

# E650<sup>®</sup>



DAVID  
BENDAVID











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360 is an edgy fashion, lifestyle and culture magazine. We will introduce cutting-edge brands, entities and trends to tastemakers within their respective communities. Our founding members have over 30 years of collective experience both as notable talents and professionals within the realms of fashion, music, art, design and entertainment. We are more than just a magazine comprised of journalists, we represent a movement of social awareness and change.

We are a LGBTQIA friendly publication. The magazine is contemporary in look and appeal. Quality art content is the constant goal. The magazine will be entertaining, newsworthy, and thought-provoking. It will appeal to a broad entertainment readership. No magazine like it is available today, constantly showcasing racial and sexual ambiguous talents and artists.

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# BUCKET LIST: YUCATÁN

By: Kai Yeo & Vaughn Lowery

Tianguis Turístico De Mexico, the 45th edition of the most important tourist showcase in Mexico and Latin America, registered record figures with the attendance of 1,635 buyers from more than 40 countries, which generated more than 57,200 business appointments. The first post-COVID Tianguis Turístico confab kicked off in the Yucatán capital Mérida from November 16 to 19. Participation exceeded expectations with a record number of registrations, presenting an encouraging outlook for tourism in all of Mexico and sending a clear message: Mexico's tourism industry is united and working towards the recovery of the sector nationwide.

The 45th edition of Tianguis Turístico was the most anticipated and important event in the industry because it represented the post-pandemic rebirth of tourism in Mexico. Yucatán is the starting point in this new age of tourism. Yucatán welcomed almost 10,000 visitors under strict biosecurity measures, generating 'health bubbles' to facilitate safe involvement. With the participation of 3,825

exhibitors from 41 countries, 928 participating companies, and 1,390 buyers, this year's Tianguis presented the opportunity to be a part of the largest tourism business showcase in Latin America. "This Tianguis will be a sign that Mexico is ready for the recovery of its sector and that our country is also ready to carry out large events with the strictest and most innovative standards," said Michelle Fridman Hirsch, Secretary of Tourism Development of Yucatán (Sefotur). "This will be a new edition of the Tianguis, with new needs, new behaviors, new circumstances—a renaissance of tourism."

The Tianguis Turístico de México first emerged 45 years ago as a platform to promote Mexico as a unique and rich destination thanks to its remarkable culture, history, and natural beauty. It eventually became the most relevant event of its kind, in which industry experts meet in a professional, dynamic, and highly productive business forum over three days. Before the conference, Fridman led a tour of the state's 150 new tourism infrastructures with international



investors, including Xibalbá Park which will be a circuit of eight cenotes. Fridman reiterated her commitment to promoting the development of new tourism products from the perspective of sustainability. 360 MAGAZINE was invited to attend and explore the exhibits of participating hotels, airlines, fairgrounds, exhibition centers, and more. Before the conventions, we visited Yucatán's best sites in El Cuyo, Valladolid, and Merida.

Upon arrival, the team checked into Hotel Hampton Inn to relax before the upcoming week of activities. The hotel is not too far from the airport, which makes it an ideal layover spot. As we arrived late that evening, we had a quick bite for dinner and drinks. The service matched the animated style of the restaurant and the food was delicious. Their menu is simple: Caesar salad, street-style tacos, and an assortment of pizzas—options perfect when traveling with children. Our bedroom featured double beds, a Samsung TV, and a steam shower with doors. A very comfortable and affordable accommodation for business travelers. Additional features include a yard to smoke in and a fitness center to stretch out after a long flight. With a second wind, take a walk down the street to the shopping center, or get lucky at the 24-hour casino.

