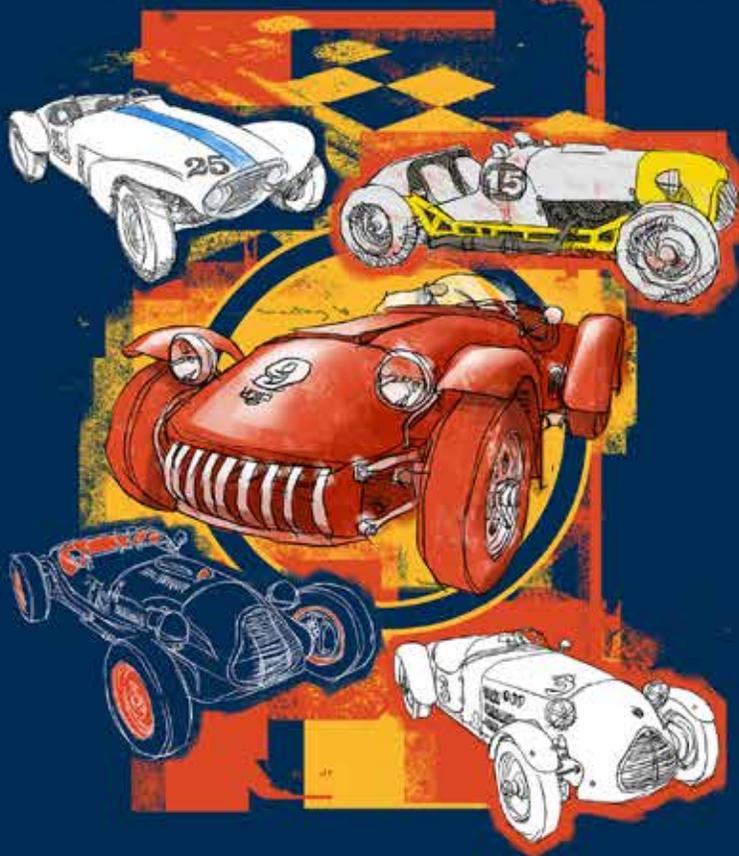
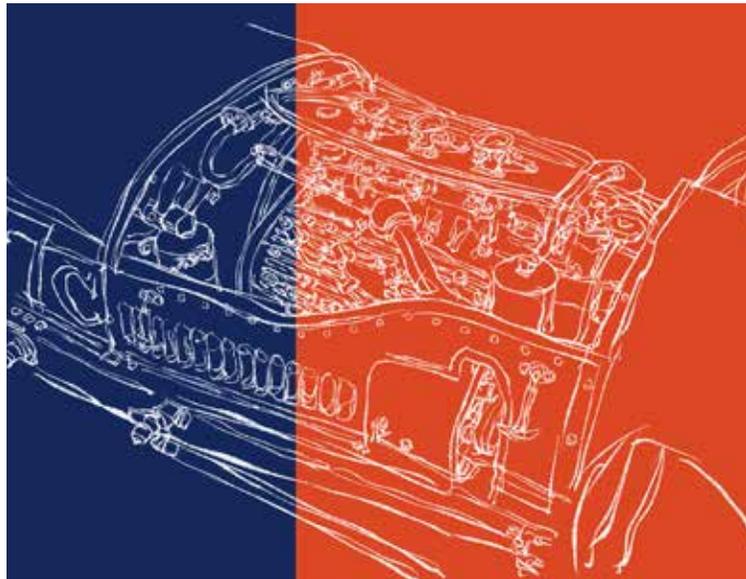


CALIFORNIA ROAD RACERS



THE GOLDEN AGE OF
SPORTS CAR RACING

CALIFORNIA ROAD RACING
A PROPOSAL FOR A MULTIMEDIA
AUTOMOTIVE ART PROJECT



DAVID GENTRY

www.machinemadness.biz

david@gentryarts.com

415-640-0917

CALIFORNIA ROAD RACERS



A CELEBRATION OF
AUTOMOTIVE
COMPETITION IN
ART AND
STORYTELLING

THE GOLDEN AGE OF
AMERICAN ROAD RACING



WWW.MACHINEMADNESS.BIZ

In the early 1950s an annual automobile race, The Del Monte Trophy, was run through the forests of Monterey California near Pebble Beach. This era spawned the rich tradition of American sports car competition, and the race in Monterey gave birth to an event that has become the granddaddy of automotive gatherings, the Monterey Car Week and Pebble Beach Concours d'Elegance.

A PROPOSAL FOR A MULTIMEDIA AUTOMOTIVE ART PROJECT



I am **Launching an Art Project** that celebrates an extraordinary era of sports car road racing with particular emphasis on the American cars that challenged the Europeans. It will be featuring my artwork along with a historical record of the time and stories behind the cars. They will form the core of a colorful and memorable experience.

