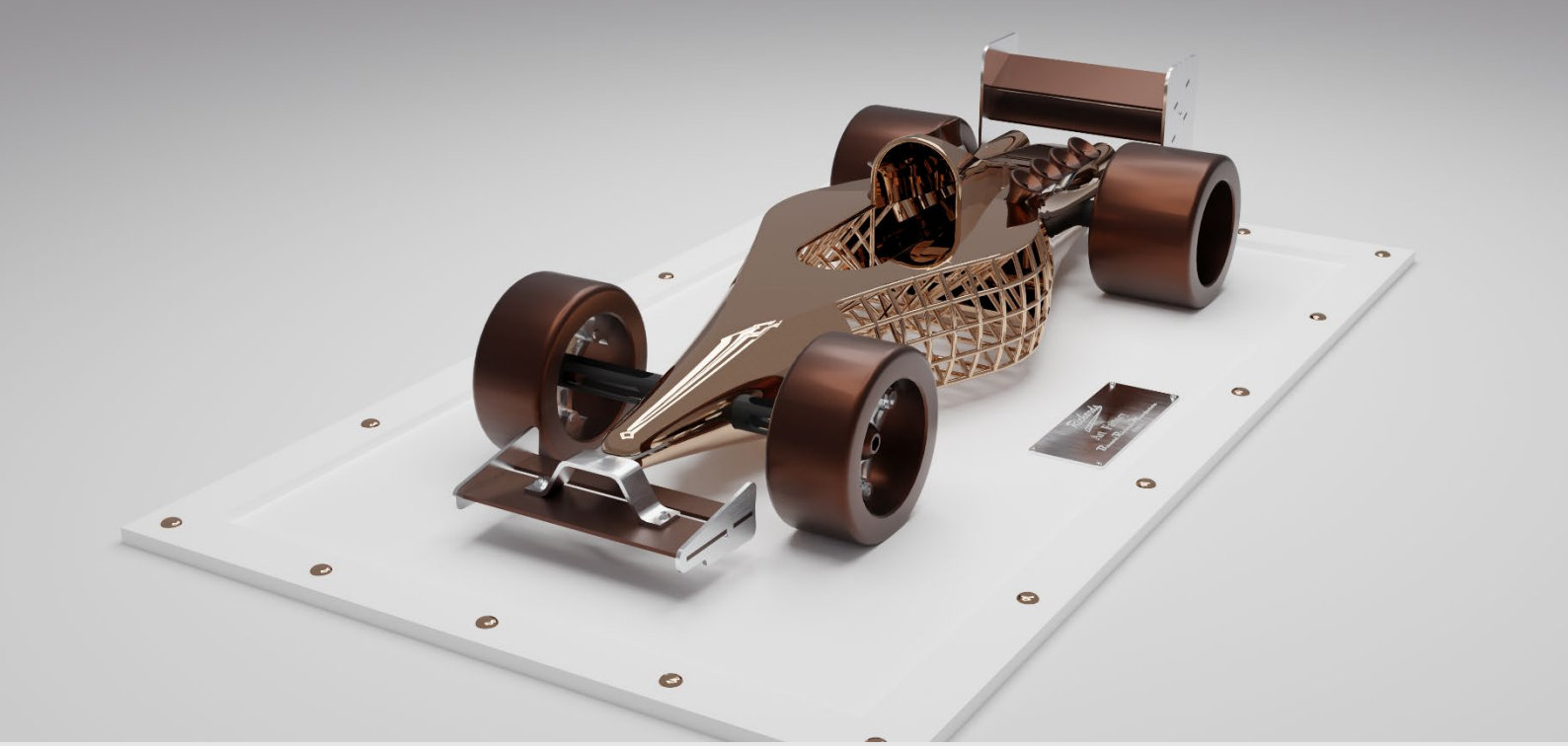


Press release
September 24, 2024

BERNARD RICHARDS PRESENTS HIS ART COLLECTION: FORMULART

An innovative fusion of mechanical precision and artistic finesse: Bernard Richards unveils exclusive scaled to size automobile sculptures that redefine luxury and contemporary art.

Paris, France – Art and the automobile, two worlds where elegance and exclusivity come together to create exceptional pieces. Imagine unique works of art, machined and assembled with watchmaking precision. Cars that are veritable mechanical sculptures, embodying the very essence of luxury and French craftsmanship. Where passion for art and classic cars meet, a new era of miniature automobiles awaits you.

