

whitewall

Hedley Studios: Where Art Meets Automotive Excellence

By Eliza Jordan | December 20, 2024



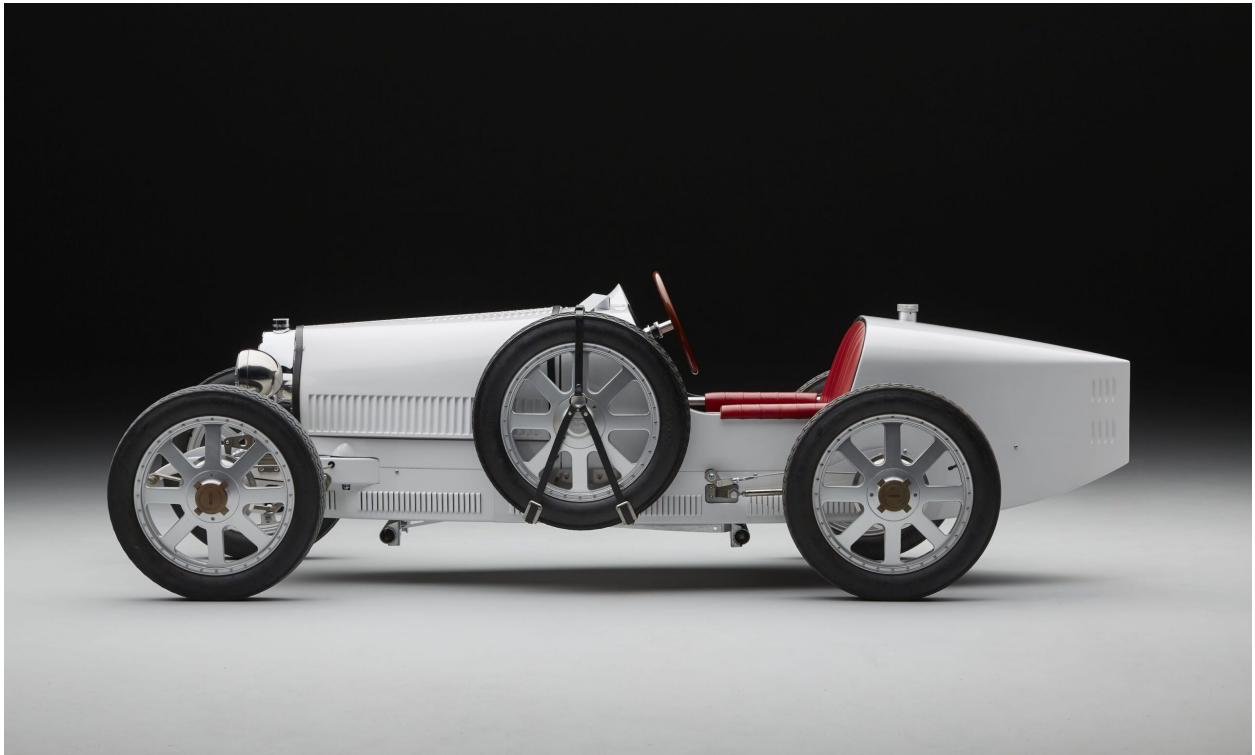
Hedley Studios, formerly known as The Little Car Company, is a luxury brand that occupies an innovative space in the automotive world. Specializing in creating licensed, precision-scaled replicas of iconic vehicles, the brand blends craftsmanship, heritage, and cutting-edge technology for a unique offering. With its fully functional, zero-emission electric models, Hedley Studios has carved out a niche that merges automotive engineering with high-end artistry, captivating collectors who seek both beauty and performance.

The brand's Founder and Creative CEO, Ben Hedley, had always dreamed of being a car designer, yet felt he lacked artistic flair for execution and instead focusing on the academic elements of automotive design. After studying engineering at Cambridge University, pursuing a masters degree in manufacturing engineering, and even enjoying a stint on British Ski team—and competing in the sport's World Cup—his successful entrepreneurial endeavors led him back to his roots: his love of cars. Shortly after, he founded The Little Car Company, which is now Hedley Studios.

What began as a passion for cars has evolved into a groundbreaking venture that produces scaled-down masterpieces in collaboration with legendary brands such as Bugatti, Ferrari, Aston Martin, and Bentley. These pieces are not just

replicas but re-imagined works of art—perfectly crafted, fully functional, and designed to capture the essence of the originals while offering a new dimension of automotive craftsmanship.

