

Time

A woman in a black dress stands in profile next to a tall, thin, black, teardrop-shaped object. The scene is set against a gradient background from light blue to dark blue. The object and the woman are reflected on a glossy surface below them.

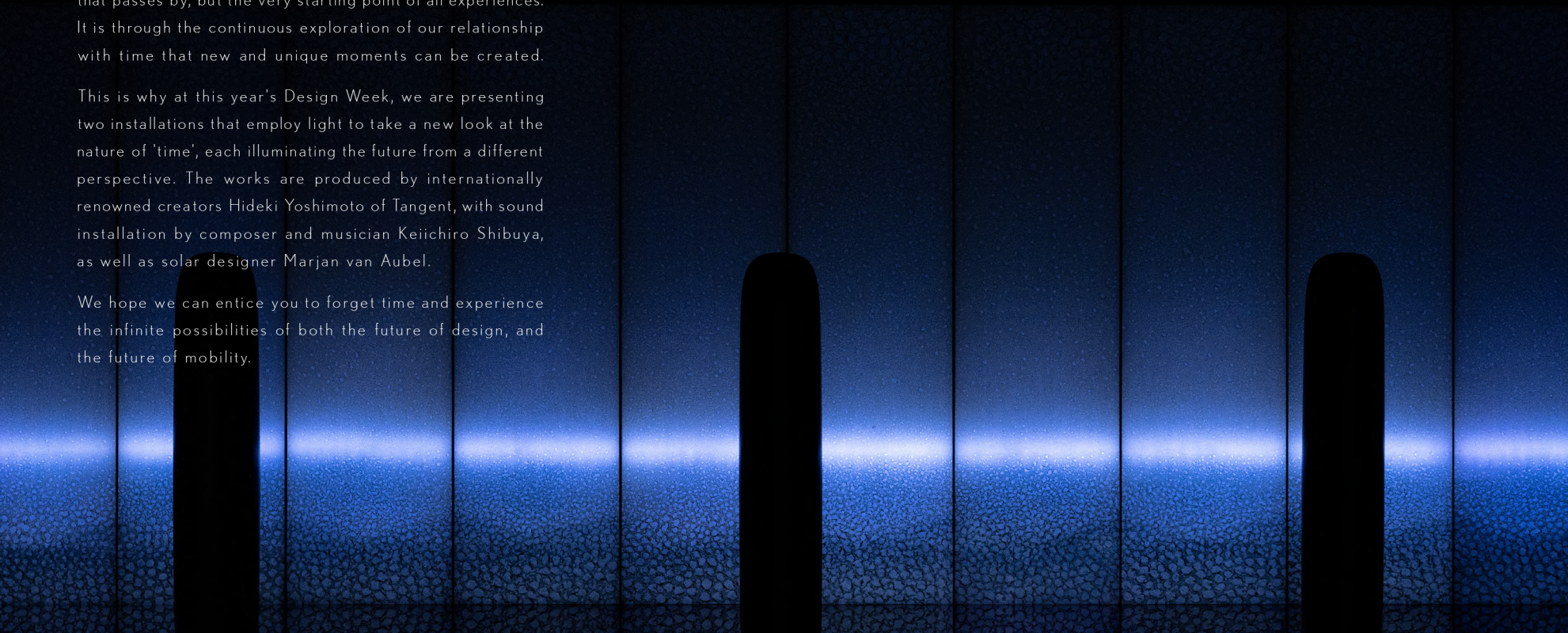
 LEXUS | MILAN DESIGN WEEK

Time

At Lexus, we believe that time is not merely something that passes by, but the very starting point of all experiences. It is through the continuous exploration of our relationship with time that new and unique moments can be created.

This is why at this year's Design Week, we are presenting two installations that employ light to take a new look at the nature of 'time', each illuminating the future from a different perspective. The works are produced by internationally renowned creators Hideki Yoshimoto of Tangent, with sound installation by composer and musician Keiichiro Shibuya, as well as solar designer Marjan van Aubel.