THE GOAL

- **To stage it** in whole at galleries and museums, and as displays at motorsports events and select automotive venues.
- **To offer** individual pieces to owners and fans who are devoted to the sport.
- **To produce** the collection in book form

I **welcome feedback**, and encourage anyone who has a photo for reference or a story of their own. I am happy to consider integrating it into the project. Since this is a work in progress I will be providing updates via email and online posts to everyone who is interested.

David Gentry

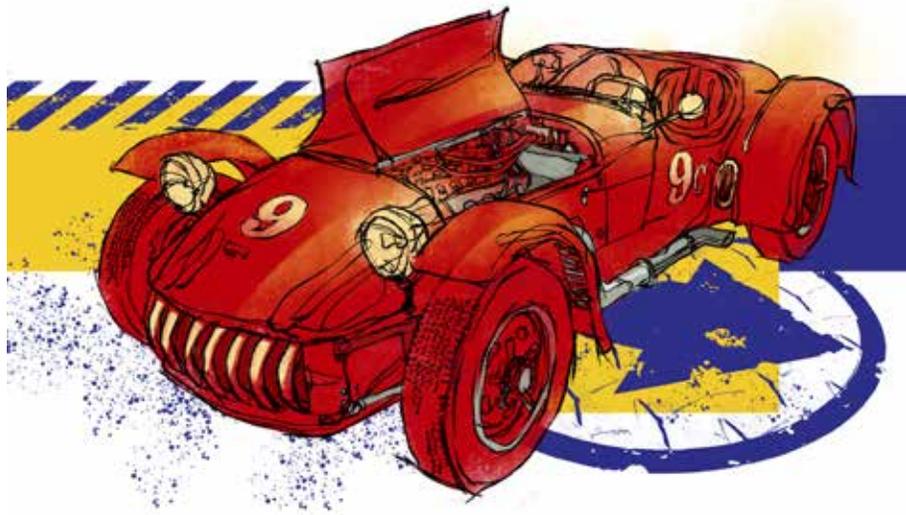
THE STORY

The 1950s was a pivotal time in the development of sports car racing in America. California was at the epicenter.

It was a particular intersection of events post-WW II where European economies were rebuilding, their auto industries were rebounding, and the traditional road races were resuming. The races were beginning to become popular in the US and the stars were the old world Ferraris, Jaguars, and Porsches.

But the local boys thought they could take on the aristocrats with machines they built in their home garages. The hot rod culture then was stripping down and modifying American iron to run full bore in a straight line. For this contest they applied their talents to compete on the twists and turns of the road racing circuit.

My goal is to tell this story with artwork and narration.



THE GAME PLAN



SCALED MODULAR CONCEPT

The Project is conceived as a scaled modular concept. It is designed so that elements can be adapted to a wide range of applications from social media posts to a large format book to museum installations.

THE ARTWORK

My art is the core building block that focuses on a car, a personality, or a trend. Using the digital tools, the design is fluid and adaptable.

ILLUSTRATED STORIES

The Narrated Story Coffee Table Book

The narrated story takes the form of a magazine article or social media post. It is planned so that the articles drop into stories. The stories build into chapters. The chapters knit into a coffee table book, an event display or gallery installation.

GALLERY DISPLAY

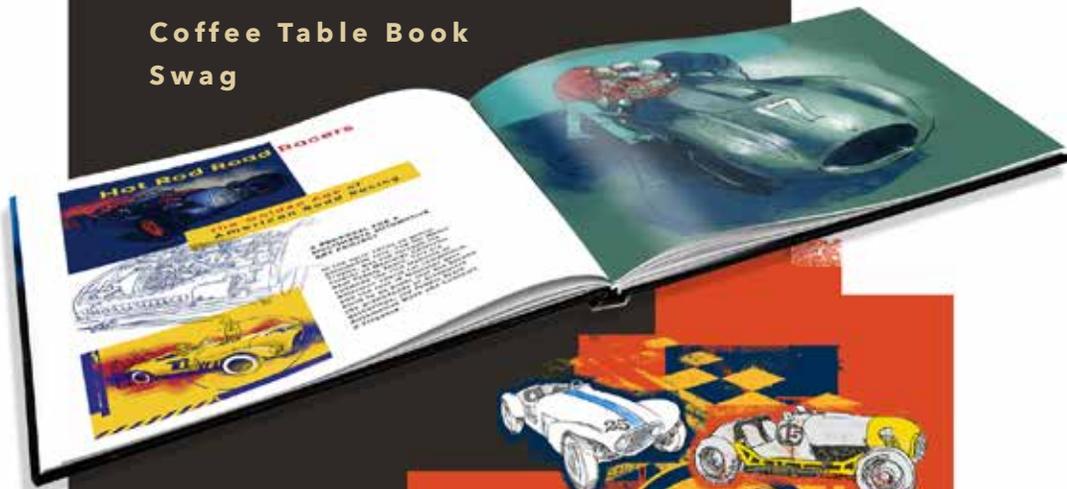
Pit and Show Banners Event Display Gallery Exhibit Museum Installation

