

# LEXUS' ELECTRIFICATION DRIVES SENSORY EXPERIENCE AT MILAN DESIGN WEEK 2020

February 19, 2020

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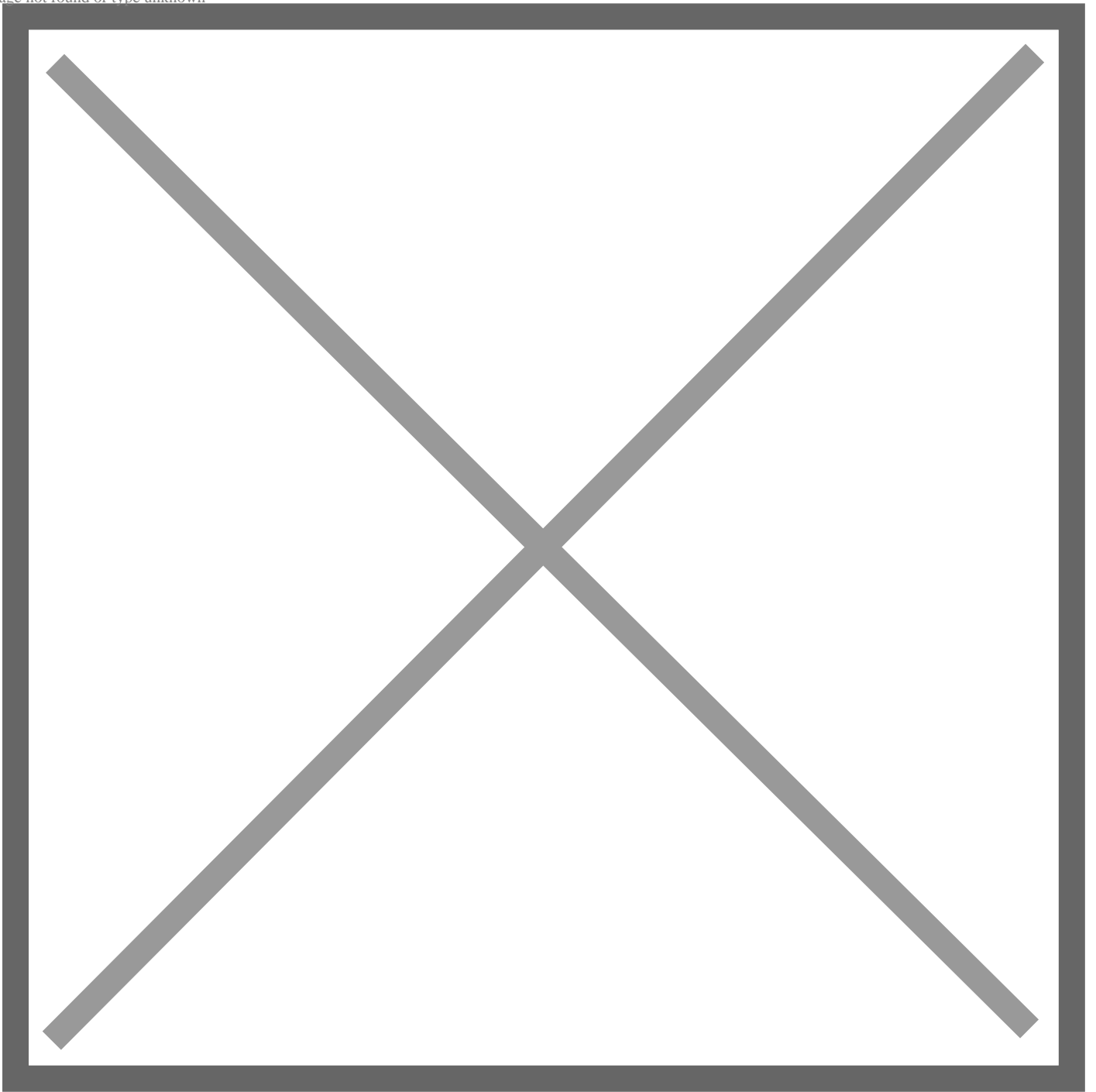
TOKYO, Japan (February 20, 2020) – Today Lexus announced their return to Milan Design Week, the world’s largest design exhibition, with the “SENSES ELECTRIFIED”. For their 13<sup>th</sup> year in Milan, Lexus commissioned Loop.pH, a world-renowned, London-based spatial laboratory, to present a vision of an electrified future where transportation engages and stimulates the senses. In partnership with Loop.pH, Lexus aims to create a dynamic and immersive experience which was inspired by the vision of “LEXUS ELECTRIFIED” and the LF-30 Electrified concept car, which will also be on display.

“SENSES ELECTRIFIED” will be held April 21st through April 26th, at Superstudio Più, in the Tortona district – considered the center of Milan Design Week.

