



Call for Entries for the Lexus Design Award 2020

1 August 2019

Lexus International has opened entries for the eighth edition of its international design award, continuing the luxury brand's commitment to nurturing up-and-coming creative talent.

The award is a unique platform for young designers to demonstrate and further develop their talents. Founded in 2013, the competition inspires design innovations that can contribute to building a better tomorrow, and year by year it has enjoyed a steady increase in the number of entries it attracts from around the world. In 2018, there were 1,548 proposals submitted by designers from 65 countries.

As with last year's award, entrants are required to demonstrate how their creative ideas express the three key principles of the Lexus brand, Anticipate, Innovate and Captivate, and how they help meet the needs of both individuals and society.

In early 2020, Lexus will announce six finalists from among the entries received. These will go on to take part in an exclusive mentorship programme in New York City, under the guidance of prominent figures from different design fields. Each finalist will be able to use up to three million yen (more than £22,000) to create a prototype of their design concept. This will then be exhibited as part of the Lexus design installation at Milan Design Week 2020*.

The culmination of the award will be the selection of a Grand Prix winner, to be announced during Milan Design Week's media day. The list of distinguished judges and mentors for the Lexus Design Award 2020 will be revealed in autumn 2019. Meanwhile, award entries are being accepted from today (1 August) through to 14 October 2019. Further information can be found at LexusDesignAward.com.

* Milan Design Week – the Salone del Mobile – is the world's largest design exhibition, hosting events and exhibits from brand and designers in many categories, including furniture, fashion and textiles.

Lexus Design Award 2020, competition details

Title	Lexus Design Award 2020
Application period	1 August – 14 October 2019

	<input type="checkbox"/> Anticipate <input type="checkbox"/> <i>Do the concept and design anticipate not only the needs of the user experience, but also the needs of society?</i>
Judging criteria	<input type="checkbox"/> Innovate <input type="checkbox"/> <i>Does the design demonstrate new thinking and originality in its proposal and execution?</i> <input type="checkbox"/> Captivate <input type="checkbox"/> <i>Is the design intriguing and compelling in concept and execution?</i>
Judges	To be announced in autumn 2019
Mentors	To be announced in autumn 2019
	<input type="checkbox"/> Six Finalists
Award categories	<input type="checkbox"/> One Grand Prix winner, selected from the finalists <ul style="list-style-type: none"> • Six finalists invited to a session with mentors from diverse fields who provide guidance to help to produce a design prototype. • Six finalists invited to Milan Design Week 2020*. • Six prototypes exhibited at the Lexus exhibition space during Milan Design Week 2020.
Prizes/benefits	<ul style="list-style-type: none"> • Six finalists receive up to three million yen (more than £22,000) each to cover prototype production costs. Prototypes are to be produced between January and March 2020. <p>*Note: Only one person per entry is invited, regardless of whether the submissions are from individuals or groups.</p>
Organiser	Lexus International
Application Process	For more information, visit LexusDesignAward.com

ENDS

Note to editors: about the Lexus Design Award

First launched in 2013, the Lexus Design Award is an international design competition that targets up-and-coming creators from around the world. The award seeks to foster the growth of ideas that contribute to society by supporting designers and creators whose works can help to shape a better future. It provides a unique opportunity for each of six finalists to work with a world-renowned designer as a mentor to create prototypes of their designs, and then exhibit them at one of the design calendar's most important events.