

AUTOMOTIVE

Bentley celebrates 70 years of design at Crewe

September 23, 2021



Hand-drawn illustration of a Bentley model. Image credit: Bentley Motors

By LUXURY DAILY NEWS SERVICE

British automaker Bentley is celebrating its 70th anniversary of the founding of its design department at its Crewe facility.

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When it was founded in 1951, the department's main goal was to communicate ideas and design proposals and share their vision with other areas of the business. The first Crewe-designed Bentley was the R-Type Continental in 1951 under the helm of styling head John Blatchley.

"Leading the next evolution of Bentley's design DNA is a true honor, especially after so many decades of exquisite design in our studio in Crewe," said Andreas Mindt, director of design at Bentley Motors, in a statement.

"Our team of designers is now engaged with their next opportunity creating Bentley's first BEV, which must translate and reshape those classic forms and details to a truly future-facing design," he said. "Not only that, the car must be sustainable in more ways than just being electric so we are exploring sustainable materials, recyclability and new ways of working to ensure the car has a low carbon footprint throughout its lifecycle."

Decades of design

To communicate designs and ideas, the team captured design sketches as hand-painted watercolor artworks.

The renderings were then reproduced in scale or full size technical drawings depicting all views of the model to form the new vehicle.



Modern day designers rendering images of Bentley models. Image credit: Bentley Motors

Today, measuring arms and scanning equipment enable quicker assessment of three-dimensional models, and provide data as numeric documents or cloud data uploaded directly within the design studio for instant reference.

Designers can now sketch in a virtual world that can be experienced anywhere at any time.

Despite having new tools and technologies, once the design has reached full maturity, a full size model is still made to ensure all details are correct before release.

The Bentley design team has also collaborated with luxury manufacturers, sharing knowledge and techniques to bring its design language to areas beyond luxury vehicles.

Earlier this year, Bentley Motors presented its Bentley Home collection for 2021, offering four new furniture designs featuring cutting-edge new materials and finishes.

The new products include the Aldford table, the Ramsey sofa and loveseat and the Styal desk, each featuring a lacquered finish and a sustainable fabric produced from marble powder among a choice of finishes. The collection features distinctive lines and shapes, and ultimately represents a new vision for the brand, aligned with the automaker's ambitions towards sustainability ([see story](#)).

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