

AUTOMOTIVE

Japanese automaker Lexus debuts Lexus Creates content series for audience participation

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Lexus initiates a global socially driven program that encourages viewer participation, partnering with UK based origami artist Coco Sato for its first installment. Image courtesy of Lexus

By LUXURY DAILY NEWS SERVICE

Japanese automaker Lexus has launched a new content series called Lexus Creates as a global socially driven program that encourages viewer participation.

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The effort seeks to encourage participants in activities that inform and delight, focusing on design and craftsmanship, the company said. U.K. origami artist Coco Sato is the first partner in the series.

"Lexus often seeks unique ways to connect with its audience, beyond the automotive realm," said Brian Bolain, general manager of Plano, TX-based Lexus International, in a statement.

"The brand's human-centric focus and dedication to craftsmanship provide a natural foundation from which to reach out and engage around topics that have already proven to be of interest to our audience," he said. "The Lexus Creates series is a perfect example."

Ms. Sato has been enlisted to help bring the art, precision and creativity of origami to life.

Lexus is the leading luxury automaker from Japan.

Driven to art

Starting with a cat, then a leaf, and then a more complex butterfly, the Lexus Creates series lets viewers access the skills and teachings of Ms. Sato.

The artist is known for translating traditional Japanese aesthetics into art forms with a modern edge.

Using paper, fabric, food or simple electronics, she creates artworks and public origami installations.

Born in Tokyo and graduating with a Bachelor of Fine Art from Central Saint Martins in London, Ms. Sato's work is inspired by everyday life in her native Japan and her desire to dissolve boundaries and foster understanding

between different cultures, Lexus said.

Indeed, Ms. Sato's work alludes to an increasingly fast-paced and stressed-out world and explores the relationship between human interaction, technology, space and nature, and is motivated by a belief in the power of individuals coming together to make a statement, create a movement or bring about positive change.

The artist shares her art and skills through social media and video tutorials, and aims to encourage making things and thinking with the hands.

"In aligning with such an artist, Lexus hopes to help reinforce the value of creativity, the beauty communicated through these simple, timeless paper forms, and elevate the impact of the human-focused skills used to capture the emotion of Coco Sato's work," the company said.

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