

 | DESIGN EVENT 2018

LIMITLESS CO-EXISTENCE

MILAN DESIGN WEEK 2018

LEXUS | DESIGN EVENT 2018

LIMITLESS CO-EXISTENCE

Can you imagine a world where individuals can understand, respect and care about each other without exceptions?

We can.

Let us harness the power of design and innovation to shine the light on everyone, so that not a single person is left in the shadow and remove the barriers to exploring our true potential.

At Lexus, we believe design is a catalyst for change, for empowerment and for inclusiveness.

It is a powerful force that can transform the ordinary into the extraordinary, and reveal to humanity that with "CO-" the possibilities are limitless.

EVENT SUMMARY

PRESS PREVIEW:

April 16th 11.00 - 18.00

LEXUS DESIGN

AWARD 2018:

April 16th 12.00 - 14.00

Grand Prix winner selection

COCKTAIL PARTY:

April 16th 19.00 - 22.00

Lexus Design Award
ceremony at 19.30

PUBLIC DAYS:

April 17th - 22nd, 2018
10.00 - 20.00

VENUE:

CAVALLERIZZE

Museo Nazionale della Scienza e
della Tecnologia Leonardo da Vinci
Via Olona, 6, 20123 Milano MI, Italy

EXHIBITS:

"CO-" created by featured designers

The 12 finalist designs of the Lexus
Design Award 2018

(4 prototypes and 8 panel displays)

ORGANIZER:

Lexus International



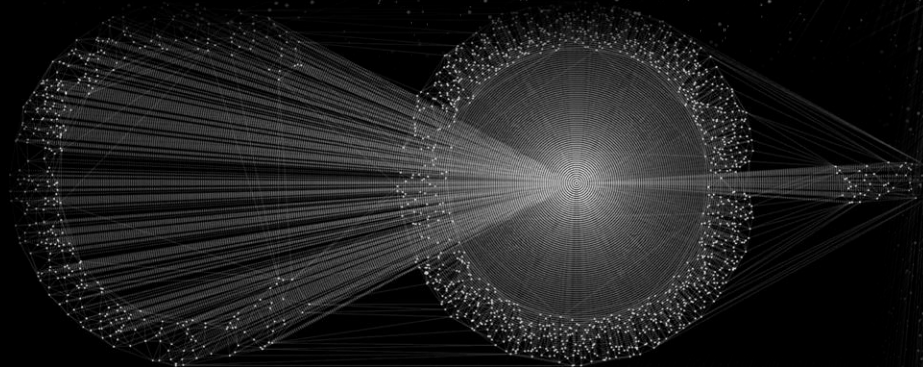
THEME

"CO-" is a Latin prefix meaning with or together in harmony.

At Lexus, we seek the harmonious coexistence of nature and society through sustainable design.

"CO-" is an approach that allows us to explore our potential and that of our environment by creating new possibilities through collaboration, coordination, connection, and the like.

Let "CO-" inspire you to conceive a better world.



SPACE DESIGNER SOTA ICHIKAWA

Japanese architect Sota Ichikawa of dNA (doubleNegatives Architecture) believes that architecture's potential is restricted by conventional methods of measuring space. By programming computers to interpret space from an omnidirectional perspective, he frees his imagination to explore new dimensions. Ichikawa's awards include the Algorithmic Design Quest (ALGODEQC) Architecture Vanguard Prize and ALGODEQC Programming Vanguard Prize, an ARS Electronica05 and 09 INTERACTIVE Art Honorary Mention, and the Wonders in Annual Development and Architecture Award (WADA). The urban research and design group, hclab, is supporting this project. Ichikawa is a member of hclab and another hclab member, Takatoshi Arai, is also a key contributor.

