



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



By appointment
to HRH The Prince of Wales
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dezeen
awards



BENTLEY

Press Information

BENTLEY MOTORS TO HEADLINE SPONSOR DEZEEN AWARDS – CHAMPIONING DESIGN EXCELLENCE ACROSS THE GLOBE

- **Bentley Motors to work alongside Dezeen to inspire and support the next generation of design talent**
- **Dezeen Awards is the world's most prestigious architecture, interiors and design awards programme**
- **New for 2023 is The Bentley Lighthouse Award for an individual or organisation who continues to make a transformative contribution to architecture and design**
- **The partnership with Dezeen cements Bentley's passion for the world of architecture and design and its growing Bentley Residences and Bentley Home creations**
- **Bentley Motors and Dezeen to support and discover talent that challenges convention and the way we view the world with a focus on sustainability, craftsmanship and future-focused technology**

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(Crewe, 15th February 2023) Bentley Motors is excited to announce a three-year sponsorship of Dezeen Awards, the leading global awards programme for architecture, interiors and design. Bentley will work alongside Dezeen to inspire, support and champion design excellence in the pursuit of sustainable solutions.

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. Participants can enter 39 categories across architecture, interiors, design and sustainability. The awards align with



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

Steven De Ploey, Bentley Global Head of Marketing said: "Never has the future of design and architecture been more exciting and we are delighted to be at the forefront of that revolution working with Dezeen to support global creatives who strive to deliver transformational experiences that will inspire generations to come. Bentley's design, craftsmanship and innovation spans categories and generations. Our renowned styling and material skills are rooted in 104 years of automotive legacy and are now also demonstrated in our ultra-luxury home furnishing range and an architecture portfolio that continues to grow, following our announcement of the new Bentley Residence Miami last year."

Sustainability is a core focus for Dezeen Awards 2023, and all entrants will be asked to provide information about the impact of their project on the environment. Dezeen Awards has also increased the number of awards within its sustainability category from three to six awards to include new awards for material innovation, sustainable renovation and sustainable building products.

Claire Barrett, Head of Dezeen Awards, commented: "We are thrilled to be working with Bentley across Dezeen Awards and the wider Dezeen brand. Both brands are firmly underpinned by a commitment to innovation and believe in the power of design to help tackle the era-defining issues of our age. Dezeen Awards enables us to shine a spotlight on the design community and reward those that are leading the field and pushing for true breakthroughs."

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Six nomination-only Designers of the Year awards are also new for 2023. These will celebrate the leading emerging and established names across architecture, interiors and design.

Also launching in 2023 is The Bentley Lighthouse Award. This new award recognises an individual or organisation whose work must have made an overwhelmingly positive impact within social and environmental sustainability, inclusivity and/or community empowerment such as game changing innovation or an initiative that has demonstrably reduced impact on the planet.

Dezeen Awards is judged by the biggest names in the business, with former judges including architect Lord Norman Foster, designer Thomas Heatherwick and artist and stage designer Es Devlin.

Bentley's Design Director Tobias Sühlmann will join this year's judging panel. Sühlmann's more than twenty years of experience working in luxury automotive design will be instrumental in enabling Bentley Motors to achieve its future ambitions as the leader in sustainable luxury mobility.

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All entries to Dezeen Awards will be judged against three core criteria: is the entry beautiful, innovative and beneficial. These principles naturally align with Bentley, whose unique combination of design, craftsmanship and real-world innovation sits alongside its ground-breaking Beyond100 strategy, which targets sustainable luxury mobility leadership, by reinventing every aspect of the business. With this ambitious plan, Bentley is creating a future driven by new technologies, materials and skills, in the pursuit of a progressive new



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world: one in which the highest levels of luxury and performance are achieved in harmony with the environment we all can thrive in.

Entries for the Dezeen Awards 2023 open on 15 February 2023 at [dezeen.com/awards](https://www.dezeen.com/awards).

– ENDS –

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 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.

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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 2023 launches on 15 February and closes for entries on 1 June. Longlists are announced in September, shortlists in October and the winners are announced at a live event in London at the end of November.

Dezeen Awards categories:

Architecture

House (urban)
House (rural)
Housing
House renovation
House extension - new
Civic project
Cultural project
Workplace project
Health and wellbeing project - new
Education project - new
Heritage project
Hospitality project
Small project
Mixed-use project - new
Infrastructure and transport project - new

Interiors

Home interior
Restaurant and bar interior
Hotel and short stay interior
Workplace interior (small)
Workplace interior (large)
Retail interior (small)
Retail interior (large)
Health and wellbeing interior
Exhibition design (interior)

Design

Furniture design
Lighting design
Architectural lighting design
Workplace design

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Product design (consumer design and wearables)
Product design (health and wellbeing) - new
Product design (bathroom and kitchen) - new
Graphic design
Installation design

Sustainability

Sustainable building
Sustainable renovation - new
Sustainable interior
Sustainable design (consumer)
Sustainable design (building product)
Material innovation - new

Designers of the Year awards

These recognise individuals and/or their studios whose innovative work has made a notable impact on industry, defining the shape of global architecture, interiors and design and are:

Architect of the year
Emerging architect of the year
Interior designer of the year
Emerging interior designer of the year
Design studio of the year
Emerging design studio of the year

The Bentley Lighthouse Award

This award is for an individual who has and continues to make a transformative contribution to the architecture and design industry.

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