



Lexus Announces Judges and Mentors for the Lexus Design Award 2019

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Lexus International has announced the line-up of judges and mentors for the Lexus Design Award 2019, welcoming leading world figures in technology, design and innovation to the teams that will determine the award finalists and support them in turning their concepts into working prototypes.

The judging panel is completed by John Maeda. Maeda leads a new convergence of design and technology as the Global Head of Computational Design and Inclusion at Automattic, a publishing platform development company. He joins three judges who have previously served on the panel: eminent architect Sir David Adjaye; Paola Antonelli, Senior Curator of Architecture and Design at the Museum of Modern Art in New York; and Yoshihiro Sawa, President of Lexus International.

Jessica Rosenkrantz, a pioneer of generative design and co-founder of the Nervous System design studio is another newcomer to the mentoring team, alongside Sebastian Wrong, co-founder of the design brand Established & Sons.

The Lexus Design Award, presented in co-operation with designboom, is an international competition that seeks to nurture emerging creative talent who use design thinking to solve everyday problems and help build a better future for individuals and society. Six finalists will be selected from entries received from around the world. These will be mentored and receive a production budget of up to three million yen (more than £20,000) to create a prototype of their work for display by Lexus at Milan Design Week 2019. The finalists will be judged on how well their prototype anticipates the needs of people and tomorrow's society. The designs must also demonstrate innovation and originality, while at the same time captivating and engaging the public.

The deadline for entries is 28 October. The finalists will be selected in December and announced publicly in January. More information, including individual profiles of the judges and mentors, is available at LexusDesignAward.com and by using the official hashtag #LexusDesignAward.

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