<http://doublenegatives.jp/>

<http://hclab.jp/>



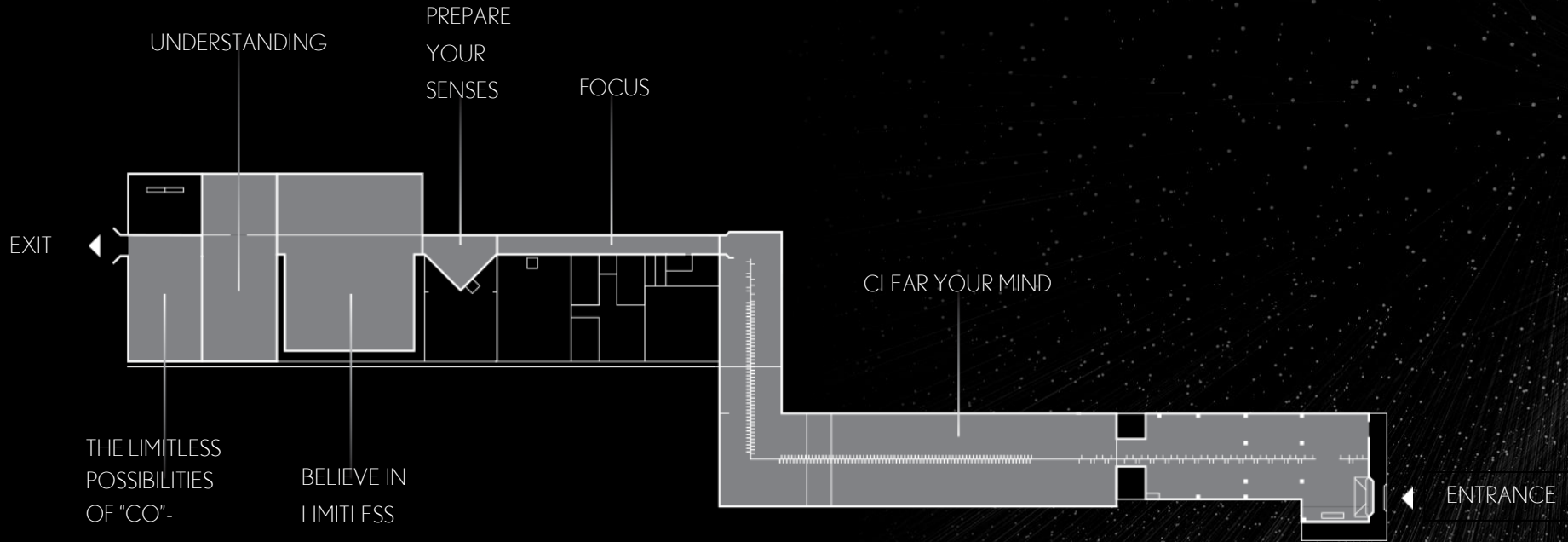
CULINARY DESIGNER ALTATTO

The Altatto catering service uses fine Italian produce to create vegetarian and vegan cuisine that values the environment, manual work, seasonality and tradition. Altatto comprises three cooks - Giulia Scialanga, Sara Nicolosi and Cinzia De Lauri - pursuing flavor and beauty as an expression of their skills and passion. They met at Joia, the only starred vegetarian restaurant in Italy, and have deepened their understanding and technique under the guidance of Pietro Leemann, Joia's founder.

<http://www.altatto.com/>



JOURNEY OF THE EXHIBITION

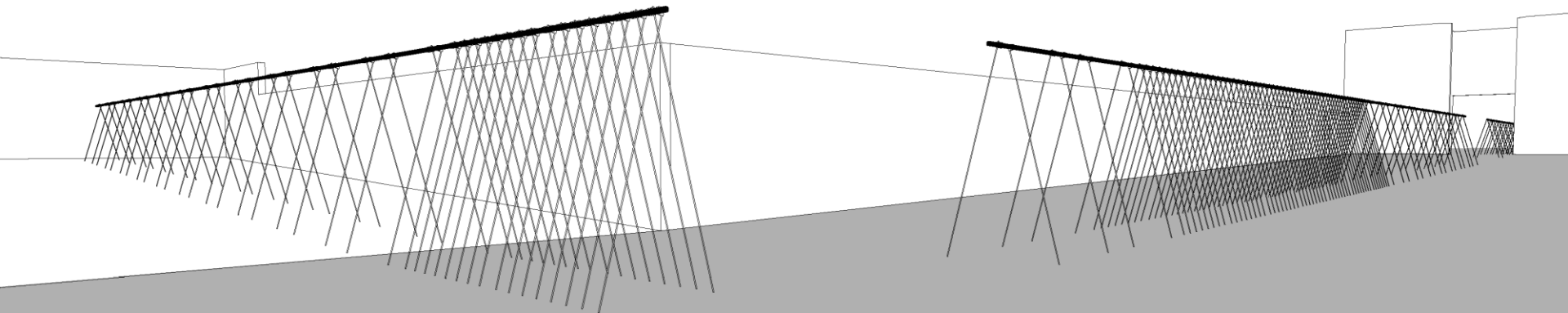


CLEAR YOUR MIND

The area is designed to reset visitors' senses and to clear the mind before the journey.

