

Radical Motorsport celebrates 25 years at Sleeping with Art : The Art of Cars.



14 October 2022, Cambridgeshire UK – As Hedsor House welcomes ‘Sleeping With Art : The Art of Cars’ for the first time in 2022, Radical Motorsport is confirmed to attend, celebrating 25 years of success and showcasing their most popular model to date, with a live artistic demonstration by London-based artist Vic Lee.

Throughout the two-day event (25 – 26 October), Radical Motorsport will be present with their ever-popular SR3 XX model, as the award-winning artist, storyteller and muralist, Vic Lee, paints a striking design onto the body of the car.

Founded 25 years ago, in 1997, Radical Motorsport produces a range of purpose-build race and road sports cars, famously becoming the first company to create a bespoke powertrain system for a superbike-powered sports racer. Over the past 25 years, Radical Motorsport has continued to develop and innovate across the racing scene, with the introduction of new technologies and processes to its models, as well as providing a platform for racers to ‘Race The World’ through its globally-recognised racing series’. As part of this, the company will also be heading to Las Vegas at the end of the year to host the Radical World Finals – a five-day event in November that will provide another perfect opportunity for the Radical community to get together and celebrate the company’s recent success.

Radical Motorsport shares the same passion for exhilarating automotive experiences as Sleeping With Art’s founder, Renata Fernandes “the joint display with Vic Lee will perfectly showcase the marriage of automotive and artistic design that Sleeping With Art : The Art of Cars is all about.”

Jon Roach, Global Head of Marketing at Radical Motorsport, added “we engineer our cars for a specific purpose, constantly striving to increase performance and provide an exhilarating driving experience for our customers. With this event, and Vic’s ability to use our car as a canvas to create something truly unique, it’s a great opportunity to step back and appreciate the design of our race cars as a piece of art.”

If you wish to see the art car up close at Sleeping with Art : The Art of Cars, tickets can be purchased online at www.sleepingwithart.com

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driving emotion



ABOUT RADICAL MOTORSPORT

Radical Motorsport has enjoyed unprecedented growth as it heads into its 25th year, building and selling more cars in 2021 than at any other time in its history. The Radical SR3 XX and SR10 benefit from a suite of updates for 2022, and after its first full year of production, the Radical SR10 has become the fastest-selling car in Radical's history, with over 100 examples already sold. A 33-strong global dealer network spanning 21 countries underpins this growth, and there are now 14 factory-supported Radical racing championships across four different continents, including the Radical Challenge UK and the Radical Cup North America.

Radical Motorsport is one of the world's most prolific sports car manufacturers, with over 2,800 cars produced in the past 25 years. From its 1997 inception, Radical set out to create a customer-lead niche in the world of motorsport, a race-bred thrill-a-minute driving experience on the racetrack and road.

A combination of lightweight construction, superbike derived technology and aerodynamic downforce delivers models faster than a super car, totally driver-focussed and rewarding to drive. Entering its third decade, the Radical stable includes the SR1, the most successful prototype-style sports racing car in the world – the SR3 XX, the record-breaking 405bhp SR8, road-specification Rapture, the RXC Spyder, RXC 600R, RXC GT3. The turbocharged SR10 was launched early 2021 and headlines Radical's SR product range with over 425bhp and 380lb-ft of torque for blistering performance. All models from the renowned racing car manufacturer are solely designed, engineered and built at Radical's Cambridgeshire headquarters, by 70 of the company's 130-strong staff.

Radical was the first manufacturer to bring long-format, double-header endurance racing to club level motorsport competition while providing comprehensive spares and technical support. The marque's official single-make championships offer the ultimate driving experience and progressive racing ladder for prototype-style sports car racing for drivers of all abilities, while Radical's 'Race the World' mission offers an end-to-end racing, training and support network across the globe.

www.radicalmotorsport.com

ABOUT VIC LEE

The Studio at Vic Lee was created in 2010. It was born from a love of typography, illustration and imagination. A former graphic designer with 17 years experience creating brands, interior design and advertising, Vic stepped away from a digital world and started using his digits. Developing a completely unique style of art, Vic's reputation grew rapidly. His pen work, a combination of elaboration, type, storytelling and elegance was being noticed by companies and individuals worldwide.

At the beginning, Vic launched his now highly collectible and rare, 'Londonareas' limited edition prints, a series of hand illustrated streets from urban areas around London, that sold in their thousands worldwide, long before anyone was doing city focused art. His collectors then became clients. His first, The Zetter Townhouse, began a succession of commissions for the worlds biggest brands.

Continually developing his style, Vic moved from print to murals, and this is where things took off. There are few if any that can do what Vic does. His murals are vast, intricate, hand penned pieces of art that are truly mind blowing. And nearly all freestyle painted. His ability to turn a space into something beyond imagination is exceptional.

The Studio at Vic Lee is multi talented. From murals, to marketing, limited edition collaborations to advertising. His ability to take a product, company or brand and make it unique is inspiring. In a world filled with chaos and noise and repetition, The Studio excels at its practice. It will deliver success for its clients as the main objective.

The client list at Vic Lee is a veritable who's who. An enviable list that most main design studios would aspire to. From Mercedes, JLR, Sainsburys, M&S, the Tate, Accenture, Edrington, Brompton, Crabtree & Evelyn, L'Oréal, EDB, Virgin Atlantic, British Airways, a small taste.

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