

**LEXUS RETURNS AS DESIGN MIAMI/
AUTOMOTIVE PARTNER, TO COLLABORATE
WITH GERMANE BARNES, THE UNIVERSITY
OF MIAMI IN IMMERSIVE INSTALLATION**

October 27, 2021



PLANO, Texas (October 27, 2021) – Today, Lexus announced its return as automotive partner and forthcoming collaboration for Design Miami/, partnering with the University of Miami to realize a vision of an electrified future that embodies the energy of next-generation design. Led by Germane Barnes – principal architect at Studio Barnes, assistant professor at the University of Miami School of Architecture and director of the CHIL Lab focused on social and political impact of architecture – the project will culminate in an immersive installation on view at Design Miami/ 2021 with digital components that will resonate globally. Inspired by the LF-Z concept car, which embodies a vision for the future of the automotive field that is human-centered, carbon-neutral and impeccably crafted, the project will present a conceptual exhibition of these values.

With a commitment to innovation that has spanned three decades, Lexus continues to push the boundaries of technology and craft in an evolving luxury landscape. Lexus is unwavering in its dedication to forward-looking, technologically advanced design and exceptional performance features that pay consideration to changing needs for transportation and lifestyles worldwide. Entering its fourth year as the Automotive Partner of Design Miami/, this year's partnership will center on the LF-Z Electrified concept car, which symbolizes the next generation of Lexus.

"We're excited to partner with Germane Barnes and the University of Miami for this year's edition of Design Miami/, and we're looking forward to seeing their vision for a more human-centric and carbon-neutral future come to life," commented Brian Bolain, Lexus' global head of marketing. "The LF-Z Electrified represents the next chapter of Lexus, paving the way forward for the next generation. The installation will illuminate that vision from the perspective of future designers."

Miami-based architect, designer and educator Germane Barnes is widely recognized for his work exploring the intersections of identity and architecture. The collaboration will be directed by Barnes, along with the School of Architecture's Labs and Centers, each of which examines a key emerging field of research and provides new opportunities for student and faculty participation. Bringing together both his Studio Barnes team as well as students from the school, the collaborative project will use the car as a point of inspiration to explore the potential for an electrified, carbon-neutral, human-centered future that is just on the horizon.

"Lexus has long been an inspiration to my work, as a symbol of luxury, craftsmanship and a vision of future potential that is recognized across cultures and communities as an icon of quality," noted Barnes. "The opportunity to realize an installation that explores this heritage while celebrating the potential and vision represented by the LF-Z Electrified concept car is an incredible one, especially in coordination with my team at Studio Barnes and the students and faculty at the University of Miami School of Architecture labs. We're so excited to show the world the potential that the future holds at this year's Design Miami/, both through the exploration of Lexus's next generation vehicle and through the talent, energy and vision of the next generation of designers working with me to realize this project."

Designed to engage audiences worldwide, as seen in Lexus' 2020 presentation of "Freedom to Move" with Tosin Oshinowo and Chrissa Amuah, this year's physical installation will be complemented by a dynamic digital experience, engaging international content creators and delivering compelling visuals, in addition to taking shape at Design Miami/ at the Miami Beach Convention Center, on view from December 1-5, 2021. Additional details on the installation will be shared in the coming weeks.