Sound and fragrance with their unique ability to create the balance and harmony essential to coexistence carries you gently through the entrance hall.

The fragrance of bergamot, signature aroma of the event, foretells future experience.



FOCUS

The area is designed to unlock our collective potential.

By seeing the display of the illuminated single string which is a metaphor for the individual, visitors will realize that they are an “individual” but that they are among “everyone.”



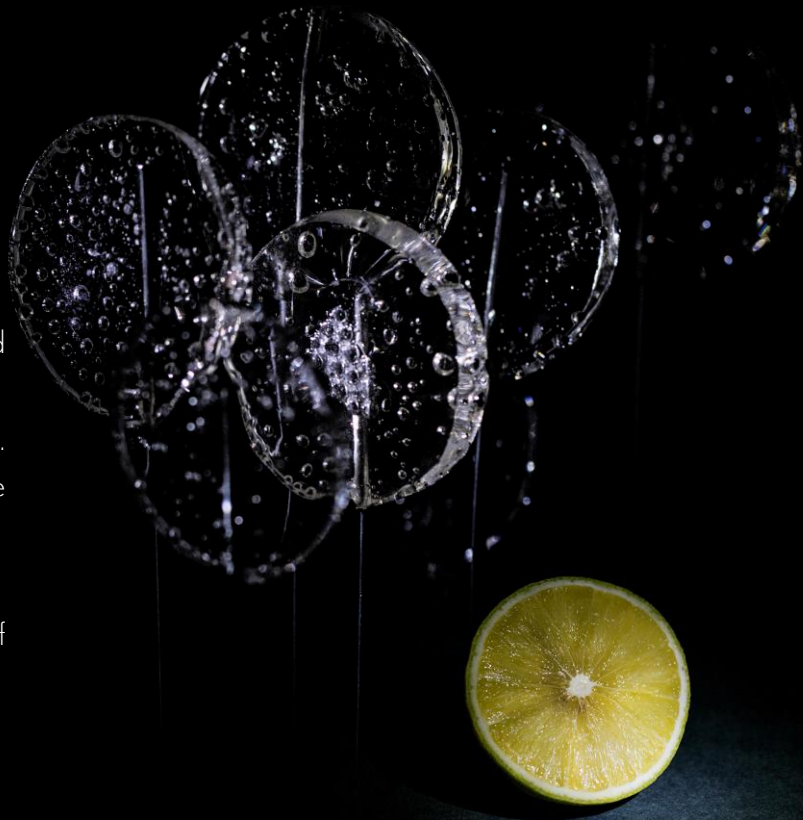
PREPARE YOUR SENSES

Tasting prepares you by sharpening the senses.

The Bergamot orange is a humble fruit, native to Italy that alone is bold and powerful.

Yet, when combined with other aromas, it unlocks its true potential. Elements essential to coexistence have a unique ability create balance and harmony

Captured in a simple lollipop, we hope Bergamot, the signature aroma of our event will heighten your senses.



BELIEVE IN LIMITLESS

The design symbolically expresses "CO-" as a world of ultimate coexistence.

Built on an imaginative ideology that everyone is the center of the world, a visually infinite number of hanging vertical strings are used to represent the world's individuals. Each hanging vertical string is simultaneously illuminated by a single light source and yet not one is in the shadows; a representation that each individual perspective is its own center. Through the use of technology and innovative design thinking, the seemingly impossible is achieved.

Sota Ichikawa programmed a computer to precisely position the 12,000 strings and control the laser's movement. The result is a seemingly random light pattern illuminating the "individual" strings so they CO-exist in the light yet cast no shadows.

UNDERSTANDING



You can find out more about the details behind this unique experience, and how the seemingly impossible is achieved using technology and innovative design thinking.

A video shows how algorithms are used to realize the ideal arrangement that enables the strings to appear without shadow, bringing light to everyone.

