

EMBARGO: FEBRUARY 17 AT 08:00AM CET

February 17, 2016

LEXUS "ANTICIPATION" AT MILAN DESIGN WEEK 2016

LEXUS TO STAGE "LEXUS - AN ENCOUNTER WITH ANTICIPATION" IN COLLABORATION WITH DESIGN STUDIO FORMAFANTASMA AND CHEF YOJI TOKUYOSHI

Lexus will present its "Lexus - An Encounter with Anticipation" exhibit as part of Milan Design Week 2016, the world's largest design exhibition, also known as Salone Del Mobile. The exhibit, which will take place at Spazio Lexus - Torneria in Tortona from April 12 to 17, features a unique collaboration between the widely acclaimed design team from Studio Formafantasma and Michelin Star winning chef Yoji Tokuyoshi.

Lexus will offer an unexpected and unmatched encounter that invites visitors to a unique world full of Anticipation. Visitors will discover the essence of Lexus craftsmanship, and behold how Lexus technology and design philosophy translate into an aesthetic and emotional experience. Anticipating societal needs and desires, this exhibit conveys how Lexus imagines what is yet unseen and delivers new forms of surprise and enchantment. Visitors will understand how the brand embraces anticipation to create amazing experiences.

Formafantasma will design and install the exhibit space. The young designers behind the success of this Amsterdam based studio have already earned wide acclaim for their product designs, receiving a nomination for Designer of the Year in the Wallpaper* Design Awards 2014. Similarly, Chef Yoji Tokuyoshi is a rising star in the culinary world, renowned for his creativity and innovation. His new restaurant in Milan, Ristorante Tokuyoshi, was awarded a Michelin star just 10 months after opening. The collaboration of these Europe-based, acclaimed creative geniuses is perfectly paired with the aspirations of the "Lexus - An Encounter with Anticipation" exhibit to explore new design possibilities.

Formafantasma spoke of the inspiration found when they visited Lexus in Japan. "We were impressed by how Lexus is committed to excellence in craftsmanship, integrity in its production and responsibility in its use of technology. We felt the openness and honesty of the brand come alive as the foundation of anticipation. This led us to the design concept of transparency. Transparency anticipates a future that is open and honest, and that engages society to reach common goals of sustainable behavior and a progressive lifestyle."

On the subject of transparency, Chef Yoji Tokuyoshi said the following: "Transparency is not just about being clear and lucent. Being transparent is sometimes an invisible thing and makes you think. This builds anticipation, and increases the joy of the reveal. I would like to express this concept through the tasting experience."

Anticipation is also the theme for this year's Lexus Design Award; an international design competition to foster the growth of ideas that contribute to society and support up-and-coming creators whose work can contribute to shaping a better future. Creative works by the 12 finalists of the Lexus Design Award 2016 will also be displayed at the same venue during Milan Design Week.

More information and pictures can be found on:

Lexus - An Encounter with Anticipation: <http://www.lexus-int.com/lexus-design/>

Lexus Design Award website: www.lexusdesignaward.com

Instagram: <https://www.instagram.com/lexusdesignaward/> @lexusdesignaward

Official hashtags: #MilanDesignWeek; #LDAnticipate; #LexusDesignEvent; #LDEncounters

EXHIBIT OVERVIEW

Title	Lexus - An Encounter with Anticipation
Duration	April 12 - April 17 10:00 - 20:00 (Press preview: April 11 10:00 - 18:00)
Venue	Spazio Lexus - Torneria, Via Tortona 32, Milan, Italy
Theme	Anticipation
Exhibits	<ul style="list-style-type: none"> ➤ Lexus - An Encounter with Anticipation created by featured designers ➤ The 12 finalist designs of the Lexus Design Award 2016
Organizer	Lexus International

DESIGNER PROFILES

Formafantasma - Designer

Andrea Trimarchi and Simone Farresin, Italian designers based in Amsterdam, are Formafantasma, an innovative design team with work characterized by experimental materials investigations. Formafantasma explores the relationship between traditional and local culture, critical approaches to sustainability and the significance of objects as cultural conduits.

Bridging craft, industry, object and user, they have forged links between their research-based practice and a wider design industry, and have received commissions from a wide range of renowned fashion and retail brands. Their work has also been published internationally and been acquired to be in the permanent collections in major museums, including the MoMA in New York and London's Victoria and Albert Museum.



Yoji Tokuyoshi - Chef

Chef Yoji Tokuyoshi is recognized as one of Milan's most innovative chefs. During almost a decade at Osteria Francescana under the tutelage of Chef Massimo Bottura, Tokuyoshi rapidly rose to the position of sous chef and helped that celebrated restaurant earn its second and third Michelin stars. Setting out on his own in early 2014 he established his own restaurant in Milan featuring uniquely re-interpreted Italian cuisine that Tokuyoshi termed "Cucina Italiana Contaminata". In just 10 months the new restaurant was awarded a Michelin star. With technique and creativity Tokuyoshi offers an entirely new dining experience that serves very personal food to each individual diner.



ABOUT MILAN DESIGN WEEK

The world's largest design exhibition, also known as Salone Del Mobile, with numerous events including furniture, fashion and many world-renowned brands. The "Lexus - A Journey of the Senses" exhibit in 2015 earned high acclaim and won the "Best Entertaining" award at the "Milano Design Award" competition.

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 creators whose works can help to shape a better future. It provides a unique opportunity for four finalists to work with globally recognized designer as a mentor to create prototypes of their designs, and then exhibit them at one of the design calendar's most important events.

ABOUT LEXUS

Since its debut in 1989, Lexus has earned a worldwide reputation for high-quality products and exemplary customer service. Lexus is the hybrid leader among luxury brands, offering hybrids that provide the best in innovative technology and premier luxury. The evolution of Lexus is reflected in the progressive designs of its new vehicles. The signature spindle grille, dynamic light treatments and sculptured lines create a distinctive look of luxury for Lexus.

Contacts

Etienne Plas	etienne.plas@lexus-europe.com	T +32 2 745 20 22	M +32 479 999 613
Alice Bartkowski	alice.bartkowski@lexus-europe.com	T +32 2 745 34 58	M +32 473 621 554
Laurence Pothen	laurence.pothen@lexus-europe.com	T +32 2 745 34 33	M +32 474 882 429