

Lexus and the Weinstein Company Collaborate on Producing Short Film Series 'Life is Amazing'

February 22, 2013

LOS ANGELES, CA, FEBRUARY 22, 2013 – Lexus and The Weinstein Company are in the midst of producing five short films as part of a series titled “Life is Amazing.” In what is an unprecedented collaboration between Lexus and The Weinstein Company, the film series “Life is Amazing” gathers filmmakers from the U.S., Europe, Asia Pacific, China and Japan who have been selected jointly by Harvey Weinstein and The Weinstein Company COO David Glasser, in partnership with Lexus. The filmmakers have been chosen based on their previous work and have been asked to create a new short film, three to six minutes in length which captures the essence of the theme “Life is Amazing.”

Leading up to what is Hollywood’s awards, The Academy Awards®, Lexus and The Weinstein Company held a special preview party gathering budding filmmakers and the Hollywood community to celebrate the premiere of two of the Lexus Short Films.

Screening at the event as part of the series was U.S. director Justin Tipping’s *Swimming in Air* and Spanish director Cristina Molino’s *Beyond Memories*. The event was held at the Directors’ Guild of America in Los Angeles on February 21, 2013.

“The Lexus Short Films are amazing stories, beautifully told by up-and-coming directors from across the world,” said Mark Templin, the general manager of Lexus International. “Together with The Weinstein Company, we celebrate the creativity, imagination and passion of these filmmakers. We’re proud to be bringing these stories to life as part of this new and dynamic chapter of our brand.”

“One of the most rewarding things about this industry is having the opportunity to discover new talent,” said Harvey Weinstein. “We are thrilled to be partnering with Lexus on this new venture which is shining a spotlight on rising filmmakers and giving them a platform to share their stories with the world.”

Through these films, Lexus has demonstrated the powerful ability to be moved by innovative, dynamic storytelling that challenges the imagination and reinforces that life is an amazing experience. All five films will premiere later this year.

More information about all five short films and the production process can be followed through www.lexusshortfilms.com.