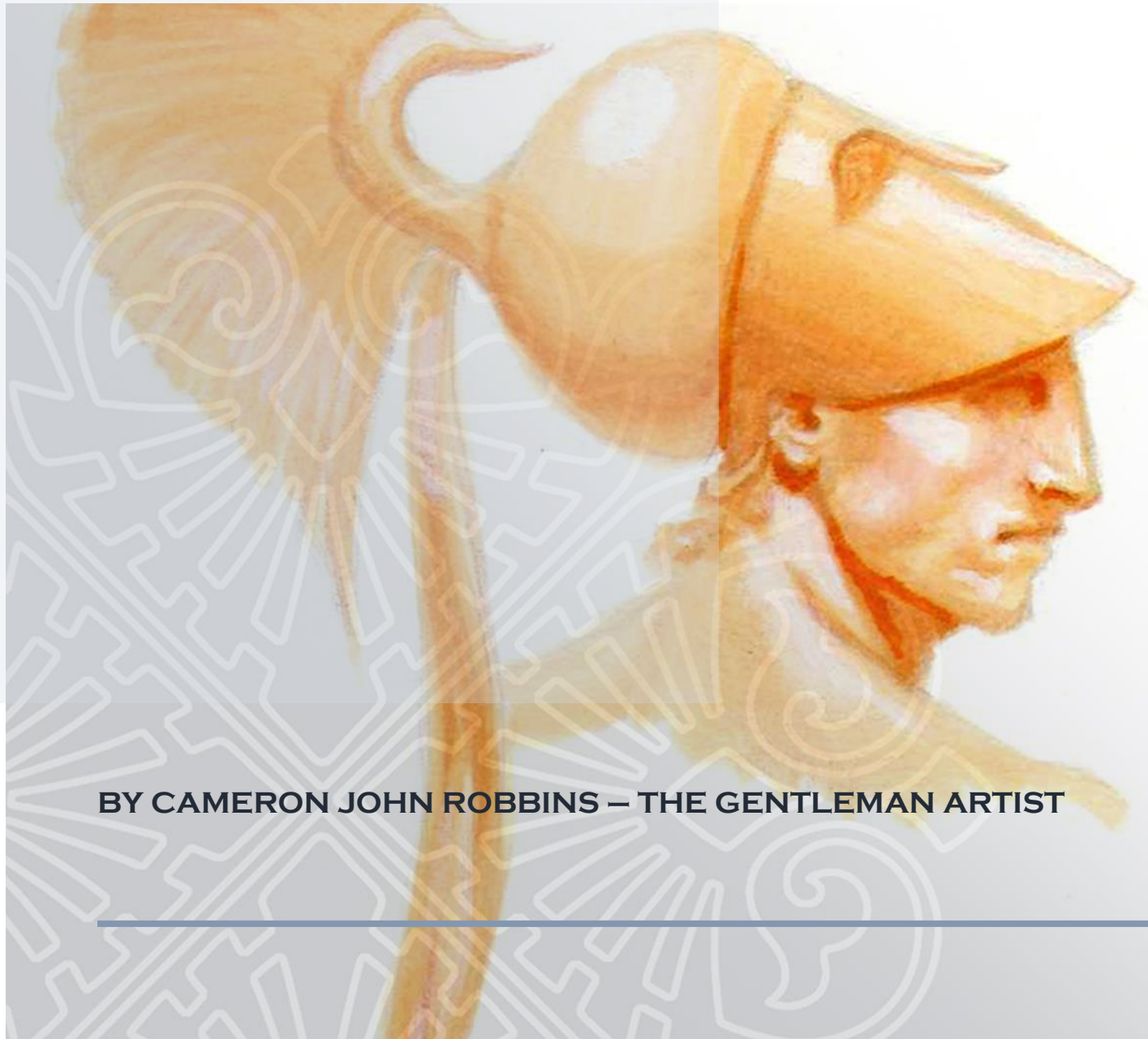


BATTLE OF THE GODS

THE MOST SPECTACULAR CHESS SET
IN HISTORY – A CATALOGUE OVERVIEW

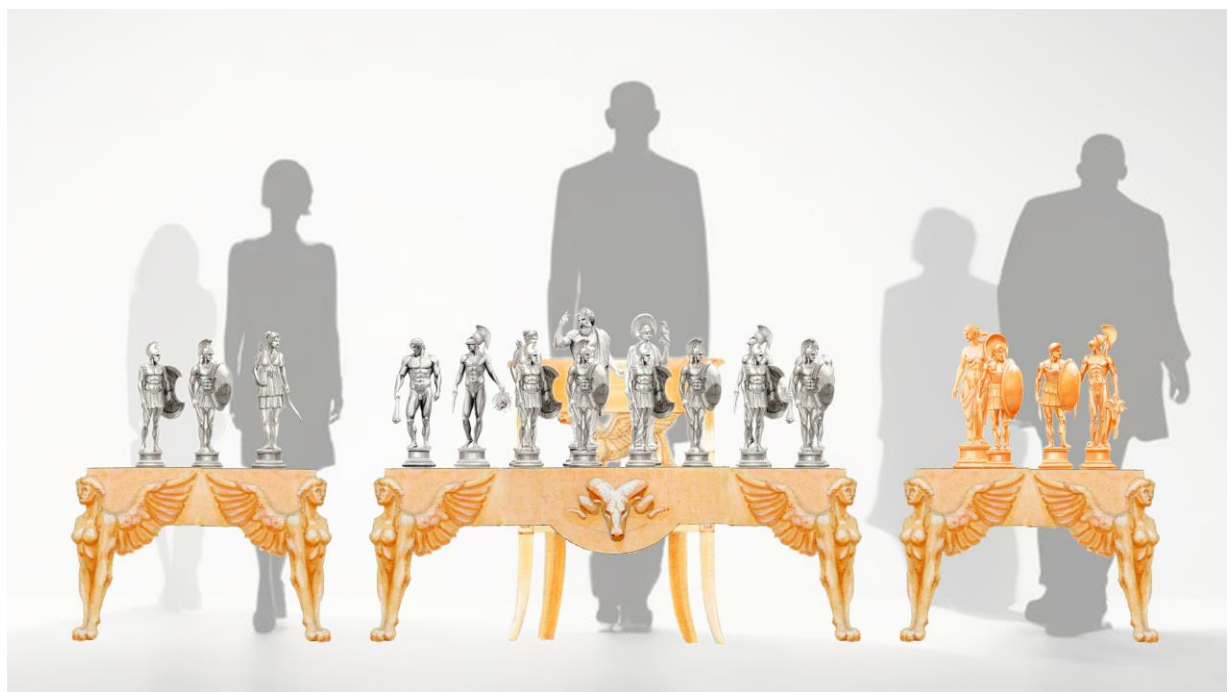


BY CAMERON JOHN ROBBINS – THE GENTLEMAN ARTIST

INTRODUCTION

Step into a world where opulence and artistry meet, where the timeless legends of Greek mythology come to life through meticulously crafted sculpture in the form of a luxury chess sets. Each piece is more than an artwork—it's a journey into myth, blending artistry with history to capture the essence of gods, heroes, and ancient battles. Whether you're drawn to the grandeur of Zeus or the elegance of Athena, every creation in this collection tells a unique story, inviting collectors and enthusiasts to experience history in a tangible, breathtaking form.

The creation of this extraordinary chess set has been my obsession for more than twenty years. Welcome to that journey. I'm delighted to have you here.



OVERVIEW

This unique chess set will be composed of large statuettes, ranging in size from 18"-24", or slightly more in some cases. The opposing sides will be plated in either gold or platinum, and a portion of the base of each will be encrusted with jewels. The set will also include a decorative bronze-framed game table, two decorative bronze-framed companion tables for captured pieces, and two matching chairs. The tops of all tables will be decorated with tile mosaics in a related historical theme. The chairs will also be adorned with carved decorations.

