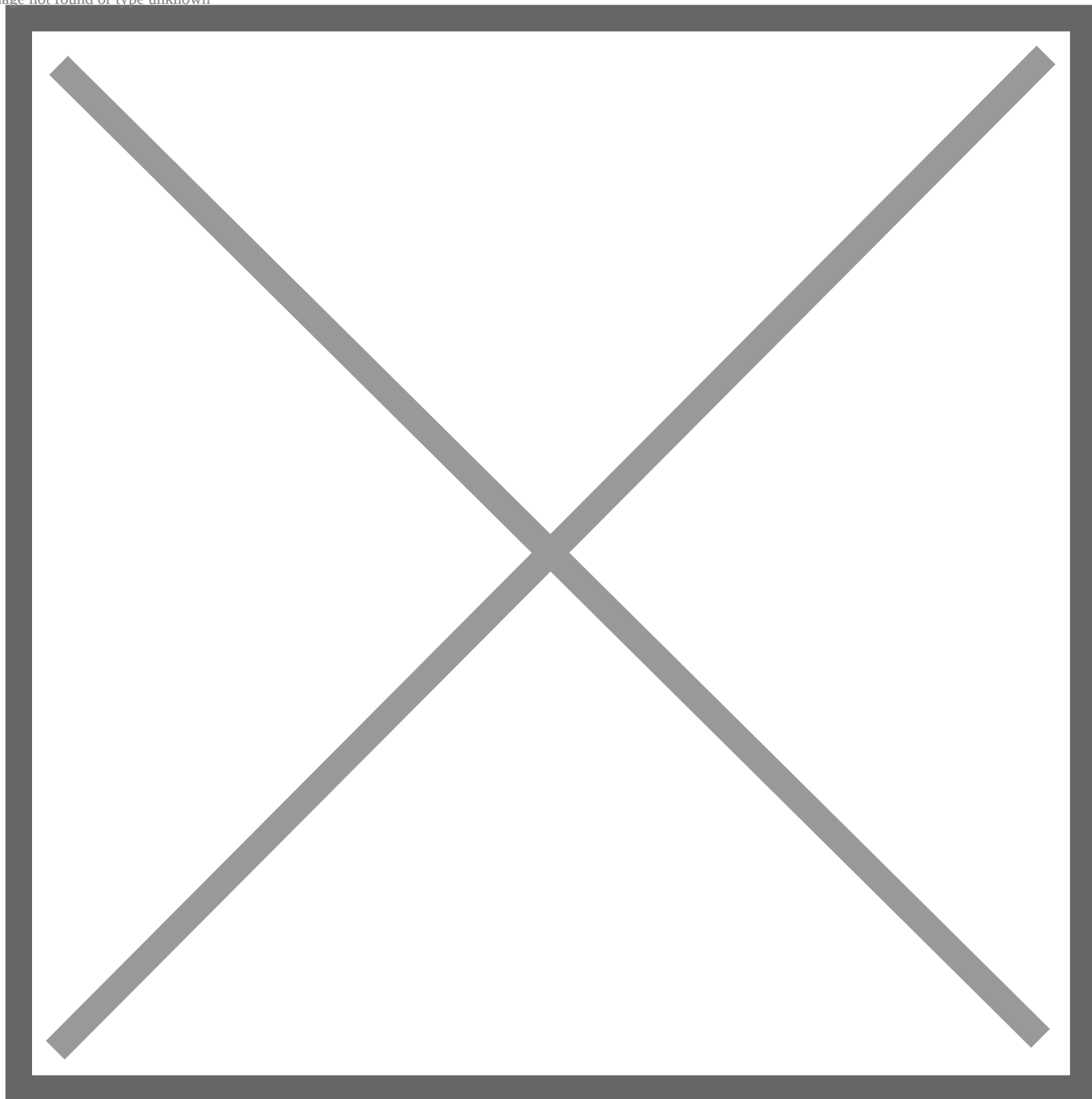


LEXUS BRINGS "WHERE ART MEETS ENERGY" TO THE ARMORY SHOW

September 22, 2026

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NEW YORK (Sept. 22, 2026) – Lexus is introducing a new kind of gallery experience to this year’s Armory Show, the fair that opens New York’s fall art season by bringing the world’s leading international contemporary and modern art galleries to the city. On Sept. 24, 2026, Lexus will debut an installation that explores the space where artistic imagination and electrified design intersect.

Titled “Where Art Meets Energy,” the installation reimagines the Lexus design process as a journey through creativity, craftsmanship, and electrification. Through three immersive chapters, guests experience the evolution of an idea – from discovery, to transformation, to the future of mobility.

A Live Canvas

Central to the experience is a collaboration with Lexus Artist-in-Residence, Alex Alpert, whose signature illustration style becomes the visual language of the installation. Inspired by Alpert’s expressive linework, the environment transforms over time as lighting levels shift. Details hidden in plain sight begin to glow, revealing new layers of artwork and creating a dynamic visual experience that continuously evolves throughout the space. Live illustration sessions by Alex further enhance the experience, with wall graphics growing and taking shape throughout the event as he completes artwork in real time.

Lexus After Dark: A Gallery for the Senses

As daylight fades, the activation transforms into “Lexus After Dark,” an intimate evening experience that shifts the focus from vehicle showcase to sensory exhibition. Here, electricity itself becomes a creative material – expressed through kinetic light, reflection, and texture – turning the vehicles into centerpieces of a space that feels part sculpture, part sanctuary.

Lexus After Dark will include:

- **Transformative Beverages:** A handcrafted drink experience that changes color with a fresh squeeze of citrus, mirroring the journey from sketch to energized reality.
- **Lexus × Alex Alpert Pocket Sketchbook:** featuring a collection of illustrations created throughout the season. The final pages remain intentionally blank – a space reserved for the next idea, the next sketch, and the next expression of creativity.

Through this collaboration, Lexus continues to explore how innovation and refined craftsmanship can redefine luxury mobility, inviting Armory Show attendees to experience firsthand what happens when design meets energy.

The Lexus activation will take place at The Armory Show, September 24 –27, 2026, at the Javits Center in New York.