



**CASE STUDY:**

IMSA 50<sup>th</sup> Anniversary  
Commemorative Book

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In 2018, the International Motor Sport Association – IMSA – celebrated its 50<sup>th</sup> Anniversary season and among the various means of marking the occasion, they wanted a keepsake to last beyond the season. Following a multi-bid process, IMSA awarded RACER Studio with task of creating the official commemorative book. The only parameter was that project must deliver a book, but beyond that, the concept, format, content and design was left up to RACER Studio. It would have been easy to default to a chronological narration encapsulating 50 years of the series.

However, we chose to look at the challenge differently in order to make it as wide ranging thematically as well as to ensure that the book would be engaging from front to back. By breaking the series down into its principal parts: cars, events, drivers and history our mission was to capture the flavors and experience of IMSA through the years in order to inspire readers to conjure their own memories and reminiscences.

To finish the book, we worked with six different writers, eleven different photographers and image resources, reviewing over 20,000 images in the process. The finished book, a linen bound hardcover with dust jacket and 216 pages was limited to 2500 copies.



IMSA

CELEBRATING 50 YEARS



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In 1969, John Bailey and Bill France Sr. acted on a collective vision to plot a new course for road racing in the United States. What began as a Formula Ford and Formula Vee race in October of 1969, quickly morphed into a sports car racing series that brought together the aspirational cars people drove, or wished to drive, in contexts of speed and endurance.

Thus the International Motor Sports Association, or IMSA as it is more commonly known, was founded and our long after domestic and import car makers took notice as did the leading sports car racing drivers from at home and abroad. Today 50 years after Bailey and France hatched their plan over a glass or two of scotch, compelled by a shared passion to stage competitive racing for drivers and teams that would captivate fans, and fuel the sale of sports cars in showrooms across America, IMSA has stayed true to their vision.

A limited number of IMSA  
VIPs received a version  
with a linen slip case.



Included in the image search were pieces of original art and event program covers





