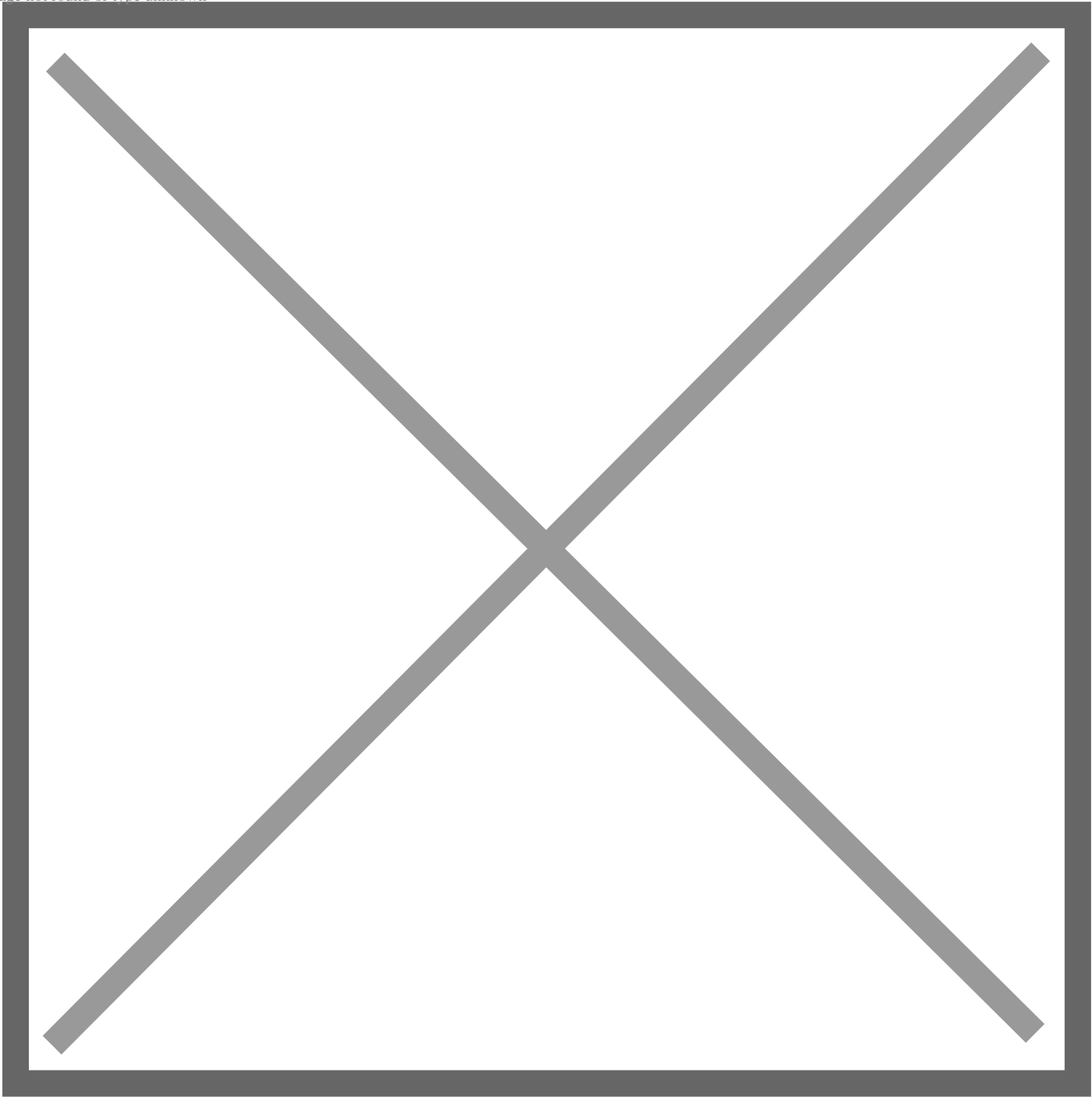


Lexus Creates Moon Mobility Concept Sketch for Lunar Design Portfolio

January 16, 2020

Image not found or type unknown



For *Document Journal*'s issue No. 15, the art & fashion magazine invited a selection of the culture's most compelling architects and designers to find their inner Major Toms and imagine human life on the moon for The Lunar Design Portfolio. How shall we live? What will it look like? What will we wear? **What will we drive?**

ED², the European Advanced Design Studio for Toyota and Lexus dedicated to advanced concept proposals and groundbreaking design, was selected to contribute a lunar mobility concept. Drawing on the just-released LF-30 Future Concept vehicle, the studio created a series of 7 concepts from 5 different designers, a full lineup of space vehicles ready to tackle the lunar landscape.

"When Document Journal approached us about the Lunar Design Portfolio, our team was working on the LF-30 Concept, which represents the "Lexus Electrified" futuristic vision for Lexus. The design team was already looking beyond near-term production and ahead to how advanced technology will change the way we interact with vehicles," said Ian Cartabiano, President of ED². *"The lunar project came at the right time, half way through the LF-30 development. It gave the team a chance to dream further out, and then apply some of the design language from the LF-30 interior to their lunar proposals."*

Zero Gravity, the concept sketch selected to appear in the print issue of the magazine, is a single rider vehicle that evolves the LF-30's "Lexus Electrified" vision to incorporate Magnetic Levitation technology. The design reinterprets the signature Lexus spindle grille and uses the motorcycle-style of driving to employ the new concept of *Tazuna* (which mean "reins" in Japanese): the fundamental human-centered philosophy. Inspired by how a single rein can be used to achieve mutual understanding between horse and rider, the steering control provides active driving enjoyment created by the direct communication between human and machine.