

SACHA JAFRI



# THE COLLABORATION



NOVEMBER 2022



ARTIST  
HUMANITARIAN  
PHILANTHROPIST  
EDUCATOR  
WORLD RECORD HOLDER  
VISIONARY.

“LINKING US BACK TO OUR CULTURAL AND ANCESTRAL PAST, A MORE EMPATHETIC & CONSCIOUS PRESENT, AND AN INSPIRED AND HOPEFUL FUTURE.

A RECONNECTION OF ALL HUMANITY THROUGH THE POWER OF ART”

**SACHA JAFRI**

SACHA JAFRI







WORLD LEADING ARTIST

SACHA JAFRI





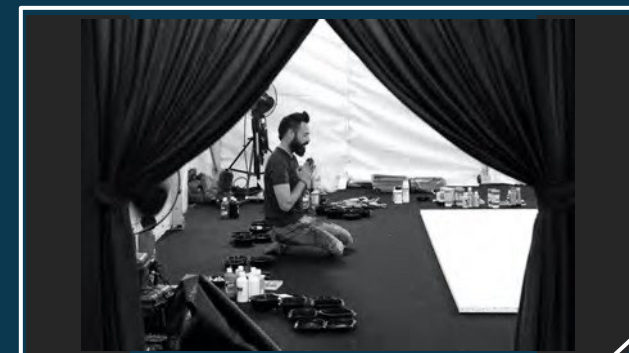
# THE ARTIST



**WORLD ARTIST OF THE YEAR  
2021 & 2022**



**MEDIA REACH OF 3.5BN+  
COVERING 140 COUNTRIES**



**USD\$140M RAISED FOR  
CHARITABLE CAUSES**



**GUINNESS WORLD RECORD  
LARGEST PAINTING IN THE WORLD**



**FIRST OFFICIAL ARTWORK ON  
THE MOON**



**UNITED NATIONS AWARD FOR  
HUMANITARIAN WORK**



# THE COLLABORATION

PRESENTING

ROLLS-ROYCE  
'THE SIX ELEMENTS'  
BY SACHA JAFRI



ATLANTIS THE ROYAL  
GRAND OPENING



SACHA JAFRI



ATLANTIS  
THE ROYAL  
DUBAI



# The Six Elements

One of One in a Series of Six

SACHA JAFRI





6 ELEMENTS  
EARTH, WIND,  
WATER, FIRE, AIR &  
JAFRI'S 'HUMANITY'

EACH CAR  
A ONE-OF-ONE  
IN A SERIES OF SIX

ROLLS-ROYCE  
FIRST EVER  
NFT

SOLD OUT IN 5 DAYS

USD\$1M+ ALREADY  
RAISED FOR CHARITY



SACHA JAFRI




'THE CAR THAT KEEPS  
ON GIVING'  
20% OF NFT SALES GO  
DIRECTLY TO CHARITY IN  
PERPETUITY

ART & CRAFTSMANSHIP  
ARTIST & DESIGNER  
JAFRI & ROLLS-ROYCE

GLOBAL REVEAL  
12<sup>TH</sup> DEC 2022  
DUBAI

NFT EMBEDDED IN  
GLOVE  
COMPARTMENT

FIRST EVER  
CO-BRANDED  
ROLLS-ROYCE

A close-up photograph of a car's glovebox interior. The glovebox is dark-colored and has a silver-colored metal trim. On the inside of the glovebox door, there is embossed text and a QR code. The text reads "The Six Elements by Sacha Jaffri - 'Earth'" and "The Rolls-Royce that keeps on giving". The QR code is located to the left of the text. In the background, a colorful abstract painting is visible. The overall lighting is dramatic, highlighting the textures and details of the glovebox.

UNIQUE ONE-OF-ONE NFT  
EMBEDDED INSIDE THE CAR GLOVEBOX  
OWNER ACCESS BY QR CODE

FLY THROUGH ON EMBARGO UNTIL 12TH DECEMBER

GLOVEBOX EMBOSsing

ROLLS-ROYCE  
MOTOR CARS



# SACHA JAFRI X ROLLS-ROYCE NFT



1 of 1 NFT

1 of 1 NFT

1 of 1 NFT

1 of 1 NFT

1 of 1 NFT

1 of 1 NFT

PHASE 1

10,000  
NUMBERED  
NFTS

10,000  
NUMBERED  
NFTS

10,000  
NUMBERED  
NFTS

10,000  
NUMBERED  
NFTS

10,000  
NUMBERED  
NFTS

10,000  
NUMBERED  
NFTS

PHASE 2



# SPIRIT OF ECSTASY

“HUMANITY”



