

Lexus to Open Luxury Brand Experience Space in Tokyo

August 21, 2013

Tokyo, Japan, August 21, 2013—Lexus International will open the first INTERSECT BY LEXUS luxury brand experience space in Tokyo's Aoyama district on August 30, 2013 as part of its AMAZING IN MOTION endeavors.

INTERSECT BY LEXUS are unique-luxury spaces where people can experience Lexus without getting behind a steering wheel. Neither a dealership, nor a traditional retail space, guests are able to engage with Lexus through design, art, fashion, culture, film, music and technology.

The Tokyo Aoyama district space and future INTERSECT BY LEXUS locations planned for select cosmopolitan cities like New York City and Dubai, are developed by Masamichi Katayama, the world-renowned interior designer and founder of the interior design firm Wonderwall.

The first floor of INTERSECT BY LEXUS – TOKYO features a café, serving world renowned coffee, and the Garage, an exhibition space for car culture and lifestyles. On the second floor are the CRAFTED FOR LEXUS shop, featuring a collection of lifestyle items produced by brand companies that harmonize with Lexus' philosophies, and a library lounge serving modern-Tokyo-themed foods.

“INTERSECT BY LEXUS seeks to be a comfortable and inspiring space for interaction among people and between people and cars,” said Mark Templin, executive vice president of Lexus International. “These spaces will evolve as people gather and make connections. Not just a car company's space, rather a place for everyone to treat as their own unique place.”

INTERSECT BY LEXUS will be hosting Lexus brand workshops and exhibitions in these space. Details will be posted on www.intersect-by-lexus.com and www.crafted-for-lexus.com.

Overview of INTERSECT BY LEXUS – TOKYO

Address	4-21-26 Minami-Aoyama, Minato-ku, Tokyo
Telephone number	+81-3-6447-1540
Grand opening	August 30, 2013
Floor area	1st floor: 165.52 m ² 2nd floor: 165.52 m ²
Operating hours	1st floor: 09:00-22:00 2nd floor: 11:00-23:00

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Profile of Wonderwall's Masamichi Katayama (designer of INTERSECT BY LEXUS)

President of Wonderwall Inc. and professor of interior design at Musashino Art University. Masamichi Katayama will serve as the interior designer, working in partnership with Lexus, for all of the INTERSECT BY LEXUS locations. Previous work includes Uniqloglobal flagship stores (SoHo New York & 5th Avenue New York; Ginza), OZONE (The Ritz-Carlton Hong Kong main bar/lounge), and Thom Browne. New York's flagship store in Aoyama. Katayama's designs, which show respect for tradition and form while incorporating modern elements to achieve balance, have received international acclaim.