

## Junior Barkitecture Competition Winner to Meet Grand Designs' Kevin McCloud at Goodwoof this Weekend

- Nine-year-old Florence Dale of Midhurst beat competition from over 200 entries across 45 local schools to design the perfect place for a dog to share with her during the school day
- Judge Kevin McCloud MBE called her design, 'Teddy's Cosy Reading Corner', 'glorious'
- Florence's kennel has been built and will appear alongside designs by renowned UK and international architects at Barkitecture, presented by Mastercard, throughout the Goodwoof weekend

When Florence Dale decided to design a spot for her to indulge in her favourite activity – reading – she had never imagined that her design would be picked to be built and displayed at Goodwoof taking place this weekend, 20/21 May.

The Junior Barkitecture competition, presented like the main competition, Barkitecture, by Mastercard, tasked local primary school children with brief to think about the best part of their school day and design a kennel for their favourite dog to share in all the fun of a school day. They needed to consider what dogs like to do, to be mindful of sustainability using, where possible recycled or renewable materials, and, ultimately, design the perfect hideaway for any dog.

The competition was judged by British designer and television presenter, best known for the Channel 4 series, 'Grand Designs', Kevin McCloud who said that choosing just one winner from such a strong, well thought out group of submissions was difficult. He said, "The children's designs really gave the professional architects a run for their money. I was surprised by the inventiveness and loved the sheer joy and love of dogs that each of these designs embodies. Just glorious!"

Florence said when hearing of her success in the competition, "Wow! It's amazing. I can't believe that I won and that my kennel is actually going to be made. I'm so excited to see it."

Florence also won £500 for her school, Dunhurst, as part of the competition prize. Two runners up won family tickets to attend the event.

Kevin led the judging panel over the weekend as architects such as Sebastian Conran and Foster + Partners showcased their kennels answering the design brief, 'A Companion Piece – Dogs at Work' as part of the second Barkitecture competition. All kennels auctioned over the weekend will see the proceeds go towards our event charity, Pets As Therapy.

-ENDS-

Note to Editors:

Goodwoof presented by MARS Petcare, Saturday 20 & Sunday 21 May 2023.

## Contact

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

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## Media accreditation

Media accreditation for Goodwoof is open. Make your application [here](#).

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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 dog kennels, which is now the social home of our sporting membership on Saturday 20 and Sunday 21 May 2023. 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 soundbathing, reiki or dog yoga, or marvel at the clever kennels designed by architects from around the world in the Mastercard presented competition, Barkitecture.

For more information, go to [www.goodwood.com/goodwoof](http://www.goodwood.com/goodwoof)

## About MARS Petcare

MARS Petcare is a diverse and growing business with 75,000 Associates across 50+ countries dedicated to one purpose: A BETTER WORLD FOR PETS. With 75 years of experience, our portfolio of almost 50 brands serves the health and nutrition needs of the world's pets – including brands PEDIGREE®, WHISKAS®, ROYAL CANIN®, NUTRO™, GREENIES™, SHEBA® and CESAR® as well as The WALTHAM Centre for Pet Nutrition which has advanced research in the nutrition and health of pets for over 50 years. MARS Petcare is also a leading veterinary health provider through a network of over 2,000 pet hospitals including BANFIELD™, BLUEPEARL™, PET PARTNERS™, VCA™ and Linnaeus. We're also active in innovation and technology for pets, with WISDOM PANEL™ genetic health screening and DNA testing for dogs, the WHISTLE™ GPS dog tracker, and LEAP VENTURE STUDIO accelerator and COMPANION FUND™ programs that drive innovation and disruption in the pet care industry. As a family business and guided by

our principles, we are privileged with the flexibility to fight for what we believe in – and we choose to fight for: A BETTER WORLD FOR PETS.