



## DESIGN AWARD 2020

Design for a Better Tomorrow.  
Anticipate. Innovate. Captivate.

# CALL FOR ENTRIES

8.1 - 10.14<sup>2019</sup>

Solgami / 2019 Finalist

**A GLOBAL COMPETITION**  
to Support the Next Generation of Creators

World-Class Mentoring in NYC  
Prototype Funding  
Present at Milan Design Week

Organizer : Lexus International

[LexusDesignAward.com](http://LexusDesignAward.com) / [#LexusDesignAward](https://twitter.com/LexusDesignAward)



# LEXUS | DESIGN AWARD 2020



## OVERALL SCHEDULE

Dates and locations subject to change.

8.1 - 10.14 2019

### CALL FOR ENTRIES

Submit your entries from the LEXUS DESIGN AWARD 2020 website. No restriction on the design categories and the number of entries per person/team. We look forward to seeing your ideas to create a Better Tomorrow.

NOV - DEC

### Screening / Finalist Screening Session

6 finalists will be selected based on if the work incorporates the Lexus brand's three fundamental principles, "Anticipate", "Innovate" and "Captive".

MID OF JANUARY

### Mentorship Program in NYC

6 finalists will be invited to a 2-day mentoring workshop to receive direct guidance and instruction from 4 world-class professionals serving as Mentors to develop his/her submitted Work. Mentoring covers Product Development, Engineering, Design, and Design Narrative.

JAN-MAR

### Production Period with Funding

After the mentoring workshop, production of the prototype towards Milan will start. Mentors will follow-up via Skype conferences and in-writing during production. The 3 months leading up to Milan will be focused on not only physical prototype development but also preparing for the exhibition, final presentation for the Grand Prix Selection in Milan and creating communication materials for visitors. Up to 3 million JPY (\*includes tax) will be provided to cover for these production costs.

APRIL

### Exhibit at Milan Design Week for Grand Prix Selection

Exhibition to Milan Design Week, the world's biggest design event, is an opportunity of a lifetime. Besides exhibiting their prototypes at the Milan Design Week Lexus Event, the finalists will give a formal presentation in front of the Lexus Design Award judges and global media. The judges will select one Grand Prix winner after closed door deliberation. During the course of Press Days, finalists will gain worldwide coverage from media interview. During Public Days of Milan Design Week, the finalists will receive feedback from visitors, and many even receive business offers and production support.

### After-Milan Exhibition

The prototypes may potentially be displayed at motor shows and Lexus events across the world. In addition, Lexus may plan to support the finalists' works in various ways, such as commercialization through the lifestyle collection "CRAFTED FOR LEXUS".

### 2019 GRAND PRIX WINNER - Lisa Marks, Algorithmic Lace (USA)

"I didn't think I stood a chance, but your determination to make the world better through design matters more than how finished it is right now. So, go for it and be prepared to work hard. The Lexus Design Award pushes all the finalists to bring their work to the next level and we are all better designers for having taken part. It was very powerful to see some of the biggest names in design value my idea and output."



Application Ends : **10.14** 2019

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LexusDesignAward.com  
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