

First-Ever Lexus Design Award Grand Prix Winner Announced at Milan Design Week 2015

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TOKYO, April 13, 2015 — Lexus International today announced “Sense-Wear” of Emanuela Corti and Ivan Parati (Caravan) as the first-ever Grand Prix winner of the Lexus Design Award. An elite judging committee selected the winner based on the prototype work and presentations of four finalists focused around the theme of “Senses.” Launched in 2013, the Lexus Design Award is an international design competition to foster the next generation of creators shaping a better future through design.

This year's Lexus Design Award drew a large number of submissions, a total of 1,171 entries from 72 countries, and a wide variety of original ideas. In keeping with the theme, many submissions appealed to the five senses or emotional, rather than the concrete, aspects of the human experience.

On April 14, during Milan Design Week, the world's largest design exhibition, Lexus International will publicly display the work of the winner, along with the other finalists, at “Lexus – A Journey of the Senses” at Spazio Lexus at Torneria. The exhibit will offer an experience that awakens the senses to the excitement of the Lexus journey. The exhibit was created by world-renowned space designer Philippe Nigro in collaboration with acclaimed chef Hajime Yoneda.

Lexus – A Journey of the Senses

“Lexus – A Journey of the Senses” will present a sensory experience on the theme of “Senses,” a concept that is fundamental to the Lexus brand. When space designer Philippe Nigro visited a Lexus plant, he was highly impressed to learn how much care goes into not just the outer appearance of the vehicles but also into the unseen internal details. This insight led him to the “Inside-Out” concept that enables visitors to experience beauty from every angle. Revealing what is normally hidden, Lexus invites visitors to make discoveries and have new experiences in each of the three zones.

Zone 1: Engaging the Senses

A special version of the LF-SA concept, which was introduced at the 2015 Geneva International Motor Show, will be on display in this zone. The car, placed in the center of a cocoon, will be surrounded by numerous convex mirrors that cause unexpected reflections and illumination to create a flow of motion, stimulating the imagination.

Zone 2: Exploring the Senses

This zone will display the Grand Prix work “Sense-Wear” by Emanuela Corti and Ivan Parati (Caravan) and work of the 11 other finalists, as well as the four prototypes and eight panels. The space has a quiet, soothing atmosphere that will allow visitors to fully experience the originality and creativity of each work, and time to reflect on its potential to shape the future. Some of the prototypes will offer an interactive experience for visitors.

Zone 3: Experience the Five Senses

In this collaboration between Philippe Nigro and Hajime Yoneda, a tasting experience will be added to the sensory journey. In creating a unique taste sensation, chef Yoneda, a Lexus owner himself, drew on his personal experiences of driving pleasure and traveling through nature, where all five senses are at their sharpest.

Scene 1

This scene was inspired by chef Yoneda's own joy in driving in a Lexus, hurtling through the falling rain drops and feeling the exhilaration of becoming one with the natural beauty of a rainy day. Inside the cocoon, visitors will see and hear a startlingly realistic illusion of falling rain. As the “raindrops,” made out of sparkling candy, dissolve in the visitors' mouths, they will experience a refreshing sensation, mimicking the feeling and sound of falling rain.

Scene 2

In this scene, chef Yoneda takes inspiration from the Lexus cockpit, envisioning the beauty of nature from the inside out and enveloping visitors with a sense of comfort, liberation, and unity with nature. As they bite into the cacao butter crust of the “life force of a tree,” the aroma of fresh, verdant greenery will wash over their senses. Hearing the quiet sounds of a forest around them, they will experience the beauty of a tree from the inside out.

Scene 3

As the culmination of the journey of the senses, this scene embodies chef Yoneda’s respect for Lexus’ commitment to excellence in car-making and its luxury brand spirit of hospitality. Looking down from starry space at images of the Earth, visitors will drink the warm “Earth soup” with its life-giving essence of vegetables, meat, and fish. They will sense a glow from within as the soup’s warmth spreads through their bodies.

Additionally, a two-minute interactive, virtual walkthrough video of the exhibit will be available on the Lexus International website (<http://www.lexus-int.com/lexus-design/virtual-journey/>) on April 15 (JST 16:00). The video will highlight each zone and provide a feel for the sensory experiences at the exhibit together with visitor reactions posted on social media.

Lexus Design Award 2015 Entries Selected for Prototype Development

Title	ANIMAL MASKS
Designer	Keita Ebidzuka (Japan)
Description	ANIMAL MASKS allow wearers to see the world through animals' eyes, evoking a mythical world where symbolism meets reality.
Mentors	Neri & Hu
Title	Diomedeidae
Designers	Adriano Alfaro (Italy) Daiki Nakamori (Japan) Gaetano Mirko Vatiero (Italy)
Description	Generating electricity from its own flapping movements, Diomedeidae is a kinetic sculpture whose motion and light appeal to the senses.
Mentor	Arthur Huang
Title	LUZ
Designer	Marina Mellado Mendieta (Spain)
Description	LUZ uses emotional lighting technology to create an environment appropriate to any weather or climate condition.
Mentor	Max Lamb

Title	Sense-Wear
Designers	Emanuela Corti and Ivan Parati (Italy) (Caravan)
Description	Sense-Wear is a collection of garments and accessories that emphasize use of human senses.
Mentor	Robin Hunicke

Lexus Design Award 2015 Panel Exhibits

Title	Braille Reader
Designer	Juchun Jung (South Korea)
Description	The Braille Reader allows the visually impaired to read printed materials, bridging the senses of sight and touch.
Title	>crosswalk<
Designers	Naoki Kaminaka and Ryo Yamaguchi (Japan) (KAMINAKANAOKIproject2015)
Description	>crosswalk< is a crosswalk design featuring arrows that guide pedestrians, thus allowing smoother crossing.
Title	Embodiment of Fractal
Designer	Hiroyuki Morita (Japan)
Description	Embodiment of Fractal invites the viewer to experience the fresh visual and tactile experience of the fractal growth of a natural forest.
Title	Here Comes the Sun
Designers	Chun-Fu Chen and Chi-Ming Pao (Taiwan) (Department of Product Design, Shu-Te University)
Description	Here Comes the Sun is a heater that simulates sunlight coming through a window, providing warmth and hope.
Title	INSTAMP
Designer	Yuzo Azu (Japan)
Description	Applying traditional East Asian brushwork principles, INSTAMP uses pressure and angle of touch to give emotion and artistic effect to Western lettering.
Title	Leather?
Designer	Amon Matsuo (Japan)

Description	By applying traditional Japanese paper-making/molding techniques to powdered shoe-making by-products, a new unique material emerges.
Title	Mnote, Mnemonic Note
Designer	Benjamin Xue (Singapore)
Description	Mnote is a writing pad designed to take advantage of our senses to improve memory and help us retain important information.
Title	yamaori taniori tent
Designer	Iyo Hasegawa (Japan)
Description	Inspired by origami, this tent appeals to the senses as it is transformed from a flat sheet to a visually appealing shelter.