

Lexus Design Award 2022: Calls for Entries Now Open

July 13, 2021



TOKYO, Japan (July 13, 2021) – Lexus announced today a call for entries to the Lexus Design Award 2022, an international design competition launched in 2013. Over the years, many distinguished leaders of the design world have generously contributed to the Lexus Design Award’s mission of nurturing and supporting the next generation of creators. Now in its 10th year, the Lexus Design Award continues to evolve as a platform for design innovation that leads to a better tomorrow. Entries to the Lexus Design Award 2022 competition will be accepted from July 13 through October 10, 2021.

Entrants will need to demonstrate how their creative ideas express three key principles of the Lexus brand: Anticipate, Innovate, and Captivate. Their design should anticipate global challenges facing future society and imagine engaging and innovative ways to contribute to a sustainable future, while seamlessly enhancing the happiness of all. Lexus is looking for captivating designs that intersect with thoughtful solutions, designs that can truly make a brighter future for people and societies in diverse circumstances.

The Lexus Design Award distinguishes itself from other design competitions by inviting four of the world’s foremost creators to serve as mentors to Six finalists, providing a priceless, once-in-a-lifetime learning and mentoring experience. Through one-on-one dialogues with these esteemed mentors of varied backgrounds and

specializations, the finalists receive personalized guidance to build and evolve prototypes that bring out the potential of their ideas.

Over the past nine editions, the Lexus Design Award has showcased 90 creative works and celebrated the talents of 139 individuals and teams who are helping shape a better tomorrow through the power of design.

An elite judging committee will review the entries from around the globe, choosing six finalists to be announced in early 2022. The finalists' Prototype development is funded by Lexus with a budget of up to JPY 3-million (over USD 25,000) per finalist. In the spring of 2022, the six finalists will present their final proposals to the judges, who will then select one Grand Prix winner.

Lexus will announce the names of the Lexus Design Award 2022 judging committee members and mentors in the fall of this year.

* For more information, please visit LexusDesignAward.com

Official Hashtag: #lexusdesignaward

CALL FOR ENTRIES TO THE LEXUS DESIGN AWARD 2022 COMPETITION

TITLE	LEXUS DESIGN AWARD 2022
APPLICATION PERIOD	July 13 - October 10, 2021
JUDGING CRITERIA	<ul style="list-style-type: none"> • How the design can enhance the happiness of everyone. • How the design embodies the three principles of the Lexus brand: Anticipate, Innovate, and Captivate. <p>-ANTICIPATE Does the concept and design anticipate global challenges facing future society?</p> <p>-INNOVATE Does the design demonstrate new thinking and originality in its proposal and execution?</p> <p>CAPTIVATE Is the design intriguing and compelling in concept and execution?</p>
JUDGES MENTORS	To be announced in fall 2021
AWARD CATEGORIES	<ul style="list-style-type: none"> • One Grand Prix winner (selected from the six finalists) • Six Finalists
PRIZES/BENEFITS	<ul style="list-style-type: none"> • Six finalists to be invited to mentorship — a series of sessions with mentors from diverse fields who guide finalists in developing ideas into prototypes. • Six finalists will have global media exposure to help drive career advancement. • Six finalists to receive up to 3 million JPY (over \$25K USD) each for prototype production costs. • Six finalists will have an opportunity to expand their professional horizons by engaging the four judges in dialogue, one-on-one. <p style="text-align: right;">See Official Rules for more details.</p>
ORGANIZER	Lexus International