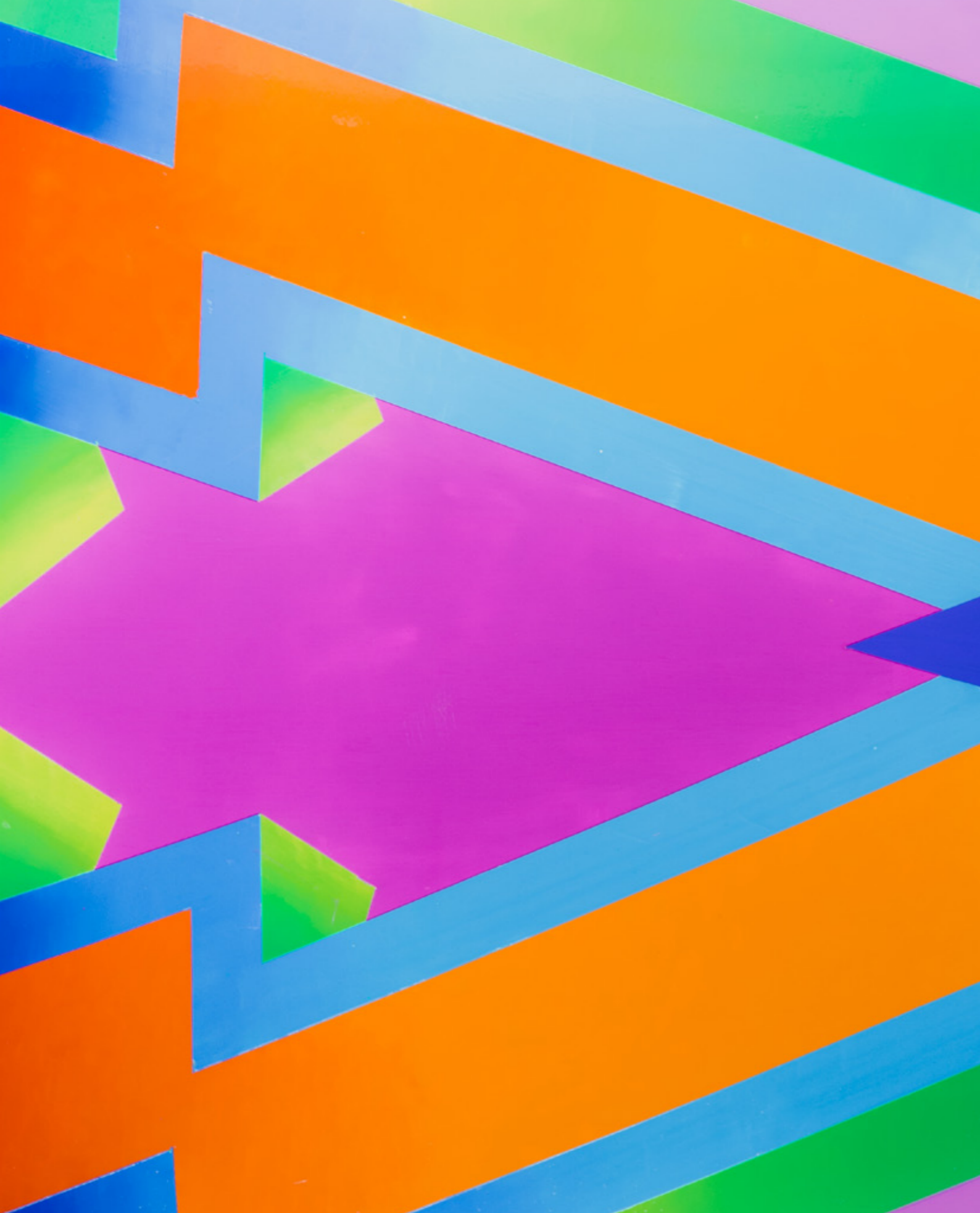




AVA

L.S.D.E.V.



