



Lexus Design Event To Light Up Milan Design Week

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- Lexus presents its 12th Milan Design Week event, showcasing its brand design philosophy
- Internationally acclaimed Japanese design studio Rhizomatiks collaborates with Lexus, using light to create *Leading with Light*, an immersive visitor experience

Lexus has announced details of its 12th annual participation in Milan Design Week*, the world's premier design event. It is partnering with the globally renowned design firm Rhizomatiks to present *Leading with Light*, an immersive display inspired by Lexus's future illumination technology.

For more than a decade, the Lexus Design Event has delivered amazing experiences for visitors, created in collaboration with some of the world's most celebrated designers and inspired by Lexus's design philosophy. Known for their imaginative use of technology to captivate audiences, Rhizomatiks previously worked with Lexus in 2014 for the art and technology exhibition Media Ambition Tokyo.

Leading with Light features playful and dynamic lighting in which seemingly countless beams of light are manipulated to interact with the human form. Intelligent mobile companions intuitively lead the way towards an open portal that represents a future of endless imagination and innovation.

Visitors will also have the opportunity to view the work of the six finalists in the 2019 Lexus Design Award. Now in its seventh year, the award celebrates up-and-coming creative talent from around the world. This year's Grand Prix winner, selected by a panel of world-renowned designers and commentators, will be announced to the world's media on the show's press day, 8 April.

The Lexus Design Event will be on public view at Superstudio Più in Milan from 9 to 14 April.

* The world's largest design exhibition, also known as the Salone Del Mobile, presents events and exhibits by brands and designers in many categories including furniture, fashion and textiles.

Collaboration Designer Profile

Rhizomatiks

Established in 2006, Rhizomatiks is a collective of creators and producers with rich personalities

and backgrounds in diverse areas such as media, art and engineering. Rhizomatiks has previously handled numerous creative projects combining technical knowledge with high ability of expression. Collaborating with notable artists such as Björk, Rhizomatiks has created performances for numerous festivals including the Sónar Festival, MUTEK, and other events, both domestic and international.

<https://rhizomatiks.com/>

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