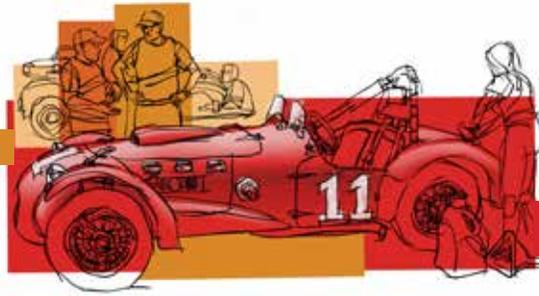
The Display Concept is designed to scale across platforms such as on-site banner displays for pit backdrops and car shows to a fully staged museum installation, either travelling or permanent.

CALIFORNIA ROAD RACERS



Event Display
Gallery Exhibit
Museum Installation
Coffee Table Book
Swag





THE EXPERIENCE

A GOLDEN ERA

A story is begging to be told about the early days of sports car racing in California in the 1950s. An exuberent era of optimism, the introduction of exotic sports cars, and the innovative hot rod scene combined at a unique intersection of forces. Races run on rural roads, city parks, and airfields attracted an extraordinary collection of talented builders and drivers who went on to become influential figures in automotive history.

SENTIMENTAL JOURNEY

I have a sentimental soft spot for that era. In my early childhood I grew up on a small town airport. My father was a WWII pilot and his post war career was manager for that airport in Iowa. My world was dogs, cats, airplanes, and the wide open spaces. The veterans were applying their GI Bill to flying lessons and the place was surrounded by energy and activity. Cheap gas. Fly-ins. The hanger would be cleared out for dances in the hanger and I was in hog heaven. Since then I've always been fascinated with machinery, believing them to be living fire breathing creatures.

ARTS & CRAFTS

Art has always been my passion. I determined to make it my career and it has led me on a strange journey from crafts to computer technology. After a long stretch of solving clients' problems I decided to follow my passion and see where it led me. It turned out to be critters, flowers, surrealism, and extreme motorsports.

MUTTS & JUNKYARD DOGS

I have always enjoyed attending vintage auto events and sketching on location. Along the way I would meet the owners and get their stories. It led to some quality contacts and several commissions. Each show was an encounter with these elegant sophisticated mechanical works of art, but once in a while I would come across some plug ugly hulk and it stopped me in my tracks. These cars were built with no consideration to aesthetics. They were raw and lean. They weren't hot rods or modified classics. They were built from the ground up. You could tell they were made to run.

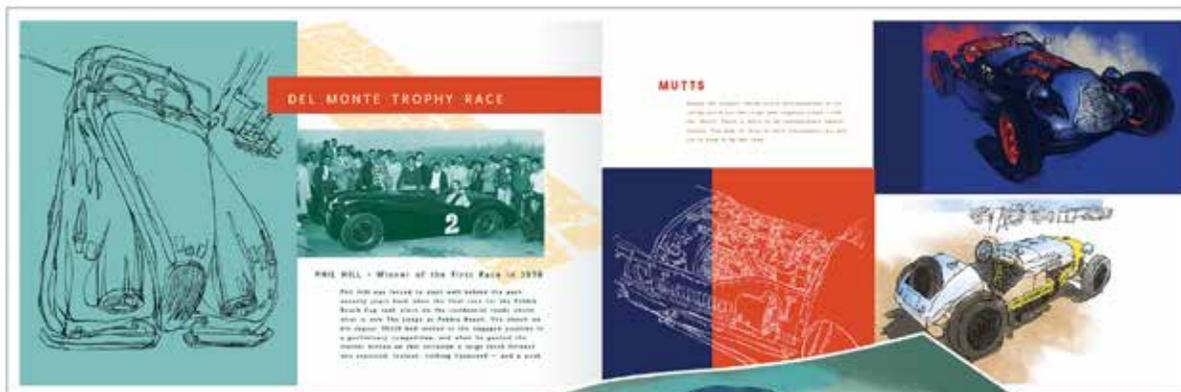
FULL CIRCLE

The memory of these cars circulated in the back of my mind and I would collect bits and pieces of history while I pursued the thoroughbreds of the sport. It didn't come into focus until one day I encountered all these cars in one row in the pits at the Monterey Motorsports Reunion at Laguna Seca. I discovered the Del Monte Cup Trophy Group and found those cars I had seen over the years in one collection. That's when I met Rob and Marcus and discovered the story about how these cars, or representative models, were the ones that raced in the original events at Pebble Beach, the forerunner to the legacy of the Monterey car scene. I knew there was a project here and someday I would find the opportunity to make it happen.