**FIRST TIME IN HISTORY, THE 'SPIRIT OF ECSTASY IS ARTIST DESIGNED & CO-BRANDED**

















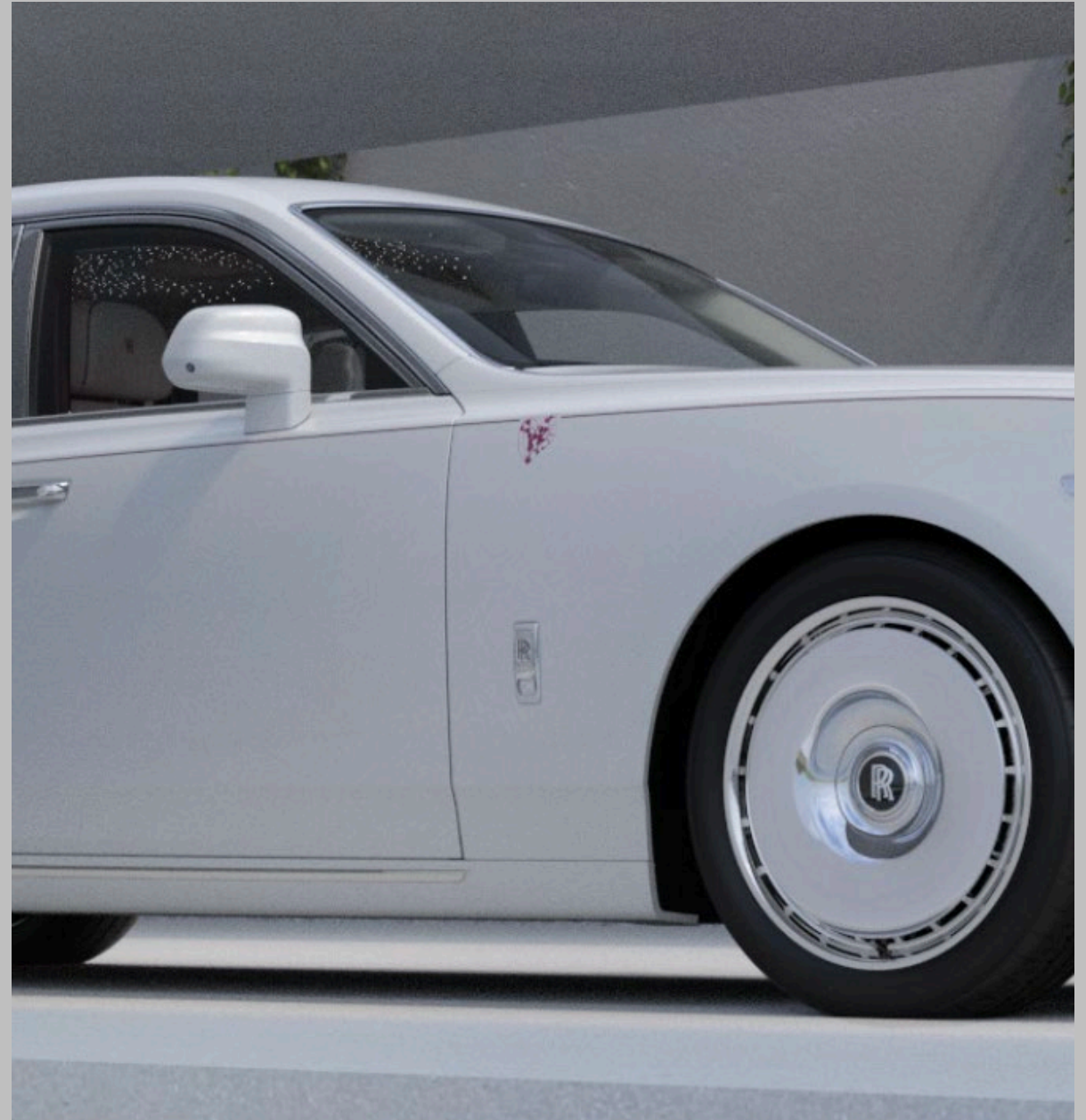




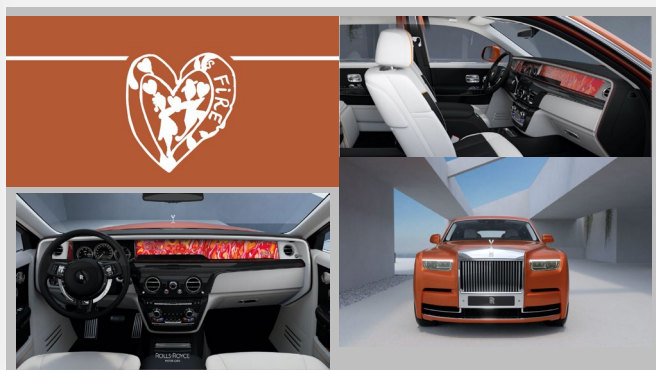
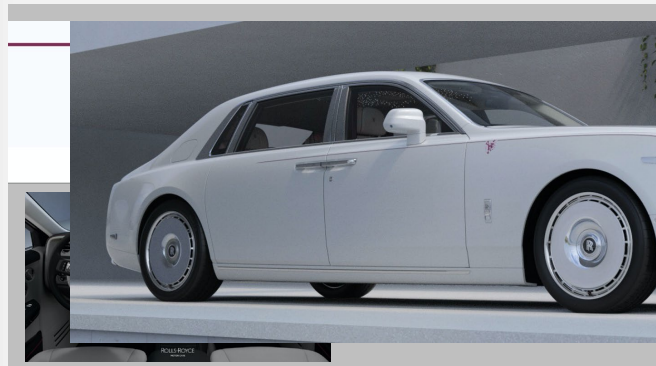
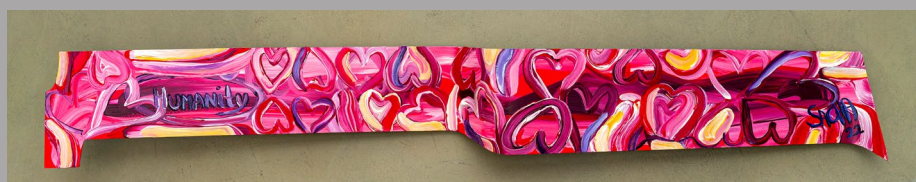




ROLLS-ROYCE  
MOTOR CARS











THE CREATION FILM  
'INSPIRING GREATNESS'







- BRING PROJECT TO MARKET
- AMPLIFY PROJECT ETHOS AND CONTINUE SALES TRACTION
- TIER ONE PREMIUM NFT SERIES
- RESPECTED AND TRUSTED GLOBAL BRAND ALIGNMENT WITH ROLLS-ROYCE
- ALIGNMENT WITH PHILANTHROPY IN PERPETUITY
- CREATED BY WORLD LEADING ARTIST
- GROUND-BREAKING PROJECT, FIRST OF IT'S KIND





ATLANTIS  
THE ROYAL  
DUBAI

A SACHA JAFRI LIVE CREATION PAINTING  
CELEBRATING A GLOBAL MOMENT IN HISTORY.

THE GRAND OPENING

IN COLLABORATION WITH

