

AUTOMOTIVE

## Lexus partners with Sky Arts, highlighting support for creativity

April 1, 2021



*Sky Media will feature 15 five-second edited versions of a Lexus documentary on the Japanese concept of takumi. Image credit: Lexus*

By LUXURY DAILY NEWS SERVICE

Toyota Corp.'s Lexus is partnering with arts channel [Sky Arts](#) to support a creative community while highlighting the automaker's brand values.

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Lexus will become the exclusive channel sponsor of Sky Arts, the United Kingdom's only dedicated arts channel. The partnership between the automaker and Sky Media supports the creative community while further illustrating Lexus's inherent dedication to the art of crafting its vehicles.

"We have many common values with Sky Arts and are pleased to be supporting the arts community at such a critical time through this partnership," said Kevin Ledger, general manager for marketing and strategy at Lexus U.K., in a statement. "Design and craftsmanship are at the heart of the Lexus brand, so this is a great opportunity for us to bring to life our vision of creativity and our passion for the creative community, making the arts more accessible for all."

### Sky's the limit

In launching the partnership, Sky Media will feature 15 five-second edited versions of a Lexus documentary on the Japanese concept of takumi. The partnership launches on April 1 and will run until Sept. 30, 2022.

This is Lexus's latest effort to highlight the brand's meticulous attention to detail and to celebrate its craftspeople who constantly strive for perfection.

### *Lexus Takumi - The 60,000 Hour Story of Human Craft*

The Takumi are master craftspeople who have spent decades honing their craft, striving for perfection and aiming to achieve unparalleled dexterity and skill with their work at Lexus. They practice mindful repetition in striving for mastery at the highest level.

It takes 60,000 hours to become a Takumi. Among the 7,700 workers at the Miyata Lexus Plant in Kyushu, Japan, there are only 19 Takumi ([see story](#)).

This is a mutually beneficial partnership for the two brands, allowing Sky Arts to continue its mission of fostering

creative expression and encouraging Lexus to further spotlight its unparalleled craftsmanship.

"In 2020, as the arts community struggled, Sky Arts opened our doors to become free to everyone," said Phil Edgar-Jones, director of Sky Arts, in a statement. "Since then, we've continued to further our support of the cultural sector, showcasing the very best of theatre, music and the visual arts along with supporting emerging artists through our Ambassador scheme.

"We are thrilled to have Lexus as the channel sponsor, with its design and craftsmanship heritage, to amplify the Sky Arts mission to connect with creative minds and nurture the next generation of artists," he said.

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