LEXUS LF-1 LIMITLESS

A DIFFERENT VIEW

Like the far side of the moon that can never be seen, objects only reveal what is visible from a given viewpoint. Just as in creating a map from a globe, plotting a three-dimensional object into two dimensions enables us to appreciate its essence in all its fullness.

ABOUT LEXUS LF-1 LIMITLESS

Combining high performance with unrestrained luxury, the Lexus LF-1 Limitless is a showcase of technology, innovation and the latest evolution of design at Lexus. Like molten metal being forged into a fine Japanese sword, the lines of the Lexus LF-1 Limitless concept have the potential to shape the future of a flagship luxury crossover for Lexus.

* Debuts at North American International Auto Show in January 2018.



THE LIMITLESS POSSIBILITIES OF “CO-”

Explore the potential of the creative theme “CO-” in the 12 winning artworks of the Lexus Design Award 2018 exhibit.

ABOUT LEXUS DESIGN AWARD

First launched in 2013, the Lexus Design Award is an international design competition that targets up-and-coming creators from around the world. The award seeks to foster the growth of ideas that contribute to society by supporting designers and creators whose works can help to shape a better future. It provides a unique opportunity for four finalists to work with globally recognized designers as mentors to create prototypes of their designs, and then exhibit them at one of the design calendar's most important events.



LEXUS | DESIGN AWARD 2018

OVERVIEW

01

LDA 2018
SUBMISSION

JUL 24 - OCT 8, 2017

02

FINALIST
SCREENING
SESSION

NOV 20, 2017

03

ANNOUNCEMENT
OF WINNERS

JAN 31, 2018

04

PROTOYPE
DEVELOPMENT

JAN - MAR 2018

05

FINALIST DISPLAY &
GRAND PRIX JUDGING
AT MILAN DESIGN WEEK

APRIL 16, 2018

06

PEOPLE'S
CHOICE

APRIL 22, 2018



LEXUS | DESIGN AWARD 2018

JUDGES & MENTORS

This year, we invited two new judges, renowned Sir David Adjaye and Shigeru Ban, which add new perception for this award. In addition, we welcomed four of new mentors. In particular, the mentors strongly empathize with nurturing the next generation of innovators, and they have generously given their time to advise some of the award winners.

JUDGES



David Adjaye
Architect



Shigeru Ban
Architect



Paola Antonelli
Senior Curator MoMA



Birgit Lohmann
Chief Editor of designboom



Alice Rawsthorn
Design Commentator

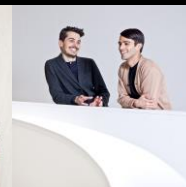


Yoshihiro Sawa
President of Lexus International

MENTORS



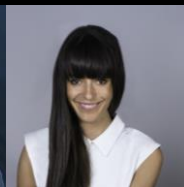
Lindsey Adelman
Designer



Formafantasma
Designers



Sou Fujimoto
Architect



Jessica Walsh
Designers

LEXUS | DESIGN AWARD 2018
PROTOTYPE WINNER

CO-RKs

A generative system connecting cork thread, a sustainable material and computational process that generate design products.

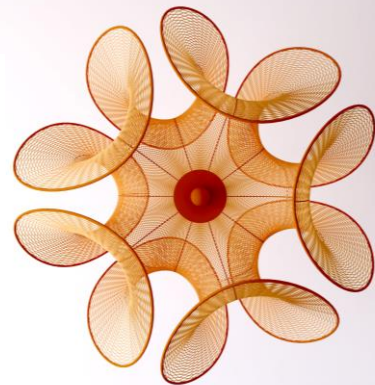
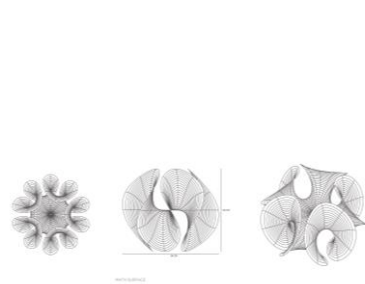
DIGITALAB

Brimet Fernandes da Silva (Portugal)

Ana Trindade Fonseca (Portugal)

Mentored by Lindsey Adelman

Ana Fonseca and Brimet Silva are the founders of DIGITALAB, a young, multidisciplinary and experimental architecture, design and research studio. They studied at the Department of Architecture of the University of Coimbra (Portugal) and RWTH Aachen University (Germany). DIGITALAB explores forms and spaces associated with computational generative design, digital fabrication and new materials. Currently, the studio is developing projects on different scales in the areas of architecture and design, with strong links to industry.



