

AUTOMOTIVE

Lexus takes Amazon Prime subscribers inside its Japanese craftsmanship

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Lexus appears in the upcoming Amazon Prime film Takumi. Image credit: Lexus

By STAFF REPORTS

Toyota Corp's Lexus will have its dedicated craftsmanship showcased in an upcoming digitally released film.

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"Takumi," directed by Clay Jeter, will follow the lives of four different Japanese individuals dedicated to their respective crafts. All of these individuals are considered to be in the highest level of artisan in Japan, named Takumi, one of whom is a dedicated automotive craftsman for Lexus.

Takumi masters

To be considered takumi in Japan, one has to devote 60,000 working hours to their craft, which is the equivalent to 30 working years.

The upcoming Amazon Prime Video film, to be released on March 19, follows the lives of the Lexus craftsman, a double Michelin-starred chef, a traditional paper-cutting artist and a carpenter at one of the world's oldest construction firms.

In addition to the feature cut, a 60,000-hour version will be showcased on a loop, showing the crafts of these individuals over and over again, as they do in their day-to-day lives.

Former director of the British Museum Neil MacGregor acts as the narrator for the film, wondering aloud how the human craft can be preserved as automation takes over.

"The concept of takumi has been physically and philosophically at the core of the Lexus brand since it was launched 30 years ago," said Spiros Fotinos, head of global brand at Lexus International, in a statement. "Our takumi masters have more than 60,000 hours of experience developing their craft.

"To celebrate the brand's anniversary year, we want to capture the essence of the takumi and their 60,000-hour journey on film."



A Lexus craftsman appears alongside other Japanese artisans

Lexus is often focusing on its craftsmanship and those individuals that make it possible. The brand also recently collaborated with a group of athletes and creatives in a digital series that emphasizes the design and craftsmanship behind its first ES F Sport.

With a diverse cast including a watchmaker, a former Harlem Globetrotter and a street artist, Lexus is once again hoping to connect with a new class of contemporary drivers. The six "Lexus Accelerators" are each featured in a short film and discuss how values such as precision and passion are reflected in both their craft and the Lexus ES F Sport ([see story](#)).

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