

Lexus to Light Up Milan Design Week with 12th Edition of the Celebrated Lexus Design Event

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TOKYO, 21 February 2019 – Today Lexus announced its participation in the world's pinnacle design event – Milan Design Week* – for the 12th time. For more than a decade, the Lexus Design Event has provided visitors

with an amazing experience in collaboration with some of the world's most celebrated designers who are inspired by Lexus design philosophy.

For this year's event, titled "LEADING WITH LIGHT", Lexus has partnered with the globally renowned design firm Rhizomatiks, known for their rich experience in the field of design, art, entertainment and their imaginative use of technology to captivate audiences. Rhizomatiks has previously collaborated with Lexus in 2014 for the art and technology exhibition, Media Ambition Tokyo.

Inspired by Lexus' future technology, Rhizomatiks has designed an immersive display that combines playful and dynamic lighting with advanced robotics. Visitors will experience how the innovative use of light can affect human emotions.

Additionally, visitors will have the opportunity to view the works from the 6 Finalists of the 2019 Lexus Design Award – now in its 7th year. The award celebrates up and coming creative talent from around the world and on the Press Day of April 8th, the Grand Prix winner will be chosen by a jury of world-renowned design leaders in front of the world's media.

* The world's largest design exhibition, also known as Salone Del Mobile, presents events and exhibits by brands and designers in many categories including furniture, fashion and textiles

EXHIBIT OVERVIEW

Event Title	LEXUS DESIGN EVENT 2019 -LEADING WITH LIGHT
Duration	9 -13 April, 10:00 – 21:00 / April 14, 10:00 – 18:00 (Press preview: April 8, 10:00-17:30)
Venue	Superstudio Più (Art Point) Via Tortona, 27 20144 – Milano, Italy
Exhibits	– Installation created by Rhizomatiks – The 6 finalist's designs for the Lexus Design Award 2019
Organizer	Lexus International