ILLUSTRATED STORIES

THE NARRATED STORY

The concept is a series of illustrated articles compiled under thematic chapters. I salute the owners and drivers of these cars, the dedicated group that is keeping the legacy alive. I am inviting them to participate in this project and welcome them to contact me if they have photos, anecdotes, or history. I will weave these stories into an ongoing narrative.



COFFEE TABLE BOOK

From the start I am planning a coffee table formatted book reflecting the design of the project. The articles and chapters will fit into this framework as I produce them.

Proposed Size - 8" X 16"

Open Spread - 8" X 32"

LIVE EVENTS

PIT DISPLAY - SHOW BACKDROP

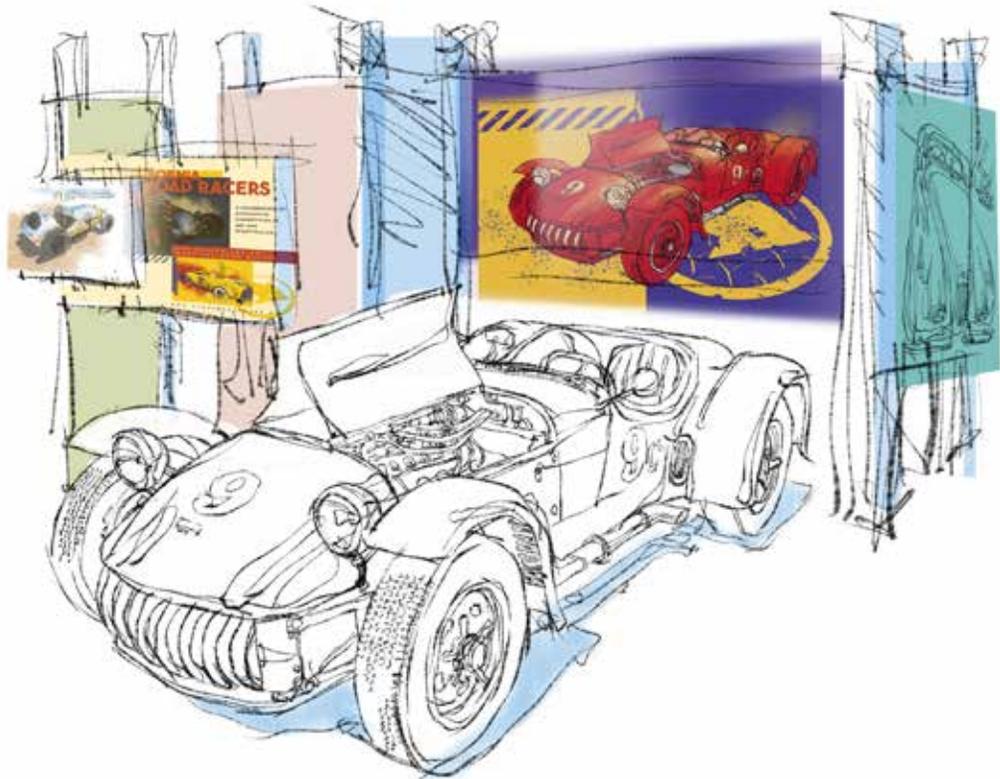
The base scale would be a Vintage Race Pit Backdrop or Car Show Display. The backdrop in the form of a framework that supports a portable banner would accompany a car or collection of cars. Dimensions: Booth Display 10' X 10' - 15' X 30'

EVENT STAGING

This concept is designed to expand to a larger space such as a public space at a race track - an outdoor setup in a civic space - a hotel convention room - a lobby display at corporate headquarters.

