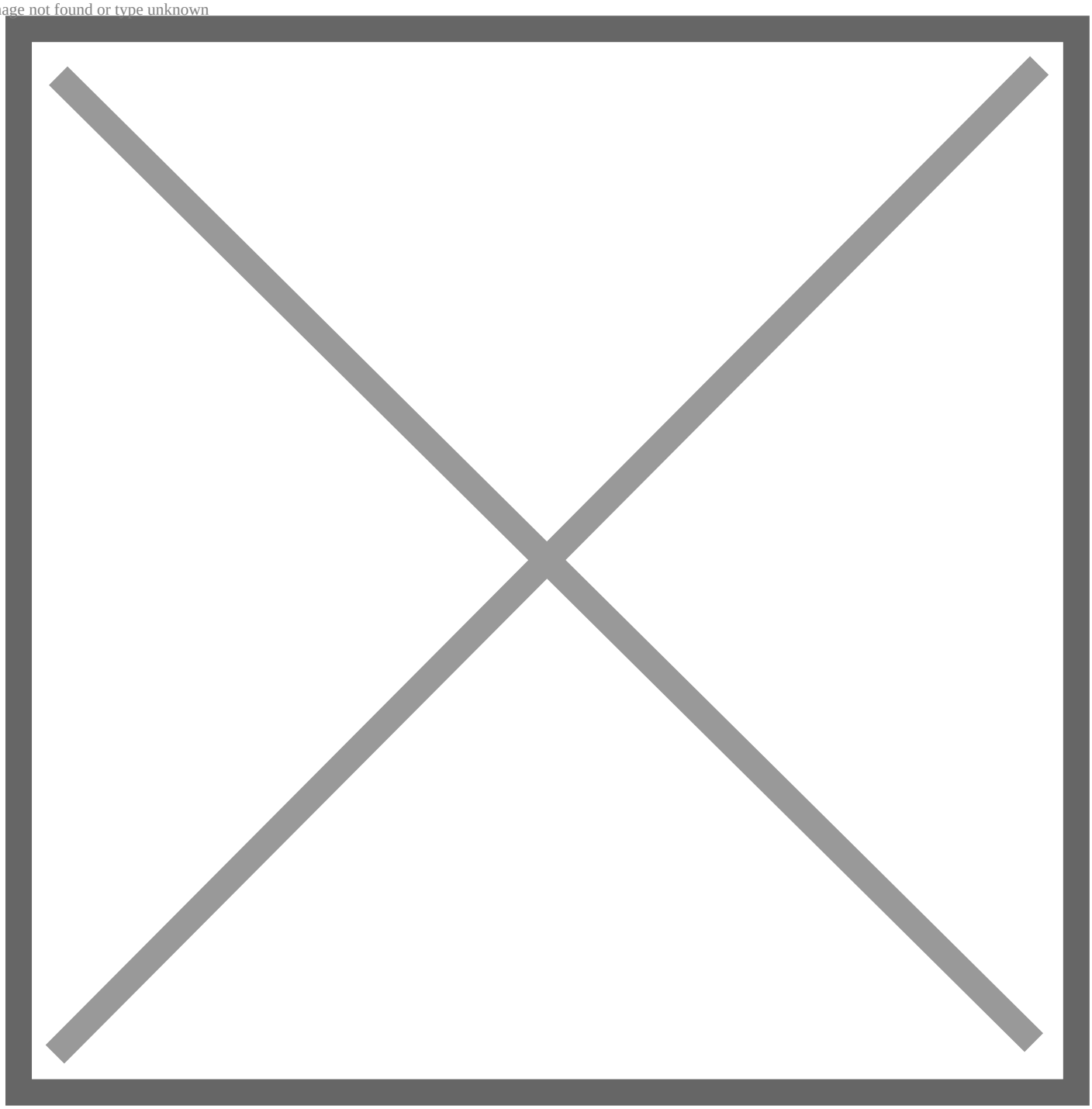
LEXUS BRINGS “SKETCH TO STREET” DESIGN EXPERIENCE TO NYCXDESIGN®

May 14, 2026

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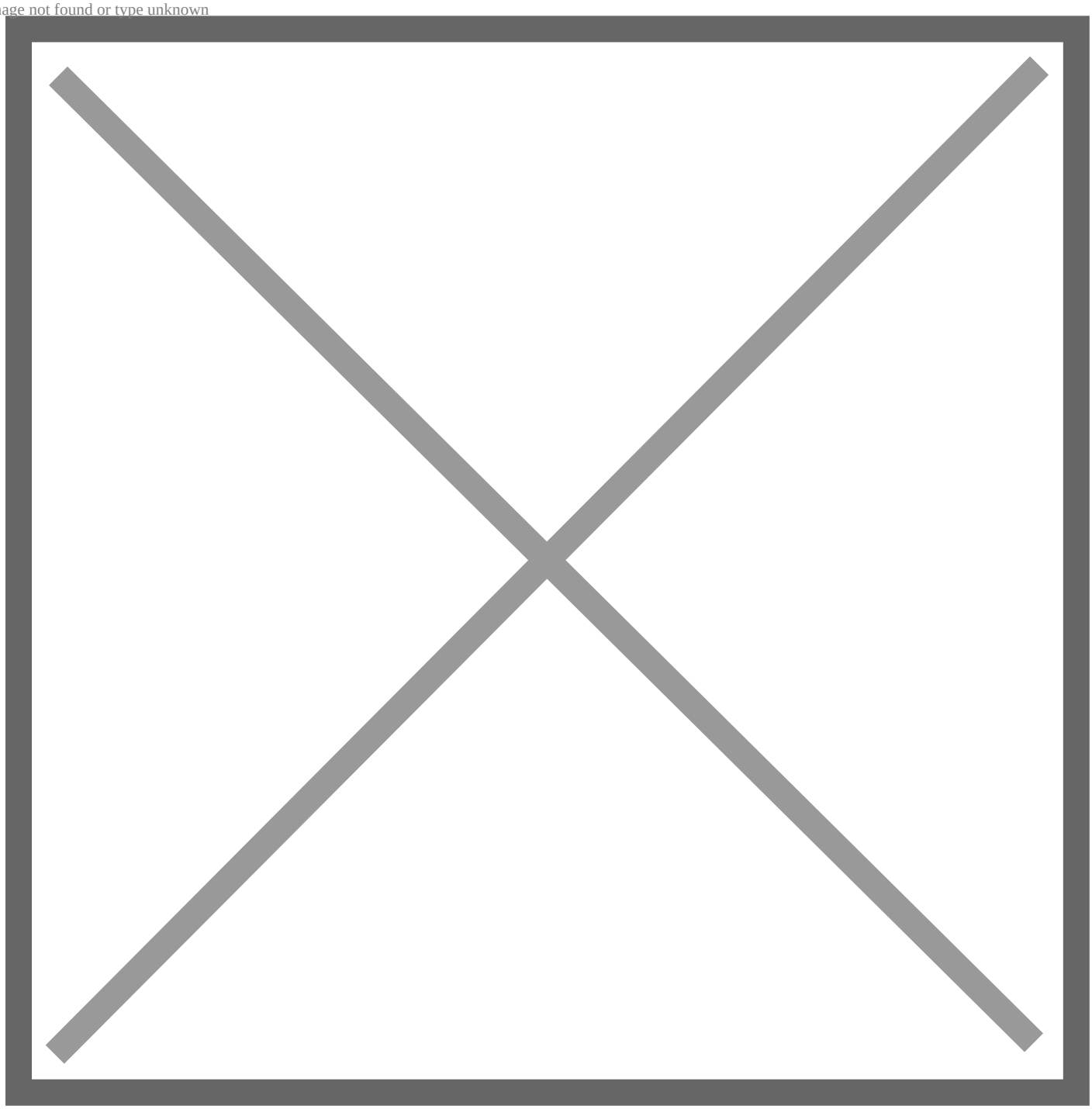


NEW YORK (May 14, 2026) – Lexus will present “Sketch to Street: See the process. Feel the craft.” NYCxDESIGN®, an immersive multi-day activation in Times Square, is being held May 14–19 and explores how ideas move from initial sketch to final form through visual art, fashion and automotive design.

Designed as a living creative studio, the experience will offer guests a firsthand look at the role of process in shaping craft. Through a series of daytime and evening moments, Lexus will bring together artists and designers whose work reflects the precision, experimentation and intentionality that define the brand’s approach to luxury.

“Creativity and design are at the heart of everything we do at Lexus,” said Sam Wintermyer, Lexus Marketing General Manager. “NYCxDESIGN® provides an exciting opportunity to celebrate the creative process in an immersive and unexpected way, bringing together art, fashion and automotive design to show how bold ideas take shape through craftsmanship, innovation and intention.”

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The Car Becomes the Canvas

At the center of the activation is a custom Lexus IS, which will serve as a live canvas for artist Alex Alpert. Throughout the event, Alpert's signature linework will evolve in real time across the vehicle and select fashion pieces by fashion designer Denise Fócil, creating a dynamic expression of art in motion. Lexus will also showcase two electric vehicles: the all-new Lexus TZ and Lexus ES, highlighting the brand's newest design expressions and broader vision for the future.

The People Behind the Process
