

ARTS AND ENTERTAINMENT

Bentley supports rising photographers through debut IAP Awards sponsorship

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Bentley driving along a hillside by Amy Shore. Image courtesy of Bentley

By LUXURY DAILY NEWS SERVICE

British automaker Bentley has announced its sponsorship of the International Automotive Photography Awards, which aims to establish and promote the best young automotive photography talent globally.

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The awards will be hosted and powered by automotive lifestyle brand **The Mechanists** and judged by friends of Bentley and celebrated photographers Hedi Sersoub, Amy Shore, Drew Gibson and Remi Dargegen. The winner will have the exclusive opportunity to photograph a Bentley and be featured on the global channel, among other prizes.

"At Bentley, we rely heavily on our trusted pool of talented photographers and content creators, so it is with great pleasure that we are able to support the new stars in this competitive and ever-innovating field," said Wayne Bruce, director of communications at **Bentley**, in a statement. "We are excited to see the work of some of our possible collaborators of the future."

IAP Awards

Open to amateurs and professionals, with six submission categories, participants have the chance to submit as many photographs as they wish for the chance to win prizes from global sponsors, including Bentley, Nikon, Farer Watches and HoldFast Gear.

Each submission will be observed by a panel of renowned photographers and automotive experts and will be shared across social media accounts leading up to the announcement of the winners.

The winner and finalists will be offered the chance to photograph a Bentley and feature on Bentley's global Instagram channel with a reach of over nine million.

Each category finalist will win a Nikon Z50 Twin lens kit, Money Maker harness from HoldFast Gear and the chance to co-host a group exhibition in London.



Bentley and a racing team by Drew Gibson. Image courtesy of Bentley

The awards are open for entries until Dec. 20, work will be reviewed in January and winners announced in February.

Bentley also recently launched a digital art series with works inspired by its new Bentayga. In collaboration with Los Angeles' Secret Walls Studio, Bentley 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 ([see story](#)).

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