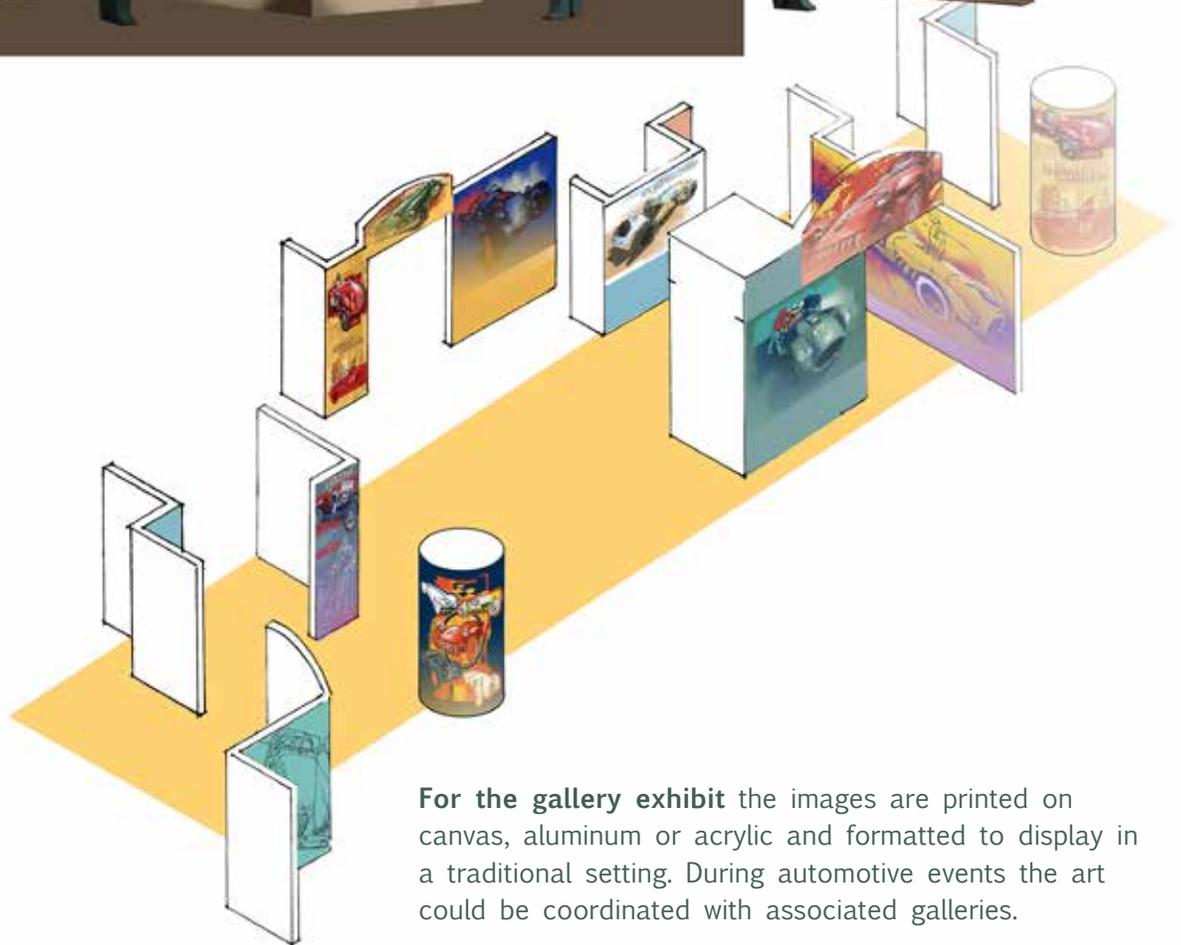
It would be variable depending on size and proportion. It could be an area set aside in a larger social gathering or backdrop for presentations or entertainment.

Social area estimated at 1800 to 2800 square feet. Staging area estimated at 400 to 600 square feet.



SCALED EXHIBITS

GALLERY EXHIBIT MUSEUM INSTALLATION

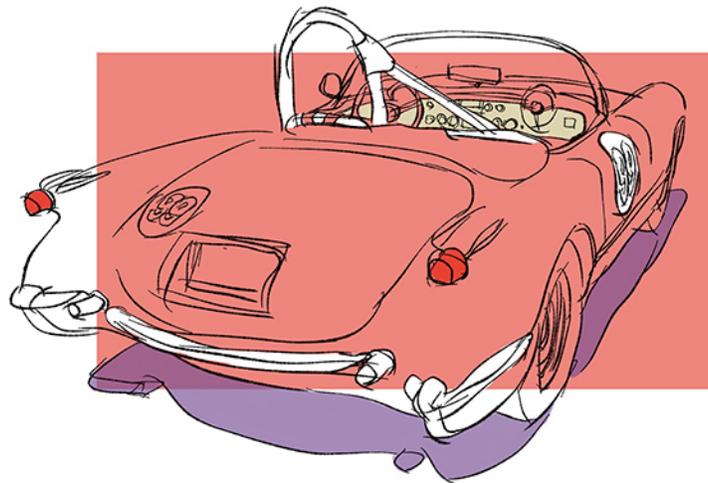


For the gallery exhibit the images are printed on canvas, aluminum or acrylic and formatted to display in a traditional setting. During automotive events the art could be coordinated with associated galleries.

For museum installations the display is arranged in a modular layout. The display could be designed to travel or planned as a permanent site specific installation at any one of several world class automotive museums.