LEXUS | DESIGN AWARD 2018
PROTOTYPE WINNER

Honest Egg

Connecting technology and new design interface to show egg's edibility.

aesthetid

Paul Yong Rit Fui (Malaysia),
Jaihar Jailani Bin Ismail (Malaysia)

Mentored by Jessica Walsh

Malaysia-based industrial designers, Paul Yong Rit Fui and Jaihar Jailani Bin Ismail co-founded aesthetid, a design consultancy based in Johor Bahru, specializing in Product Design, Graphics and Design Language services. They believe in making technology, business and design a natural symbiotic experience, uncovering user needs, behavior and desires..



LEXUS | DESIGN AWARD 2018
PROTOTYPE WINNER

Recycled Fiber Planter

Co-fusion textile and green design to repurpose used clothes.

Eriko Yokoi (Japan)

Mentored by Sou Fujimoto

Yokoi received her Master's degree in textile design from Tama Art University. In 2016, she did an exchange program at the Royal College of Art, in the textile course. After graduating from the Product Department at Tama Art University, she worked as a socks designer. Her vision is to explore cross-cutting research.



LEXUS | DESIGN AWARD 2018 PROTOTYPE WINNER

Testing Hypotheticals

A collaboratively imagined test site that explores speculative relationships between society, technology and the environment.

Extrapolation Factory

Christopher Wobken (Germany),
Elliott P. Montgomery (USA)

Mentored by Formafantasma

Extrapolation Factory is a design-based research studio for participatory futures studies, founded by Elliott P. Montgomery and Chris Wobken. The studio develops experimental methods for collaboratively prototyping, experiencing and impacting future scenarios.



LEXUS | DESIGN AWARD 2018
PANEL FINALISTS



CO-Living

A new housing system that inspires people to CO-.

Khoa Vu and Wilson Harkhono

Khoa Vu (Vietnam), Wilson Harkhono (Indonesia)



COmer

Set of clay containers that collaboratively accompany the process of cooking, eating and sharing bread.

Sistema Simple Studio

Kaleb Cardenas Zavala (Mexico), Lucas Margotta Meneses (Chile),
Diego Gajardo Caldera, (Chile), Carlos Sfeir Vottero (Chile)

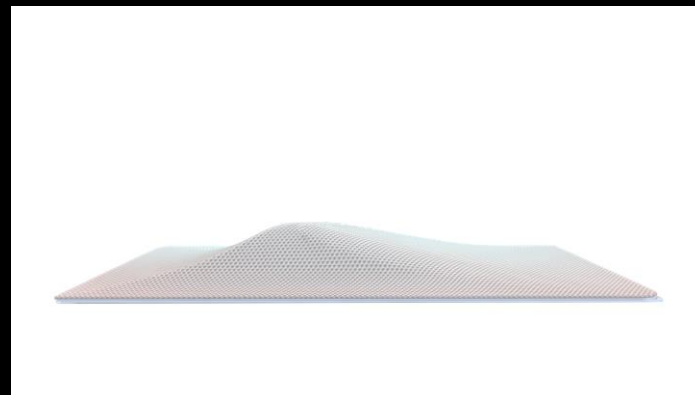
LEXUS | DESIGN AWARD 2018
PANEL FINALISTS



Fabric Block

Co-merging softness and hardness, a project that explores new ways to fabricate various objects.

Myung Duk Chung (South Korea)



GRABBY

A co-adapting cutting board for people with special needs.

IDEAL

Nadezhda Abdullina (Russia), Marina Egorova (Russia)

PANEL FINALISTS



Gravity Pen

A tool connecting virtual reality to physical experience, by simulating weight and touch.

Jon Simmons (USA)



PAPER SKIN

Connecting overlapping layers of paper to create a new material rich in color.

Hiroki Furukawa (Japan)

LEXUS | DESIGN AWARD 2018
PANEL FINALISTS



Primavera

To coalesce veneer and fabric laminated creates a unique armchair that stimulates imagination.

