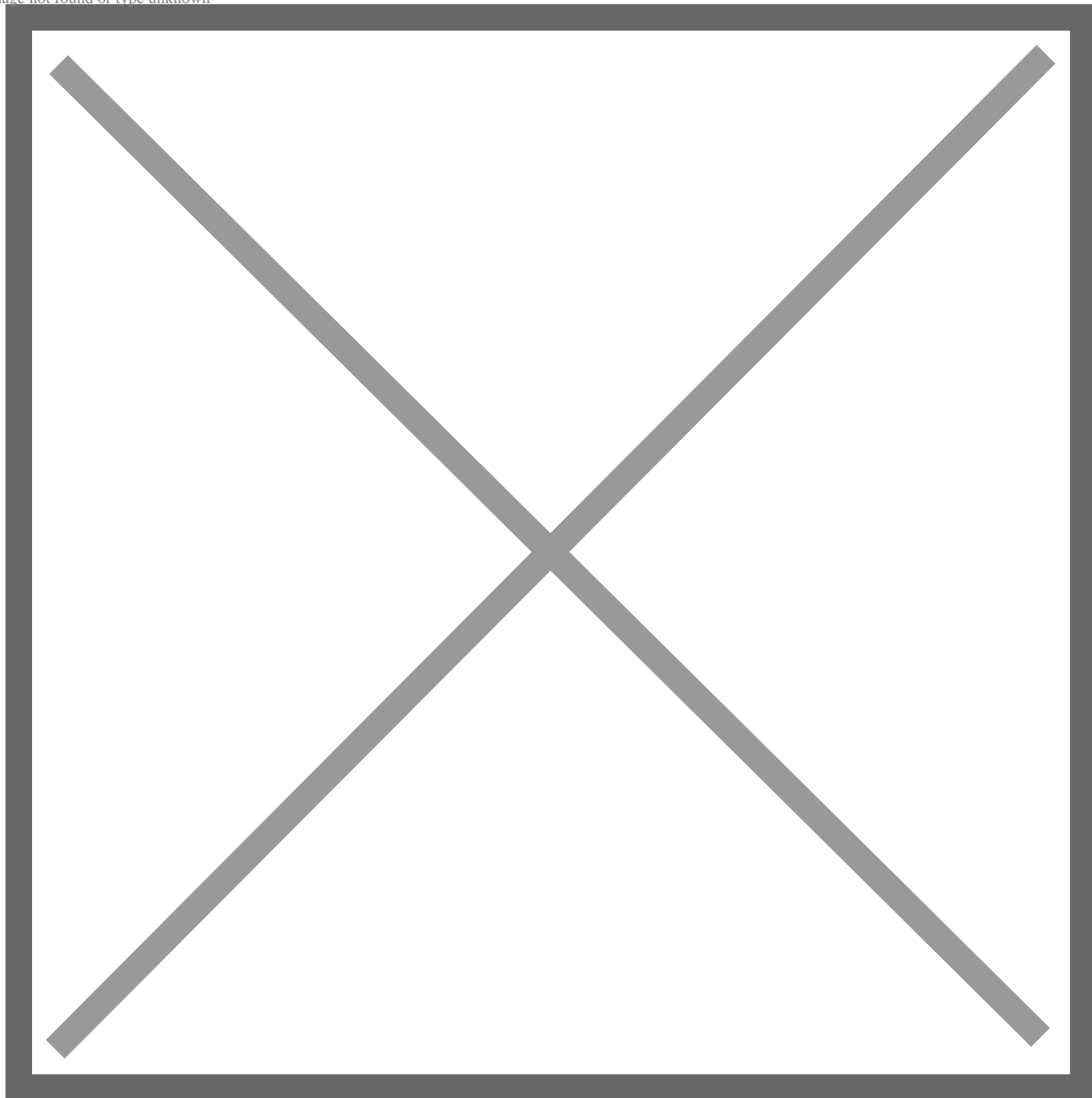


LEXUS ANNOUNCES COLLABORATION WITH MARJAN VAN AUBEL FOR MIAMI ART & DESIGN WEEK 2023

October 31, 2023

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PLANO, Texas (Oct. 31, 2023) – Today, Lexus announced a new collaboration with acclaimed Dutch solar designer Marjan van Aubel to create a vibrant, sun-powered installation within the Institute of Contemporary Art, Miami (ICA Miami) sculpture garden. Inspired by the new and advanced LF-ZC Lexus Battery Electric Vehicle (BEV) Concept car and jointly realized with spatial experience design studio Random Studio, the interactive installation will elevate Lexus and van Aubel’s investment in pushing the boundaries of design and technology toward a carbon-neutral future. It will be unveiled in early December, and on view throughout Miami Art & Design Week 2023.

