

AUTOMOTIVE

Lexus to present EV-inspired art installation at Milan Design Week 2023

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New York-based architect and artist Suchi Reddy's "Shaped by Air" installation represents a shared commitment to sustainability. Image credit: Lexus

By LUXURY DAILY NEWS SERVICE

Toyota Corp.'s Lexus is once again providing a platform for creatives to share their forward-thinking works.

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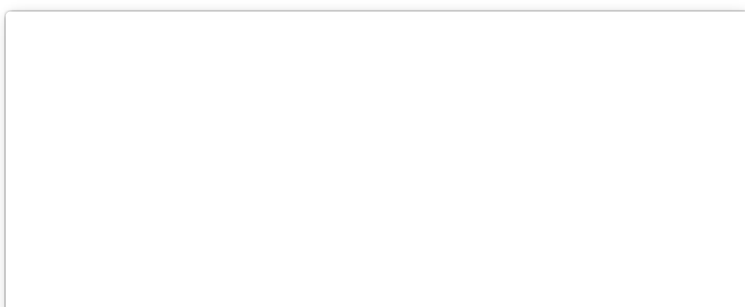
As part of this year's Milan Design Week event, the automaker will showcase an art installation from New York-based architect and artist Suchi Reddy titled "Shaped by Air," which odes human-centered, carbon-neutral craftsmanship, taking after the Lexus Electrified Sport's ethos. In addition, the company will present winning prototypes created by this year's Design Award winners at the April exhibition.

"We are thrilled to expand our collaboration with the inimitable Suchi Reddy and see the Electrified Sport come to life alongside the work of our Lexus Design Award winners," said Brian Bolain, global head of marketing at [Lexus](#), in a statement.

Fresh air

Ms. Reddy's "Shaped by Air" immersive installation integrates light, sound and movement. The artwork features within its forest-like interior a replication of the aforementioned Electrified Sport to scale.

The piece is made, in part, from post-consumer resources and is meant to represent the brand and artist's shared commitment to fine craftsmanship that incorporates sustainability. The first version of the work was revealed at Miami's Institute of Contemporary Art as part of Miami Art and Design Week 2022.



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A post shared by Lexus (@discoverlexus)

This original iteration will be available to view beginning March 17 at "Intersect by Lexus," the brand's experiential space in Tokyo. Last month, the company opened a similar space in Kochi, India, the 13th branded engagement space to open in the country ([see story](#)).

Ms. Reddy is the founder of Reddymade, an architecture, art and design firm in New York. Her past notable works include "me + you," an interactive sculpture presented as part of the reopening of the Smithsonian Institute in Washington in 2021.

Separately, with the Lexus Design Award now in its 10th year, the international competition honors burgeoning designers whose works contribute to the betterment of the future.

This year's applicants were asked to submit designs that aim to solve an anticipated future problem. Winners were selected from 2,068 entries representing 63 total countries.

The four winning parties include artistic partners Vincent Lai of Singapore and Douglas Lee of Canada, who work under the name Temporary Office, for their 3D puzzle designed for the visually impaired. Partners Kyeongho Park and Yejin Heo, who represent South Korea, received their award for designing a clothing bag that dissolves in water.

Denmark-based Pavels Hedstrm won for his mobile habitat that turns fog into water, while winner Jiaming Liu, based in China, molded a humidifier from discarded clay to gain the distinction.

For the first time, one of the four design winners will additionally be deemed "People's Choice," determined by votes from visitors to the installation in Milan as well as those who view it online.

Milan Design Week will be open to the public April 18-23, 2023, from 11 a.m. to 9 p.m. local time.

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