SACHA JAFRI







ATLANTIS THE ROYAL. THE GLOBAL REVEAL. MOST ANTICIPATED HOTEL OPENING IN HISTORY



LIVESTREAM  
TO THE  
WORLD

A-LIST  
MUSICAL  
PERFORMERS

JAFRI'S  
HIGHLY  
ANTICIPATED  
3-DAY LIVE  
CREATION

WORLD'S TOP  
BILLIONAIRES  
FLOWN IN &  
HOSTED

SACHA  
JAFRI'S LIVE  
CREATION

GLOBAL  
INFLUENCERS  
IN ALL  
GENRES

MULTI-BILLION  
DOLLAR  
OPENING

WORLDWIDE  
SPOTLIGHT

TIER ONE  
BROADCAST,  
PRINT AND  
SOCIAL MEDIA

# THE 3 DAY GRAND REVEAL

IN COLLABORATION WITH

SACHA JAFRI



ATLANTIS  
THE ROYAL  
DUBAI



# MY PAINTING CREATION

BY SACHA JAFRI



My painting shows ATR rising from the Ocean  
Connecting the five elements of Water, Earth, Wind,  
Fire, Air...and Humanity, with bright rainbow-colors  
creating a new world full of energy, thriving flora &  
fauna, swirling oceans....

