

AUTOMOTIVE

Bentley asks artists to draw inspiration from its upgraded SUV

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The Art in Motion project asks artists to create works inspired by the Bentayga SUV. Image credit: Bentley Motors

By LUXURY DAILY NEWS SERVICE

British automaker Bentley is launching a digital art series with works inspired by its new Bentayga.

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In collaboration with Los Angeles' Secret Walls Studio, Bentley Motors is presenting "Art in Motion," a virtual event and film series. Three young artists have been tapped to create original pieces drawing inspiration from key attributes of Bentley's new SUV.

"These artistic expressions have brought to life what we've always believed the new Bentayga embodies the power of influence, inspiration and legacy," said Christophe Georges, president and CEO of Bentley Motors Americas, in a statement. "The Bentayga has created a Grand Touring experience that is truly without boundaries, and our hope is this collaboration will inspire future generations to live and create in the same way."

Art in Motion

Bentley recently redesigned its Bentayga sports utility vehicle with refreshed interior and exterior looks and improved technology.

The car, which competes in its segment with the Rolls-Royce Cullinan SUV, is the first vehicle in the Bentley fleet to get a makeover as part of its Beyond100 business plan. The aim is to make the vehicle more environmentally friendly and also more exclusive ([see story](#)).

Three artists have been tasked with finding inspiration from the update Bentley, which has details such sharp lines, diamond stitching and much more.

The participants include designer Ricardo Gonzalez, who goes by the alias It's A Living; contemporary artist Mikael B and multidisciplinary designer and illustrator Lacy Jordan. Each artist has thousands of Instagram followers, extending the reach of the campaign.

Bentley will slowly be revealing each artwork through brief films in the lead up to an Art in Motion auction, to be held this December. Proceeds from the auction will go to Inner-City Arts, a Los Angeles-based arts education program.

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