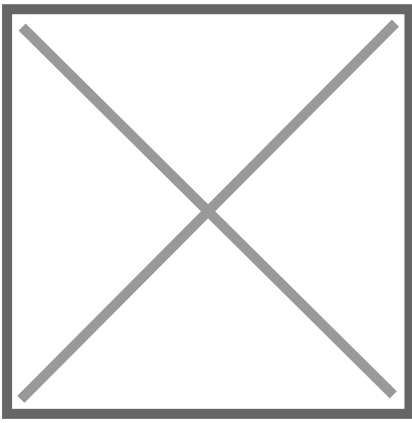
Founder and Director of Loop.pH Mathias Gmachl says “We really enjoy working with the Lexus brand because it is both visionary and human centered. ‘LEXUS ELECTRIFIED’ aims to be an extension of your senses. The installation leads you on a journey through a series of immersive environments that reveal the perception-amplifying possibilities of electrification.”

In the same venue, the six finalists of the 2020 Lexus Design Award will exhibit their works in an interactive display. Now in its eighth year, the Lexus Design Award provides a unique platform for young creators to demonstrate and further develop their talents. On Press Day, April 20<sup>th</sup>, the Grand Prix winner will be selected by an international jury of renowned design leaders working at the cutting-edge of creative media.

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COLLABORATION DESIGNER PROFILE



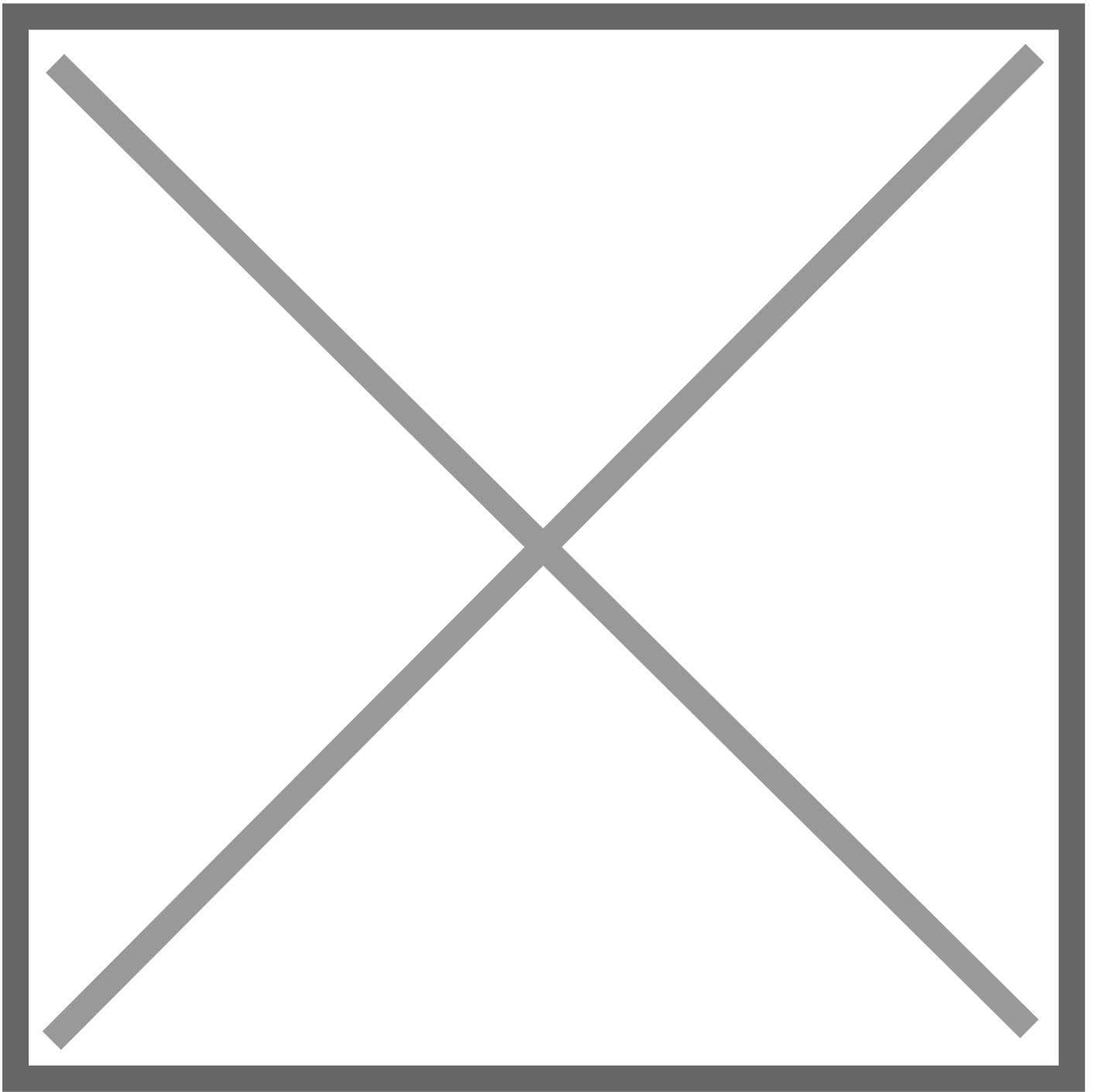
Loop.pH

Loop.pH is an experimental, London-based spatial laboratory working across the fields of design, architecture and the sciences. The studio was founded in 2003 by **Mathias Gmachl** and Rachel Wingfield to form a new creative practice that reaches beyond specialist boundaries. As a studio they create visionary experiences and environments that allow people to dream and re-imagine new visions for our future. Loop.pH explores the role of art and design in public space by working outside of the gallery, museum and laboratory. Their work speculates on near and far future scenarios as a way to probe at the social and environmental impact of emerging biological and technological futures. The environments they create often synthesise living materials with digital tools, whilst exploring a new role for designers working at an urban scale. Loop.pH works with a range of clients to create brand experiences and public engagement initiatives, as well as delivering talks and workshops internationally.