Titled “8 Minutes and 20 Seconds,” in reference to the time it takes light from the sun to reach the earth, this installation will brilliantly showcase the incredible potential of harnessing carbon-neutral energy. It represents a sculptural interpretation of Lexus’s groundbreaking new model of electrification, intricately constructed around van Aubel’s unique use of organic photovoltaic (OPV) cells commonly employed in solar power applications. Through the lens of van Aubel’s solar design expertise, this installation not only pays homage to the sun’s journey but also amplifies the ingenuity of Lexus’s environmentally-conscious and technologically-pioneering electrified vehicle.

Lexus’s unwavering commitment to social responsibility in mobility design and broader societal contexts guides the brand, propelling it to challenge convention and transcend limitations while maintaining a wide-reaching vision for sustainability. The LF-ZC (Lexus Future Zero-emission Catalyst) concept is part of the forthcoming next-generation Lexus BEV lineup. As the name suggests, the model forms the catalyst for new experiences in the electric age, including elevated driving dynamics, uncompromised design, and new exclusive services—the epitome of the Lexus brand promise to craft cars that enrich the lives of discerning customers.

The installation marks van Aubel’s first-ever public project in Miami. Lexus has brought installations to Miami Art & Design week since 2018, and this project marks the second year of their partnership with ICA Miami. Together, Lexus and ICA Miami are committed to building experiences that inspire visitors to consider the positive impact of creative design.

To realize the installation, van Aubel’s studio is collaborating with Random Studio, the acclaimed Certified B Corporation® that creates immersive spatial experiences globally. The installation will model the LF-ZC at-scale, constructed with OPV sheets that cast colorful shadows as sunlight hits them throughout the day. Light and motion sensors within the sculpture will add to the installation’s engaging, interactive nature, creating a visual spectacle that activates the senses and embodies the inspiring possibilities of Lexus’s electric revolution.

Marjan van Aubel has earned global recognition for bringing solar energy into everyday life through aesthetically pleasing solutions. As a passionate advocate for sustainability within the art and design sector, her practice and research has yielded award-winning furniture and lighting design, along with striking public installations. Additionally, she stands as a co-founder of the world’s first Solar Biennale, and her remarkable works are displayed in prestigious institutions, including the MoMA, Vitra Design Museum, Stedelijk Museum, and the Victoria and Albert Museum.

“Lexus’ dedication to innovation and craftsmanship resonates with the ethos of my own practice, which is that functional design can be both sustainable and aesthetically beautiful. With this collaboration, I hope we can bring light to the concept that sustainable design solutions are works of art,” said Marjan van Aubel.

“We are honored that Marjan van Aubel, a pioneer in the field of solar design, is working with us to bring her expertise and brilliance to imagine the BEV Concept car. Her unwavering commitment to sustainable, human-first design is a characteristic we value strongly here at Lexus. We could not think of a better location for her installation to be unveiled than at ICA Miami, a world-class institution,” said Brian Bolain, Lexus’ global head of marketing.

“Environmental sustainability is a priority for ICA Miami as we have made a year-round commitment to minimizing and offsetting our carbon footprint. Marjan van Aubel’s powerful work with Lexus represents significant advances in innovative sustainable design and represents how global ecological concern drives contemporary solutions. We are delighted to provide an important platform for Marjan van Aubel and their powerful work during Miami Art Week,” said Alex Gartenfeld, Irma and Norman Braman Artistic Director at ICA Miami.

Coinciding with the installation, Lexus will once again 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. Additional details will be provided in November.

