



Lexus in the Frame as a Main Partner to the Raindance Film Festival

1 September 2016

- Lexus supports London's 24th Raindance Film Festival with the event's first Virtual Reality Arcade on 1 and 2 October and an Origami Lounge
- New Lexus LC 500 luxury GT coupe to be displayed
- Festival programme includes the world premiere of *The Nation Holds Its Breath*, the third feature in this year's Lexus Short Films series
- Festival to run from 21 September to 2 October in London's West End

Lexus is a main partner to this year's Raindance Film Festival, a showcase and competition for the best in independent film-making from around the world. Its involvement reinforces its international profile as an active supporter of creativity and innovation in movie-making through the annual Lexus Short Films series.

Lexus is the sponsor of the festival's first Virtual Reality Arcade at the Hospital Club in Covent Garden, giving visitors the chance to enjoy an immersive experience in 14 different filmworks and to experiment with innovations in storytelling technologies. The VR programme includes a selection of powerful documentaries and a collection of features on the theme of empathy.

Festival audiences will be able to relax in Lexus's Origami Lounge at Vue Piccadilly and try their skill at the 90-second origami cat challenge – folding a paper animal in the same way that Lexus's highly skilled *Takumi* craftspeople develop their dexterity.

The festival will also host an advance preview of the new Lexus LC luxury GT coupe, giving visitors the chance to see the latest in Lexus's advanced design and technology, ahead of the car's on-sale date in 2017. The LC500 will be on display at the Hospital Club during running of the Virtual Reality Arcade.

Raindance's busy programme of screenings, taking place in Piccadilly Circus, will include the chance to see the world premiere of the third feature released in the 2016 Lexus Short Films series. *The Nation Holds Its Breath*, a film by Irish director Kev Cahill. The first and second short films in the Lexus Short Films series, *Friday Night* by French director Alexis Michalik and *Messiah* by Australian director, Damian Walshe-Howling, will also be screened.

The 24th Raindance Film Festival will run from 21 September to October 2 and will feature world, European and UK premieres among a programme of 90 feature films and 85 short movies. The festival competition will be judged by a distinguished panel of actors, industry members and journalists, including Stephen Fry, Joanna Lumley, Imelda Staunton and Anna

Friel. More information and latest festival news can be found at <http://raindancefestival.org>.

ENDS

Notes to editors: -

ABOUT LEXUS SHORT FILMS

In 2013, Lexus Short Films was launched with the goal of supporting and nurturing a new generation of emerging filmmakers. These aspiring directors and writers have received a unique opportunity supported by Lexus to collaborate with acclaimed film studio to produce and showcase their work on an international stage. For more information, visit lexusshortfilms.com.

ABOUT RAINDANCE – THE VOICE OF INDEPENDENT FILM

Raindance is dedicated to fostering and promoting independent film in the UK and around the world. Based in the heart of London, Raindance combines **Raindance Film Festival**, [Training Courses](#), which are offered throughout the year through its 11 international hubs and the prestigious [British Independent Film Awards](#).