White King – Zeus

24" (61cm) tall

#GCS/WK1



White Queen – Athena

24" (61cm) tall

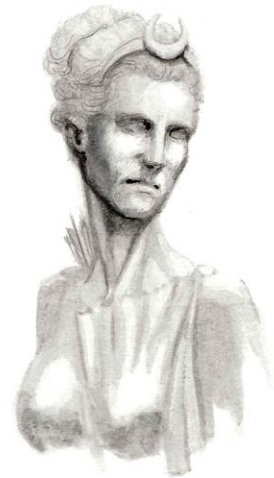
#GCS/WQ1



White Bishop – Artemis

22" (56cm) tall

#GCS/WB1



White Knight – Perseus

22" (56cm) tall

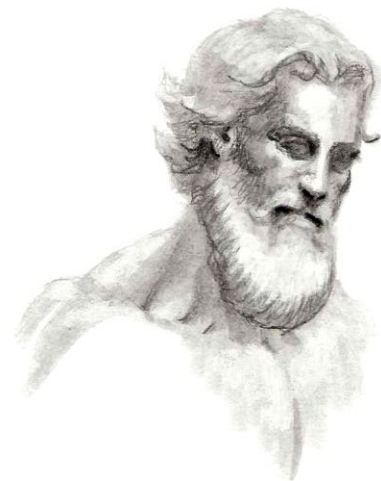
#GCS/WKN1



White Rook – Heracles

20" (51cm) tall

#GCS/WR1



White Pawn – Athenian Hoplite

18" (46cm) tall

#GCS/WP1



White Pawn – Athenian Hoplite

18" (46cm) tall

#GCS/WP2



Black King – Ares

26" (66cm) tall

#GCS/BK1



Black Queen –
Aphrodite

24" (61cm) tall

#GCS/BQ1



Black Bishop – Apollo

22" (56cm) tall

#GCS/BB1



Black Knight – Jason

22" (56cm) tall

#GCS/BKN1



Black Rook – Prometheus

20" (51cm) tall

#GCS/BR1



Black Pawn – Spartan Hoplite

18" (46cm) tall

#GCS/BP1



Black Pawn – Spartan Hoplite

17" (43cm) tall

#GCS/BP2



Because of these pieces, the game board will be a 48"X48" (122cmX122cm) bronze coffee table. To provide a convenient place to keep captured pieces, a pair of matching companion tables will be included [24"X48" (61cmX122cm)]. The tops of each table will be decorated with a tile mosaic scene in a classical style. Finally, with the deluxe editions of this set, a pair of matching klismos-style chairs will complete the set.

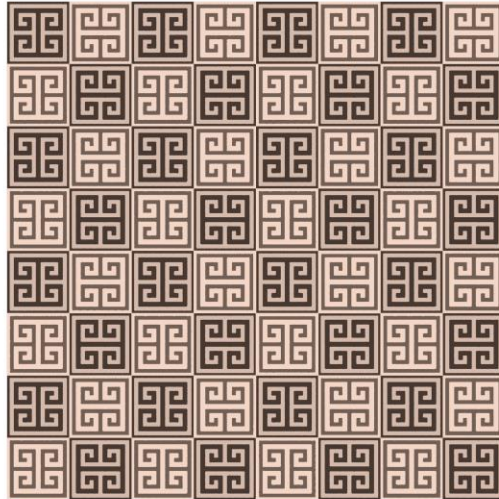


Figure 1#GCS/IT1

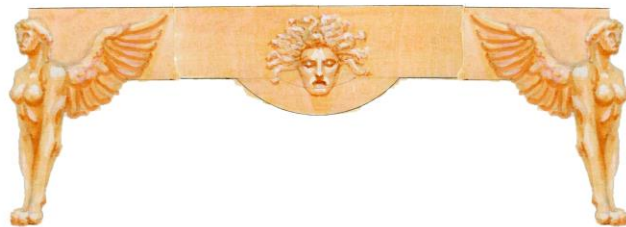
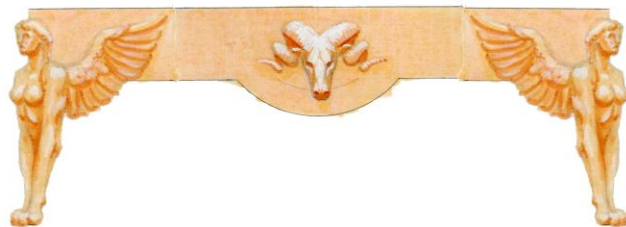


Figure 2#GCS/IT1 (side details)

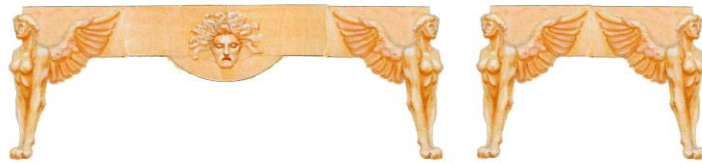


Figure 3#GCS/CT1



Figure 4#GCS/CT2



Figure 5#GCS/CI



THE STRATEGY

Multiple Income Producing Tiers

Tier 1 – One-of-a-kind Edition – This is to be the record-setter. The pawns and pieces of the opposing sides will be plated in either gold or platinum. The bronze portions of the gaming table and companion tables will also be plated in gold. As another exclusive detail, the chairs for this edition will also be overlaid with gold leaf. Furthermore, this set will include diamond and ruby encrusted details on the bases of the pieces and pawns.

