



Lexus Lights Up The Skies With High-Flying Strobe Spectacular

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Third instalment in Lexus's global campaign brings aerial action to Kuala Lumpur

Lexus brought its *Amazing in Motion* campaign to the Kuala Lumpur skyline today with *STROBE*, a spectacular presentation in which advanced lighting technology created the effect of a fast and daring aerial display by a team of suspended acrobats and stunt professionals.

The 'Lightmen' were positioned on the rooftops of some of the tallest buildings in the Malaysian capital, dressed in custom-made LED suits. These were linked to a purpose-built computer system controlling each LED's strobe pattern, one by one, creating a breathtaking display of illuminated figures seemingly flying above the city.

STROBE, created by CHI & Partners London and directed by Adam Berg¹ of Stink Productions, will be shown globally as part of the *Amazing in Motion* campaign, across television, cinema, print, outdoor, digital and social media.

A team of 40 expert engineers erected and controlled the giant rigging system from which the Lightmen were suspended. The LED suits were designed by Hollywood costumier Vin Burnham² - creator of the Batsuit for the Batman movies - and world-renowned technical director Adam Wright³. Their work took cues from Lexus vehicles, including the hallmark spindle grille and the LED headlights featured on the RC F high-performance coupe. The suits took six weeks to make, each one containing 1,680 LEDs, all wirelessly controlled to strobe on demand.

Mark Templin, Executive Vice President Lexus International, said: "*STROBE* is the third entry in our *Amazing in Motion* campaign. We created this global series of projects to showcase our imagination through innovative design and technology. It builds on Lexus's ambition to connect with the hearts as well as the minds of consumers."

The performance was accompanied by music from Computer Magic, an electronic music solo project from New York producer and DJ Danielle 'Danz' Johnson, who is signed to Kitsuné. Lexus chose the track *Running* for the production as it effortlessly compliments the Lightmen sequence, accentuating the flow of movement, while the lyrics echo the narrative of the figures running through the city at night.

STROBE follows two earlier campaign projects: *STEPS*, in which puppeteers brought two giant figures to life in a city centre setting; and *SWARM*, which took quadrotor technology out of the engineering environment to create a choreographed flight of miniature craft.

STROBE can viewed at: -

- Film: <https://www.youtube.com/watch?v=jhBfeYxTUB0&feature=youtu.be>
- Website: amazinginmotion.com/strobe
- Lexus Global YouTube channel: youtube.com/lexusglobal

Notes to editors: -

[1] Adam Berg is a world-famous music video and commercials director. For more than a decade Adam has directed award-winning films for some of the world's leading brands including Samsung, Ikea, Jordan and Dulux. In 2009 he was awarded the prestigious Film Grand Prix at Cannes Lions International Advertising Festival for Philips 16:9 Carousel.

[2] Vin Burnham is an international, award-winning costume and creature designer. In her early career she worked for Jim Henson, before going on to design costumes, including the famous "Batsuit" for Batman. She recently designed "The Living Dress" for Lady Gaga's "Monster Ball World Tour" in collaboration with Adam Wright.

[3] Adam Wright is a world-renowned animatronics and special effects designer working in TV, film and fashion.