



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



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to HRH The Prince of Wales
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dezeen
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Press Information

BENTLEY MOTORS TO HEADLINE SPONSOR DEZEEN AWARDS CHINA A NEW EDITION TO CELEBRATE THE BEST OF CHINESE DESIGN TALENT

宾利汽车成为 Dezeen 设志大奖首席赞助商
表彰中国顶尖设计人才



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- **Bentley Motors to work alongside Dezeen to launch a new edition of its awards programme to provide a global platform for Chinese design talent**
- 宾利汽车（**Bentley Motors**）携手 Dezeen，设立 Dezeen Awards 设计大奖全新地区奖项，为中国设计人才提供全球平台
- **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**
- 宾利汽车将为 Dezeen Awards 设计大奖国际版建筑类、室内设计类和设计类提供三年赞助，部分奖项旨在启发、支持和捍卫卓越设计和对可持续发展解决方案的追求
- **Dezeen Awards is the world's most prestigious architecture, interiors and design awards programme**
- Dezeen Awards 设计大奖是全球最负盛名的建筑、室内设计和设计类奖项



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- **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.**
- 与 Dezeen 的全球合作关系巩固了宾利对于建筑和设计界的热切支持，也有助于推动宾利住宅（**Bentley Residences**）和宾利家居（**Bentley Home**）的创作与发展

(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.

（英国克鲁郡，2023年6月8日）宾利汽车荣幸宣布，将为 Dezeen Awards 设计大奖全新地区奖项提供三年赞助，表彰来自中国的最佳建筑、室内设计和设计。

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.

Dezeen 设计大奖同时面向大型和小型工作室。宾利将携手 Dezeen，启发、支持和捍卫中国的卓越设计和对可持续发展解决方案的追求。

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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.

今年是 Dezeen Awards 设计大奖举办的第六年。作为最受欢迎的国际设计大奖之一，2022 年 Dezeen Awards 设计大奖吸引了来自 90 个国家的 5000 多件建筑、室内设计、设计和可持续发展参赛作品。

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



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names who have experience of working in the country culminating in a Dezeen Awards China winners' event in December.

Dezeen Awards 设计大奖由业内顶尖知名人士担任评委，前中国评委包括王敏、张轲、郭锡恩与胡如珊。Dezeen 设计大奖评委会将邀请中国知名设计人士和在中国工作过的国际知名人士。最终 Dezeen 设计大奖颁奖典礼将于 12 月举行。

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.

和 Dezeen Awards 设计大奖一样，宾利始终热切支持设计和创新。宾利的豪华汽车和同样面向世界各地的宾利住宅及宾利家居产品，无一不体现了宾利对于设计和创新的重视。

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."

宾利全球营销总监 Steven De Ploey 表示：“我们很高兴能与 Dezeen 合作，共同打造一个全新的全球平台，表彰中国新兴设计人才和资深设计人士。这种合作方式有助于我们奖励和支持设计行业的前沿创新人才，赞扬他们为提供变革性体验、更好地解决我们这个时代的设计挑战所付出的心血。”

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."

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Dezeen Awards 设计大奖负责人 Claire Barrett 表示：“我们很高兴能与宾利合作推出 Dezeen Awards 设计大奖中国奖。这是我们第一个地区奖项。我们期待能借由这一机会，挖掘大量设计人才，并把他们推上本地和全球舞台，展现中国强大的设计实力和在设计界日益重要的地位。”

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.”

Dezeen 设计大奖的核心评选标准与宾利品牌的核心原则密切相关。宾利汽车中国大陆、中国香港和中国澳门地区董事总经理 Kim Airey 表示：“我很荣幸能与中国杰出的设计大师们一起担任评委，寻找用美丽、创新和有益理念打破界限的设计。这些目标与宾利不谋而合，我们致力挑战传统，大胆迈向可持续发展的未来。我们的 Beyond100 战略同样旨在确保宾利在可持续豪华出行领域的领导地位，着力重塑业务的各个方面，创造由新技术、新材料和新技能驱动的未来，建设一个进步的新世界。”

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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.

Dezeen 设计大奖共设有 17 个开放报名的项目类别。“年度中国设计师”（China Designer of the Year）奖项由 Dezeen 设计大奖评委提名，最终将选出六位新兴和资深设计师或工作室。可持续发展是 2023 年全新 Dezeen Awards 设计大奖全



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球关注的核心焦点，所有参赛者都必须提供相关信息，说明项目对环境的影响。

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.

Dezeen 设志大奖将通过微信和 Dezeen 在中国传播，分享最新信息、重要评委、核心里程碑和活动。

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

Dezeen 设志大奖将于 2023 年 6 月 8 日起在 dezeen.com/awards/china
开放报名

- ENDS -

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Notes to editors

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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.

关于宾利汽车

宾利汽车是全球最受欢迎的豪华汽车品牌。公司总部位于英国克鲁郡，所有业务均在此开展，包括设计、研发、工程、Mulliner 和 公司五个车型系列的生产，即 Continental GT、Continental GT Convertible、Flying Spur、Bentayga 和 Bentayga EWB。作为英国高价值制造业的最佳范例，宾利拥有一切英国豪华汽车品牌独有的特色：精湛的工艺、代代相传的技艺，以及工程专业知识和尖端技术。宾利在克鲁郡有大约 4000 名员工。

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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.

关于 **Dezeen**

Dezeen 是全球最受喜爱也最有影响力的建筑和设计杂志，拥有超过 300 万月活读者和 700 万社交媒体粉丝。

Dezeen 的影响力辐射全球，读者遍布各大洲。美国是 Dezeen 读者最多的国家，其次是英国，读者数量排名前六的国家还包括中国、加拿大、澳大利亚和印度。

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.

关于 **Dezeen Awards** 设计大奖

Dezeen Awards 设计大奖由 Dezeen 创办，已经迅速发展成为全球最受欢迎的奖项之一，拥有极高的信誉和顶尖的评委。

Dezeen Awards 设计大奖旨在表彰全球最出色的建筑、室内设计和设计，代表了全球建筑师和设计师的最高荣誉。今年是 Dezeen Awards 设计大奖举办的第六年。

Dezeen 设志大奖是 Dezeen 设立的首个地区奖项，于 6 月 8 日启动，8 月 31 日截止报名。入围名单将于 10 月公布，获奖者将于 12 月中旬在线下颁奖典礼上公布。

Dezeen Awards China categories:

Dezeen 设志大奖报名类别

Architecture

Residential project

Civic project

Cultural project

Workplace project

Heritage project

Hospitality project

Mixed-use project

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China Architecture Project of the Year

建筑奖
住宅项目
市政项目
文化项目
办公空间
遗产项目
酒店和民宿项目
混合用途项目
年度最佳建筑项目

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
室内设计奖
住宅室内设计
餐厅和酒吧室内设计
酒店和民宿室内设计
办公室室内设计
零售室内设计
休闲疗养室内设计
年度最佳室内设计项目

Design

Furniture design
Lighting design
Workplace design
Product design
China Design Project of the Year
设计奖
家具设计
灯具设计
办公空间设计
产品设计
年度最佳设计项目

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

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Chinese designer of the year
Emerging Chinese designer of the year
年度中国设计师
年度中国建筑师
年度中国新兴建筑师
年度中国室内设计师
年度中国新兴室内设计师
年度中国设计师
年度中国新兴设计师

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