THE ART

My Artwork is created in a fully digital environment. I was given an iPad by my brother for Christmas about four years ago. At first I was amused that I could draw pictures on a screen with a pen. But the more I worked with the apps Autodesk Sketch and Procreate, the more I discovered how powerful they were.



#99-1955 CHEVROLET CORVETTE

I am now building my entire process on the Apple, Adobe, and Epson platforms. The art lives in a complete electronic environment until output. And it is stunning, with complete fidelity to detail and color quality. I try to invest these pieces with the look and feel of oil paint or pastel with no hint of digital tools focusing on light, atmosphere, and action.

My background in Design and Illustration has covered a wide range of media and applications. I have always loved to explore new opportunities in order to provide the best solutions for my clients.

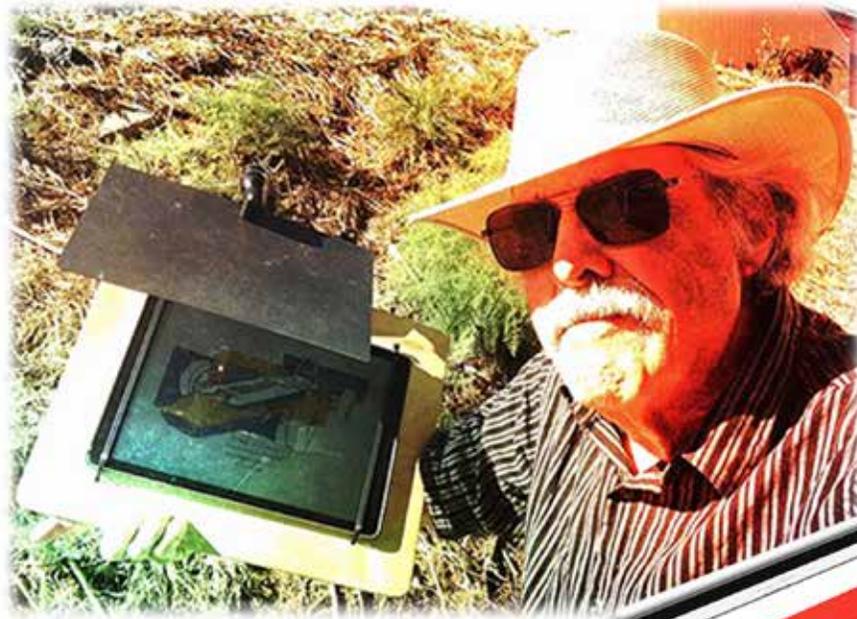
My experience in Multimedia Staging, Display Design, Illustration, Graphic Design all come to bear in producing this project. As with nearly everything else now, the art and design world has gone digital. The advantage to me is that the work I create for one application can move seamlessly to another. Using Adobe products primarily, the imagery can move from original art to a publishing platform to a staging design application - all integrated.

The commissions and fine art pieces are printed in limited edition on canvas, acrylic, and aluminum. Individual pieces are available to owners and fans devoted to the sport.

I HAVE ATTENDED many motorsports events in California and have sketched quite a few cars on location at the Concours and Laguna Seca.

I have done a variety of car shows, but when I discovered the Vintage Race series I was hooked. It gave me a chance to spend time with the cars and gain a greater insight into the sport and its history. At Laguna Seca I met the participants in the Del Monte Trophy Racing Group and this interaction gave me the inspiration for the California Road Racer project.

THE ARTISTE

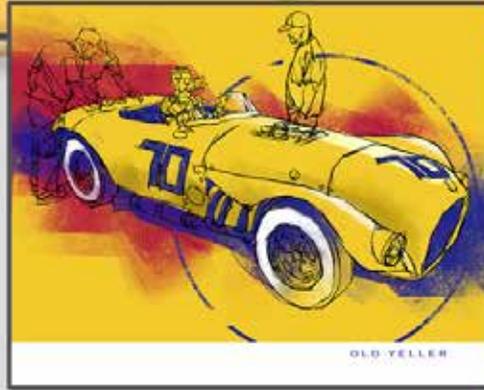


You may have seen me at the shows and races with my Rube Goldberg system. It's an iPad Pro with a light panel clamped on as shade from the sun.

I work on location to absorb the energy of the event - the fumes, the noise. I meet the drivers, listen to the stories. I like to think the work has the feeling of an illustrated documentary.

I am able to render the imagery on the iPad with the quality and finesse of my traditional tools. Then I take the artwork into my studio computer - a MacBook Pro - to add textures, effects, and graphics for the finished artwork.