Tier 2 – Limited-Edition of 12 – Pawns and pieces of the opposing sides will be patinated in either black or oxidized copper green. This edition will also include the bronze tables, and matching chairs sans the gold leaf decorations.

Tier 3 – Limited-Edition of 9 – A half-sized set with pawns and pieces plated in either gold or platinum. This set will not include the companion tables but will include a redesigned gaming table in proportion with the smaller scale and may also include gem-encrusted details on the pieces and pawns. The chairs accompanying this edition will also be redesigned.

Tier 4 – Limited-Edition of 300 – A half-sized set with pawns and pieces patinated in either black or oxidized copper green. This set will not include the companion tables or chairs but will include a proportionally sized bronze gaming table. (Set 1/300 from this edition may also have a unique and significant detail, in keeping with the theme).

N.B. As with the full-sized set, several *Artist's Proof* and *Foundry Proof* editions (see *Tier 8 below*) should be made for this half-sized edition and held back for sale as unique collectibles after the limited editions have been exhausted. Furthermore, as with the full-sized editions, only one of the gold-plated sets in this size and one *Artist's Proof* of the patinated bronze edition need be produced initially (see *Phase 1 of the Production and Phased Release Schedule below*). All marketing and acquisition of preorders can be done from these first two sets in each size. Additional sets can then be produced as needed to fulfill orders.

Tier 5 – Limited-Edition of 13 – A quarter-sized bronze set plated in gold and platinum. This set will include a deluxe table-top game board, rather than a dedicated gaming table. However, the pieces, pawns and game board in this edition may still be adorned with gems.

Tier 6 – Limited-Edition of 1000 – A quarter-sized bronze set patinated either in black or oxidized copper green. This set will include a deluxe table-top game board, rather than a dedicated gaming table.

Tier 7 – Open Edition – A quarter-sized set cast in resin with faux finishes, identical to the Tier 6 set in all other respects.

Tier 8 – Artist's Proofs and Foundry Proofs – It is common practice in the industry to produce one to three *Artist's Proof* editions and one to three *Foundry Proof* editions of a bronze sculpture. These are identical in every respect to the editions to be sold, except that they are marked with an AP or an FP, as opposed to an edition number. They are used for reference and quality control purposes in producing the editions for sale. For the full-sized Tier 1-2 editions, the half-sized Tier 3-4 editions, and the quarter-sized Tier 5-6 editions, producing a total of three of each type of proof is recommended. Some of these proofs can be held back, to be auctioned off some years after the initial release. The performance of the preceding years and the accumulated stories will add substantially to their value over time.

Tier 9 – A documentary film and/or a coffee table book detailing the creation of this project can be produced and sold as an additional source of revenue from the same project. Videos showing the creation of this project can also be released on social media platforms, which can potentially generate advertising revenue.

Production and Phased Release

Phase 1 – The one-of-a-kind record-setting edition and at least one *Artist's Proof* of the Tier 2 edition should be produced first. This way, photos of each set can be used to market the project. The record-setting edition can be sold immediately, and photos of the *Artist's Proof* can be used to obtain preorders for the limited edition of 12 sets. Each set of the Tier 2 limited-edition can then be produced to fulfill each order. This approach will also keep the requirements for initial capital investment as low as possible and can also be applied to the production process of the Tiers 3-6 sets.

Material for a documentary film and/or a book, and videos for social media detailing the creation of the project should also be produced during this phase. Portions of this material can be used in marketing the project.

In anticipation of Phases 2 and 3, the full-sized pieces and pawns should be 3D scanned and digitized at this stage. This way, precise and high-resolution 3D prints of each piece can be used to produce new molds for casting these smaller editions in bronze or in resin later. This will eliminate the need for each piece to be sculpted again from scratch at each smaller scale.