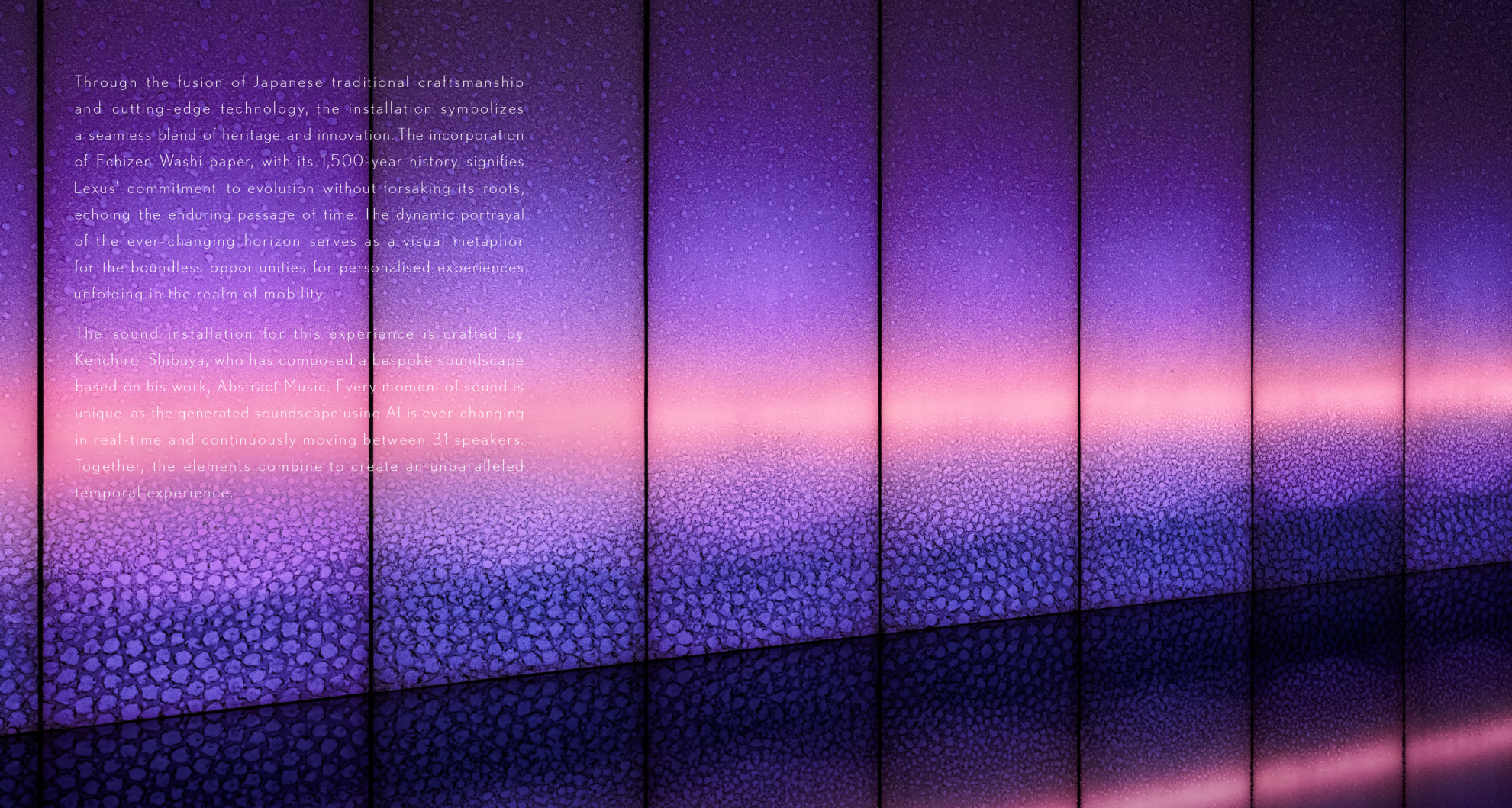
We hope we can entice you to forget time and experience the infinite possibilities of both the future of design, and the future of mobility.



