

## Nature's pawprint: Goodwoof announces theme for kennel design competition at Goodwoof

- Goodwoof presented by MARS Petcare announces Barkitecture theme - *From Nature; For Nature* - for the 2025 event
- Kevin McCloud MBE to lead judging panel alongside industry experts
- Goodwoof takes place Saturday 17 & Sunday 18 May 2025. Early bird tickets are available at [goodwoof.com](https://www.goodwoof.com)

Goodwoof is delighted to announce the theme for Barkitecture - Britain's leading kennel design competition - at Goodwoof presented by MARS Petcare next year. A firm favourite amongst visitors and at the heart of the event, Barkitecture will return with a collection of beautiful and intriguing kennels designed by internationally-renowned architects, as they create the perfect space for our canine companions and showcase outstanding craftsmanship.

The theme for next year's kennel design competition is ***From Nature; For Nature***, with architects turning their talents to creating a unique kennel for our four-legged friends which embraces the great outdoors.

The overarching theme will celebrate the connection dogs have with the natural environment and their appreciation and love for their surroundings. The architects must consider how the kennel would suit an outdoor space or how an urban environment could reflect natural surroundings. The kennel will need to have both comfort and safety at the forefront of the design, as well as focusing on canine wellbeing and considering how best to make use of sustainable and locally sourced materials.

Joining us at the 2024 event, Barkitecture welcomed renowned architects Birds Portchmouth Russum Architects (2022 winners), Conran and Partners, Gianni Botsford Architects (2023 winners), George & James Architects Ltd and Grimshaw Architecture to name a few. The 2024 competition was won by Rolls-Royce Motor Cars - as judged by Kevin McCloud and Bill Bailey - with 'Pet-All', a kennel that created a sense of calm and tranquillity deemed the best response to the brief 'Lounge Access: For the Jet-Setting Dog' for canines on the move.

The competition raised £29,200 for Goodwoof's 2024 charity partner [Jai Dog Rescue](https://www.jaidogrescue.com), as 12 kennels went under the hammer during the Bonhams Auction. Jai Dog Rescue provides a lifeline for hundreds of thousands of stray dogs seeking sanctuary in Thailand. Further details on next year's charity partner will be announced in the coming months.

**The Duke of Richmond**, said: *"Each year, Barkitecture brings together some of the world's most renowned architects who turn their skills to designing the most comfortable kennels for our canine companions. I am excited to see the innovative designs on display next year, and perhaps there will be something fitting for our family dachshund, Winston."*

Further details on confirmed architects and concept designs will be announced in the coming months, with all kennels going to auction at Goodwoof presented by MARS Petcare in May. Tickets for Goodwoof are now on sale at [goodwoof.com](https://www.goodwoof.com), with customers able to save £5 per ticket during the early bird window.

-ENDS-

**Note to Editors:**

**Goodwoof presented by MARS Petcare, Saturday 17 & Sunday 18 May 2025.**

**Tickets**

Tickets for Goodwoof are now on sale and can be purchased at [goodwood.com](http://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**

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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:

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**Media accreditation**

Media accreditation for Goodwoof will open in 2025.

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**About Goodwoof presented by MARS Petcare**

Goodwoof presented by MARS Petcare 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](http://www.goodwood.com/goodwoof)