A motor sports enthusiast since his youth, Bernard Richards chose watchmaking to transpose his racing spirit into high-precision creations. Since the creation of his manufactory in 1986, Bernard Richards has combined technological innovation and craftsmanship, propelling his company to the rank of Entreprise du Patrimoine Vivant (Living Heritage Company) in 2021. Today, this same passion is transposed into the creation of veritable works of art, testifying to the inexhaustible source of inspiration that drives him.

The history of the collection

In March 2013, at the request of passionate customers, Bernard Richards initiated a unique project: the design of collectible miniature cars. This project marked the beginning of an extraordinary adventure in small-scale automotive design. Specializing in precision machining, the brand embarked on the creation of 52 Formula 1 models and 6 dragsters, all cut directly from solid aluminum blocks. While the 52 Formula 1s were successfully completed and delivered, the Dragsters could unfortunately never be finalized, due to lack of time.

Now, 15 years later, Bernard Richards has decided to relaunch production of these exceptional miniature cars. This new collection of cars embodies an innovative approach, combining traditional craftsmanship and watchmaking expertise. Each car is designed in a modular fashion, using a combination of sustainable materials such as aluminum, Fortal® HR, Makrolon®, ABS, nickel, stainless steel and carbon. The parts are

finished with state-of-the-art machining techniques, such as anodizing, epoxy lacquering, hand polishing and ceramic treatment, guaranteeing a finish worthy of high-precision watchmaking.

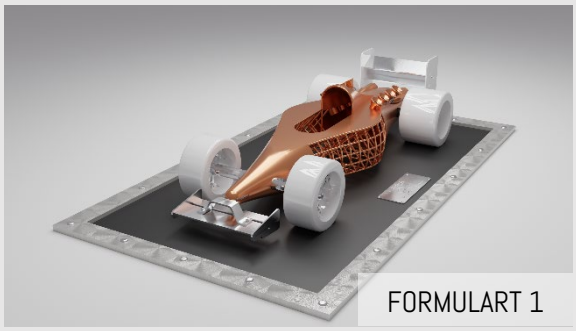
The real strength of this collection lies in its exclusivity: each car is a unique work of art. No two will be identical, ensuring that every purchaser owns a truly singular piece. Every detail is the ultimate expression of excellence and authenticity.

"To create is to offer an artistic and timeless version of the emotion of speed, elegance and precision engineering. It's about freezing the moment while telling a story of passion and ingenuity." Bernard Richards

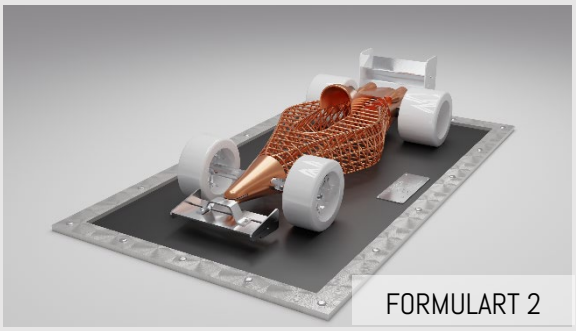
Works of art with mechanical inspiration

The first model is distinguished by a full, powerful and assertive structure. It's a work that captures raw strength and intensity, a dense, enveloping sculpture, where every detail evokes rigor and passion.

The second model adopts a wiry structure, light and subtle, suggesting the speed and ingenuity of a technical mind. It's a more ethereal work, all finesse, whose design reflects discreet elegance and artistic precision.



FORMULART 1



FORMULART 2

These two collections strike a balance between power and subtlety, while redefining the codes of contemporary art. They are available in a variety of materials, treatments and colors.

DOWNLOAD HR IMAGES

About

The artist, Bernard Richards

Bernard Richards is a French artist whose creative home is the Vexin nature park, near Paris. A picturesque setting, landscapes of varied beauty, absolute tranquility to nourish and stimulate his inspiration. For 55 years, he has cultivated a deep passion for motor sports. After working with some of the world's most prestigious luxury houses, he founded Bernard Richards Manufacture (B.R.M) in 1986, to fully express his art.

The Artworks, FORMULART

These automotive works are inspired by the Formula 1 models of the 1980s. Each creation is a technical challenge, crafted with the same precision and meticulousness as B.R.M Chronographes Haute Horlogerie watches. Each piece is unique, with exclusive finishes, never repeated except by special order from a collector for a limited series.

Artist: Bernard Richards
Creation date: 2024
Dimensions: 25cm × 40cm × 70cm
Car length: 58cm
Unique pieces
Price on request

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