

**LEXUS TO PRESENT LEXUS DESIGN AWARD  
AND SHAPED BY AIR, AN HOMAGE TO THE  
LEXUS ETHOS OF SUSTAINABILITY,  
INNOVATION, AND DESIGN EXCELLENCE  
DURING MILAN DESIGN WEEK**

February 27, 2023

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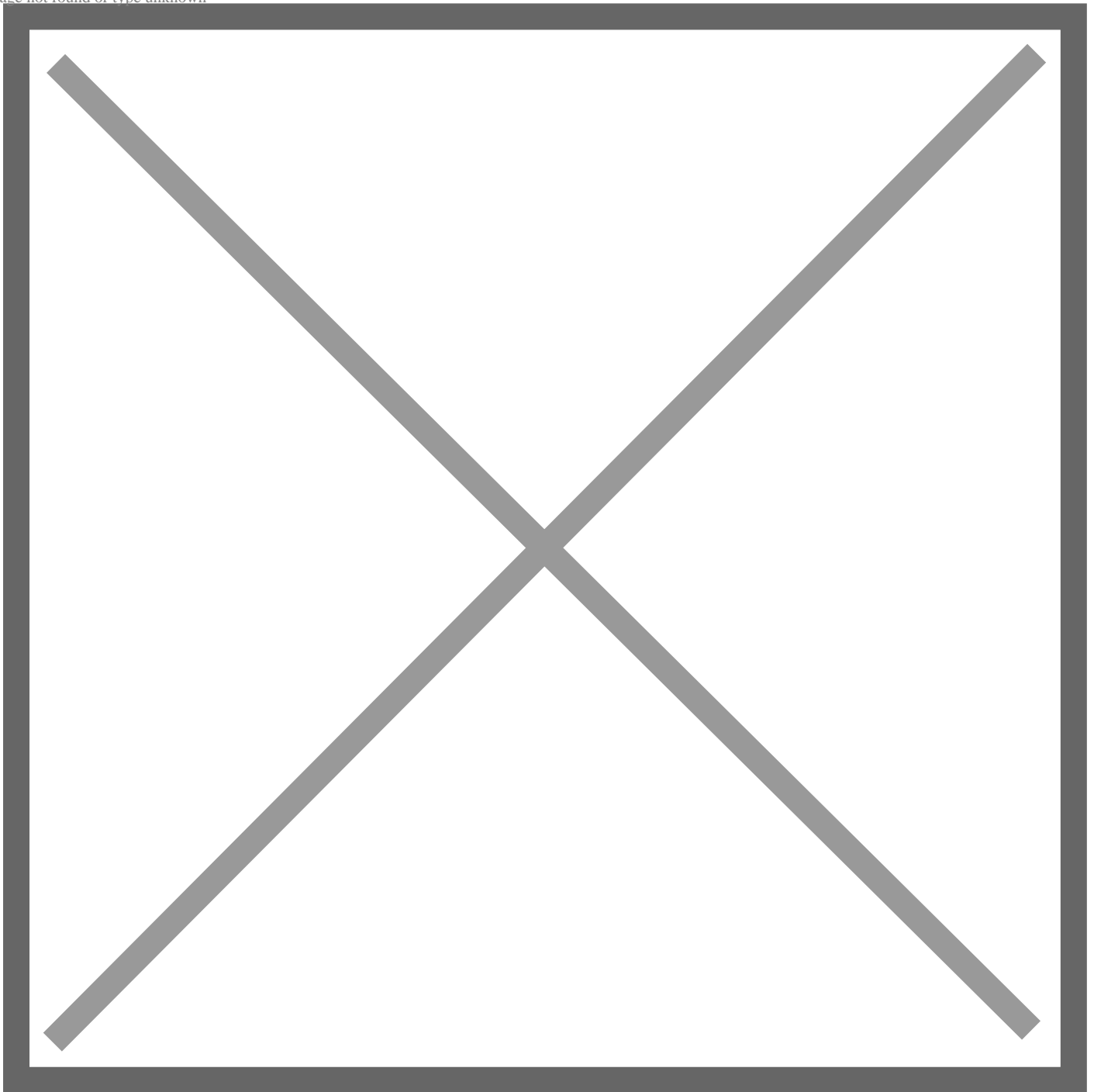


**PLANO, Texas (Feb. 27, 2023)** – Today, Lexus announces its participation in the 2023 edition of Milan Design Week—the leading global celebration of international design. Since 2005, Lexus has created compelling, immersive experiences for visitors at Milan Design Week, partnering with visionary creatives such as Philippe Nigro, Neri Oxman, Sou Fujimoto, Rhizomatics, and Germane Barnes, among others. This year, Lexus will present *Shaped by Air*—an installation by acclaimed New York-based artist and architect **Suchi Reddy**, founder of Reddymade Architecture and Design, that draws inspiration from the Lexus Electrified Sport’s quality of being “shaped by air.” In addition, the installation will offer guests the opportunity to view presentations of prototypes from the four winners of the 2023 LEXUS DESIGN AWARD.