On the first full day, we transferred from the hotel to our first stop: the El Cuyo beach in the Puerto Maya region for an ATV tour in the San Manuel reserve. Following the day's activities, we finished with a seafood experience at the Valerios. At night, we received a tour of the Ria Lagartos reserve, a UNESCO Biosphere Reserve located at the eastern end of the coastal strip. We also viewed the pink tubular salt mines "Las Coloradas," which also translates to 'blush red' in Spanish. The vibrant pink body of water gets its unique tint from red-colored algae, plankton, and brine shrimp that use the salty water as their habitat. Dinner at Casa Palma restaurant and enjoying a bonfire in the sand was the perfect evening before retiring to our hotel for the evening—LunArena.

LunArena Hotel is a 3-year-old establishment that works diligently to offer a whimsical environment. Located between the ocean, lagoon, and jungle, LunArena is the perfect place to disconnect from the world and reconnect with nature. We had the opportunity to meet the CEO, who took great care of us, on top of a professional staff who

made our stay extremely pleasant. With delicate decor coupled with pop design baubles, this hotel offers twelve rooms with couples in mind. Phenomenal experiences are accessible due to the hotel's convenient location. The picturesque Pink Beach, home to flamingoes, is just 90 minutes by mountain bikes, ATVs, or tactical FWD vehicle. The jungle and a plethora of outdoor adventures such as paddle boarding, biking, and hiking are at your fingertips. The compact lodge offers tons of gourmet Italian and Mexican delicacies. They provide breakfast, lunch and dinner on their private outdoor terrace featuring a swimming pool.



We started day two with breakfast at the hotel and hung out on the beaches of El Cuyo before transferring to Zazil Tunich in the magical town of Valladolid. This otherworldly experience connected us to nature in the Xeneba Maya village, home to 500,00 of stone formations dripping into crystal clear water. Zazil Tunich has been appointed one of the most spectacular cenotes in the region, with thousands of stalagmites and stalactites. It was a pleasure to enjoy a private meal there. After, we visited the historic center of Valladolid for a tour and strolled the Calzada de los Frailes – a beautiful and charming cobbled street in Valladolid that runs diagonally from the center of the city to the Sisal neighborhood and the Convento de San Bernardino di Siena. It is lined with colorful buildings full of housing, boutique shops, restaurants, bars and hotels. Filled with shopping, nightlife, food, tradition and opportunities, Valladolid felt like a bustling baby New York in the southern region of Mexico. We got dinner at Los Frappes, situated in the heart





of the town in front of the convent. A multi-level venue with live music and good food, Los Frappes is great for celebrations and craft cocktails with an extremely hospitable team.

For our final stretch of the trip, 360's team checked into a character hotel in a unique urban setting. Zenti'k Project is an eccentric, immersive property featuring twelve Mayan-style staterooms. The upstairs accommodations have mosquito beds with lounge corners as well as small porches to enjoy the stunning constellations. Its main attraction though? An underground cave six meters below the hotel, containing an adapted heated saltwater pool. As if these healing properties were not enough, the day spa services are superb. At the hotel's restaurant, décor lined with works of famous artists transforms the space into a sanctuary for the creative. During that captivation, take full advantage of their gourmet menu that includes vegan options. Bartenders are knowledgeable mixologists who excel in their optimal pairing

recommendations. The concierge is warm and inviting – they can recommend an abundance of recreational activities. With the city center within a mile, shopping, restaurants and nightlife are at guests' fingertips.

The following day, we went on a bicycle tour with "Go Maya" through the center of Valladolid. We visited La Casona de Valladolid for a buffet-style lunch and chose from a fine selection of dishes with the best of traditional Yucatecan food including black turkey stew, Valladolid style pork loins, smoked pork sausage with eggs and more.

When traveling through Yucatán, it is a must to see at least one cenote. We were lucky to visit Cenote Selva Maya after lunch and experience its water activities, perfect to cool down on a busy and hot day with a restaurant conveniently located. Located in a beautiful hacienda, Selva Maya, another cenote, is another unique treasure of Yucatán. It was a perfect final activity





before transferring back to Mérida and checking in to the Hampton Inn Hotel for dinner.

