



PRESS ALERT

PUMA BRINGS TOGETHER SCUDERIA FERRARI DRIVERS AND ARTIST JOSHUA VIDES FOR EXCLUSIVE DESIGN WORKSHOP IN LAS VEGAS

Herzogenaurach, 15th November 2023 – Global Sports Company PUMA, hosted a special design workshop featuring Scuderia Ferrari drivers Charles Leclerc and Carlos Sainz in collaboration with renowned artist Josh Vides. The event unfolded in Las Vegas, home of the 22nd round of the F1 World Championship, where Vides introduced the drivers to his unique artistic technique called "Brushing". After a warm-up session, Leclerc and Sainz individually designed their own race suits, drawing inspiration from the iconic Scuderia Ferrari Special Edition race wear, creating personalized memorabilia. Additionally, Josh Vides joined forces with the drivers to craft a third race suit, transforming it into an art piece that encapsulates the intersection of motorsport and contemporary design.

This unprecedented collaboration promises to showcase the intersection of sports, art, and design, providing a rare glimpse into the creative processes of athletes and a celebrated artist. The culmination of the workshop will see the drivers receiving their personalized race suits, turning this event into a unique celebration of creativity and innovation within the partnership between Puma and Scuderia Ferrari.

Quotes

Carlos Sainz: "It's original, it's completely different and it's nothing like we've ever worn before. It's exactly what we need for Las Vegas."

Charles Leclerc: "I mean it's written: This Is Art, so now I consider myself as an artist. No, I mean, of course you can see the difference when you see Josh's works, he is incredible at what he does, and you can see that he's been doing that forever. But on our side, it was a fun project, I don't define myself as an artist but there's no definition of art either way. "

Joshua Vides: "I think it's not just about making the best project happen, but it's how further can we push. This collaboration is something that has never been done before,

so I think somehow, we were able to push through and hopefully continue to open some new doors.”

Content:

Activation imagery:

<https://fastcat.puma.com/transfer/82b04808a14a91a691d9887b21d049b79a3a0e903a1c9a8a706656631d33b04b>

Behind the scenes – Full video:

<https://fastcat.puma.com/transfer/a07f41c2aaf0c3d1a3190516d98a17a7653ca9a164b81df062e3860f62eb5b42>

Behind the scenes – 30's recap 16x9:

<https://fastcat.puma.com/transfer/73cfa5be3c1e2c6fdddb5202282ed06df748f7dc33e2e3a8c6f0b09df5c9faf>

Behind the scenes – 30's recap 9x16:

<https://fastcat.puma.com/transfer/af7279e98cadf7005c042c740770e0753d545139007ddf0698ff72c2a212a28c>

Interview with Scuderia Ferrari drivers video:

<https://fastcat.puma.com/transfer/2ee079a5660d595f5d27a46bb799bc0cdb07b9702129ffeca143c3c4be05aaa7>

Interview with Scuderia Ferrari drivers + Joshua Vides transcript:

<https://fastcat.puma.com/transfer/eb08c4e407d10fd3e977d38ac67ca9687b0d6530d2a16ce593b02ca4c5b2b894>

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PUMA

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into street culture and fashion. The PUMA Group owns the brands PUMA, Cobra Golf and stichd. The company distributes its products in more than 120 countries, employs about 20,000 people worldwide, and is headquartered in Herzogenaurach/Germany.