# L.S.D.E.V.

A COLLABORATION WITH DUDLEY EDWARDS

## 69 DUKE STREET, 1966

A group of men is gathered around a work of art. Unusually, the work of art is a car. Or more accurately, on a car. With the utmost precision, it is driven out the window of a world-famous gallery where it has sat – LSD on wheels – for all of London to see.

The young man in the car is laughing; languid; golden. The city is swinging and he is at its beating heart – the playboy prince and cultural icon who tripped with The Rolling Stones and inspired The Beatles: the Hon. Tara Browne, heir to the Guinness family fortune.

His chariot is an AC Cobra, handpainted in a blaze of psychedelic glory by Binder, Edwards & Vaughan (BEV), the pop-art collective whose aesthetic would come to define the era.

To those who knew him, this extraordinary car embodied the man who owned it: daring, dazzling and unapologetic, with a profound belief that life is made only for living.

Tara lived at the Luggala Estate, located just a stone's throw away from the AVA HQ in the Wicklow mountains. He died too young, but his spirit lives on, immortalised in vivid colour.





The car had been quietly worked with delicate brushes and hand-mixed paints in a Belgravia mews by artist Dudley Edwards and his friend Gary. Working day and night over several weeks, they were about to change the look of the '60s forever.

The hand-painted AC Cobra MK3 Chassis COB6107, one of only 25 ever made, became an instant countercultural icon.

"I remember the first time I first saw a photo of their painted car in the Sunday Times Magazine and I thought it was really cool. So I got in touch with them and asked the guys if we could have a meeting. We did, and I told them "I've got a little piano I'd like you to decorate in that same style". And at first they were a little bit reluctant to do anything, but I persuaded them. So they measured it all up, took the panel dimensions, and worked up some designs. Then they painted it and did a lovely job. It became my psychedelic piano which I wrote a lot of songs on, including *Sgt. Pepper's Lonely Hearts Club Band*, *Fixing A Hole*, and *Hey Jude*. It's in its rightful place in my music room in London."

