

Embargoed until 00.01 BST, Tuesday 3 September

Daniel Arsham and Team Ikuzawa to present bespoke-livery Porsche 904 and exclusive capsule collection at the Goodwood Revival this weekend

Goodwood, England – Daniel Arsham and Team Ikuzawa are set to race a bespoke-livery Porsche 904 and present an exclusive capsule collection at the Goodwood Revival this weekend, signifying a notable collaboration between contemporary brands and the world's greatest historic motoring event.

The distinctively liveried Porsche 904 and capsule collection, designed by Daniel Arsham and Mai Ikuzawa, reimagine the minimalist branding of the original 1980s Team Ikuzawa by blending it with elements of the lunar phase—an important motif in Daniel's early work—and the sun, a central emblem of identity for Tetsu Ikuzawa. Furthermore, Goodwood has become a deeply meaningful location for both artists, serving as a major source of inspiration in their creative journey.

The car will be driven by the father-son duo of Emanuele Pirro, former Formula 1 driver and five-time Le Mans winner, and Goffredo Pirro.

This collaboration underscores the deep historical ties both Daniel Arsham and Team Ikuzawa have with Porsche. Tetsu Ikuzawa, the first Porsche factory driver from Japan and the first Japanese driver at the 24 Hours of Le Mans in the famed pink Italiya Kremer 935, has left a lasting legacy. His legendary win at the 1967 Japan Grand Prix in a Porsche 906 as a privateer entrant made him a national hero and a Goodwood favourite. Continuing this legacy, his daughter Mai Ikuzawa drove at last year's Festival of Speed. Daniel Arsham has developed a significant relationship with Porsche through his unique artistic vision and collaboration with the brand by elevating them into art pieces and adding a layer of cultural and artistic significance to the brand.

The Porsche 904, owned by JOTA co-owner and motorsport heavyweight David Clark and powered by JOTA Sport, will include the JOTA logo in Japanese during the 6 Hours of Fuji on 15 September on both Hertz Team JOTA cars as part of the collaboration.

The collaboration between Team Ikuzawa, Daniel Arsham and Goodwood will debut a special paddock area, located near the entrance to the Freddie March Spirit of Aviation presented by Bonhams|Cars. The exclusive, limited-edition capsule collection features a white denim varsity jacket, hoodie, T-shirt, trunk bags, keyring, art print and car grill badge. It seamlessly merges the rich Japanese motorsport heritage of Team Ikuzawa with the creative vision of Daniel and Mai, alongside the enduring British legacy of Goodwood. This partnership reimagines heritage for the future, resonating with Daniel's signature theme.

Daniel, Mai, and The Duke of Richmond have been close friends for many years. This collaborative project highlights their deep friendship and shared passion for racing, art, and fashion.

There will be an exclusive signing session on Saturday 7 September at 2.50pm.

The capsule collection is available at Goodwood during the 2024 Revival only and can then be purchased at www.teamikuzawa.shop thereafter.

#TeamArsham #TeamIkuzawa #DanielArsham #GoodwoodRevival

Images available to download [here](#):

- Team Arsham 904 - Please credit Photographer © Tom Shaxson Type 7 (Social credit @tshaxson @type7)
- Team Arsham Capsule collection
- Historical Team Ikuzawa archive images (Please credit © Ikuzawa archives)
- Daniel Arsham Lunar Phase archive (Please credit © Daniel Arsham)

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Notes to Editors:

Goodwood Revival, Friday 6 - Sunday 8 September 2024.

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Goodwood Revival

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About Daniel Arsham

Daniel Arsham is a renowned contemporary artist whose work spans fine art, architecture, and performance. Known for his innovative use of materials and exploration of themes like time, decay, and archaeology, Arsham creates sculptures, installations, and experiences that challenge perceptions of the modern world. His collaborations with leading brands and cultural icons in fashion, automotive, and entertainment sectors have cemented his reputation as a visionary artist. Beyond his artistic endeavors, Arsham has a deep passion for cars and racing, particularly with Porsche, and has been involved in several automotive projects. Through his unique blend of art and design, Daniel Arsham continues to push boundaries and inspire audiences worldwide.

About Team Ikuzawa

Founded by the legendary Tetsu Ikuzawa, Team Ikuzawa is a distinguished racing team with a storied motorsport heritage. Tetsu Ikuzawa, a celebrated Japanese racing driver from the 1960s to the 1980s, made significant contributions to both Japanese and international motorsport. Today, his daughter Mai Ikuzawa, a prominent figure in the design and fashion scene, carries on the legacy by merging their motorsport heritage with contemporary

collaborations through art, design, and luxury brands, making Team Ikuzawa a cultural force in the automotive world.

About the Goodwood Revival

The Goodwood Revival is the world's greatest historic motor race meeting, and the only sporting event of its kind to be staged entirely in a period theme. More than just an unrivalled weekend of historic racing, it is an immersive celebration of vintage lifestyle, championing exceptional craftsmanship and the enduringly fabulous stories told by second-hand treasures. 'Revive & Thrive' is the thoroughly modern message woven through the Revival landscape; a clever stitch with which the old is made new again, it runs through every carefully restored classic car, each beautifully preserved piece of clothing as it is passed from one generation to the next.

It is, proudly, the world's biggest and most glamorous second-hand event.