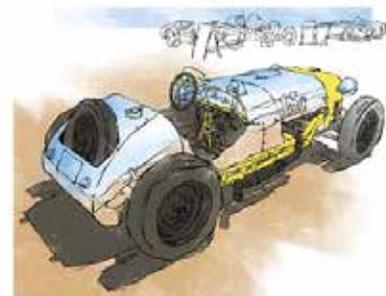
MUTTS

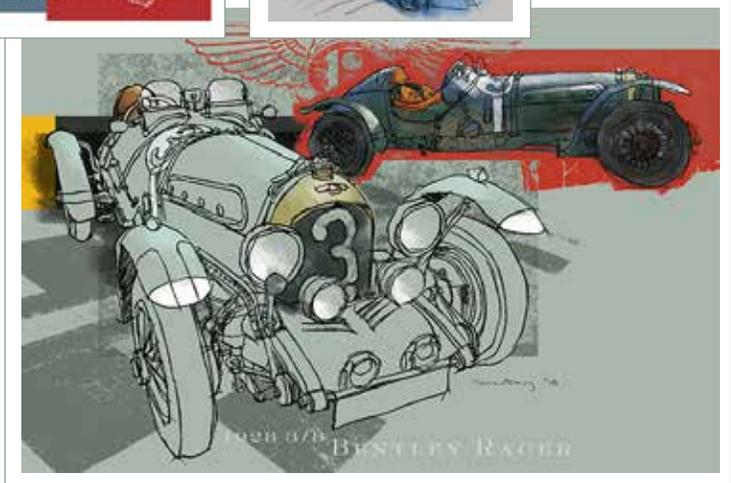
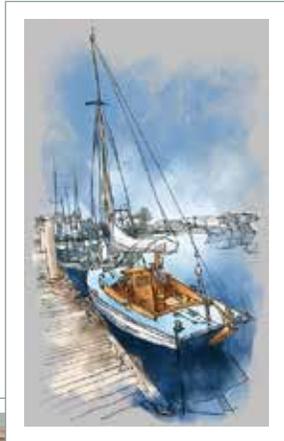
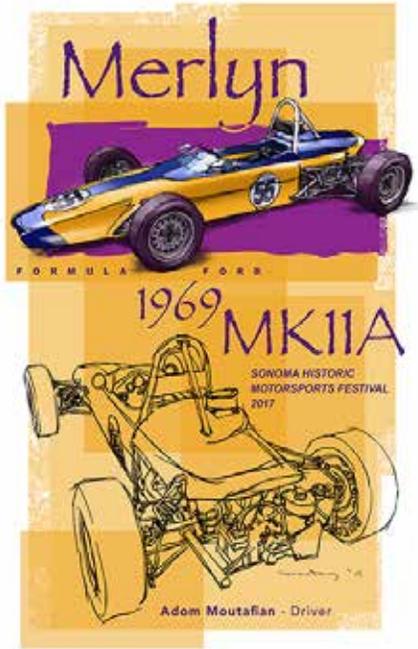
Among the elegant, finely tuned thoroughbreds of the racing world are the rough and ungainly crowd I call the **'Mutts'**. There is little to no consideration toward finesse. The plan is, drop in more horsepower, go, and try to keep it on the road.

Then there are the **"Junkyard Dogs"**. Some built ground up from the garage floor, some salvaged from wrecks. The looks however belie their sophisticated craftsmanship and engineering.

I would come across these at the various car shows and races and they stopped me in my tracks. They were raw and lean. They weren't hot rods or modified classics. Some were factory built but many were made from scratch using spare parts and lots of ingenuity. They pulled on my heartstrings like some ugly pup that only a mother could love.

They are the secret sauce of this project, the spice in the stew, and I will feature them throughout.





COMMISSIONS

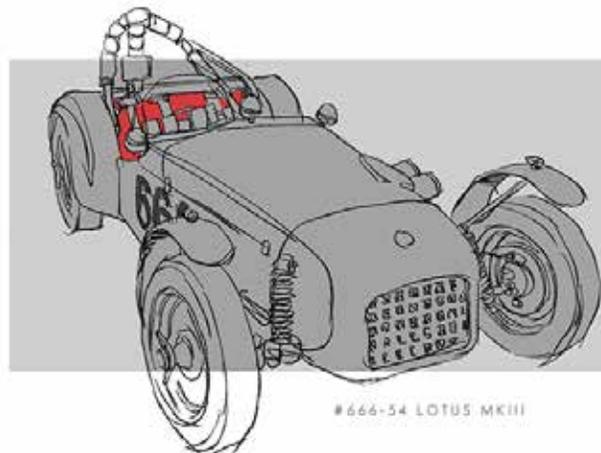
The Road Racers Project is my current focus. My main game is custom portraits of collectors' prized possessions.



THE PRODUCTION

This is a labor of love. I am having a great time developing this project. My intention is to express the thrill I get from attending the gatherings of Vintage Motorsports events. I want to transmit the drama and passion of the sport while weaving a narrative about the history and the personalities involved.

