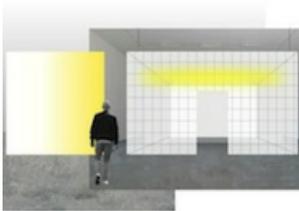


OUT OF HOME

Lexus salutes future innovators during Milan Design Week

February 18, 2016



Promotional image for Lexus – An Encounter with Anticipation

By STAFF REPORTS

Toyota Corp.'s Lexus is inviting attendees of Milan Design Week April 12-17 to experience a world filled with anticipation.

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During the week-long fair the automaker will present its "Lexus – An Encounter with Anticipation," an exhibit that pairs Lexus with a design firm and a Michelin star-winning chef. Pairing different verticals together within one project draws industry parallels and gives consumers a broader interpretation to experience.

Designing minds

On view at the Spazio Lexus – Torneria in Tortona, Lexus – An Encounter with Anticipation will be set up from April 12 through April 17.

For the project, Lexus worked with the design team at Studio Formafantasma and Michelin star-winning chef Yoji Tokuyoshi. Visitors to the exhibit will discover the essence of Lexus and gain an understanding of the automaker's use of technology and its design philosophy.

To do so, Lexus' ethos are translated into aesthetic, emotional and amazing experiences.

The exhibit space itself was designed and will be installed by Formafantasma and Mr. Tokuyoshi will lend his culinary expertise to the experience.

On a blog post, Lexus shared the thoughts of the Formafantasma team and Mr. Tokuyoshi to further connect the concept to its brand ideals. When speaking of their visit to Lexus' Japanese plant, the design team said, "We were impressed by how Lexus is committed to excellence in craftsmanship, integrity in its production and responsibility in its use of technology.

"We felt the openness and honesty of the brand come alive as the foundation of anticipation," they said jointly. "This led us to the design concept of transparency. Transparency anticipates the future that is open and honest, and that engages society to reach common goals of sustainable behavior and a progressive lifestyle."

Lexus is positioning its participation at Milan Design Week to revisit the theme for the 2016 edition of the Lexus Design Award, a creative competition used to foster ideas that will contribute to society at large, and this year's 12 finalists. The Lexus Design Award also supports up-and-coming creators working toward a shaping a better future

(see story).

Lexus Design Award 2016 - Winners & Finalists Announced

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