How Hedley Studios Was Formed



At the heart of Hedley Studios is Ben Hedley, the Founder and Creative CEO. With a background rooted in both engineering and high-level athletics, Ben's journey into the world of automotive art is as unique as the brand itself. His dream of becoming a car designer led him to study Engineering at Cambridge University, where he completed his Master's in Manufacturing Engineering.

Though lacking the artistic flair often associated with car design, Ben chose to hone his skills in the technical and academic aspects of automotive engineering.

After a brief but intense career with the British Ski Team and competing in the World Cup, Ben turned his focus back to his true passion—cars. This drive to create ultimately led him to found The Little Car Company (now Hedley Studios) in 2016. The brand's breakthrough moment came when Bugatti approached Ben to recreate their iconic 1920s Bugatti Baby for the brand's 110th anniversary. This marked the start of an extraordinary journey, resulting in the creation of high-performance, scale-model automobiles that have redefined automotive design.

From Passion to Precision: The Evolution of Hedley Studios

Hedley Studios was born out of Hedley's lifelong passion for cars, but it quickly grew into something more impactful. The company specializes in reinterpreting legendary cars for a new generation of collectors, with every piece meticulously crafted in its Bicester atelier, using 80 percent British materials.

The brand's evolution took off when Bugatti invited them to create the Bugatti Baby II, a 75 percent scale recreation of the legendary Bugatti Type 35. This was not just a replica; it was a reimagining of a piece of automotive history with unparalleled craftsmanship. From there, other iconic brands like Ferrari, Aston Martin, EON Productions, and Bentley followed suit, commissioning Hedley Studios to recreate their most iconic vehicles, each with the same devotion to authenticity and innovation.

Ben and his team work closely with each brand to ensure every model is crafted to exacting specifications, involving thorough collaboration with classic design departments and test pilots to ensure the pieces feel as much like the originals as possible.

A New Kind of Collector's Item



Hedley Studios creates more than just scale models; it creates automotive art. Each limited-edition piece is not just a static display item, but a fully functional, zero-emission electric car, designed to deliver the joy of driving while capturing the essence of classic luxury vehicles. These pieces are highly collectible, with each item being numbered and signed by the artist, and equipped with an official chassis plate from the brand.

For example, the No Time to Die Aston Martin DB5 Junior is a spectacular tribute to the iconic car from the James Bond films. Fitted with gadgets like a quick-release steering wheel, a smoke screen, and a skid mode—just like in the movie—it's a perfect combination of playfulness and luxury.

The appeal of Hedley Studios extends to a wide range of collectors: from classic car enthusiasts and design aficionados to James Bond fans and art collectors. Whether displayed as a work of art or driven around estates, Hedley Studios' creations blur the lines between engineering and art, inviting collectors to enjoy them in whichever way they see fit.

Limited Edition with a Personal Touch

Hedley Studios pieces are not mass-produced—each model is a limited edition with only a certain number made per design. This exclusivity, paired with the ability to customize each piece, makes each car a one-of-a-kind masterpiece.

The brand's collectors are as diverse as the cars themselves. Some prefer to display their pieces in their homes or private galleries, while others take them out for a spin, showcasing the craftsmanship on the road. Regardless of how they are enjoyed, Hedley Studios' creations continue to captivate the imagination of luxury collectors worldwide.

Hedley Studios in the Spotlight: Pop-Ups and Global Appearances

In 2024, Hedley Studios made waves with its pop-up showcases in some of the world's most luxurious locations, such as Monaco, Palm Beach, and St. Barths. This summer, the brand appeared in the Hamptons, last month popped up in Hudson Yards in New York, and just a few weeks ago made a presence at the Faena Hotel in Miami during Art Week. These pop-up galleries allow collectors and enthusiasts to experience the intricacies of Hedley Studios' work up close,

engage with product experts, and even see these magnificent machines in action.

For 2025, the brand's global presence will expand further, with exciting activations planned for St. Barths, Aspen, and Manhattan. As the world continues to embrace the intersection of luxury, art, and automotive design, Hedley Studios redefines what it means to collect and appreciate iconic vehicles.

Whitewall spoke with Hedley about his journey from engineer to automotive visionary, and how his pieces of art are created with and for the most enthusiastic craftspeople and collectors of our time.