Lexus Design Award 2019 Now Open For Entries

9 August 2018

Lexus has announced the call for entries for the Lexus Design Award 2019. Since its launch in 2013, the annual global competition has served as a valuable platform for emerging designers and creators, attracting submissions from thousands of talented people from around the world.

The award programme has always focused on how design can help make the world a better place and for its seventh year it is making that objective even clearer by adopting the guiding theme of Design for a Better Tomorrow.

The new generation of designers is asked to consider how their creative ideas incorporate three principles of the Lexus brand: Anticipate, Innovate and Captivate, and how their work anticipates the needs of tomorrow's society. They will need to develop innovative designs that offer fresh and imaginative solutions. At the same time, their ideas should captivate and engage their audience and, more importantly, the judging panel.

The six finalists will be announced in early 2019. The judges and mentors for the award will be named during the autumn; in the past their number has included Sir David Adjaye, Snarkitecture and Formafantasma.

The judging panel will choose the six best ideas for development into functioning prototypes, supported by world-renowned mentors and a budget of up to three million yen (more than £20,000). These prototypes will be put on public display at Milan Design Week 2019, competing to win the Lexus Design Award Grand Prix.

The mentorship scheme gives each finalist the chance to receive hands-on guidance from acclaimed professionals to realise their design project's full potential.

Entries for the Lexus Design Award will be accepted from today (9 August) through to October 28 this year. More information can be found at the Lexus Design Award website, LexusDesignAward.com. The competition is organised by Lexus International, in co-operation with designboom.

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