

AUTOMOTIVE

Bentley sponsors the IAP Awards for second year

October 27, 2021



A photograph from 2020 award winner Ben Sager. Image courtesy of Bentley Motors

By LUXURY DAILY NEWS SERVICE

British automaker **Bentley Motors** is once again sponsoring the International Automotive Photography (IAP) Awards.

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After last year's event boasted entrants from 47 countries and more than 4,000 photo entries, the awards return aiming to establish and promote the best automotive photography in the world. Entries can be made on the IAP website and are open until Nov. 30, 2021, with judging taking place early next year.

"For many of us, spotting beautiful cars on the streets was where a passion for automotive started from a very young age," said Wayne Bruce, Bentley's director of communications, in a statement.

"In celebrating these impromptu, candid, captures, the IAP Awards is reminding aspiring creatives that automotive photography is an accessible art form and that anyone with a camera - smartphone or otherwise - can get out there and shoot on the streets, whether you have the keys to a car or not."

Where automotive and photography meet

Submissions are open to everyone, from professionals to amateur photographers. There are six submission categories and participants may enter as many photographs as they prefer.

Categories include atmosphere, beauty, motorsport and more, and will be judged by cofounders and established photographers Hedi Sersoub, Amy Shore and Drew Gibson, along with a panel of renowned photographers and automotive experts.



The 2020 award winning photo for the beauty category, by Jayson Fong. Image courtesy of Bentley Motors

Several submissions will be shared on the IAP Awards' social media channels as the event organizers are aiming to promote inspiring work and continue developing the community of automotive photographers.

Award winners will receive a Fujifilm XT4 + Kit lens, a full detailing kit, Unimatic watches of choice, a camera bag from Think Tank and a Bentley experience and the chance to host their own exhibition in London.

Winners will be announced in February 2022.

Bentley continues to unite the worlds of art and automotive.

Earlier this month, Bentley created the world's first car collection honoring Russian ballet.

The six-car collection is based on Bentley's Bentayga Speed model and is the opening installment of the Russian Heritage Editions, an annual project by the automaker in creating exclusive offerings for Russian consumers. The collection is celebrating six specific ballet moves of momentum, speed and precision ([see story](#)).

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