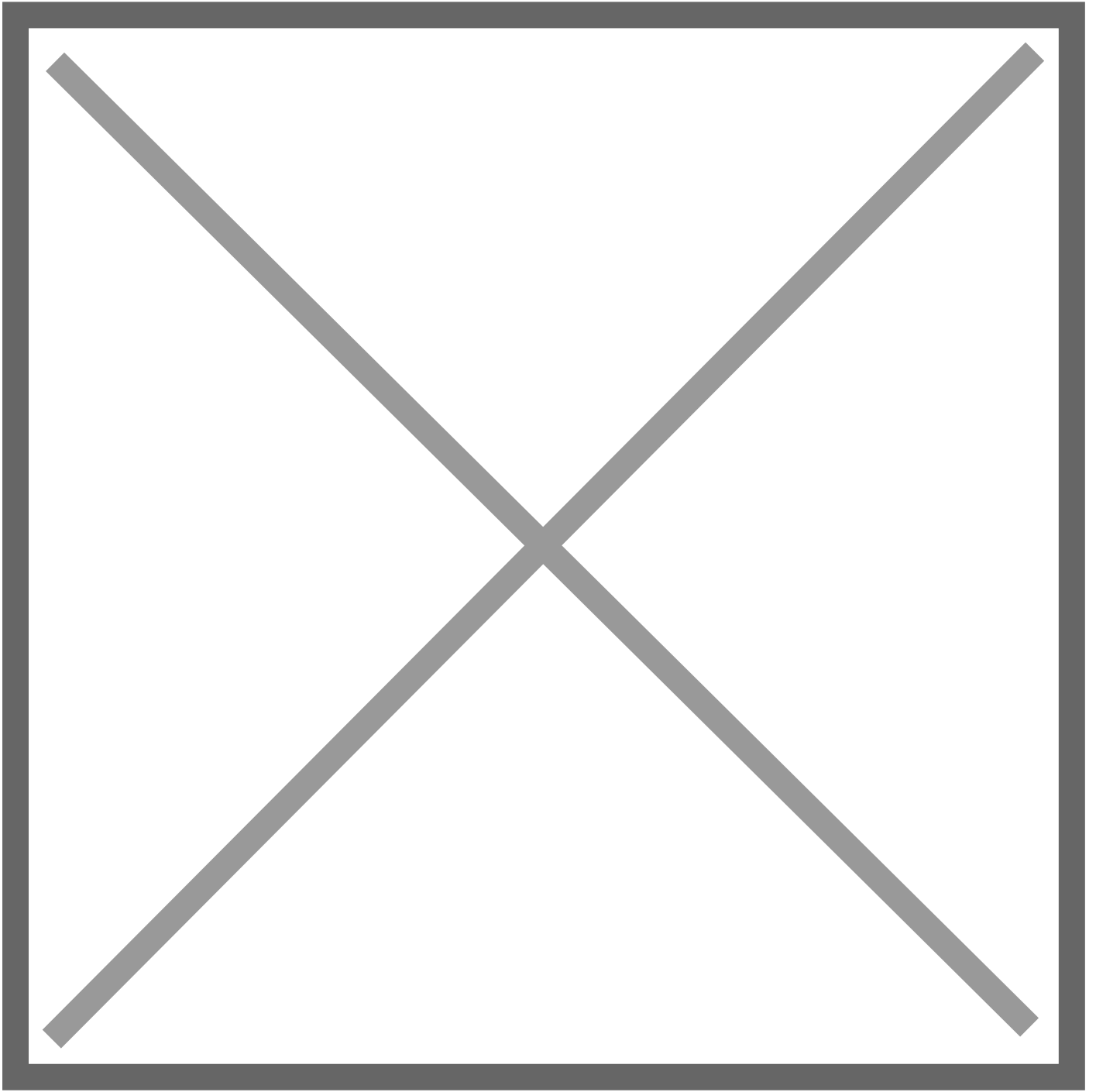
Notable works include Mind Pilot for the Design Museum London in 2018, OSMO at TED2015, and the Hybrid Art Project for Lexus Russia in 2010.

<http://loop.ph/>

[Lexus Hybrid Art](#)



[Mind Pilot](#)





**For more information, visit:**

[www.lexusdesignevent.com](http://www.lexusdesignevent.com)

Official hashtags: #LexusDesignEvent;#LexusDesignAward