Paul McCartney

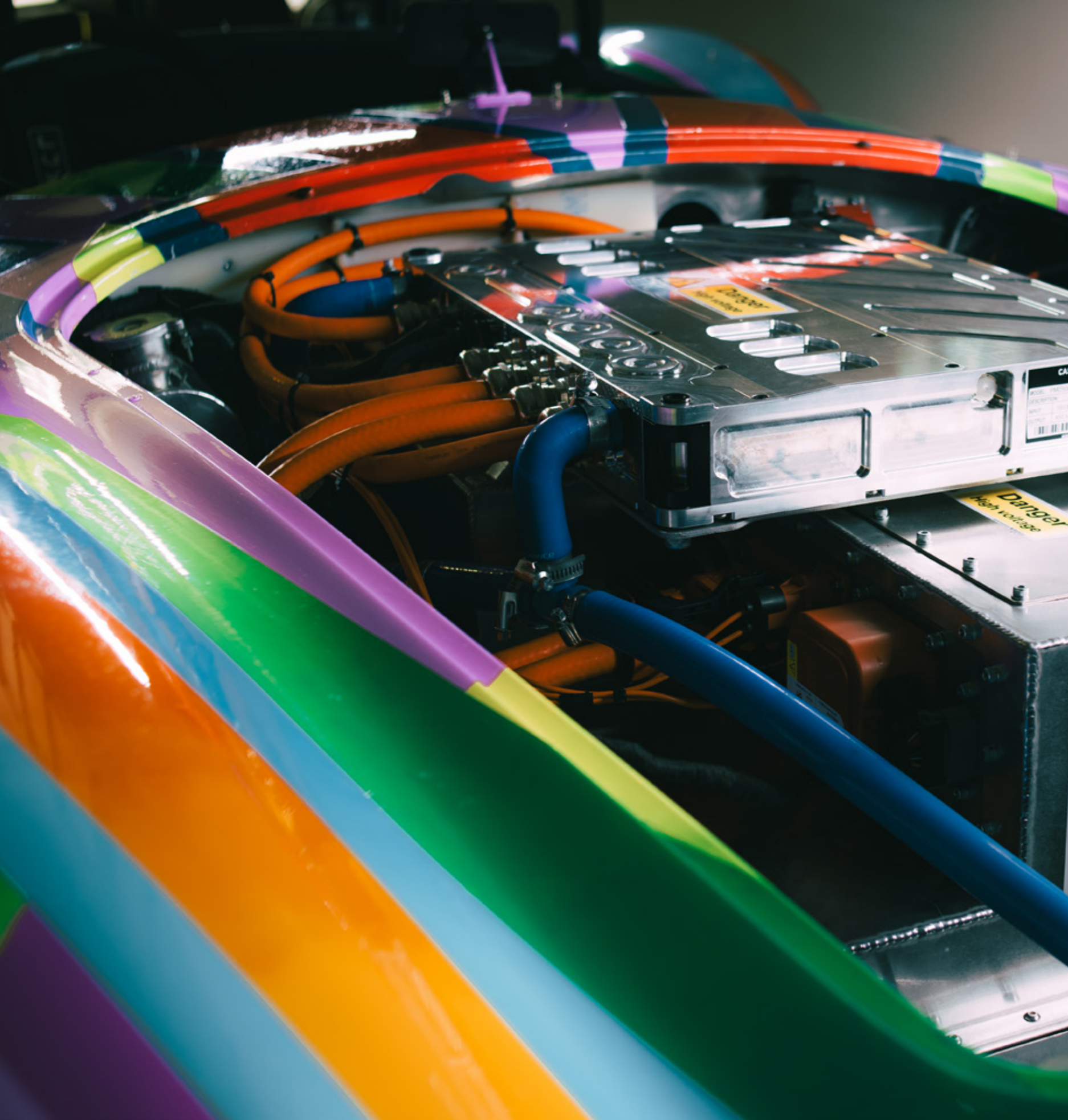
Born in Halifax, Dudley Edwards was educated at Halifax School of Art and then at Bradford College of Art. He recalls, "Post-war Britain seemed like a very dull place. Bradford was grey and smoky, brightened only by the fairgrounds and the multicoloured doors of the Bangladeshi and Pakistani homes. We spent our time at the fairground, because it had the loudest speakers to listen to rock 'n' roll music on. The colour of the attractions was a huge influence on our work. I have fond memories of trips to the cinema with my dad, seeing an explosion of colour on screen. The cinema was in a beautiful Art Deco building, so when we came to painting objects and buildings in such vivid colour, to me, colour meant Art Deco and fairground attractions."

Edwards has exhibited internationally at numerous distinguished institutions, most notably the Kunsthalle Vienna, the Musée d'Histoire Contemporaine, Paris, and the Whitney Museum of Art in New York.

0-'60s  
IN 3  
SECONDS







## REBORN FOR THE ELECTRIC AGE

### ELECTRIC POWERTRAIN

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Battery size kWh: 14.5 kWh  
(additional battery capacity optional)

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Charge rate: 7 kW charger

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Type of charge: Type 2

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Time to fully charge: 2 hours

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Range: 60 miles

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Speed: 0-62 – 3 sec

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Peak Power: 280 kW

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Peak Torque: 700 Nm

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Weight: 970 kg

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# DRIVE ON DRUGS

(LEGALLY)



"AS SOON AS YOU PUT YOUR  
FOOT DOWN, YOUR HEAD WENT  
BACK AND ALL YOU COULD SEE  
WAS THE STARS"

DUDLEY EDWARDS





SUSTAINABILITY IS  
THE CHALLENGE THAT  
DEFINES OUR FUTURE.

WE ARE NOT HERE  
TO TELL PEOPLE WHAT  
THEY CANNOT DO.

WE ARE HERE TO BUILD  
SOMETHING FAR BETTER –

LIFE WITHOUT LIMITS.



Hidden in the wilds of the Wicklow mountains, the AVA studio sits at the heart of Powerscourt Estate.

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