On our very last day, we headed to the Xibalbá reserve experience after breakfast. Xibalbá in Mayan culture is the gate or path to the underworld; in our case it is the gate to the unknown underground world of Yucatán just waiting to be discovered. Xibalba is a hidden natural reserve surrounded by the mystery and charm of nature. The activities encouraged us to explore the history and culture of Yucatán before returning to Merida for the “Welcome to Yucatán” reception. In our free time, we visited Galería Mérida—The Mall of Mérida. There is an ice-skating rink in the middle with a total of 77 stores including H&M, Bershka, Pull&Bear and Zara to shop at. A great mall to hang out, people watch and shop.

We managed to squeeze in a tattoo appointment at TATUAJES OVEJA NEGRA MÉRIDA – they say Rafiki is one of Merida's greatest tattoo artists, so we could not miss this opportunity. With more than 20 years of experience, he paid special attention to detail, and it stood out in his technique. If you are looking for a

nice work of art at an affordable price, this is the spot. Additionally, we also got a quick refresh at Wall's Barbershop. As people in the fashion industry, we usually would never get our hair cut at a random salon without doing research. However, Wall's Barbershop felt different. The interior looked like an elegant cigar salon, and it seemed the attention paid to the client was equal, if not greater. Asked if we wanted a bottom or top fade, the cut was fresh, thorough, professional and hospitable.

Rescheduled four times because of the pandemic, the 45th Tianguis Turístico was an important part of positioning the state of Yucatán on the world tourism stage. Sefotur worked with local business owners to ensure all its tourism offerings were center stage for the event. In a culminating moment, the state's cultural, gastronomic, and archaeological wealth were presented in an open-air food market. Here, sixteen restaurants offered endemic dishes such as cochinita pibil. Another feature was a Mayan Village where inhabitants from different regions showed their crafts and products. The adventure tourism expo rounded out the experience, where attendees learned about various activities Yucatán offers such as visits to cenotes, Mayan villages, caves, jungles, and archaeological sites. University tourism students and other participants were able to take part in an educational agenda with seminars and master classes on the state's tourism infrastructure and planning.





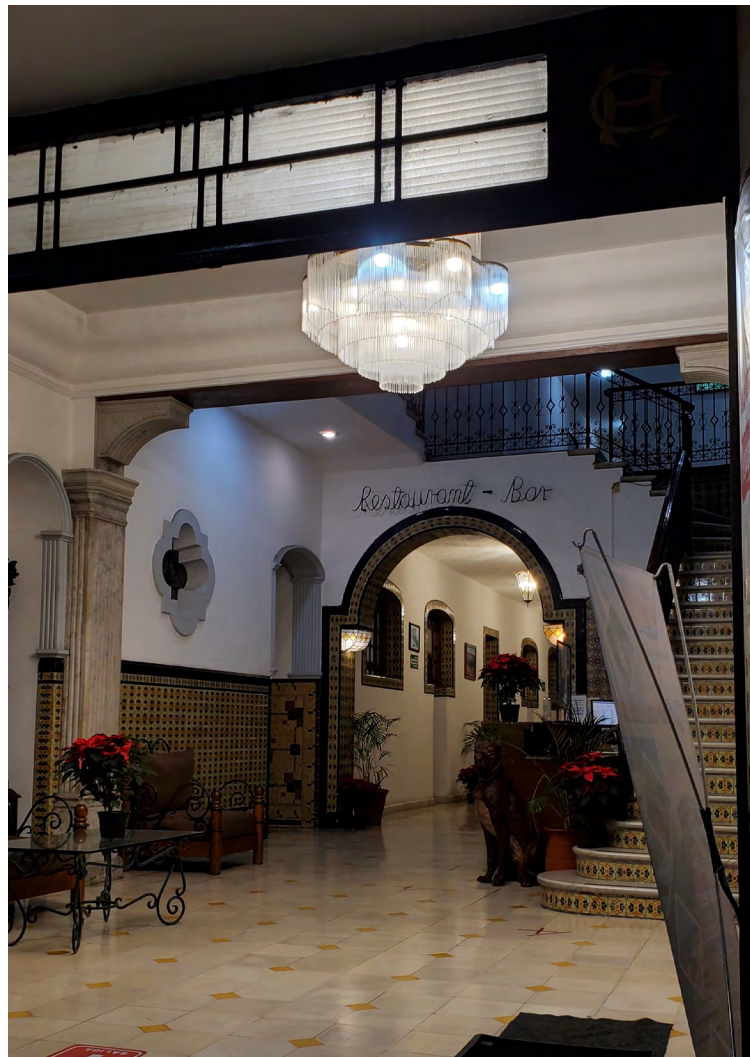
The state of Yucatán's pavilion was one of the fundamental elements in the promotion of tourism during the Tianguis Turístico. Divided into 6 regions designated as Ruta Puuc and Mayan Villages, Cenotes and Haciendas, Mundo Maya, Puerto Maya, Mérida Cultural and Gastronomic Capital of the South and Yucatán Riviera. Local tourism providers held over 6,000 meetings with buyers in effects that will be seen in both the short and long-term for this destination.