Reddy's installation *Shaped by Air* celebrates the collaborators' shared commitment to human-centered, carbon-neutral, and impeccably crafted design. Following the unveiling of the first iteration of the installation at the Institute of Contemporary Art, Miami (ICA Miami) during Miami Art & Design Week 2022, Reddy has reimagined her vision for the ethereal installation in Milan, providing the perfect complement to its unique context at **Superstudio**. On view from April 17-23, *Shaped by Air* is envisioned as an immersive installation that invites the visitor to discover the vehicle through a forest of its composite shapes, which reflect its design as shaped by air, and recall the organic and leaf like shapes of Henri Matisse. The installation features a to-scale interpretation of the Lexus Electrified Sport, revealed through a gently moving "forest" of the composite shapes of the car that is activated by movement, sound, and light.

"Lexus' continued commitment to innovation—and their support of an artistic approach that is a confluence of art and design—led me to envision this immersive experience as both a sculpture and a multisensory spatial experience," **remarked Suchi Reddy**.

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Comprised partially of post-consumer materials, the sculpture's metal mesh conveys a sense of movement. As with the installation in Miami, the pieces first appear abstracted, and as the viewer gets closer, they reveal themselves as the outline of a car. Reddy, whose design ethos has been described as a "form follows feeling" approach, has carefully calibrated the environment to be a welcoming, contemplative, and enveloping one; the exhibition will convey the feeling of walking through a forest with accompanying sound and light effects. Central to Lexus' values is *omotenashi*—a concept encompassing both hospitality and mindfulness—and the Milan space will feature an elevated lounge that provides an area for rest and reflection.

As a precursor to Milan, the first iteration of Shaped by Air, an outdoor installation will have a fresh take as it moves indoors at Lexus' luxury brand experience space, INTERSECT BY LEXUS – TOKYO. The captivating installation will be on view beginning March 17<sup>th</sup>.

Situated inside the light-filled gallery alongside the Shaped by Air installation is a presentation of prototypes by the four LEXUS DESIGN AWARD 2023 winners, expressing Lexus' belief that design can create the change we want in the world. Now in its eleventh year, the award celebrates up-and-coming creative talent from across the globe. Selected from 2,068 entries originating from 63 countries and regions around the world, this year's emerging talents include: **Pavels Hedström** (Sweden, based in Denmark), **Jiaming Liu** (China), **Temporary Office**, [Singapore (Vincent Lai) & Canada (Douglas Lee), based in USA], and **Kyeongho Park & Yejin Heo** (Republic of Korea).

The LEXUS DESIGN AWARD 2023 brief invited designers to submit concepts that anticipate a challenge of the future, address that challenge with an innovative solution, and captivate the imagination with exceptional design, while seamlessly enhancing the happiness of all. This year's presentation of the LEXUS DESIGN AWARD also marks the brand's launch of the **People's Choice Award**, which will invite viewers to cast a vote for their favorite prototype both online and at Superstudio in Milan.

“We are thrilled to expand our collaboration with the inimitable Suchi Reddy and see the Electrified Sport come to life alongside the work of our LEXUS DESIGN AWARD winners,” **said Brian Bolain, Lexus' global head of marketing**. “Suchi's commitment to designing for a better tomorrow captures the innovative spirit of the award, and we cannot imagine a more perfect synergy for this year's Milan presentation.”

Since 2005, Lexus has been at the forefront of pioneering electrification in the luxury market. With the introduction of the next-generation Electrified Sport concept, 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. Suchi's installation highlights the full potential of electrification and underscores Lexus' vision for a future that is human-centered, carbon-neutral, and focused on craftsmanship and quality.

## **EVENT DETAILS:**

### **Duration**

Press Day April 17, 2 p.m. to 9 p.m.

Public Days April 18 to 23, 11 a.m. to 9 p.m.

### **Venue**

Superstudio Più (Art Point)

Via Tortona, 27 20144 – Milano, Italy

### **Exhibits**

Installation created by Suchi Reddy

Designs by the four winners of the Lexus Design Award 2023

### **Organizer**