Prosperous lands with the natural beauty of blossoming  
flowers, tress, animals, ocean-life....

The architectural wonder of a 'Rising Atlantis The Royal'

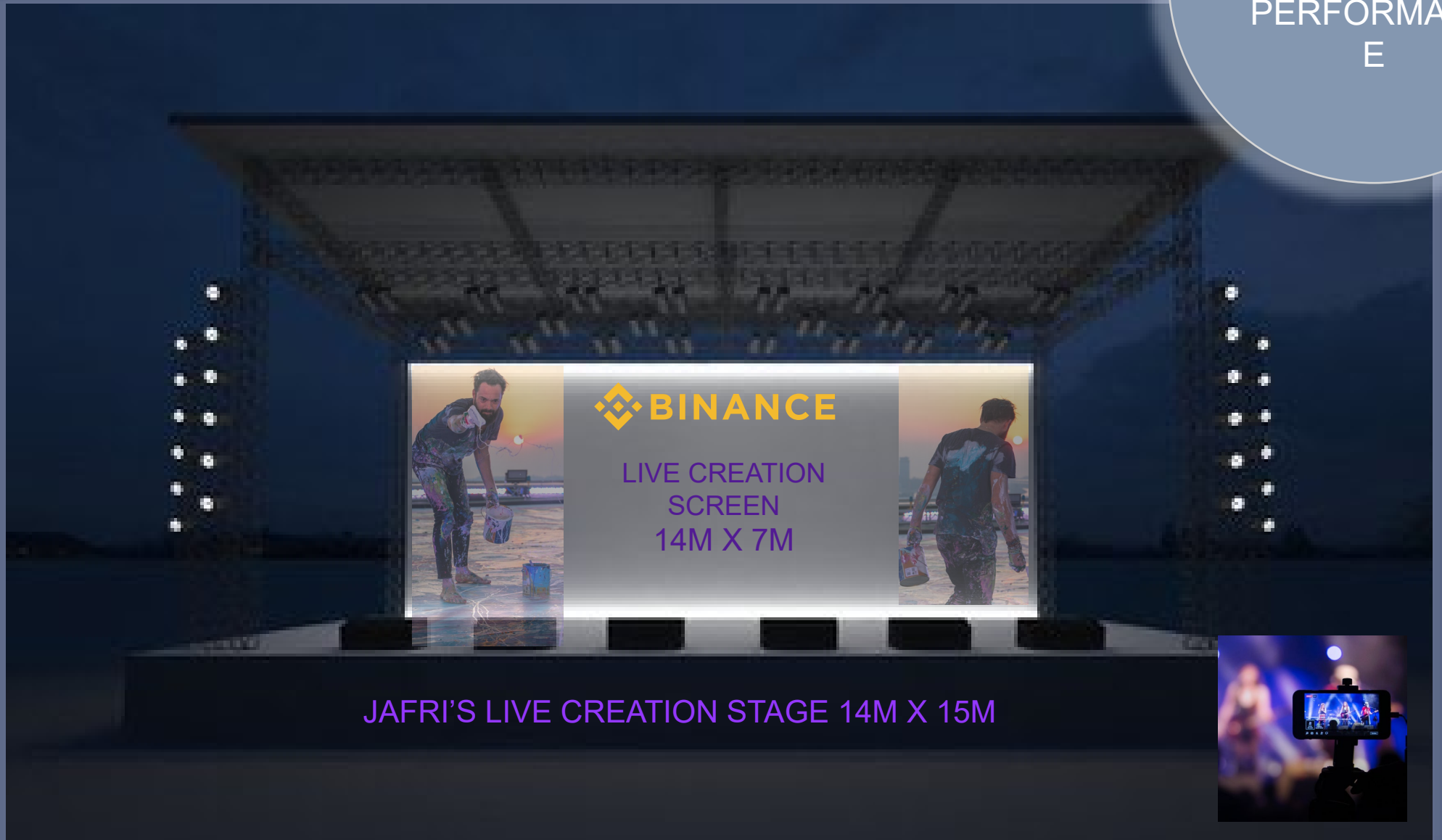
**DEPICTING A BRIGHTER & MORE  
HOPEFUL UTOPIAN, A REUNITED  
AND SUSTAINABLE WORLD....**