Yael Reboh (Israel)



VNWALLS GARDEN

An aeroponic planting machine that contributes to modern agriculture and farming methods.

VNWALLS

Nguyen Tien Phuoc (Vietnam), Pham Anh Tuan (Vietnam),
Truong Ngoc Phu (Vietnam)

LEXUS | DESIGN AWARD 2018

LEXUS DESIGN AWARD 2018 PEOPLE'S CHOICE

LEXUS
**DESIGN
AWARD
2018**
PEOPLE'S CHOICE

BE A JUDGE! JOIN THE VOTING!

This year, to focus more global attention on the impressive breadth and depth of the finalists' budding talent, Lexus has launched the "Lexus Design Award 2018 People's Choice". The winner is determined by votes cast on the website from 16th to 21st April and announced on 22nd April, the event's climax and final day.

You are also welcome to join the voting!

Choose your favorite design on the Lexus Design Award website and post to your social media account. For Instagram post unique hashtags for your favorite design.

VOTING PERIOD:

April 16th 11:00 - April 21st 23:59

WINNER ANNOUNCEMENT:

April 22nd

More information:

www.lexusdesignaward.com



REFERENCE

LEXUS DESIGN ACTIVITIES IN MILAN



2005

LEXUS L-finesse MODERN
JAPANESE ART MEETS
AUTOMOTIVE DESIGN

In collaboration with Junya
Ishigami, Hiroshi Senju and
Kazuyo Sejima

2006

TOKUJIN YOSHIOKA X
LEXUS L-finesse EVOLVING
FIBER TECHNOLOGY

In collaboration with Tokujin
Yoshioka

2007

LEXUS L-finesse
INVISIBLE GARDEN

In collaboration with Kumiko Inui
and Norimichi Hirakawa

2008

LEXUS L-finesse
- ELASTIC DIAMOND -

In collaboration with nendo

2009

LEXUS L-finesse -
CRYSTALLIZED WIND -

In collaboration with
Sosuke Fujimoto

LEXUS DESIGN ACTIVITIES IN MILAN



2013
LEXUS DESIGN
AMAZING 2013 MILAN
AMAZING FLOW

In collaboration with Toyo Ito
and Akihisa Hirata



2014
LEXUS DESIGN
AMAZING 2014 MILAN

In collaboration with Fabio
Novembre, Nao Tamura and
Tangible Media Group from
MIT Media Lab led by Prof.
Hiroshi Ishii



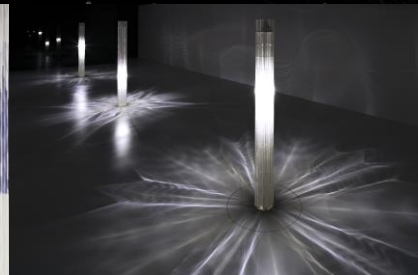
2015
LEXUS—A JOURNEY OF
THE SENSES

In collaboration with Philippe
Nigro and Hajime Yoneda



2016
LEXUS—AN ENCOUNTER
WITH ANTICIPATION

In collaboration with
Formafantasma and Yoji
Tokuyoshi



2017
LEXUS YET

In collaboration with Neri
Oxman and The Mediated
Matter Group

ABOUT LEXUS

Lexus launched in 1989 with a flagship sedan and a guest experience that helped define the premium automotive industry. In 1998, Lexus introduced the luxury crossover category with the launch of the Lexus RX. The luxury hybrid sales leader, Lexus delivered the world's first luxury hybrid and has since sold over 1 million hybrid vehicles.*

A global luxury automotive brand with an unwavering commitment to bold, uncompromising design, exceptional craftsmanship, and exhilarating performance, Lexus has developed its lineup to meet the needs of the next generation of global luxury guests, and is currently available in over 90 countries worldwide.

Lexus associates/team members across the world are dedicated to crafting amazing experiences that are uniquely Lexus, and that excite and change the world.

*(1,263,055 units as of December 2017).

Official Hashtags;

#LexusDesignEvent

#LexusDesignAward

www.lexusdesignevent.com

www.lexusdesignaward.com

More photos are available on:

<http://newsroom.lexus.eu>

<http://lexus-int.com>

