

The ultimate canine retreat: shortlist announced for Goodwoof's kennel design competition

- Goodwoof announces shortlist of 12 kennels for Barkitecture competition.
- World-renowned architects tasked with designing a kennel that embraces the great outdoors.
- Goodwoof takes place Saturday 17 and Sunday 18 May.
- Early bird tickets are available at [goodwood.com](https://www.goodwood.com).

Goodwoof is delighted to announce that 12 architectural practices have been shortlisted for Britain's leading kennel design competition, Barkitecture. The architectural exhibition and competition combines cutting-edge design with beautiful craftsmanship, creating the very best kennels for our canine companions.

Competing for the Kennel Design Award - won by Rolls-Royce with *Pet-All* in 2024 - participating architects must design a kennel inspired by the theme *From Nature; For Nature*; creating the ultimate sanctuary for our four-legged friends that embraces the natural world.

The shortlist for this year's competition - including seven new entrants - is as follows: ADAM Architecture, David Snowdon and Matthew Rice created with Scott Simpson, ECE Architecture, George & James Architects, Hall + Bednarczyk Architects, Haysom Ward Miller Architects, Lincoln Miles Architecture, Max McMurdo, Pell-Stevens Architects, Randell Design Group Sebastian Conran and Beta Design Office and SOM (Skidmore, Owings & Merrill).

The 12 custom kennels will be auctioned by Bonhams on Sunday 18 May at Goodwoof, raising vital funds for this year's event charity, [Wild at Heart Foundation](https://www.wildatheart.org), who work closely with global project partners to facilitate sterilisation, education, and welfare programmes to help reduce the number of stray dogs worldwide.

Speaking ahead of the competition, **Barkitecture judge Kevin McCloud MBE**, said: *"Our beloved dogs adore the great outdoors, making the theme a wonderful way for us humans to reconnect with the natural world we share with them. I'm really looking forward to seeing how this year's architects embrace the theme and weave a sense of adventure into their designs."*

2025 concept designs

ADAM Architecture

New to Barkitecture, Winchester and London-based practice ADAM Architecture bring their submission "Enduring Tradition" to this year's competition. The design highlights the elevated role of the modern dog within the family home, drawing inspiration from Palladian Villas.

Designed for versatility, the structure is portable, ensuring that dogs can enjoy the sun's warmth or seek shelter from the elements, adapting to the unpredictable British weather.

ECE Architecture

Local architectural practice ECE Architecture draws inspiration from the protective embrace of a nut's shell for their design, symbolising strength and sanctuary. The kennel's exterior is robust and enduring, crafted to thrive in the natural environment, allowing dogs to immerse themselves in the scents and sounds of the outdoors. Combining comfort with practicality, the structure will be built using locally sourced timber and 100% sustainable materials.

Hall + Bednarczyk Architects

The award-winning practice, which has participated in Barkitecture for the past four years, is known for its innovative approach to residential, commercial and public architecture. This year, they will apply their expertise to designing a kennel inspired by the timeless artistry of traditional clay-coiled pots, blending craftsmanship with contemporary design.

Haysom Ward Miller Architects

Cambridge-based practice Haysom Ward Miller bring their submission "Sticks Me Woof'd" to this year's competition. The design will be crafted from repurposed timber and features five perforated blocks of varying sizes, which can be rotated to showcase the cherished treasures dogs typically collect.

Lincoln Miles Architecture

Taking inspiration from the natural world and the striking camouflage patterns of zebras and World War I Dazzle Ships, Lincoln Miles Architecture, in collaboration with artist Lisa Traxler, has designed "Camwooflage - DAZZLE DOG".

Embracing the concept of 'hiding in plain sight', the kennel provides an incognito haven, blending seamlessly with the natural environment while offering a visually captivating habitat for dogs to enjoy.

Max McMurdo

Entering Barkitecture for the first time, designer, author and TV presenter Max McMurdo has created a kennel for stray dogs - those often left without a home or shelter.

The design will be a self-sufficient space made from natural and sustainable materials, equipped with a rainwater harvesting system for drinking and watering plants, a food dispenser and a heated blanket.

