Ciao Bella! Designs From International Artists Showcased At Lexus' Milan Design Week Display

March 07, 2014

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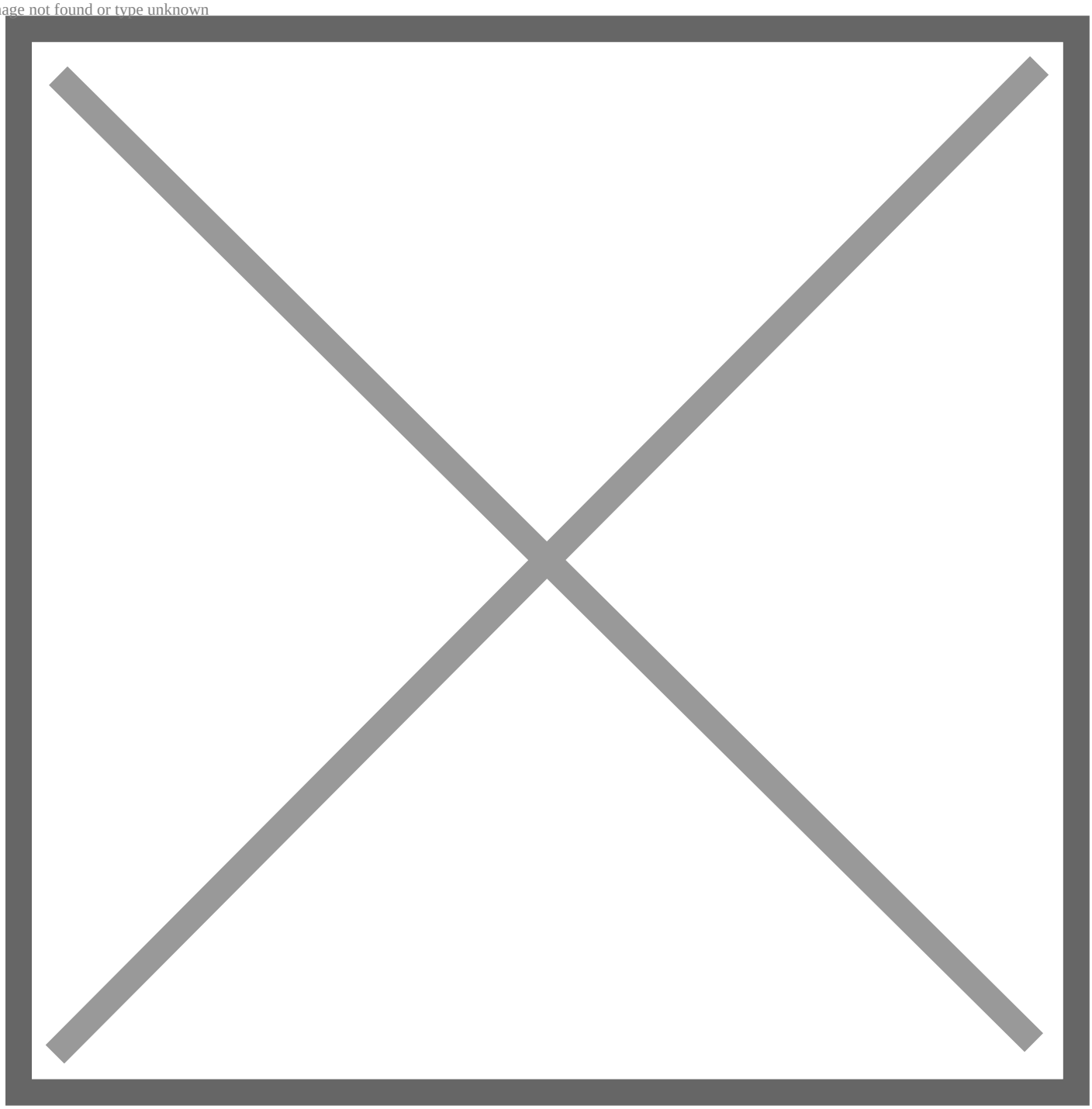

TORRANCE, Calif., (March 7, 2014) – Whether it's the sleek styling of the new RC F sports car, the exhibits at Lexus' INTERSECT space in Tokyo, or as part of its display at Milan Design Week, Lexus is committed to showcasing outstanding designs.

Milan Design Week, also known as Salone Del Mobile, is the world's largest design exhibition and will be held April 9-13, 2014. Furniture makers and fashion brands stage a variety of related events throughout Milan to highlight the appeal and originality of their designs.

Appearing in the Lexus display at Circolo Filologico Milanese will be designs from Italian Fabio Novembre, Japanese Nao Tamura and the Massachusetts Institute of Technology (MIT) Tangible Media Group led by Professor Hiroshi Ishii. These creations will be joined by the 12 winning works from the second Lexus Design Award (LDA).

Lexus challenged Novembre, Tamura and MIT to create unique responses to the theme of "Amazing in Motion" and to express the concepts in a way that was completely new to their creative process:

Fabio Novembre (Italy)
Title: "We Dance"
Fabio Novembre presents life as a dance. "Employing technology to express the movement of this dance represents the dawn of life and draws a direct connection to the cosmic motion of planets and galaxies."

Nao Tamura (Japan)
Title: "Interconnection"
"Interconnection" relies on natural motion as it explores mankind's interdependent relationship with nature.

Tangible Media Group from MIT Media Lab (U.S.A.)
Title: "TRANSFORM"
"TRANSFORM" represents a fusion between technology and design that aims to inspire viewers with its transformations from still furniture to dynamic machine.

Two of the LDA winners being showcased at the event will display finished prototypes of their designs prepared in collaboration with influential creative professionals who offered their services as mentors. This year's mentors are Taiwanese architect/engineer Arthur Huang and American game designer Robin Hunicke. Huang will help showcase Britain's James Fox's "Macian" idea for creating kids' forts. Hunicke is the mentor for Germany's Sebastian Scherer's "Iris," a handblown glass lamp with an iridescent, shimmering coating.

Since the launch of the LDA in late 2012, Lexus has been supporting great design: from working with established creators to championing new talent. For further details about the LDA, please visit the official Lexus International website: http://www.lexus-int.com/design/lda.html

Event Overview
Title LEXUS DESIGN AMAZING 2014 MILAN
Date/Time April 9th (Wed) – April 13th (Sun)
April 9-10: 11:00 – 20:00
April 11-12: 11:00 – 21:00
April 13: 11:00 – 18:00
Press Preview: April 8th (Tue) 13:00 – 17:00
Venue: Circolo Filologico Milanese (Via Clerici, 10, 20121 Milano, Italy)

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