It should be noted that Yucatán was chosen to host this edition of the Tianguis thanks to its excellent hotel infrastructure and tourist services, its excellent air, maritime and land connectivity, and of course, the wide range of attractions for both leisure and business travelers. Mérida is one of just seven cities in Mexico with the necessary capacity to carry out large-scale events such as the Tianguis Turístico 2021. Yucatán's beaches, magical towns, and world-renowned archaeological sites paired with an incomparable local and contemporary gastronomic scene make for an unforgettable experience.

 [the360mag.com/bucket-list-yucatan/](https://the360mag.com/bucket-list-yucatan/)

















# Spotlight: María Becerra













**M**aría Becerra is a tour de force. The Argentinian songstress known as "la nena de Argentina" released her second EP in 2021, embracing and experimenting with hip-hop, reggaeton, trap, R&B, salsa, and more to craft her new sound. Described as a "leading voice in Argentina's urban pop movement," Becerra is a star on the rise. As the first Latin artist signed to indie American record label 300 Entertainment and with a Latin Grammy Award for Best New Artist pending, it is clear, despite her successes already, she is only just beginning her career. She sat down to answer a few questions for 360 MAGAZINE including how she got her start in music, the story behind her nickname, her influences, and what to expect in 2022.

### **How would you describe your style of music?**

I believe I have a very melodic and versatile musical style. In the studio, we always try to ensure that each song has a varied melodic line, with different degrees of nuances. Above all, we aspire to make a melody that sounds familiar and enjoyable to the public. I have experimented with several genres and in all of them, I was able to find how to make my own style fit within them ... They call me 'the Queen of Weeping,' which makes me laugh. I have many songs that are for dogging and dancing, and others that are a bit sadder.

### **How did you first become interested in creating music?**

From a very young age, art was important to me; I learned how to sing, act, and dance as a child. In my home, we listened to a lot of music. For a while, I did covers of famous songs as I learned. I think I was absorbing different music and styles to the point where I felt the need to start expressing myself with my own works. Despite this desire, I was not 100% confident in my abilities yet and had many insecurities. I was afraid of how the public would receive my music and doubted if this was my true path. Luckily, things turned out positively. Today, I have no doubts that yes, I was born to create music and it brings me a lot of joy.

### **Which songs are you most proud of?**

Mm, they are all special to me and fill me with pride. It is difficult for me to pick just one. If I had to choose one, my first instinct is to say "Ademas De Mi" or "Mi Debilidad," that song is very significant to me as an artist. I cried a lot while making it and recording the video.

### **You were a Youtuber before becoming a singer. How was the experience of transitioning from an influencer to an artist?**

YouTube was a beautiful experience, and I am grateful that the opportunity was a positive one. The changes in my life were progressive over time. Being on YouTube allowed me the chance for people to get to know me, while I gained confidence and worked on my own fears as a public person. Obviously, my life and my career are now on another path but having the experience of being a YouTuber served as the foundation for everything that has gone on to happen in my life.