Named after Max's late Jack Russell 'Bob', the kennel provides a much-needed sanctuary for dogs who are all too familiar with the harsh outdoors.

Pell-Steven Architects

Inspired by the art of origami, Pell-Stevens' "Pointer Paper Pavilion" is crafted entirely from a single material - cardboard. The Hampshire-based practice will use cardboard tubes to create a remarkably sturdy, waste-free kennel that can be tailored to accommodate dogs of all sizes.

Randell Design Group

With a clear focus on reuniting domesticated animals with nature, Randell Design Group has

designed “The Burrow” - a kennel inspired by the natural behaviour of dogs as they pace in a spiral before curling to rest.

The structure will create a nest-like home that offers safety, security and comfort. Made from upholstery filling sheets - composed of natural fibres - the design provides a non-toxic, cosy resting space for canines.

Sebastian Conran and Beta Design Office

Returning to the competition with their design “Bark House”, Sebastian Conran and Beta Design Office have collaborated to create an innovative kennel made entirely from cork - a sustainable material known for being hypoallergenic and gentle on paws.

Packed with thoughtful features, the design includes a paddling pool, a water trough and a tennis ball chute. The soft, curved shape creates an inviting space while seamlessly blending contemporary aesthetics with functional design.

SOM (Skidmore, Owings & Merrill)

Responsible for some of the world’s most technically and environmentally advanced buildings, Barkitecture will go global this year with an entry from the LA office of SOM.

Their design “Hover” is conceived as a retreat that caters to the various ways dogs sit, sleep and lounge, inspired by the principles of weightlessness, flexibility and comfort. Crafted from sustainable and recycled materials, the structure achieves maximum strength with minimal material use.

The **Student Design Award** will also return in 2025, providing architecture students with the opportunity to design a kennel individually or as part of a group. The shortlisted students will then develop their kennel concept, with the winner decided by a panel of judges at Goodwoof. Prospective entrants should email barkitecture@goodwood.com to express their interest.

Tickets for [Goodwoof](https://www.goodwoof.com) (Saturday 17 and Sunday 18 May) are now on sale at [goodwood.com](https://www.goodwood.com), with customers able to save £5 per ticket during the early bird window.

-ENDS-

Note to Editors:

Please find all **concept imagery** available to download below.

If you have any specific requests, or would like to **interview** any of those taking part, please email media@goodwood.com.

Goodwoof takes place Saturday 17 and Sunday 18 May 2025.

Tickets

Tickets for Goodwoof are now on sale and can be purchased at [goodwood.com](https://www.goodwood.com) or by calling the Ticket Office on +44 (0)1243 755055. All dogs and children aged 12 and under go free and there is a half-price Young Person's ticket for those aged between 13 and 21. All activities across the event are included in ticket price.

Contact

For more information about Goodwoof please contact, Katharine Morgan, PR Manager:
Katharine.Morgan@goodwood.com

For all other press enquiries please contact: media@goodwood.com

Imagery and news from Goodwood are available from our [Press & Media Site](#).

Stay up to date with all future announcement and on-event activation across our social channels:

[Facebook](#) | [Instagram](#) | [TikTok](#)

Media accreditation

Media accreditation for Goodwoof is now open: <https://media.goodwood.com/accreditations/>

About Goodwoof

Goodwoof is a celebration of all that we love about dogs on the Goodwood Estate. It takes place in the fields around the James Wyatt-designed Kennels, which is now the social home of our sporting membership on Saturday 17 and Sunday 18 May 2025. The event offers a wide range of activities and demonstrations designed to delight, entertain and inform. Dog owners and their families and friends can encourage their own dog to have a go, browse our carefully hand-picked retailers, enjoy a dip in Fido's Lido, sit back with a glass of Taittinger champagne, relax in The Studio presented by Radox with a spot of sound bathing, reiki or dog yoga, or marvel at the clever kennels designed by architects from around the world as part of the Barkitecture competition.

For more information, go to www.goodwood.com/goodwoof