

A Formula One Exhibition

Student number: 1900343

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Tutor: Julia Lockheart

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Due to my immense passion for Formula One, I have made the decision to create an exhibition based around this world famous motorsport. My interest for F1 began from a very young age as my father and I would watch as many race weekends as possible together. When six time world champion Lewis Hamilton was introduced to the sport, my appreciation for the sport grew, because of Lewis being a great role model for me.

I believe that this would be an incredibly successful exhibition due to Formula One's massive fan base. There are approximately 1.9 billion fans of F1 based on the average number of viewers across the 2019 championship and over 100 million of those being british fans [1]. With the exhibition planned to be British based, this would mean that a large proportion of the people viewing it will be British. However, there will still also be a proportion of overseas fans that will have an interest, therefore this would make the exhibition high demand for fans wanting to attend. A second reason that this exhibition would be successful would be because seeing some of the real cars from the past and present may be a once in a lifetime opportunity for some people. A final reason that I believe that the exhibition would be a success would be that it will be able to fulfill the dreams of all F1 fans; meeting some of their idols.

Formula One has had many changes in its history and most of these changes have been the reason for the huge number of F1 fans that we have today. These changes include better broadcasting methods, a more immersive visual experience and improved vehicle designs and technology.

Broadcasting methods have gone through a massive change from the first Grand Prix races to modern day. Formula One has been broadcast on British television since the sport originated in 1950. However, at this very early stage, its broadcasting capabilities were not that great. It was limited to showing mostly pre-filmed races with the rare chance of seeing a live race and they were only shown on either BBC or ITV. At this point in time this would have been a sufficient variation of broadcasting and it would have got enough people watching to build up a fan base. When it comes to modern broadcasting, just being shown on two TV channels isn't enough to bring in new fans as well as keep all the current fans. For F1 to keep such a large fan base, they have had to expand their market into other forms of broadcasting platforms such as Sky where every race weekend is shown live [2]. Sky also has the availability to watch live races or reruns on smartphone devices. This is a perfect way to gain a larger fan base as people don't have to be at home to watch which may be more appealing to people that can't be at home while the race is on.

The visual experience is a key element for what F1 fans look for. They want to feel like they are actually there in the moment as it makes the motorsport even more enjoyable to watch when they see it on TV. F1 effectively achieved this in 1985 when they introduced the use of live cameras that were fitted to the cars themselves [3]. These cameras gave the viewers a visual of what the driver sees and what it is like travelling at such speeds.

From between then and now the cameras have been improved to not only have better video quality but also look more suited to the car.

Improved vehicle designs and technology have been one of the most noticeable changes to the sport and it may also be the biggest reason for the increase in fans of F1. All of the changes they have made to the cars over the past 70 years have made the performance of the cars much better. This makes races not only faster, but much more intense to watch which can give fans a bit of an adrenaline rush whenever they watch the races. Some fans don't just like to watch for the races but they also like to see who can break the lap record around each track. The track records show clear evidence that the cars are getting much faster as all of the lap records are either in 2018 or 2019.

CIRCUIT	FASTEST LAP	DRIVER	YEAR	SESSION
 Albert Park	1:20.486	Lewis Hamilton	2019	Q3
 Bahrain International Circuit	1:27.866	Charles Leclerc	2019	Q3
 Shanghai International Circuit	1:31.095	Sebastian Vettel	2018	Q3
 Baku City Circuit	1:40.495	Valtteri Bottas	2019	Q3
 Circuit de Barcelona-Catalunya	1:15.406	Valtteri Bottas	2019	Q3
 Circuit de Monaco	1:10.166	Lewis Hamilton	2019	Q3
 Circuit Gilles Villeneuve	1:10.240	Sebastian Vettel	2019	Q3
 Circuit Paul Ricard	1:28.319	Lewis Hamilton	2019	Q3
 Red Bull Ring	1:03.003	Charles Leclerc	2019	Q3
 Silverstone	1:25.093	Valtteri Bottas	2019	Q3
 Hockenheim	1:11.212	Sebastian Vettel	2018	Q3
 Hungaroring	1:14.572	Max Verstappen	2019	Q3
 Spa Francorchamps	1:41.501	Sebastian Vettel	2018	Q2
 Monza	1:19.119	Kimi Raikkonen	2018	Q3
 Marina Bay Circuit	1:36.015	Lewis Hamilton	2018	Q3
 Sochi Autodrom	1:31.387	Valtteri Bottas	2018	Q3
 Suzuka	1:27.064	Sebastian Vettel	2019	Q3
 Autódromo Hermanos Rodríguez	1:14.758	Max Verstappen	2019	Q3
 Circuit of the Americas	1:32.029	Valtteri Bottas	2019	Q3
 Interlagos	1:07.281	Lewis Hamilton	2018	Q3
 Yas Marina Circuit	1:34.779	Lewis Hamilton	2019	Q3

These improving lap times will be down to a lot of the modern technology inside the cars. One of the biggest improvements to the performance of all the cars was the introduction of DRS. This allows drivers to open a gap in their rear wing in order to reduce drag. There have also been massive improvements to engine performance as it started off with a standard racing engine block but now F1 cars are powered by a tin turbo hybrid v6. Design would have also been a big reason for these improving lap times. The cars have changed so much in their looks since they first started. The very first F1 cars looked similar to a barrel on wheels which isn't that aerodynamic. In more modern F1 cars they look a lot more slim lined and they are covered with strategically placed aero wings to keep the car planted to the ground. With all of the cars in F1 able to reach much higher speeds, this means that the drivers cannot make even the slightest mistake otherwise they risk losing race. With this added tension to the races it really keeps fans on the edge of their seat and wanting to watch more.

The space I have chosen to create my exhibition in will be in a large arena that will be decorated to look like a pristine white garage. The reason I have chosen a large arena for my exhibition is because it will contain a lot of F1 cars. Some of the cars will be from the past and some will be more modern day cars. My aim by showing a variety of ages of cars is to show just how much the Formula One car has evolved over time. The older F1 cars will also act as memorabilia for people who have been a fan of F1 for a long time. Another reason that I have chosen a large arena for my exhibition is because of the enormous amount of people that will be inside the exhibition at once. The arena will also need to hold quite a few present and past F1 drivers. The reason i have chosen to have the arena decorated like a bright white garage is because it will make the whole of the exhibition look very professional and the theme will link in with F1. For the placement of the exhibition, I

would want it to be very near to the Silverstone Formula One circuit. I believe that with the exhibition placed near to the silverstone circuit, it would be able to attract more fans of F1 as when fans go to the exhibition they will be able to visit the race circuit after. There will be a few areas in the exhibition that are dedicated to a specific F1 driver. The largest of these areas will be an area showing the history of Ayrton Senna. Ayrton is considered to be the best F1 racing driver there ever was and he has a very interesting past. I believe that having this area of the exhibition based on him will increase the number of fans interested in going by a lot. As the exhibition will be based in the UK this means that it will have to be targeted mostly towards british fans. One way I will do that is by including a section of the exhibition that will be based on the british six times world champion Lewis Hamilton. In this section it will contain all of the F1 cars that he has used and he will also be there to meet his fans. That is the layout that I'm choosing for my exhibition.

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