### **What is your favorite fan moment?**

My favorite moments are when my fans tell me everything in my music speaks to them. It's amazing how something I pour so much love into in the studio can reach so many people and positively influence their lives. In live concerts, we would [bring to the stage] different fans to speak with them, and at one performance a girl told us that with my song, 'Tell Me How I Do,' she declared her love to her girlfriend. I found it beautiful. Those moments fill me with incredible happiness.

### **How does it feel to have reached this level of popularity so young?**

It still doesn't feel real. It is incredible to me, but I just try and take things one day at a time. I try to appreciate the small things and remain the humble girl I've always been because that's still who I am. I surround myself a lot with my friends, my family, and my pets who are my rocks – they remind me of where I come from and who I am.



## Why do you refer to yourself as the Girl from Argentina?

In general, it is known that many of the best discoveries occur accidentally, and this was no exception. When we recorded "Animal" with Cazzu, in the song's lyrics I sing, "Las Nenas de Argentina," as if referring to the two of us. Apparently, when people listened, they heard "La nena de Argentina" and everyone loved that I referred to myself that way. From there, I started to use it as my brand, and I feel it gives me a special power for communicating to the world [that] my music and I are made and from Argentina.

## Who are your influences?

Wow, so many artists! I especially love and admire Ariana Grande, Beyoncé, and Rihanna. They are very important role models to me. I watch their shows and videos a lot.

## How did it feel to join a label as prestigious as 300 Entertainment?

I am honored and very happy to work with them. They have always been supportive, even affectionate, towards me. Unfortunately, their office is in Los Angeles, so we don't have the opportunity to see each other that often, but when we do it's always a special moment. I know the whole team at 300 takes care of me and wants the best for me, so I respect them and thank them very much.

## Your most recent EP blended many different genres. Which genres would you like to experiment with in the future?

I like Bachata, and I think more songs like this are coming from me. Yet as I said before, I don't want to pigeonhole myself. I love to experiment with different genres and different sounds, and that is what is important to me as I create music today. So, in 2022 you and all my fans can be surprised with what I come out with next.

## What can we expect to see from you in the future?

I feel like 2022 is going to be a great year. My team and I are working hard to make it so. I'm locked in the studio, and many of the songs we are currently working on are tremendous. I am already anxious for people to listen to them. This year, a new album is coming, as well as trips and several shows in Argentina and Europe. We hope to reach many places and have everyone dance and sing to my music.

 @mariabecerra











# IVY PARK IVY HEART









Adidas and IVY PARK CEO Beyoncé announced IVY HEART, a new capsule collection inspired by love, from the ongoing adidas x IVY PARK creative partnership.

As with previous adidas x IVY PARK offerings, this latest collection features distinct looks with inclusive and gender-neutral performance gear, footwear, and accessories.

## The Campaign

This cinematic campaign focuses on the guiding thematic color behind the collection. In the Western world, red is commonly associated with love, romance, and sensuality. In the East, red is attributed to good fortune and joy. Wherever you are, it's clear that this color represents positivity. The concept is centered around bringing people together from all different backgrounds through one color that's sentimental to so many. This theme is illustrated through enhanced lighting, bold yet minimal production design, elevated styling, and, most importantly, the international cast. Cultural cues from specific iconography and symbols are explored in visual motifs with sensitivity and intention. IVY PARK pays homage to various cultures inspired by this color, incorporating red through a futuristic yet authentic lens.

The campaign is led by a diverse cast of models including actress and model Karrueche Tran; model and actor Tyson Beckford; singer, songwriter, and actor Troye Sivan; model and actress Shu Pei; and actress and comedian Naomi Watanabe.

