

AUTOMOTIVE

Lexus hosting interactive installations at Milan Design Week

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Connections between technology and mobility center this year's artistic actions. Image credit: Lexus

By LUXURY DAILY NEWS SERVICE

Toyota Corp.'s **Lexus** is returning to a well-known event once again, having participated for more than 20 straight years.

Enlisting two talents from different continents, the automaker will present their works during Milan Design Week set to begin next week at its exhibition, simply referred to as "Time." Japanese designer Hideki Yoshimoto's installation, titled "Beyond the Horizon," will debut during the event, with the other large-scale piece previously shown at different gatherings.

Artistic endeavors

Each of Lexus' chosen installations showcases a link between software and the future.

Dutch designer Marjan van Aubel's "8 Minutes 20 Seconds" is focused on the push for carbon neutrality. This ideal is what drives the company's adoption of battery electric vehicles, making it an apt pick for the exhibition.



Ms. van Aubel's exhibition will be held outdoors. Image credit: Lexus

"Beyond the Horizon" forwards the brand's goal by connecting technology to high-end mobility, leading to evolution "in limitless ways." Japanese composer Keiichiro Shibuya's melodies score the piece, making it an even more immersive space.

Both of the works set to be displayed prominently feature the Lexus LF-ZC, an electric concept car. "Time" will be housed at the Art Point and Art Garden and available for public viewing from April 16 to 21.

Other luxury automakers have been activating at various events around the globe recently, with Maserati sponsoring the Rolex Monte-Carlo Masters tennis tournament ([see story](#)) and Mercedes-Benz hosting its fashion week in Los Cabos, Mexico ([see story](#)).

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