

# Lexus Showcases Amazing Design at Milan Design Week

April 08, 2014

MILAN (April 8, 2014) — At this year’s Milan Design Week, Lexus is hosting “Lexus Design Amazing”, an exhibition featuring three new works created by world-renowned designers and a display of winning works from the second Lexus Design Award (LDA). The exhibition presents the Lexus vision of design—design that moves the spirit, inspires, and surpasses convention—and is being held in central Milan’s Circolo Filologico Milanese from April 9 through April 13.

The first floor gallery features three works on the theme of “Amazing in Motion” by three international designers: Italian designer Fabio Novembre, Japanese designer Nao Tamura, and the U.S. design team Tangible Media Group from MIT Media Lab (led by Professor Hiroshi Ishii). Each work was created especially for the exhibition, and aims to deliver an amazing experience that will challenge visitors to imagine the future possibilities of design.

The LDA exhibit, housed in the second floor gallery, showcases the twelve winning works from the second LDA, as selected by a panel of six judges. This year’s theme of “Curiosity” challenged entrants to approach their works in as creative and innovative a manner as possible. In total, 1,157 submissions were received from 72 countries. The exhibit features two finished prototypes (created under the mentorship of architect Arthur Huang and game designer Robin Hunicke) alongside panel displays of the ten other winning works. Each winner will be presented with a trophy designed by Akihisa Hirata, the designer responsible for the “Amazing Flow” exhibition at last year’s Lexus Design Amazing held in Milan. Lexus commissioned the trophies to encourage this year’s winners to create bright futures for themselves.

The Lexus Design Award is an international competition that has been targeting up-and-coming innovators from around the world since it first launched in 2012. It is an opportunity for designers to create works that will be displayed at Milan Design Week, the foremost international event for the world’s design industry. Through the LDA, Lexus hopes to nurture and support up-and-coming creators. Under its Amazing in Motion brand concept, Lexus has been supporting artists through the Lexus Design Award, Lexus Short Films and now Lexus Design Amazing 2014 Milan.

Press information and visuals about the LEXUS DESIGN AMAZING 2014 MILAN are available at <http://newsroom.lexus.eu>

For further details about the LEXUS DESIGN AMAZING 2014 MILAN, please visit the official Lexus International website: <http://www.lexus-int.com/>

More details about the LDA can be found at <http://www.lexus-int.com/design/lda.html>

## Lexus Design Amazing Event Overview

<b>Date</b>	April 9 through April 13 (press preview on April 8)
<b>Venue</b>	Circolo Filologico Milanese, Via Clerici, 10, 20121 Milan, Italy

<b>Organizer</b>	Lexus International
------------------	---------------------

## Featured works

Amazing in Motion Exhibit

- “We Dance” Fabio Novembre / Italy
- “Interconnection” Nao Tamura / Japan
- “TRANSFORM” Group: Tangible Media Group from MIT Media Lab / U.S.A.

The Second Lexus Design Award Exhibit

- “Iris” Sebastian Scherer / Germany  
(mentored by Robin Hunicke)
- “Macian” James Fox / UK  
(mentored by Arthur Huang)
- “Crane” Group: Magenta / Israel  
Ronen Bavly, Ornit Arnon
- “DICECOVER” Mansour Ourasanah / USA
- “E-Wheel” Phuoc Nguyen / Vietnam
- “Flynote” Group: alDith / Italy  
Aldo De Carlo (Italy), Judith Ccasa Caceres (Peru)
- “Game of Space” Group: IAO-architecture / China  
Nan Lei, Xinyi Wang
- “JoyCarpet” Meng-Ling Yang / Taiwan
- “Ooho!” Group: Skipping Rocks Lab / Spain  
Rodrigo García González (Spain)  
Pierre Paslier (France), Guillaume Couche (France)
- “PAUSE” Group: Stuti & Rajeev / India  
Stuti Mazumdar, Rajeev Dave
- “PIXIMOT” Group: MAMIKIM & Co. / UK  
Mami Kim, Joe Hardy
- “Sky Lighthouse.” Yoshiki Matsuyama / Japan

###