## The Collection

No matter how you define it, love—most importantly love of one's self—is at the core of IVY PARK's newest drop. Bold and sexy looks are an integral part of IVY HEART, which is aptly decked out in a spectrum of vibrant reds, playful pinks, and nuanced neutrals. In colors that include Candy Paint (Shock Pink), Lipstick Smudge (Red), Raspberry Beret (Power Red), Red, Red Whine (Cherry Wood) and Cheeks (Off-White), the line is punctuated by tactile materials like velour, ribbed knit, and faux latex. IVY PARK's latest collaboration with Adidas is further complemented by performance fabrics and graphic prints, allowing ample designs to mix-and-match from work out to night out.

The capsule collection's design touchpoints are rooted in Beyoncé's love of athleticism and fashion merged with adidas' performance and innovation. The references culminate in a collection of silhouettes that are sporty, stylish, and above all, unique. Conceived around the three pillars of foundation, activity, and fashion, IVY PARK's latest collection highlights include the Velour Dress and Tracksuit, Faux Latex Puffer, Pique Jumpsuit, and Sequin Duster. Accessories include a 5-Panel Hat, a clutch, and a Heart-Lip Belt Bag.

Footwear consists of both on-the-court and off-duty models. The range is highlighted by a new iteration of the classic Stan Smith sneaker in Cheeks (Off-White), with a rubber dipped midsole. Additionally, the collection introduces a new silhouette, the IVP Superstar Plim, a mule style shoe inspired by the iconic adidas Superstar in Cheeks (Off-White). The line also features a new colorway of the IVP Savage sneaker in Cheeks (Off-White), an IVP swim slide in Lipstick Smudge (Red) and the Ultra boost in Candy Paint (Shock Pink).

 [ivypark.com](https://www.ivypark.com)









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# FERNE JACOBS X CRAFT IN AMERICA

Fiber artist Ferne Jacobs' lifetime art collection, spanning from the mid-1960s to 2022, will be on display exclusively at the Craft in America Center.

The Los Angeles artist has been innovating in the art world for over fifty years. The exhibition will showcase around 30 pieces of work created by Jacobs across the timeline of her career. Though Jacobs has lived in Los Angeles for many years, her art has never been on display in such a way. The experience will take visitors through the evolution of her career as an artist and highlight her unique tactics and techniques.

Jacobs serves as a pioneer in the development of fiber as an artistic form. She is renowned for the methods she uses to manipulate the rare material. While embracing traditional techniques of knotting, coiling and twinning, Jacobs has continued to elevate these practices into something revolutionary. Though she may work in fiber, Jacob's artwork are sculptured pieces of art.

The display of Jacobs' artwork allows the public to admire and be inspired by her artistic approach. All of Jacobs' work signifies a personal artistic journey constructed and apparent in her artforms. With years of dedication, Jacobs has perfected and transformed her unique craft. The exhibition will run from April 2, 2022, to June 18, 2022, at the Craft in America Center in Los Angeles, California.

 [craftinamerica.org](https://craftinamerica.org)

















# SPRAYGROUND

BY DAVID BENDAVID







Photographer: Steven Gomillion



"I just wanted to put whatever I thought looked wild, different, and fun on the wearer's back and see what happens. I wanted to truly create a product that transcends all categories."- David BenDavid, CEO & Founder of Sprayground.



Photographer: Valerie Amor





Sprayground has been a growing force in streetwear – creating, designing, and selling rebellious, edgy, and innovative products. When Mr. David BenDavid (DBD) started Sprayground, backpacks were considered a convenience or for utilitarian purposes only. All his life, he was influenced by NYC culture, art, and fashion. Growing up in the Bronx in the 90s, he remembers taking the subway covered with graffiti and that image stayed with him, inspiring his development in the arts, “It was literally like riding a tube of art.”

