Lexus Design Award 2019 Now Open for Entries - Aspiring Creators to Design a Better Tomorrow

August 09, 2018

NEW YORK (August 9, 2018) — Lexus International today announced a call for entries for the distinguished Lexus Design Award 2019. Since its launch in 2013, the worldwide design competition has always served as a platform for emerging designers and creators whose works can lead to a better future for all. The annual event attracts thousands of upcoming creative talent from around the world, who aspire to win the coveted award for innovative design excellence.

Making the world a better place through design has always been the program's purpose and now, in its seventh year, the 2019 award makes that objective clearer than ever under the directive of "Design for a Better Tomorrow".

The next-generation of designers will need to consider how their creative ideas incorporate three fundamental principles from the Lexus brand: "**Anticipate**," "**Innovate**," and "**Captivate,**" as well as how their design anticipates the needs of tomorrow's society. They will need to develop innovative designs that bring fresh imaginative solutions. At the same time, their ideas and designs should be captivating and engaging to the audience and more importantly, of the esteemed judging panel.

The six finalists will be announced in early 2019. The judges and the mentors for the award will be disclosed in the fall 2018. Past LDA judges and mentors include such luminaries such as Sir David Adjaye, Snarkitecture, and Formafantasma.

The judges will select the six best ideas to be developed into functional prototypes with a production budget up to 3 million JPY (over $25K USD) each and with the support of world renowned mentors. The prototypes will be displayed at the prestigious Milan Design Week 2019* where they will compete for the Grand Prix prize.

To prepare the finalists for Milan, Lexus will also provide a once-in-a-lifetime mentorship that gives each finalist an exclusive opportunity to receive direct hands-on guidance from acclaimed professionals who share their priceless knowledge and experience for creating the prototype and beyond.

Entries to the Lexus Design Award 2019 competition will be accepted from August 9 through October 28, 2018. More information can be found on:
Lexus Design Award website: LexusDesignAward.com
Official hashtags: #LexusDesignAward; #MilanDesignWeek

For 2019 Lexus Design Award Poster, click **here**.

* 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.

CALL FOR ENTRIES TO THE LEXUS DESIGN AWARD 2019 COMPETITION

Title	Lexus Design Award 2019
Application period	August 9 – October 28, 2018

Judging criteria	• **Anticipate** Does the concept and design anticipate not only the needs of the user experience, but the needs society? • **Innovate** Does the design demonstrate new thinking and originality in its proposal and execution? • **Captivate** Is the design intriguing and compelling when realized in concept and execution?
Judges	To be announced in Fall 2018
Mentors	To be announced in Fall 2018
Award categories	• One Grand Prix winner (selected from the six finalists) • Six finalists
Prizes/benefits	• Six finalists invited to the mentorship — a session with mentors from diverse fields who provide guidance to help elevate prototype design. • Six finalists invited to Milan Design Week 2019*. • Six prototypes exhibited at the Lexus exhibition space during Milan Design Week 2019. • Six finalists receive up to 3 million JPY (over $25K USD) each to cover prototype produ costs. Prototypes are to be produced between January and March 2019. *Note: Only one person per entry is invited, regardless of individual or group submission
Organizer	Lexus International
In cooperation with	designboom
Application Process	For more information, visit LexusDesignAward.com