

EVENTS/CAUSES

## Bentley calls on pop art legend for charitable bespoke GT

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*Bentley by Blake*

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By FORREST CARDAMENIS

British automaker Bentley is bringing worlds together in the name of palliative and hospice care.

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The automaker and British pop art legend Sir Peter Blake will create a unique vehicle, which Bonhams will auction off to raise funds for Care2Save Charitable Trust. Charitable endeavors always reflect well on participants, and this initiative always allows Bentley a chance to show off its creativity and vision.

"Bentley has supported its local hospice every year since it opened 28 years ago," said Andrea Ladeira, CEO of Care2Save. "In turn, the hospice has given love, support and comfort to hundreds of people and their loved ones who are connected to Bentley.

"It is this excellent care which needs much-needed funds on a wider scale, seeing hospice and palliative care across the UK and globally benefit," she said. "The end of someone's life should bring dignity, love and comfort both to the person who is dying and all those who care about them.

"We hope that this amazing car will deliver a lasting legacy of care. Without the dedication of Bentley colleagues, none of this would be possible."

Pop art automobile

Sir Peter and Bentley will design a GT V8 S Convertible to be auctioned at the Goodwood Festival of Speed on June 24. The automobile will be Bentley's first pop art vehicle.



*Sir Peter Blake's Bentley*

Sir Peter Blake has been working since the mid 1950s and is perhaps best known for his painting "On the Balcony" as well as for the album cover of The Beatles' "Sgt. Pepper's Lonely Hearts Club Band." He was knighted in 2002 for his services to the art and has also worked with [Dorchester Collection](#), designing an egg in their name in 2012.

Blake's pop art car displays his trademark collage, with Sir Peter's "St. Luke's Blue," British Racing Green, fuchsia and a red heart on a yellow hood comprising the exterior. Inside, each seat is trimmed with different colors, ranging from green and blue to tan, which are echoed on the steering wheel.

The headrests are inscribed with Sir Peter's signature, while the vehicle includes a personalized playlist of his music to boot.



*Bentley by Blake interior*

The design was brought to life by Bentley's Mulliner division, which handles bespoke vehicles. It is the second Continental GT to be auctioned off for Care2Save Charitable Trust.

In addition, Bentley launched the "Bentley By Me" campaign earlier this year. Donors can offer as little as 1, or \$1.4 to Care2Save and will be entered into a raffle to win a Bentley.



*Bentley by Blake certification plate*

Bonhams has also worked with Bentley, auctioning off the most valuable Bentley sold at auction, a "Birkin Bentley" sold in June 2012.

"This collaboration with luxury marque Bentley, world-renowned British artist, Sir Peter Blake and Bonhams, auctioneers of fine art and motor cars, is the perfect partnership," said Malcolm Barber, Bonhams co-chairman, in a statement.

"We have a long established relationship with Bentley, as the world record holders for the most valuable Bentley sold at auction, and are delighted to have been selected as the auctioneers of choice for the sale of this truly special motor car, with proceeds to benefit such a wonderful charity. The Festival of Speed is the perfect platform for selling such a rare motor car, so we look forward to some spirited bidding."



*Bentley by Blake exterior*

Bentley's ongoing support of Care2Save authenticates their concern, a genuineness that younger consumers who are beginning to attain higher amounts of wealth will care for. The partnership with Sir Peter, meanwhile, implicitly relates to Bentley's own careful design and engineering, establishing the brand's vehicles as carefully manufactured artworks themselves.

#### Wheels for charity

Automakers often send one-of-a-kind or extremely limited edition vehicles to auction in the name of charity.

For example, British automaker Aston Martin and international auction house Christie's gave consumers one last chance to feel like James Bond.

On Feb. 18, Christie's celebrated the home video release of "Spectre," the latest James Bond film, with a themed charity auction fronted by Aston Martin's DB10. The auction gave Bond fanatics a chance to live their dream, while the spy's popularity ensured hefty earnings for a good cause ([see story](#)).

In another instance, British automaker Land Rover prepared to bid farewell to its Defender model with a London takeover and charity auction.

On Dec. 16, Land Rover auctioned its Defender 2,000,000, a one-off model that was been created for the occasion. Proceeds from the auction went to Land Rover's humanitarian and conservation partners, the International Federation of Red Cross and Red Crescent Societies and the Born Free Foundation ([see story](#)).