven months during the COVID-19 pandemic in Dubai.  
    
  With his work having been shown in the most prominent Art Institutions across the globe. The Dubai-based artist is described as ‘The Pioneer of Magical Realism’ and this century’s true zeitgeist, bringing painting with raw emotion back to the forefront of the art world. Sacha’s work acts as an electric shock to the senses, reminding us of the magic in the mundane and awakening the child within us all.  
    
  His recent paintings celebrate the life’s achievements of Her Majesty Queen Elizabeth II, President Barack Obama, HE Nelson Mandela, David Beckham and Sir Alex Ferguson. Sacha Jafri is widely regarded as one of the world’s most celebrated living artists and has raised more than $140 million for charities across the world from the sale of his art.

[**https://sachajafri.com/**](https://sachajafri.com/)

* **Rolls-Royce Motor Cars:** Rolls-Royce Motor Cars is a wholly-owned subsidiary of the BMW Group and is a completely separate company from Rolls-Royce plc, the manufacturer of aircraft engines and propulsion systems. Over 2,000 skilled men and women are employed at the Rolls-Royce Motor Cars’ head office and manufacturing plant at Goodwood, West Sussex, the only place in the world where the company’s super-luxury motor cars are hand-built.

FURTHER INFORMATION

You can find all our press releases and press kits, as well as a wide selection of high resolution, downloadable photographs and video footage at our media website, [**PressClub**](https://www.press.rolls-roycemotorcars.com/rolls-royce-motor-cars-pressclub).

You can also follow marque on social media: [**LinkedIn**](https://www.linkedin.com/company/rolls-royce-motor-cars/)**;** [**YouTube**](https://www.youtube.com/user/RollsRoyceMotorCars); [**Twitter**](https://twitter.com/rollsroycecars); [**Instagram**](https://www.instagram.com/rollsroycecars/); and [**Facebook**](https://www.facebook.com/rollsroycemotorcars). The official Twitter account for Rolls-Royce Motor Cars Middle East and Africa: [**@RRMC\_MEA**](https://twitter.com/rrmc_mea)

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