“I took two words; SPRAY from graffiti and GROUND from the underground subway tunnels that were filled with art and graffiti.” DBD reminisces having to be bold to go down in the dark subway tunnels, and he wanted his brand name to be bold as well. After, the brand name SPRAYGROUND came to life. Following his graduation from the School of Visual Arts in New York City, he launched Sprayground and shook the backpack game

with their “Hello My Name Is” bag. “HMNI was the hit song that started it all! The kickoff to the Sprayground World. The first brick in this magical kingdom,” says DBD. This idea sprouted because DBD was bored of the obvious and knew he had an eye for edgy ideas. He wanted a backpack that would kick off the rebel of all bag companies.

In 2010, HMNI was inspired by graffiti artists and street kids that tagged their names or small designs on the iconic “Hello My Name Is” stickers everywhere – light poles, stop signs, mailboxes, etc. It became an instant success and sold out very quickly, and before he knew it, every celebrity, athlete, and musician started wearing his bags. DBD’s dream has always been to put whatever he thought looked fun on the wearer’s back and see what happens. Now, his brand has pushed beyond any niche and now hangs in luxury stores such as Bloomingdales and Neiman Marcus across the United States and is also available globally, with over 20 international distributors in more than 130 Brick & Mortar stores in Asia. Sprayground has evolved into a global entity and one of the world’s most recognizable brands.

Sprayground’s first collab was with OG NYC subway graffiti artist Cope 2, and the brand now celebrates several other huge collaborations with brands and individuals such as the NBA, Formula 1, Universal Studios, Chris Brown, Spike Lee, Buzz Aldrin, Young Thug, Shaquille O’Neal, MARVEL, Star Wars, and so on. DBD mentions that some of his favorites include Spike Lee, who was “always so punctual and took his own notes and was so organized,” and Shaq, who was always warm and kind. In the future, DBD hopes that the brand joins forces with Boeing or Airbus, “I would love to make a Jetpack – it would be the ultimate backpack. More hotels and airlines. Perhaps the first and business class bags for passengers and luggage for the pilots and crew.”

While it started with backpacks, the brand has now evolved into travel luggage, outerwear, and footwear. The Sprayground



mission is to be the top global backpack and accessories brand by combining a high-quality product with unique, creative, and limited editions designs. Their emphasis is on excellence, style, and being the innovator for the next wave of design.

"Traveling and being among people gives me tons of insight and inspiration because Sprayground has never followed or had to worry about following any trends and making up our own rules of design" DBD talks of wanting to ultimately be a global travel brand.

To keep up with their constantly growing fan community, Sprayground continues to create fresh ideas daily: "We got in the flow of multi-month launches of consistently wild and crazy products." They have made modifications to their new line of products, such as adding wings, adding LED lights, transforming the shapes, and more. DBD dreams of Sprayground as a platform that unique people seek out when they aspire

to create something special and push their ideas: "Growing up I had no foundation and no role models and wished for something like this and now that it is here, I want to let others tap in and let their ideas run wild!"

Sprayground is also coming out with a fun NFT project integrated with real products. All Sprayground products are made in limited quantities and never produced again.

 [sprayground.com](https://sprayground.com)







Photographer: Alejandro Alvarado





Photographer: Valerie Amor













Photographer: Ray Anthony Eddie





A pioneer in the international unity between fashion and sustainability, Jesscia Minh Anh will elevate the new LNG-powered cruise ship, Costa Toscana, into a fully immersive ocean catwalk in Portofino, Italy. The J Spring Fashion Show 2022 will take place backdropped against the Italian Riviera, expressing the significance of Fashion x Sustainability around the world. Jessica's inimitable fashion show will not only alter the world of fashion and design, but the travel industry as well.

Jessica's catwalks always serve a deeper purpose beyond just marketing a new collection; the shows serve as advocacy for global transformation. Each production is cleverly debuted at iconic international venues. Every runway supports an individual cause, like her J Summer Fashion Show at One World Trade Center. The event signified the newfound power and strength of America, symbolized by the construction of the One World Trade Center. The event was held at the center 6 months before it formally opened.

