Media Alert - Lexus and deviantART Challenge Artists with Design Contest

July 17, 2013

WHAT: As part of its ongoing commitment to design, Lexus is partnering with deviantART.com to give artists the opportunity to design their vision of the 2014 Lexus IS F SPORT performance sedan. Artists have the next month to submit entries for judging, and the winning design will be brought to life and showcased at the prestigious SEMA car show in November. The winner will take home a one-year lease of the new 2014 Lexus IS along with other prizes. Second and third place winners, along with 22 additional semi-finalists, will also receive prize packages.

HOW: Contestants are invited to create their vision using their favorite drawing tool – whether digital, pencil and paper or anything in between. Complete information and instructions for submission can be found at deviantART.com/Lexus.

WHEN:
- July 12, 2013 – Contest open for submissions
- Aug. 12, 2013, 11:59:59 PM PST – Submission deadline
- Aug. 13, 2013 – Semi-Finalists announced
- Aug. 16, 2013 – Winners announced
- Nov. 5 – Nov. 8, 2013 – SEMA Show winning design display

WHERE:
- Contest information and submissions: deviantART.com/Lexus
- SEMA Show: Las Vegas at the Las Vegas Convention Center