

Lexus Returns to Design Miami/ as Official Automotive Partner; Design Exhibitor

November 22, 2019



Miami (November 22, 2019) – Lexus will join the 2019 Design Miami/ fair as the official automotive partner for the second year, once again showing the marque’s passion for design at the global forum for the most influential collectors, designers, curators and critics from around the world. Lexus, as the brand that created the world’s first luxury hybrid in 2005, will support the show’s sustainable theme with an all-hybrid fleet to chauffeur the fair’s VIP guests. Also new for 2019, Lexus will bring the stunning LC Convertible Concept as part of the brand’s first commissioned installation for Design Miami/ with an exhibition titled SUNSHOWER. Rounding out their presence at the fair, Lexus will continue the successful Lexus Art Series: Art and Innovation talks with Whitewall, now in its fourth year.

For the brand’s onsite installation, Lexus has responded to the fair’s theme of “Elements: Water” by commissioning designer Nao Tamura to create an immersive, multimedia installation that evokes the wondrousness of this natural, outdoor phenomenon. SUNSHOWER was curated by Design Miami/ Curatorial Director Aric Chen and prominent Milan-based curator and author Maria Cristina Didero. The ethereal exhibition will feature the LC Convertible Concept and reinforces the brand’s commitment to *omotenashi* (hospitality), *takumi* (artisanship) and the indoor-outdoor philosophy of *engawa*. Guests will be invited to experience SUNSHOWER, relax in the space, use its charging stations, and sample *Ooho*, innovative water

capsules made of edible seaweed extract.

“With Lexus design, nothing is accidental, and we hope that sense of thoughtful design will be felt throughout the installation,” says Brian Bolain, General Manager of Lexus International. “The design goal of the LC Convertible Concept is the expression of ultimate beauty, and we are proud to display it amid the context of such talented designers.”

From the rake of the windshield to the smooth contours of the rear decklid that houses the convertible top, every line on the LC Convertible Concept was drawn to evoke an emotional response. A stunning design from every angle, the LC Convertible Concept stands as an aspirational halo vehicle for the Lexus brand.

“Design Miami/ is pleased to have Lexus return as our official automotive partner and to celebrate the brand’s commitment to innovation, beauty and sustainability,” says Jennifer Roberts, Chief Executive Officer of Design Miami/. “Lexus’ dedication to design excellence is unparalleled. With the SUNSHOWER exhibition and the all-hybrid vehicle fleet, the Lexus presence will be felt throughout the fair in a way that feels organic to our mission as a global design forum.”

OOHO BY NOTPLA

Furthering their commitment to innovation and sustainability, Lexus is partnering with Notpla to serve Ooho, the edible water droplets. Notpla is a company dedicated to creating advanced packaging solutions that disappear, naturally. The Ooho edible water droplets were previously a finalist in the 2014 Lexus Design Award and have been served at the London Marathon and during London Cocktail Week. For the first time they will be available in the US, and Design Miami/ guests will be able to sample the sustainable water solution at the Lexus booth at various times throughout the week.

Lexus Art Series: Art & Innovation Talks by *Whitewall*

Lexus and *Whitewall* Magazine will team up for the fourth year in a row and bring their ongoing discussion series to the official programming of Design Miami/. The series will take place on site at Design Miami/, as part of the fair’s official programming. The unique series of four conversations features an international group of global art and design leaders discussing key topics relevant to the creative space.

Participants like artist Troy Simmons, automotive designer Tadao Mori, curator Aric Chen, DJ Eduardo Castillo, and advisor Claudia Paetzold will discuss topics such as the design of our future cities, the artist as disrupter, sustainability in luxury markets, as well as the transformative power of design.

“We are honored to partner with Lexus for the fourth iteration of the Lexus Art Series: Art and Innovation talks with *Whitewall*. We are excited to again be holding this year’s panels—focused on the future of design, sustainability, and creative practices—at the esteemed location of Design Miami/,” said Michael Klug, *Whitewall*’s Founder, Publisher, and Editor at Large.

“This series of conversations offers a unique opportunity for us to bring together talents from various industries. We are thrilled to offer a platform for these innovators to share their ideas around new technology and discuss key challenges around designing for the future,” said Laurent Moïsi, *Whitewall*’s COO and Associate Publisher.