BEYOND THE HORIZON

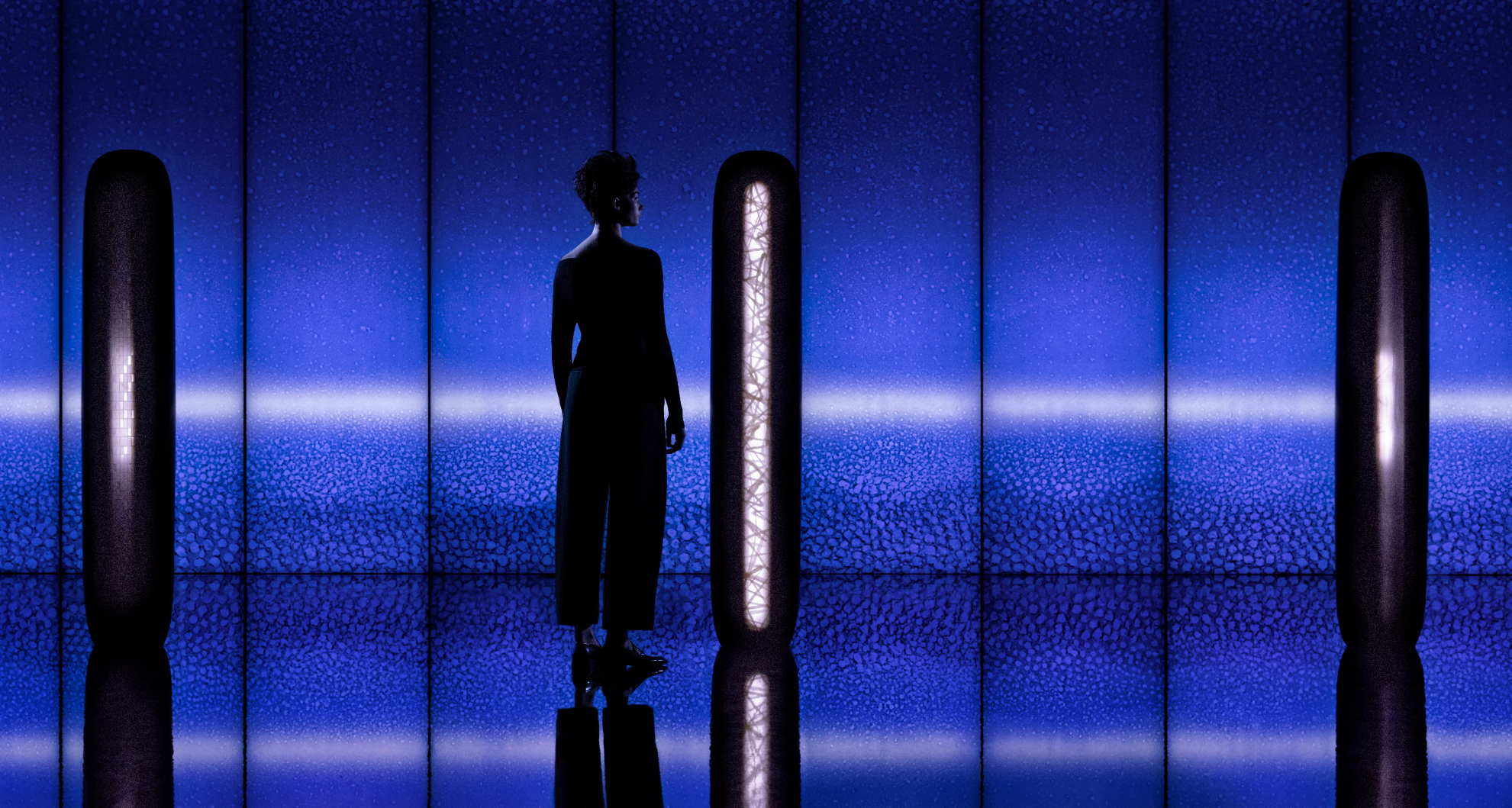
Beyond the Horizon, by design engineer Hideki Yoshimoto of Tangent, encapsulates Lexus' visionary pursuit of challenging the conventions of mobility, inspired by a future where software-defined vehicles evolve in harmony with their users. Showcasing ten illuminating sculptures, each extending a unique welcome to guests in the spirit of personalised luxury, the artistic tableau invites guests on a tailored journey of wonder. At the heart of the display, the Lexus LF-ZC stands not just as a concept vehicle, but as a beacon of exploration and innovation, guiding travelers through the continuum of discovery from dawn to dusk and beyond.



