

**LEXUS PARTNERS WITH ICA MIAMI AND
SUCHI REDDY TO PRESENT NEW
INSTALLATION DURING MIAMI ART &
DESIGN WEEK 2022**

October 26, 2022



PLANO, Texas (Oct. 26, 2022) – Today, Lexus announced a new partnership with renowned museum Institute of Contemporary Art, Miami (ICA Miami) and acclaimed artist and architect Suchi Reddy, founder of Reddymade Architecture and Design, to present an installation in the museum’s Sculpture Garden in late November and early December in conjunction with Miami Art & Design Week.

Inspired by the idea of the [Lexus Electrified Sport](#) being “shaped by air,” Reddy’s installation—her first public project in Miami—celebrates the brand’s commitment to human-centered, carbon-neutral and impeccably-crafted design. The installation will envision the vehicle as shaped by mist and light while illustrating its harmony with its environment.

Since 2005, Lexus has been at the forefront of pioneering electrification in the luxury market. With the introduction of their next-generation Electrified Sport, Lexus continues to push the boundaries of technology and craft with an unwavering commitment to sustainability and a consideration for the evolving needs of transportation and lifestyles worldwide. Bringing its fifth immersive installation to Miami during Art & Design Week, this year's cultural partnership centers on the Electrified Sport, highlighting the full potential of electrification.

"We are thrilled to enter this new partnership with ICA Miami and bring a public installation by Suchi Reddy to Miami. With its world-class reputation, ICA Miami is the perfect setting for this collaboration, and I look forward to experiencing how Suchi will illuminate our shared values of human-centric and future-focused design in her sculpture," commented Brian Bolain, Lexus' global head of marketing. "The Electrified Sport concept propels Lexus into the future and this installation will embody that spirit from the perspective of an inspiring designer."

"ICA Miami is committed to reducing our climate footprint by adapting best practices for sustainability. This includes implementing carbon offsets for major exhibitions and partnering with organizations that are working towards carbon neutrality. We are delighted to align with organizations equally committed to a carbon neutral future, Lexus and Reddymade, in providing a platform for innovative and sustainable work by Suchi Reddy," said Alex Gartenfeld, ICA Miami's Artistic Director.

Born in Chennai, India, and based in New York, artist and architect Suchi Reddy has an award-winning design practice recognized globally for its human-centric approach to design. She founded Reddymade in 2002 to address the economic, social, environmental and cultural impacts of design on both the user and the planet. Neuroaesthetics, the study of how the brain responds to the design of one's surroundings, guides her practice, and her design ethos, "form follows feeling," demonstrates her conviction that good design, calibrated carefully to the human, positively influences wellbeing, creativity, and productivity. Her ICA Miami installation will respond formally to the elegant design of the Electrified Sport vehicle, instilling the environmental values shared between Reddy and Lexus.

"Lexus' long commitment to the arts, to excellence in craftsmanship, and particularly their dedication to the Takumi masters on their team has been a great source of inspiration to me," said Suchi Reddy in a statement. "Their environmental mission through electrification of the fleet reflects responsible leadership and I am honored to interpret their ethos this year in our installation at the ICA in Miami during Art and Design Week. Our collaboration will blur the boundaries between art and design, and continue their tradition of always being committed to the best idea."

Throughout Miami Art & Design week, Lexus will also host Lexus Art Series: Art and Innovation talks with Whitewall, a program of intimate discussions and talks between Lexus ambassadors and industry leaders across the art and design worlds, returning for its seventh year. Additional information will be provided in November.