N.B. Before the one-of-a-kind gold and platinum edition of this chess set is offered for sale, an exhibition game using this set between two of the top-ranked or most famous grandmasters in the world should be arranged and publicized. This will undoubtedly add a measure of provenance which should significantly increase its value, as well as being a powerful piece of advertising.

Phase 2 – After a prudent length of time has passed, the release of Tier 3 and Tier 4 limited-editions can be announced and marketed, again using a pre-order/waiting list model for producing and selling them.

Phase 3 – After another prudent length of time has elapsed, the release of the quarter-sized limited-edition and open edition/s in bronze or resin can be announced and marketed to the public.

Phase 4 – Some years after the end of Phase 3, the *Artist's Proof* and *Foundry Proof* editions can be sold for an additional profit. The performance of the preceding editions should make them quite valuable.

N.B. By far, the most important part of the success of this project, even more than the quality of the work or the precious materials used, will be the marketing strategy. Every element of this project has been designed to make marketing as easy as possible. Still, the ultimate dependence upon the marketing aspect to realize the maximum potential ROI on this project cannot be overstated.

Benefits

In addition to the vast potential for financial returns that this project will bring, there is also the benefit of prestige. While prestige is gained through noteworthy accomplishments, it is also gained through association with the same. That is why so many disparate companies sponsor professional athletes and racers. The laurels won by the competitors also gives credit to the sponsors who enabled them to compete. Imagine the credit that will be reflected on the sponsors of this project and their businesses, and how that can be leveraged to their benefit. They would be associated with the setting of a world record, the production of extravagant luxury pieces for an affluent market, and for high-level patronage of the fine arts. In other words, multiple layers of profitable social credit.

Furthermore, the nature of the modern media world creates a voracious need for ever more content. Any sponsor of this project would be gaining the immediate opportunity for long-term and unique content creation. Even the most high-end producers of luxury goods usually have little more to talk about than the latest variation on what they have

already been doing for decades. This project would give even the most prestigious firm something to publicize that even their fiercest rivals cannot match.

Proposed Prices by Tier

For a one-of-a-kind gold and platinum plated bronze chess set of this scale, with gem-encrusted details plus all the deluxe accoutrements, \$5Mil - \$6Mil may be an eminently achievable asking price. This will be especially easy if the background of the right investor or the sales venue carries authoritative weight within the luxury industry. That sum would decisively set a new world record.

With that precedent achieved, \$1Mil for each of the Tier 2 limited-edition sets (12) and \$1.5Mil for each of the nine Tier 3 limited-edition sets (which will also be gold and platinum plated), may also be easily achieved.

For each of the Tier 4 limited-edition sets (300), \$500,000 may be an appropriate asking price. The Tier 5 limited-edition sets (13) may be sold for as much as \$100,000 - \$200,000, and the bronze sets of Tier 6 may reasonably fetch \$25,000 - \$35,000 each, if it too is released as a limited-edition.

Providing each limited-edition sells out, that would make at least \$180Mil in sales. That figure does not include any revenue from the Tier 7 open edition, or from a documentary film and/or book covering the project, ad revenue from videos posted on social media, or from the eventual auction of any of the *Artist's Proof* or *Foundry Proof* editions.

Investment Needs

There are several areas of this project which need investment of capital and/or expertise. The first will be the costs of producing each component of the various sets. The second will be the costs of marketing this project so that the maximum return on investment may be obtained.

Until designs are finalized and the original sculpts are produced, it is difficult to accurately estimate the costs of the bronze casting process. However, the estimate for the costs of the gems and gem setting for the one-of-a-kind Tier 1 edition alone comes to nearly \$1Mil. Therefore, an investment of at least \$5Mil will more than cover the costs of producing the deluxe one-of-a-kind edition, plus the first full-sized *Artist's Proof*, and will provide the capital for marketing this project to a level that will bring the maximum returns.

The one-of-a-kind edition can then be sold immediately for \$5Mil - \$6Mil, and media of both finished sets could be used in marketing to generate sales of the remaining editions on a pre-order basis. After that, the revenue from sales should be more than enough to cover the production and marketing costs of the remaining phases, making this project self-funding from then on.

We are currently looking for sponsors to make this project possible. If you have any questions about this project, please feel free to contact me at:

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