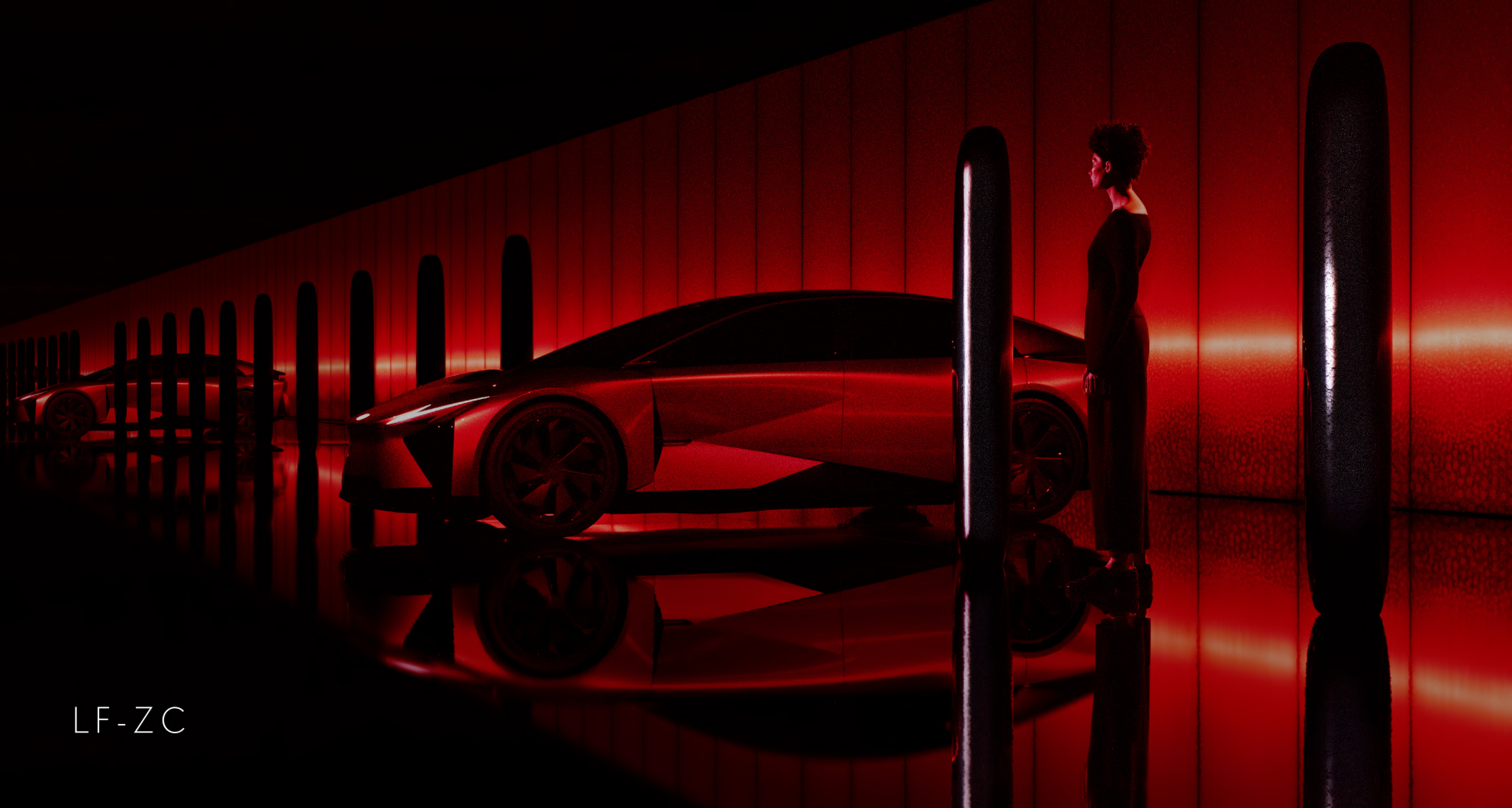


Through the fusion of Japanese traditional craftsmanship and cutting-edge technology, the installation symbolizes a seamless blend of heritage and innovation. The incorporation of Echizen Washi paper, with its 1,500-year history, signifies Lexus' commitment to evolution without forsaking its roots, echoing the enduring passage of time. The dynamic portrayal of the ever-changing horizon serves as a visual metaphor for the boundless opportunities for personalised experiences unfolding in the realm of mobility.

The sound installation for this experience is crafted by Kenchiro Shibuya, who has composed a bespoke soundscape based on his work, Abstract Music. Every moment of sound is unique, as the generated soundscape using AI is ever-changing in real-time and continuously moving between 31 speakers. Together, the elements combine to create an unparalleled temporal experience.







LF-ZC

8 Minutes and 20 Seconds

8 Minutes and 20 Seconds is an installation by solar designer Marjan van Aubel, whose innovative practice brings solar energy into daily life. The piece expresses the investment she shares with Lexus in pioneering new approaches to design and technology toward a carbon-neutral future. The installation features a to-scale replica of the Lexus LF-ZC reimagined through van Aubel's pioneering use of solar technology.

Named for the time it takes sunlight to reach the Earth's surface, *8 Minutes and 20 Seconds* imagines the car positioned among holographic trees and a reflective seating area, set against backdrop of an interactive sun. Created with 16 of van Aubel's Sunne solar lamps arranged in a circle, the sun changes color when visitors touch a sensor that is made from a new bamboo fabric developed by Lexus, sending a signal that triggers a personal sunrise for each visitor.



