



By appointment
to HM The Queen
motor car manufacturers
Bentley Motors Limited
Crewe Cheshire



By appointment
to HRH The Prince of Wales
motor car manufacturers
Bentley Motors Limited
Crewe Cheshire

dezeen
awards



BENTLEY

Press Information

BENTLEY MOTORS TO HEADLINE SPONSOR DEZEEN AWARDS

CHINA

A NEW EDITION TO CELEBRATE THE BEST OF CHINESE DESIGN

TALENT

- **Bentley Motors to work alongside Dezeen to launch a new edition of its awards programme to provide a global platform for Chinese design talent**
- **Part of Bentley Motors three-year sponsorship of the global Dezeen Awards for architecture, interiors, and design to inspire, support and champion design excellence in the pursuit of sustainable solutions**
- **Dezeen Awards is the world's most prestigious architecture, interiors and design awards programme**
- **The global partnership with Dezeen cements Bentley's passion for the world of architecture and design and its growing Bentley Residences and Bentley Home creations.**

Wayne Bruce

Director of Communications
wayne.bruce@bentley.co.uk
+44(0) 7780 004537

Jakob Huth

Lifestyle Communications
Jakob@simonplussimon.com
+44 (0) 7867 804471

Bentley Motors Ltd

Pyms Lane
Crewe
CW1 3PL

www.bentleymedia.com
communications@bentley.co.uk
@BentleyComms
@BentleyNewsroom

(Crewe, 8 June 2023) Bentley Motors is excited to announce a three-year sponsorship of a new regional edition of Dezeen Awards designed to celebrate the very best of architecture, interiors and design from studios based in China.

Launching in June, Dezeen Awards China is open to studios large and small. Bentley will work alongside Dezeen to inspire, support and champion design excellence in China and the pursuit of sustainable solutions.



By appointment
to HM The Queen
motor car manufacturers
Bentley Motors Limited
Crewe Cheshire



By appointment
to HRH The Prince of Wales
motor car manufacturers
Bentley Motors Limited
Crewe Cheshire

dezeen
awards



BENTLEY

Press Information

Now in its sixth year, Dezeen Awards is one of the most-entered awards programmes in its sector internationally, attracting more than 5,000 entries from 90 countries in 2022 across architecture, interiors, design and sustainability.

Dezeen Awards is judged by the biggest names in the business, with former Chinese judges including Min Wang, Zhang Ke, Lyndon Neri and Rossana Hu. Dezeen Awards China judging panel will feature design luminaries from China as well as international names who have experience of working in the country culminating in a Dezeen Awards China winners' event in December.

The awards align with Bentley's passion for design and innovation, expressed in its luxury cars but also through its Bentley Home and Bentley Residences creations, which are also expanding globally.

Steven De Ploey, Bentley Global Head of Marketing said: "We are delighted to be working with Dezeen to deliver a new global platform that will celebrate both new Chinese design talent and established names. Partnering with Dezeen in this way enables us to reward and support cutting-edge innovators in the design industry who strive to deliver transformational experiences and best solve the design challenges of our age."

Claire Barrett, Head of Dezeen Awards, commented: "We are thrilled to be working with Bentley to launch Dezeen Awards China, our first regional awards programme. We are looking forward to discovering a wealth of design talent and promoting it both locally and on a global stage showcasing the country's rising position as a design powerhouse."

Wayne Bruce

Director of Communications
wayne.bruce@bentley.co.uk
+44(0) 7780 004537

Jakob Huth

Lifestyle Communications
Jakob@simonplussimon.com
+44 (0) 7867 804471

Bentley Motors Ltd

Pyms Lane
Crewe
CW1 3PL

www.bentleymedia.com
communications@bentley.co.uk
@BentleyComms
@BentleyNewsroom



By appointment
to HM The Queen
motor car manufacturers
Bentley Motors Limited
Crewe Cheshire



By appointment
to HRH The Prince of Wales
motor car manufacturers
Bentley Motors Limited
Crewe Cheshire

dezeen
awards



BENTLEY

Press Information

The core criteria of Dezeen Awards China connects closely to core principles of the Bentley brand. As Kim Airey, Managing Director of Bentley Motors Chinese Mainland, Hong Kong and Macao, comments, "It is my pleasure to serve as a judge alongside the panel of distinguished design luminaries in China, looking for designs that push boundaries with beautiful, innovative and beneficial ideas. These objectives align naturally with Bentley and challenge convention, and boldly drive towards a sustainable future. Our Beyond100 strategy also targets sustainable luxury mobility leadership by reinventing every aspect of the business, designing a future driven by new technologies, materials and skills, in the pursuit of a progressive new world."

