

March 18, 2015

## LEXUS – A JOURNEY OF THE SENSES

### LEXUS TO PRESENT UNIQUE EXPERIENCE AT THE MILAN DESIGN WEEK FROM APRIL 14 TO 19

Since 10 years, Lexus is joining the world's largest design event, the Salone del Mobile di Milano (Milan Design Week). Through collaborations with world-renowned designers that create unique installations, Lexus aims to express its vision of a true luxury brand and its unique interpretation of design.

This year's exhibit titled "LEXUS – A JOURNEY OF THE SENSES" consists in a journey through three zones designed by the French designer Philippe Nigro. Each zone will awake the five senses in many different ways.

Senses are intrinsic to life: they are what allow us to perceive the world. Taking this purposefully broad theme, considering seeing, hearing, feeling, smelling and tasting, we open ourselves up to a wide range of possibilities. This theme is particularly relevant to Lexus, as the whole driving experience is about senses: from seeing the striking exterior design of our cars, to hearing the sound of our finely tuned engines and feeling the sensation of our steering wheel when you round a corner. Everything is engaged.

Philippe Nigro said: *"When I visited Lexus plants to see how the cars are designed and built, I was greatly impressed by how much care goes into not just the exteriors, but also into the invisible internal details. It was this insight that led me to the 'Inside-Out' design concept that enables visitors to experience beauty from every angle."*

By revealing things that are normally hidden from view, Lexus will invite visitors to make new discoveries and have new experiences in each of the various zones.

Zone 1: New insights in Lexus design

A bespoke Lexus design concept will be positioned at the heart of an exclusive installation, using special mirrors to generate unexpected reflections **and illumination** to create a flow of **motion stimulating** the imagination.

Created by the company's Europe-based design studio, ED<sup>2</sup>, this concept is a perfect illustration of Lexus' passion for upcoming design trends.

Zone 2: The Lexus Design Award 2015 - Ideas to shape the future

The works of the twelve finalists of the Lexus Design Award 2015 will be presented in a special exhibit space. Visitors will be welcomed in a woody foyer that leads into the exhibit space where prototypes and panels will be displayed. The space will have a quiet, soothing atmosphere allowing visitors to fully experience the originality and creativity of each work, and to reflect on its potential to shape the future.

Zone 3: Experience the 5 senses

Visitors will be invited to successively explore three cocoons constructed of an intricate wooden lattice work. The cocoons titled "Rain" "Wood" and "Earth" will create a primal environment in which visitors will be able to savour the work of food designer Hajime Yoneda as they move progressively forward on a sensory journey into the Lexus brand experience.

In the first cocoon, visitors will be given a rain flakes and ushered into a darkened room to experience the feeling and sound of falling rain.

Hand-crafted chocolate will be given to visitors as they will enter the second room to sense the smells, the sounds and the taste of a forest from the inside-out.

Finally, visitors will be given a bowl of 'Earth Soup' before entering a beautiful universe with stars twinkling in the darkness – symbolising the life force of mother earth.

LEXUS – A JOURNEY OF THE SENSES will be open to the public from Tuesday, April 14 to Sunday, April 19 from 11 AM to 9 PM at Lexus Spazio – La Torneria, Via Tortona 32, Milan.

A press preview will be held on Monday April 13 from 10 AM to 6 PM.

Official Hashtags: [#LexusDesignAward](#), [#MilanDesignWeek](#)

## DESIGNERS' PROFILES

### Philippe Nigro - Space Designer



Philippe Nigro, was born and educated in France and divides his time between his homeland and Italy. Nigro's works are characterized by a mixture of prospective research and a pragmatic appreciation of the manufacturers with whom he works. This knowledge allows him to navigate among projects of different designs and scales. Some objects he designed are in museum collections including his "Twin-Chairs" and "T.U. table" at Centre Pompidou. He also collaborates with a number of prestigious international brands. In 2014, Nigro was named Designer of the Year by Maison & Objet in Paris, and was commissioned to create the scenography for the 7th edition of the Triennale Design Museum in Milan.

Hajime Yoneda - Food Designer



A former computer engineer who has become one of the world's most talked-about chefs, Hajime Yoneda has earned the admiration of the restaurant industry for his extraordinary skill, innovative thinking, uncompromising insistence on perfection, and the vast scope of culinary vision. His restaurant was awarded three Michelin stars in 2009, only a year and five months after opening, an honour no other establishment in the world has earned so quickly. It is also ranked in the Foodie Top 100 Restaurants and Asia's 50 Best Restaurants. In January 2015 Yoneda was listed among the 100 Best Chef's of the World by the French magazine Le Chef.

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**About Lexus**

Launched in 1989, Lexus has become renowned throughout the world for its pursuit of perfection, the outstanding quality and sophisticated high-technology content of its products, and for its unique concept of complete customer service. Further reinforcing the traditional Lexus values of unparalleled build quality, comfort and interior luxury, Lexus has completely rejuvenated its line-up over the last years, launching a new wave of emotional and inspirational products featuring bolder product execution, superior driving dynamics and state-of-the-art technologies. Today, Lexus remains the first - and only - premium automotive manufacturer to offer a comprehensive full-hybrid model range comprising the RX 450h, the NX 300h, the GS 450h and GS 300h, the LS 600h, the ES 300h, the IS 300h and the CT 200h. In Europe, models featuring Lexus Hybrid Drive account for more than half of all Lexus sales. Lexus sold 53,230 vehicles in Europe in 2014 and aims to increase sales to 60,000 vehicles in 2015. One of the fastest growing premium brands in the region, Lexus aims to reach 100,000 sales by the early 2020s.