

# Lexus' LStudio and OWN: Oprah Winfrey Network Launch Four-Part Online Series and One-Hour TV Special on Creativity Featuring will.i.am

June 15, 2011

LOS ANGELES, Calif. (June 15, 2011) – Lexus' LStudio ([LStudio.com](http://LStudio.com)) and OWN: Oprah Winfrey Network have collaborated to launch an innovative four-part online series and one-hour primetime special featuring seven-time Grammy Award-winning musical artist and social innovator will.i.am.

Lexus' LStudio online series, "The Sessions Project: will.i.am", is a four-part intimate exploration of the forces that shape creativity guided by legendary photographer and acclaimed filmmaker Norman Seeff.

The first episode of LStudio's online series premieres today exclusively on [www.lstudio.com](http://www.lstudio.com), with the remaining three episodes airing the following Wednesdays. Each episode provides a window into a particular aspect of will.i.am's creative process and gives viewers a direct emotional experience of his artistic expressions.

A one-hour television special entitled, "Sessions: A Conversation with will.i.am", is slated to air later this year on OWN: Oprah Winfrey Network. OWN and LStudio.com will each feature exclusive material and cross-promote both programs.

Content for LStudio.com is produced and distributed by Intelligent Life Productions in collaboration with Team One Advertising for Lexus. "The Sessions Project: will.i.am" is produced by Norman Seeff Productions. will.i.am, Seeff, Charles Hannah, Ron Qurashi and Diane Charles are executive producers.

## **About Lexus' LStudio**

LStudio is a creative endeavor developed by Lexus as a forum for artistic and engaging content that informs, entertains and inspires. Original content includes the Webby award winning "Web Therapy" starring Lisa Kudrow, "3-Minute Talk Show" produced by Tom Hanks and Gary Goetzman, Amy B. Harris' ("Sex and the City") comedy series "Puppy Love"; "Films on L", a collection of acclaimed and award-winning short films from around the world; and mini-documentaries covering various topics, including art, design, music and modern life.

## **About OWN: Oprah Winfrey Network**

A joint venture between Harpo, Inc. and Discovery Communications, OWN: OPRAH WINFREY NETWORK is a multi-platform media company designed to entertain, inform and inspire people to live their best lives. OWN debuted on January 1, 2011, in approximately 80 million homes on what was the Discovery Health Channel. The venture also includes the award-winning digital platform, Oprah.com. For more information, please visit [www.oprah.com/own](http://www.oprah.com/own) and [www.press.discovery.com/us/own](http://www.press.discovery.com/us/own).

## **About Norman Seeff Productions**

In 1975, Norman Seeff first began documenting his photo shoots with an Ike & Tina session. Since then, he has filmed hundreds of sessions with leading artists of all art forms in the act of creation and continues to do so today. Norman Seeff Productions plans to release this material to the public in partnership with intelligent and sophisticated media outlets such as Lexus' LStudio and OWN in order to inspire the widest possible audience to

embrace their own creativity.

### **About Lexus**

Since its debut in 1989, Lexus has earned a reputation for high-quality products and exemplary customer service from its 229 dealers. Lexus is the luxury hybrid leader, offering five hybrids that provide the best in innovative technology and first-class luxury. When it began, Lexus offered two models of vehicles. Now, more than 20 years later, Lexus offers variations of 10 vehicles, from the sporty CT 200h hybrid to the V10 supercar, the LFA.