There are 17 project categories to enter. In addition, the 'China Designer of the Year' awards will reward six emerging and established designers or studios with names put forward by Dezeen Awards China judges. Sustainability is a core focus for the new Dezeen Awards 2023 globally, and all entrants will be asked to provide information about the impact of their project on the environment.

Wayne Bruce

Director of Communications
wayne.bruce@bentley.co.uk
+44(0) 7780 004537

Jakob Huth

Lifestyle Communications
Jakob@simonplussimon.com
+44 (0) 7867 804471

The awards will be promoted in China on WeChat as well as on Dezeen with both platforms used to provide updates on launches, key judges, core milestones and events.

Bentley Motors Ltd

Pyms Lane
Crewe
CW1 3PL

Entries for the Dezeen Awards China 2023 open on 8 June 2023 at
dezeen.com/awards/china.

www.bentleymedia.com
communications@bentley.co.uk
@BentleyComms
@BentleyNewsroom

- ENDS -



By appointment
to HM The Queen
motor car manufacturers
Bentley Motors Limited
Crewe Cheshire



By appointment
to HRH The Prince of Wales
motor car manufacturers
Bentley Motors Limited
Crewe Cheshire

dezeen
awards



BENTLEY

Press Information

Notes to editors

About Bentley Motors

Bentley Motors is the most sought-after luxury car brand in the world. The company's headquarters in Crewe is home to all of its operations including design, R&D, engineering, Mulliner and production of the company's five model lines, Continental GT, Continental GT Convertible, Flying Spur, Bentayga and Bentayga EWB. The combination of fine craftsmanship, using skills that have been handed down through generations, alongside engineering expertise and cutting-edge technology is unique to UK luxury car brands such as Bentley. It is also an example of high-value British manufacturing at its best. Bentley employs around 4,000 people at Crewe.

About Dezeen

Dezeen is the world's most popular and influential architecture and design magazine, with over three million monthly readers and seven million social media followers.

Dezeen's reach is global, with readers on every continent. Its biggest audience is in the USA followed by the UK. China, Canada, Australia and India all make it into its top six countries in terms of readership.

About Dezeen Awards

Created by Dezeen, Dezeen Awards has grown rapidly to become one of the most-entered awards programmes globally with the highest credibility and attracting the highest-profile judges.

Dezeen Awards celebrates the world's best architecture, interiors and design. Now in its sixth year, it has become the ultimate accolade for architects and designers across the globe.

Dezeen Awards China is Dezeen's first regional awards programme and launches on 8 June and closes for entries on 31 August. Shortlists in October and the winners are announced at a live event in mid December.

Dezeen Awards China categories:

Architecture

Residential project
Civic project
Cultural project
Workplace project
Heritage project
Hospitality project

Wayne Bruce

Director of Communications
wayne.bruce@bentley.co.uk
+44(0) 7780 004537

Jakob Huth

Lifestyle Communications
Jakob@simonplussimon.com
+44 (0) 7867 804471

Bentley Motors Ltd

Pyms Lane
Crewe
CW1 3PL

www.bentleymedia.com
communications@bentley.co.uk
@BentleyComms
@BentleyNewsroom



By appointment
to HM The Queen
motor car manufacturers
Bentley Motors Limited
Crewe Cheshire



By appointment
to HRH The Prince of Wales
motor car manufacturers
Bentley Motors Limited
Crewe Cheshire

dezeen
awards



BENTLEY

Press Information

Mixed-use project
China Architecture Project of the Year

Interiors

Home interior
Restaurant and bar interior
Hotel and short-stay interior
Workplace interior
Retail interior
Health and wellbeing interior
China Interior Project of the Year

Design

Furniture design
Lighting design
Workplace design
Product design
China Design Project of the Year
China Designers of the year

Chinese architect of the year

Emerging Chinese architect of the year
Chinese interior designer of the year
Emerging Chinese interior designer of the year
Chinese designer of the year
Emerging Chinese designer of the year

ENDS

Wayne Bruce

Director of Communications
wayne.bruce@bentley.co.uk
+44(0) 7780 004537

Jakob Huth

Lifestyle Communications
Jakob@simonplussimon.com
+44 (0) 7867 804471

Bentley Motors Ltd

Pyms Lane
Crewe
CW1 3PL

www.bentleymedia.com
communications@bentley.co.uk
@BentleyComms
@BentleyNewsroom