

# LEXUS DESIGN AWARD

January 30, 2014

## LEXUS ANNOUNCES THE 12 WINNERS OF THE 2014 LEXUS DESIGN AWARD

### ALL PROJECTS TO BE DISPLAYED AT CIRCOLO FILOLOGICO MILANESE DURING MILAN DESIGN WEEK

Lexus announces the selection of 12 winners for the second Lexus Design Award, an international design competition that was launched on August 1<sup>st</sup>, 2013.

1,157 submissions were received during the application period, which ended on October 15, 2013. From that group, 12 winners have been selected after careful consideration by six judges.

Among the winners, two will receive the unique opportunity to create a prototype of their project, with the help of two renowned designers: the game designer Robin Hunicke and architect Arthur Huang. These two designers have personally selected the two winners they will mentor, based on uniqueness, originality, relevance to the 'Curiosity' theme and the possibility of making a prototype.

Robin Hunicke selected "Iris", from the German Sebastian Scherer, while Arthur Huang will be following up "Macian" by James Fox from UK. The winners will cooperate with their mentors through regular creative sessions.

Their prototypes will be displayed together with the other ten winning entries in the Lexus space at the Milan Design Week from April 9 to 13, 2014.

An award ceremony will be held on Tuesday, April 8 evening at Circolo Filologico Milanese where each winner will receive from Lexus International the 2014 Lexus Design Award trophy.

The winners are (in alphabetical order of project title):

PROJECT	DESIGNER	COUNTRY
"Crane" A book library that creates a game of balance.	Magental (Ronen Bavly and Ornit Arron)	Israel
"DICECOVER" A playful tool that invites people to learn more about our planet.	Mansour Durasanah	USA
"E-Wheel" An integrated electric wheel bases on all in one idea.	Phuoc Nguyen	Vietnam

<b>"Flynote"</b> 150 years of musical evolution in just one product.	alDith (Aldo De Carlo-Italy and Judith Ccasa Caceres-Peru)	Italy
<b>"Game of Space"</b> The space of ambiguity of time-participating process.	IAD-architecture ( Nan Lei and Xinyi Wang)	China
<b>"Iris" (mentored by Robin Hunicke)</b> Hand-blown glass lamp with iridescent shimmering coating.	Sebastian Scherer	Germany
<b>"JoyCarpet"</b> An interactive carpet that helps baby's development.	Meng-Ling Yang	Taiwan
<b>"Macian" (mentored by Arthur Huang)</b> A kit designed to aid the experience and curiosity of den building.	James Fox	UK
<b>"Ooho!"</b> A water ball. Organic membrane packing for liquids.	Skipping Rocks Lab (Rodrigo García González-Spain, Pierre Pasalier-France and Guillaume Couche-France)	Spain / France
<b>"PAUSE"</b> A timepiece that redefines the perception of time telling	Stuti & Rajeev (Stuti Mazumdar and Rajeev Dave)	India
<b>"PIXIMOT"</b> An interactive display formed from rotating wooden cubes.	MAMIKIM & Co. (Mami Kim and Joe Hardy)	UK
<b>"Sky Lighthouse"</b> Lighting object with "colour of the sky" appeared from natural phenomena.	Yoshiki Matsuyama	Japan

The Lexus Design Award is an international competition that targets next generation innovators from around the world. It represents an opportunity for designers to gain exposure at the Milan Design Week, one of the world's leading design events. Through this initiative, Lexus hopes to nurture and support creators and enrich our world as a whole.

More details can be found on the Lexus Global website: <http://www.lexus-int.com>

### Lexus Design Amazing Milan 2014 Exhibition

**Address:** Circolo Filologico Milanese, Via Clerici 10, 20121 Milan – Brera District

**Dates:** Press preview: April 8  
Public days: April 9 till 13

**Website:** <http://www.lexus-int.com/>

### About 2014 Lexus Design Award

Judging criteria	<ul style="list-style-type: none"> <li>▪ Depth of understanding of the design concepts for the competition and a unique interpretation of those concepts.</li> <li>▪ Uniqueness of perspective and originality of solutions proposed under the theme.</li> </ul>
Judges	Paola Antonelli, Aric Chen, Takuo Fukuichi, Toyo Ito, Birgit Lohmann, Alice Rawsthorn
Mentors	Arthur Huang, Robin Hunicke
Prizes/benefits	<ul style="list-style-type: none"> <li>▪ Twelve entries will win awards. The creators of the awarded works will be invited to Milan Design Week 2014.</li> <li>▪ Two entries from the twelve winners will receive up to five million yen each (circa 38.000€) to cover prototype production costs. The designers of the two entries will create prototypes of their award winning designs between February and March 2014 through sessions with two assigned mentors.</li> <li>▪ The two prototypes and also panel displays of the other ten winning entries will be exhibited at Lexus Design Amazing 2014 in Milan (a Lexus exhibition space) during Milan Design Week from April 9 to 13, 2014</li> </ul>
Organizer	Lexus International
In cooperation with	designboom DESIGN ASSOCIATION NPO
Theme	Curiosity
For more information	Visit <a href="http://www.lexus-int.com/design/lda.html">http://www.lexus-int.com/design/lda.html</a>

### About Lexus

With the vision of Progressive Luxury, Lexus has been pursuing and presenting values different from those of conventional luxury makes. Lexus has been striving not only to create a more luxurious experience through automobiles, but also, through such technological advancements as the Lexus Hybrid Drive, to contribute to efforts to solve numerous issues that have surfaced in the modern world. Lexus believes that design for this competition goes beyond mastery of form and is a process in problem solving and an effort to propose solutions to shape a better society and future. Lexus therefore welcomes a wide variety of innovative ideas to overcome challenges.