



Lexus Proud to Sponsor First Major Solo Exhibition by Tangent at the 2019 London Design Festival

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Lexus is the proud sponsor of the first major solo exhibition by the London-based design engineering studio Tangent. Works by Tangent will be on public display on the Paddington Central Design Route from 14 to 22 September.

The show is a landmark occasion for Tangent, the winner of the inaugural Lexus Design Award Grand Prix in 2013. An interpretation of *Inaho*, the interactive lighting concept that earned the team of Hideki Yoshimoto and Yoshinaka Ono the prestigious international prize, will be among the works on view

Inspired by the subtle motion of golden ears of rice in the wind, *Inaho* casts luminous dots of light through perforated tubes. Motion sensors embedded in the base of the unit cause the light stems to sway as a person passes by. *Inaho* is also commercially available as part of the Crafted for Lexus line of exclusive products and forms part of the innovative interior design of The Loft, an award-winning lounge concept presented by Lexus and Brussels Airlines at Brussels Airport.

Yoshimoto, founder and director of Tangent, said: "It is an honour to collaborate with Lexus during the London Design Festival and present a solo show of Tangent. Winning the Lexus Design Award in 2013 was the catalyst for the start of my career as a designer, and since then, Tangent and Lexus have developed a close working relationship. This exhibition will be another great example of our collaboration and I hope it will be enjoyed by many people."

Other works in Tangent's festival show include *Here* (2019), a sculpture of planet Earth measuring 3.5 metres in diameter and covered in more than 20,000 triangular tiles made from recycled solar cells. The cells create a complex distribution of blue shades – an appropriate metaphor for the "blue planet". The work was originally commissioned from Tangent by the luxury brand Hermès for its booth at the Salon International de la Haute Horlogerie, one of the most prestigious trade fairs for the international watch-making industry.

Signalling Lexus's passion for design and continuing support for Tangent's creative excellence, the exhibits will also include the Lexus LC 500h self-charging hybrid electric coupe. This flagship model has its own distinguished design history, having won prestigious EyesOn Design Awards at the North American International Auto Show, when presented both in original concept form and as a production-ready model. Finished in Sonic Red, the LC hybrid makes a strong visual statement with luxury coupe proportions that project an avant-garde elegance. Its styling is remarkably faithful to the

original design concept that inspired it, presenting an evocative and fluid interpretation of Lexus's contemporary design language.

Spiros Fotinos, Lexus Global Head of Brand Management and Marketing, said: "The Lexus LC embodies our passion for exceptional design and craftsmanship that differentiates us in the luxury market. Our commitment to great design is reflected in the annual Lexus Design Award, which, as it enters its eighth year, continues to nurture emerging talent and gives up-and-coming designers the opportunity to develop their concepts with internationally renowned design leaders.

"We are delighted to see how much Hideki Yoshimoto and Tangent have prospered since winning the first Lexus Design Award and are pleased to support their excellent contribution to the London Design Festival."

Entries are now being accepted for the Lexus Design Award 2020. Entrants from around the world are invited to submit design concept ideas that capture the three key principles of the Lexus brand – Anticipate, Innovate and Captivate – and how they help meet the needs of both individuals and society. The closing date for entries is 14 October; in early 2020, six finalists will be announced who will enter a mentorship programme in New York City, working with esteemed designers to develop their concepts into prototypes. Each finalist will have up to three million yen (more than £22,000) to develop their prototypes. Their work will be included in the Lexus design installation at Milan Design Week in 2020, where the Grand Prix winner will be announced. More details about the award can be found at <http://LexusDesignAward.com>.

Paddington Central is a vibrant development of offices, apartments, leisure facilities and open space, adjacent to Paddington Station in central west London, created on an 11-acre former railway goods yard. This is its second year as an official Design Route, featuring exhibits and activities as part of the London Design Festival.

The festival was founded in 2003 and is an annual event celebrating and promoting the city's creativity and status as a global design capital, drawing on the work of the UK's greatest thinkers, practitioners, retailers and educators. In 2018, the festival welcomed a record-breaking 588,200 individual visitors from more than 75 countries, while almost 600,000 passers-by had the opportunity to see four landmark projects in public spaces. More information can be found at londondesignfestival.com and #LDF19.

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