The J Spring Fashion Show 2022 serves as Jessica's return to the catwalk after her last show, "Runway on the Runway," that occurred preceding the onset of the pandemic. The show took place at JFK International Airport in New York City, where inspiration came from Jessica's desire to popularize durability in the global supply chain.

Jessica is notorious for hosting compelling shows at world-renowned venues like the Eiffel Tower, London's Tower Bridge, Grand Canyon Skywalk, Hoover Dam and Gemasolar Power Plant. An innovative leader behind the push for more durable fashion, Jessica also attended the Paris Agreement celebration campaign in conjunction with leading international bodies such as the Mayor of Paris, the Canadian Prime Minister and a Japanese astronaut.

 [jmaglobal.space](http://jmaglobal.space)





*Jessica  
Minh  
Anh*



























# Spirit of Ecstasy Redesigned

"The Spirit of Ecstasy is the most famous and desirable automotive mascot in the world. More than just a symbol, she is the embodiment of our brand, and a constant source of inspiration and pride for the marque and its clients. Like our brand, she has always moved with the times while staying true to her nature and character. In her new form she is more streamlined and graceful than ever before—the perfect emblem for the most aerodynamic Rolls-Royce ever created, and for gracing the prow of our bold electric future," said Torsten Müller-Ötvös, Chief Executive Officer, Rolls-Royce Motor Cars.

Rolls-Royce has reimagined its iconic Spirit of Ecstasy figurine to grace the bonnet of its new all-electric motor car, Spectre, 111 years to the day the Spirit of Ecstasy was first registered as intellectual property of Rolls-Royce on February 6th, 1911.

The figurine has been remodelled with a lower, more dynamic stance that brings her much closer to the drawings made by her original creator, the illustrator and sculptor Charles Robinson Sykes, in the early years of the 20th century. It also sees her physical form represent "The Expression," a visual device that forms part of the marque's new visual language. The new Spirit of Ecstasy stands 3.25 in. tall, compared to her predecessor's 3.94 in. Her robes, which flow behind her in the slipstream – often but erroneously characterized as 'wings' – have been subtly reshaped to make them more aerodynamic and realistic.


The most visible change is her stance. Previously, she stood with her feet together, legs straight, and tilted at the waist. Now, she is a true goddess of speed: braced for the wind, one leg forward, body tucked low, her eyes focused eagerly ahead. These changes have both practical and stylistic benefits, contributing to Spectre's

remarkable aerodynamic properties. The earliest Spectre prototypes have a drag coefficient (cd) of just 0.26, making it the most aerodynamic Rolls-Royce ever created. The figure is expected to improve during the product's exhaustive testing protocols to be undertaken in 2022.

This new expression captures the essence of Charles Sykes' original drawings, but rather than simply being redrawn or redesigned, her new shape has been digitally sculpted by a computer modeller working at the home of Rolls-Royce, who has a passion for life drawing and sculpture. Their experience in this field was invaluable in developing the figurine's elegant lifelike features as well as her expression, which deftly combines focus and serenity. The designers also consulted stylists at Goodwood for their perspective on her hair, clothes, and posture, as well as her expression, adding an authentically contemporary aura to her dynamism and commanding presence.

While all figurines are made using one of the oldest known casting techniques, named "lost wax casting" or "cire-perdue," each is individually finished by hand, so will be minutely different from figurine to figurine. As well as continuing a long Rolls-Royce tradition—until 1939, the mascots were made and polished by Charles Sykes himself – this subtle, ephemeral human element creates an intriguing contrast to the precise, highly engineered motor car she sits atop.

Though relatively rare in the modern era, changes to the Spirit of Ecstasy have been made throughout her 111-year lifespan. She has been rendered in various sizes and materials and briefly was set in a kneeling position. The new version created for Spectre will appear on all future models: the current design will still be used on Phantom, Ghost, Wraith, Dawn and Cullinan and their Black Badge alter egos where applicable.

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