

CAR, NO WINDOWS

OSCAR LETO **X** DETROIT DYER-MILLER



A life-size Mercedes 200E becomes a stand-in for Detroit's father's car, transformed into a decayed vessel overtaken by a massive worm weaving through its structure. This parasite embodies energy, guilt, and indulgence, echoing recurring nightmares and past illness.

Studio Asolo introduces custom crested rims inspired by Italian heraldry and Orthodox symbolism. Acting as protective seals, they frame the vehicle's decay with sacred ornament; shifting deterioration from fragmentation toward memorial.







Detroit Dyer-Miller



An artist and designer who blends disciplines to bring the world in his mind to life, crafting immersive experiences that bridge art, fashion and design. Through bold, experiential creations, he transforms concepts into reality, pushing boundaries and redefining creative expression.







Oscar Leto



A curator, executive producer, and artist who thrives on facilitating and creating innovative ideas. Specialising in bridging art, culture, and production to bring ambitious visions to life while crafting compelling experiences and narratives across diverse creative media under his label Studio Asolo.



Product & Revenue Activation

I. Collectible Scale Model (Artist Edition)

Mass-produced edition of the Mercedes intervention as a detailed miniature object. Exhibited on custom-built promotional track.

II. Exhibition-Linked Garments

Limited clothing capsule released alongside the show. Designed to extend the visual language of the installation into wearable form.





Phase 1 (Complete)

£5,500 Secured

- £4,000 Investor
- £1,500 Investor

Deployed toward:

- Purchase of vehicle (core object)
- Feasibility & manufacturer alignment
- Production pathway confirmed



The Mercedes 200E which we purchased.

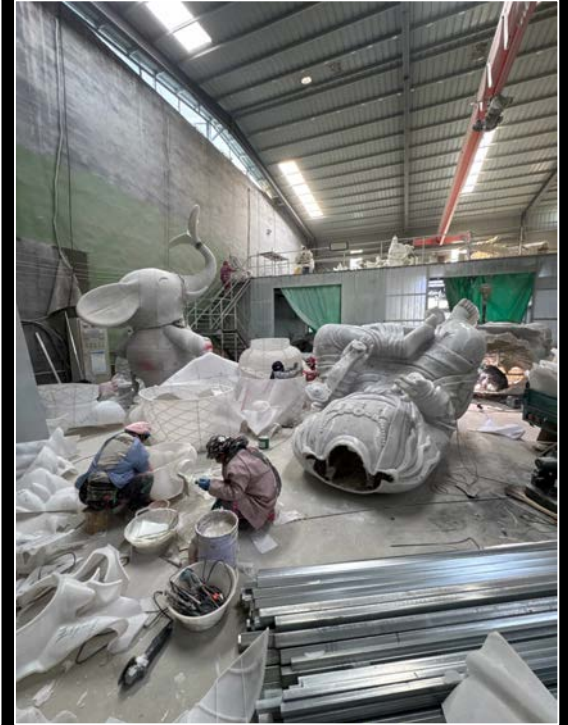


Photo from our China Factory Visit/Vet.



Phase 2 (Current Raise)

Capital Required: £18,000

Allocated toward:

- **Sculpture - £11,000**
- **Car wrap/detailing - £2,000**
- **Installation build & lighting - £2,000**
- **Merch production (event-linked revenue) - £3,000**

Result:

- Completed intervention
- Exhibition opening
- Monetised event via souvenirs & limited works



Sponsor Partnership Value

Revenue Participation

50% of profit from all on-site product sales during the exhibition

Footfall & Audience Expansion

Exposure to **150+ visitors** at the private view

~500 attendees across the full exhibition run

Access to a young audience in fine art and contemporary music culture

Press & Cultural Visibility

Your brand showcased in a structured press run reaching **~1,000,000 insights**

Coordinated promotion featuring your brand across artist and partner platforms

Enhanced Programming

Sound performances from **5-10 artists**

Documentation & Content

Professional photo and video documentation of the project, with your brand name and logo in materials for ongoing use



Sponsor Branding: All elements can be negotiated to suit your specific goals.



Timeline (Phase 2 Delivery)

Week 0: Funding Secured

Sculpture ordered (8-week production time)

Venue booking finalised

Car wrap and detailing scheduled

Weeks 1–8: Production

Merchandise production

Finalise sound programme and artist roster

Curate accompanying work

Press strategy and media list prepared

Week 8: Sculpture arrival

Install the sculpture to the car

Final vehicle detailing and integration

Lighting design

Weeks 8-10: PR

Press run begins

Media previews and documentation released

Exhibition formally announced

Weeks 10-11: Exhibition launch

Private view

Public exhibition (minimum 5 days)

Event-linked revenue activation





Sound Curated By BALAA TV



Curated by BALAA TV, an independent London-based music platform, the sound element is designed to both enhance the exhibition's atmosphere and draw a broader cultural audience. Performances will move between restrained, contemplative tones and more energetic moments, creating a dynamic arc that mirrors the emotional tension of the work.



Wine Partner: Digby Fine English

Digby Fine English Sparkling Wine is an award-winning English wine producer known for crafting high-quality sparkling wines from vineyards across England. Their wines have received international recognition, including Gold medals at the International Wine Challenge and Decanter World Wine Awards.

Digby is supporting this project with a selection of their sparkling wines, and we will be serving an array of their cuvées throughout the event. Their involvement elevates the guest experience and aligns the project with a premium British craft brand of recognised quality.