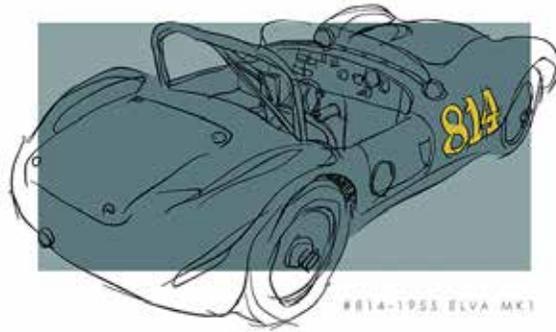
My goal is to bring the energy of the races into this effort across all the various media. I hope to reach as wide an audience as possible on published platforms and online as well. I hope to add color and life to any environment, live event, or gallery setting to channel that energy.



I am proposing this on a wide scale. What I am showing is possibilities. I am establishing a framework. The plan for execution is fluid and is dependent on opportunity and funding. The advantage of working in this digital design environment is that what I am creating in the planning stage is ready to be put into action.

My initial objective is to have the gallery exhibit ready for Monterey Car Week 2021.

My working plan is to collaborate with any interested party to explore possibilities. As I develop contacts and connections I will be open to any good ideas. I welcome creative input. I look forward to feedback along the way. It is a genuine work in progress and I will be providing updates via email and online posts..



S P O N S O R S H I P

The California Road Racers Project is a living breathing art/machine hybrid. It celebrates motorsports on its own turf. I love to attend the gatherings to breathe in the color, sounds, and energy. I am hoping to capture and express that drama and excitement with this effort.

So far I have invested my own resources in the creation of the imagery and design over a digital environment. In order to bring it to life, I am exploring sources of funding.

Motorsports fans are a rabid group. They pursue their passion to follow their favorite cars and drivers through traditional published formats as well as contemporary online platforms.. Millions take pains to attend automotive gatherings throughout the world. Vintage Auto meets like the Monterey Car Week draw a quality crowd of high end attendants. I am designing the Road Racer concept to blanket those platforms

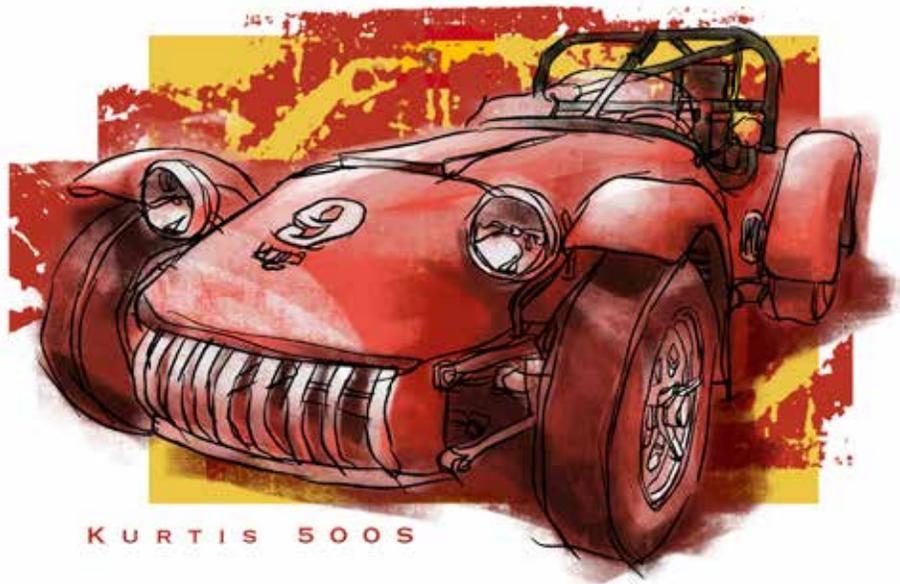
My goal is to develop a production that focuses on a pivotal arena of motorsports history reflecting on a great many facets of the industry. That era being such a cornerstone, the project is designed to appeal to a wide audience. To reach that audience I am producing work for the online and publishing media. In order to supplement the experience I am creating an environmental dimension. I envision a modular staging concept to enhance the experience of various motorsports events and museums in operation throughout the world

I am exploring sponsorship from corporate and institutional sources. The funding will in part direct the progress of the work. So opportunities for staging and the management of the funding will be in a sense a component of the creative process. I welcome input at the early stages

Any sponsor allied with this project will have its branding profile associated with the California Road Racing theme. I am confident they would benefit from being associated with the legacy of this Golden Age.

David Gentry

CONTACT



DAVID GENTRY

www.machinemadness.biz

david@gentryarts.com

415-640-0917