ATR GRAND REVEAL  
SACHA JAFRI LIVE CREATION  
STAGING

IN TANDEM  
WITH LIVE  
PERFORMANC  
E



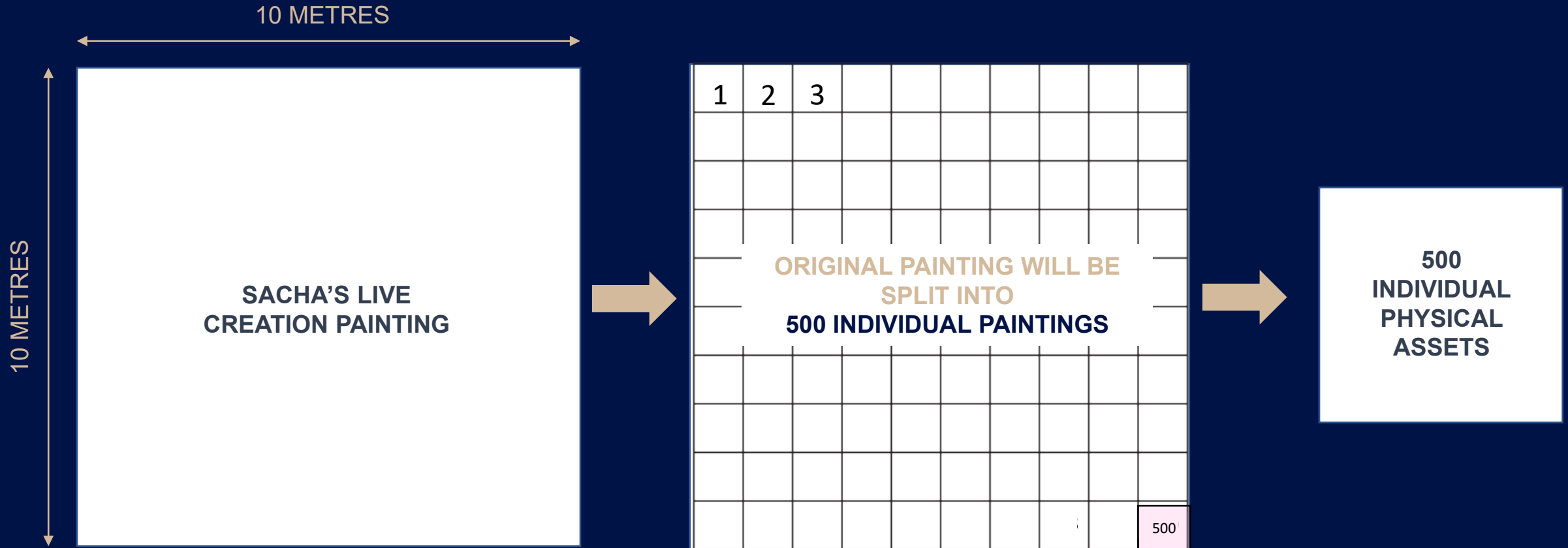
JAFRI'S LIVE CREATION STAGE 14M X 15M



FINAL STAGE SET UP TO BE CONFIRMED



# THE PHYSICAL ASSET NFT



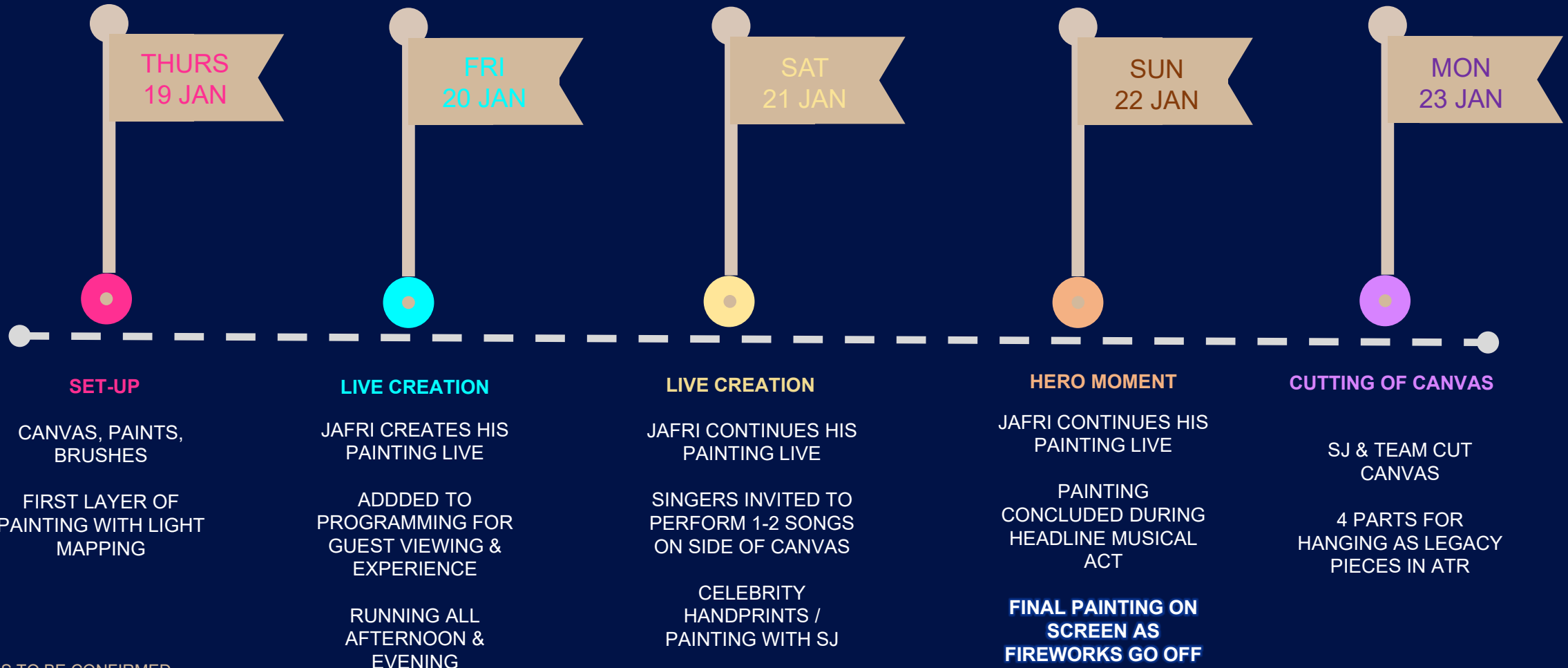
