

# Lexus Celebrates the International Design Community with 'DESIGN MATTERS' Event in New York City

April 19, 2013

NEW YORK (April 19, 2013)—In its ongoing pursuit of innovation, Lexus is pushing the boundaries of technology, craftsmanship and design. This dedication to design was celebrated at an event hosted by global President Akio Toyoda in New York City. The event, called “Design Matters,” showcased Lexus’ commitment to design, both in its new products and in its global brand activities to an audience of established and aspiring members of the design community. Kristin Chenoweth served as mistress of ceremonies with The Roots and Questlove providing musical entertainment.

“This is part of the transformation of Lexus,” said Mark Templin, executive vice president of Lexus International. “Lexus is expanding as a global company and we need to speak to a broad global audience. There’s no better way to do that than through design. Great design transcends cultures and doesn’t need any translation.”

Much of the focus on design for Lexus comes from the personal commitment of Akio Toyoda, grandson of the founder of Toyota. “I am very passionate about cars, and especially design,” said Toyoda. “To me, cars need to ignite all your senses, and one of the most important is the emotional connection you get when you see a beautiful car.”

This dedication to design is evident in concept vehicles from Lexus, including the award-winning LF-LC hybrid 2+2 coupe concept and the LF-CC concept car. It is also reflected in new production models such as the stunning all-new IS sports sedan. The IS, and other recently introduced vehicles, incorporate Lexus’ new design language that includes smooth, flowing lines, unique head and tail lamps, and a distinctive spindle grille.

Beyond its products, Lexus is supporting international design through a variety of initiatives around the globe:

- **INTERSECT BY LEXUS and CRAFTED FOR LEXUS**

INTERSECT BY LEXUS will be a unique space in select global cities where people can experience Lexus without getting behind a steering wheel. Neither a dealership, nor a traditional retail space, guests will be able to engage with Lexus through design, art, fashion, culture, movies, music and technology.

The architectural space will be developed by Masamichi Katayama, the world-renowned interior designer and founder of the interior design firm Wonderwall. The first INTERSECT BY LEXUS will open in Aoyama, Tokyo, in the summer of 2013, followed by locations in New York City and Dubai.

Within the space, Lexus will display exclusive retail items called “CRAFTED FOR LEXUS.” Lexus commissioned Japanese artists to create unique pieces that are inspired by the brand’s philosophy: traditional craftsmanship with timeless beauty and innovative form and function.

- **BEYOND BY LEXUS**

A new lifestyle magazine, BEYOND BY LEXUS, will feature Lexus vehicle information as well as stories on travel, architecture, art and design from a global and regional perspective. The magazine will be published twice yearly and translated into numerous languages around the world. The magazine recently debuted and will be available on [www.lexus-int.com](http://www.lexus-int.com) on May 1.

- **LEXUS DESIGN AWARD**

The LEXUS DESIGN AWARD is a competition to inspire the next generation of designers. Entrants demonstrate their creativity and are recognized for their accomplishments. This prestigious award was announced in Tokyo with the top two winners earning the opportunity to work with mentors Sam Hecht and Junya Ishigami. Their works were displayed at Museo della Permanente in Milan, Italy, during Milan Design Week.

- **LEXUS SHORT FILMS**

Lexus collaborated with The Weinstein Company to support emerging directors from around the globe, commissioning them to bring wonderful stories to life as short films. The stories are beautifully told and explore the theme that “Life is Amazing.” They will debut at various film events around the world and will be featured on the Lexus global website [www.lexusshortfilms.com](http://www.lexusshortfilms.com) later this year. Lexus and The Weinstein Company will hold the world premiere event at the 2013 Festival de Cannes in May.

- **LEXUS BRAND CAMPAIGN**

On May 1, Lexus will launch a global advertising campaign with the theme “Amazing in Motion.” Featured in the campaign are spectacular larger-than-life human figures. High-technology 3-D printing was combined with fine craftsmanship to create the figures. Lexus materials, including bamboo and walnut found in the interiors of Lexus cars, as well as Lexus exterior paint, were used to construct the figures. Thanks to advanced technology and smooth artistry of puppeteers, the figures come to life on a grand scale.

More information about Lexus’ design efforts can be found at the global website: <http://lexus-int.com>.