Hear from three creative voices, each offering a rare, behind-the-scenes look at how ideas take shape:

- Alex Alpert – Visual artist whose expressive linework bridges fine art and design
- William Chergosky, CALTY Design Research – Lexus' in-house design lead, walking guests through the journey from first sketch to sculpted vehicle form
- Denise Fócil, AS BY DF – Fashion designer spotlighting how concept, material, and construction collide through experimentation and craftsmanship

Programming throughout the week will further bring the theme to life. Here's what's happening:

- **"The First Line"** will feature Alpert illustrating live on the Lexus IS, showing how simple marks build into an expressive final composition.
- **"The First Stitch"** will highlight AS BY DF's approach to materials, silhouette and construction.
- **"The First Curve"** with Chergosky will give guests a rare glimpse into the early stages of Lexus vehicle design.
- **"The Living Line**" will feature Alpert customizing AS BY DF garments in real time, extending his linework beyond the vehicle and into fashion.
- **"Driven Lines,"** a Sketch and Sip session with CALTY Design Research will explore the philosophy behind Lexus design and how early ideas develop into sculpted vehicle form.

On Sunday, May 17th, Lexus will host a guided Stryde® Social run through Times Square, culminating in a HYROX® workout led by fitness coach, Jake Rath. The experience transitions into a post-workout social hour focused on recovery and connection. Throughout the activation, live DJ sets powered by the Mark Levinson® sound system—exclusive to Lexus—deliver a premium audio experience.

By bringing together visual art, fashion, wellness and automotive design in one space, Lexus' NYCxDESIGN® activation celebrates creativity as a process — revealing how a line becomes a silhouette, a sketch becomes a vehicle, and craft becomes culture.