JAFRI'S LIVE CREATION WILL BE HANDCUT INTO 500 PHYSICAL ASSETS



# JAFRI'S LIVE CREATION DAY BY DAY JANUARY 2023

ATLANTIS  
THE ROYAL  
DUBAI

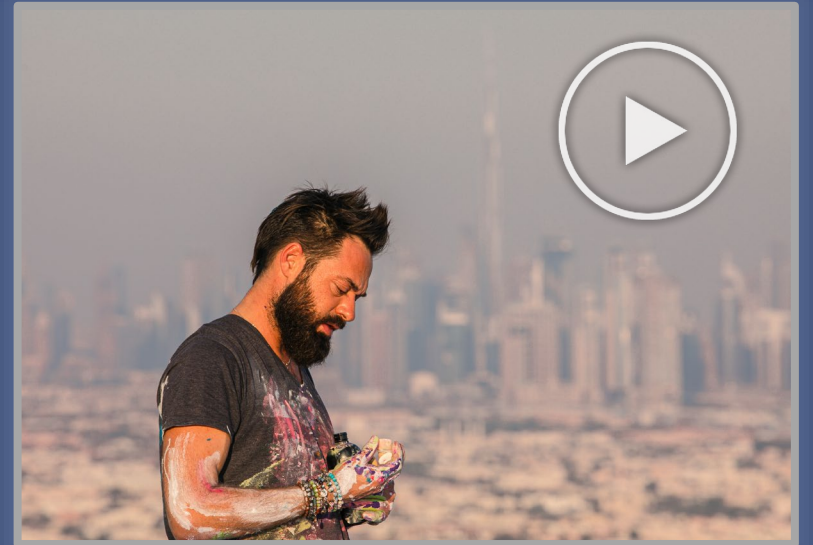
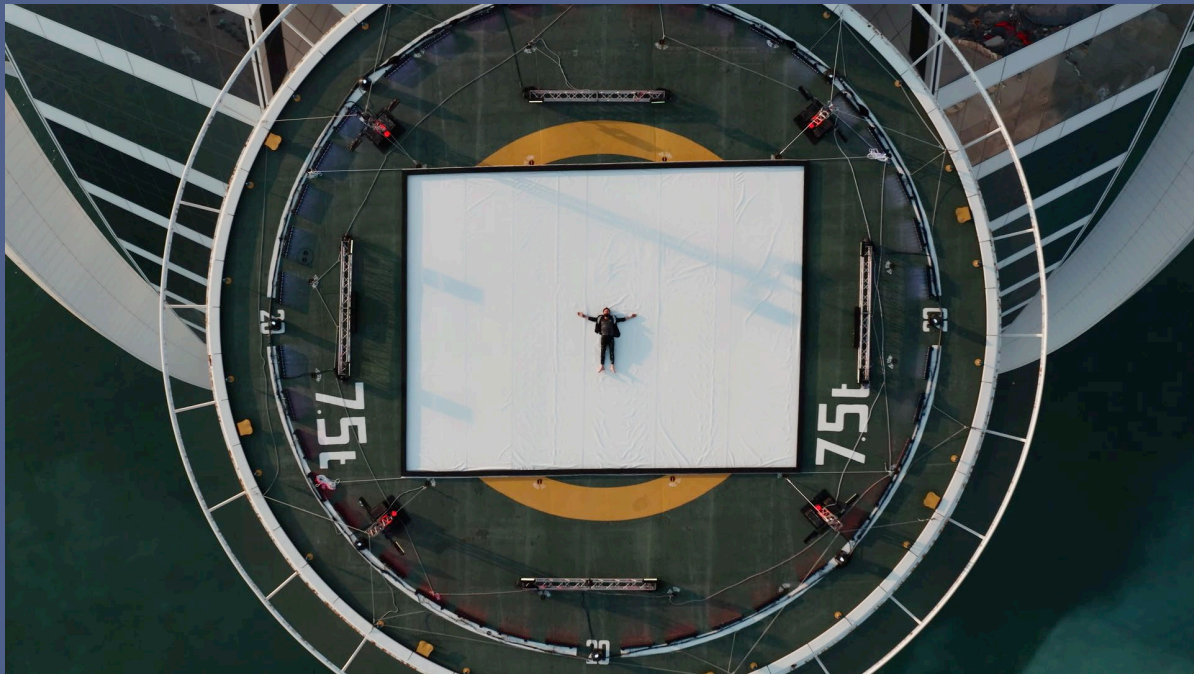
SACHA JAFRI



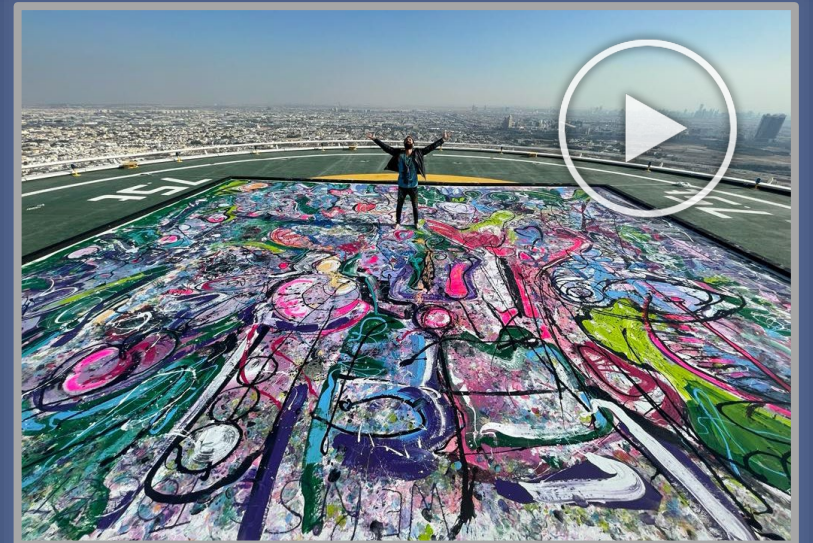


# 'FIRST EVER LIVE CREATION ON THE BURJ AL ARAB HELIPAD'

EXAMPLE OF JAFRI LIVE PAINTING



1 MIN FILM



4 MIN FILM





INSPIRED  
OUR FUTURE  
HOPE  
RECONNECTIO  
N  
HUMANITY

Sacha Jafri



*& Team Studio Jafri*





SACHA JAFRI



  
ATLANTIS  
THE ROYAL  
DUBAI