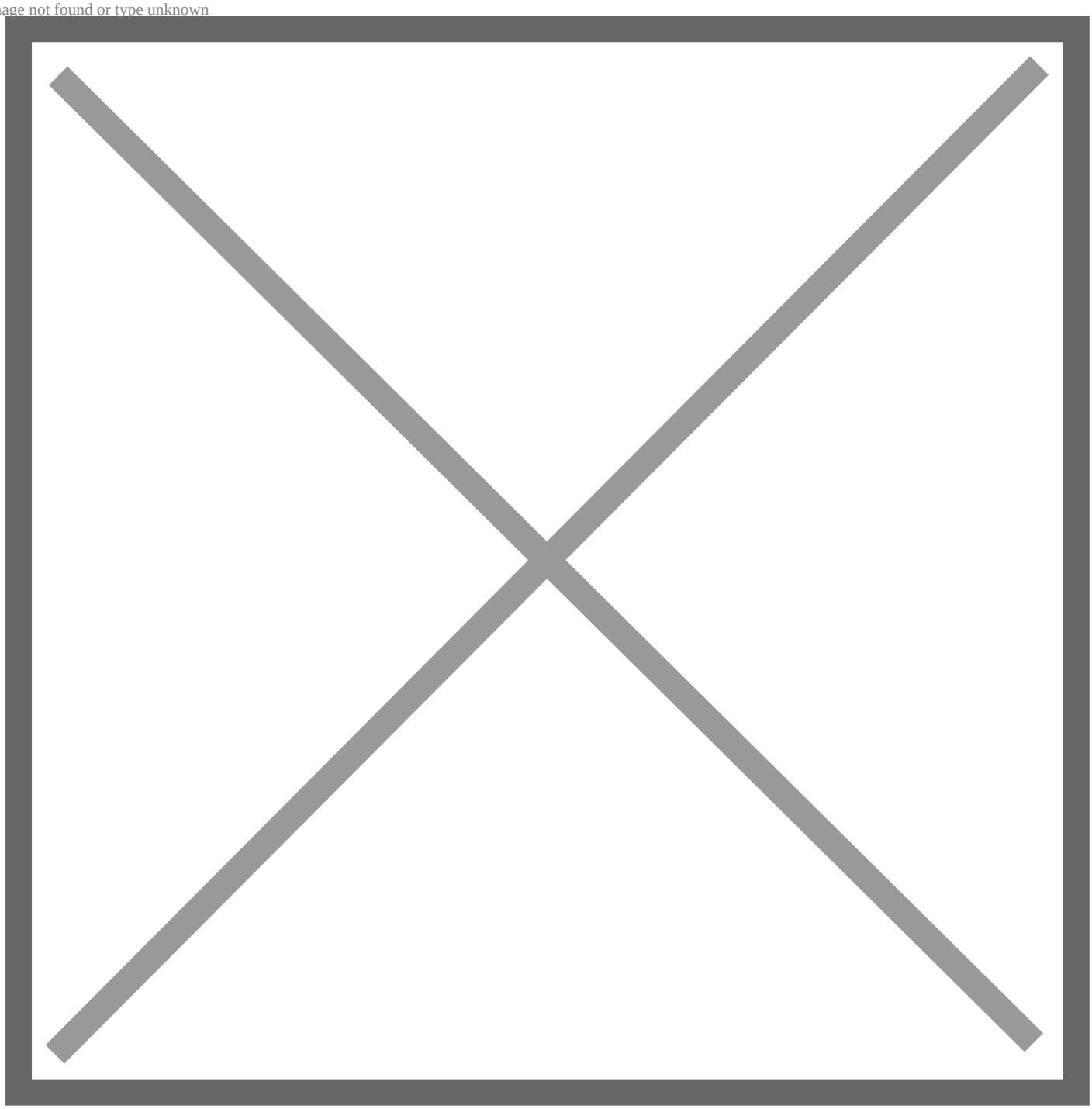
LEXUS CELEBRATES DESIGN AT NYCxDESIGN FESTIVAL WITH LEXUS AMBIANCE INSTALLATION

May 09, 2025

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NEW YORK (May 9, 2025) — Lexus is taking part in this year's NYCxDESIGN Festival (May 15–21), supporting the 2025 edition of *Design Pavilion*, New York's premier public design exhibition. Opening tomorrow through May 19 at Hudson Yards Public Square and Gardens, *Lexus Ambiance* is an immersive, interactive installation produced by the luxury automotive brand and presented by NYCxDESIGN. The experience consists of Lexus' cutting-edge design, interactive elements, and the spectral visual artwork of Australian artist Nick Thomm.

"Lexus is rewriting the script and unveiling the next chapter of the brand, 'The Standard of Amazing,' where we work to meet our customers at their passion points and elicit an emotional connection with our vehicles," says Gabrielle Diaz, manager, Lexus Events. "Participating in the 2025 Festival allows us to showcase our vehicles to the design community and share what a future for Lexus could look like."

As visitors approach the structure, they will discover the captivating styling and open-air exhilaration of the Lexus LC 500 Convertible, which is wrapped in Nick Thomm's style and positioned against the backdrop of an emotive light structure. Inside, the striking Lexus GX 550 – known for its chiseled design and powerful stance – is accompanied by kinetic experiences and real-time ambiance technology that transform guest movements and energy into vivid light-based works of art.

"Lexus arrives in New York at a powerful moment—when the city is actively celebrating innovation in the designed environment. Through our NYCxDESIGN Festival, we spotlight the full spectrum of design disciplines, which is exactly why we chose Hudson Yards as the site to launch NYCxDESIGN's public face. Right here, right now, we are surrounded by it all—city planning, architecture, landscape architecture, sustainable living," says Ilene Shaw, Executive Director of NYCxDESIGN and Founder of Design Pavilion. "The installation is a prime example of industrial design and user experience seamlessly integrating with cutting-edge technology. Lexus' partnership with artist Nick Thomm—whose bold, modern visual language speaks directly to how designers translate culture and emotion into form—embodies everything NYCxDESIGN celebrates. It's all here, at once. This is what the unification of multi-disciplinary design looks like and what NYCxDESIGN represents."

Hudson Yards Public Square and Gardens—one of New York's most design-forward public spaces and home to the iconic Vessel—is an ideal location for the Pavilion, providing a world-class stage that welcomes all New Yorkers and visitors alike.

"Art and architecture are a cornerstone of Hudson Yards, and we are thrilled to host NYCxDESIGN's 2025 Design Pavilion welcoming its vibrant multidisciplinary community to the Public Square and Gardens," says Stephanie Fink, Senior Vice President of Marketing, Partnership and Events. "Our continued partnership with NYCxDESIGN underscores our commitment to advancing the local arts and design industry and infusing great cultural moments throughout our neighborhood

The Design Pavilion by Lexus will be open from May 10 to 19 at Hudson Yards Public Square and Gardens. The hours of operation are 10 a.m. to 9 p.m. Monday through Saturday, and 10 a.m. to 7 p.m. on Sunday.