



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



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BENTLEY

Press Information

'ART IN MOTION' ORIGINAL WORKS HEAD TO CHARITY AUCTION

- **Three talented artists create one-off works based on key attributes of New Bentayga**
- **Inspiration details include illumination, diamonds and distinct lines**
- **Inner-City Arts charity beneficiary focused on youth, arts education**
- **Auction live December 15-20 www.bentleymotors.com/Auction**
- **Overview film debuts to present campaign in its entirety**

(Los Angeles, 15 December 2020) The final chapter in the 'Art in Motion' film series goes live today commencing a charity auction benefitting Inner-City Arts. Now, through 20 December, three one-of-a-kind pieces, which were inspired by attributes and focused design language of the New Bentayga, are up for auction.

Inner-City Arts works to engage creative young people in order to shape a society of confident and collaborative individuals. The charity creates a bridge between the studio and the classroom, Inner-City Arts' unique approach to arts education measurably improves academic and personal outcomes for children and youth, including those students with Limited English Proficiency who are at risk of academic failure.

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Together with [Secret Walls](#) Studio in Downtown Los Angeles, Bentley Motors and the three creative artists developed the following works of art:

Designer and artist Ricardo Gonzalez, who goes by 'IT'S A LIVING', created a typographic work of art entitled "Light the Way" to pay homage to the intelligent LED matrix headlamp technology. Mikael B's "Afterglow" highlights diamond stitching details found throughout the Bentayga, where



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multidisciplinary designer Laci Jordan approached “Things I Imagined” drew inspiration from exterior designs, namely the sculpted power and haunch lines.

The final instalment of the film series can be seen here:

www.bentleymotors.com/Auction.

.- ENDS -

Notes to editors

- 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 four model lines, Bentayga, Continental, Flying Spur and Mulsanne. 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 Secret Walls

- Secret Walls is a hybrid creative agency established in 2006 by Terry Guy that serves as the connective tissue between artists, brands and consumers, have a global network of artists, curators, and content creators boasting 2,000 members across 50 countries. Secret Walls transcends the traditional agency paradigm, utilizing our deep relationships with creatives to elevate campaigns and events into authentically engaging experiences.

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