



Lexus Returns As Sponsor Of Design Miami/ And Presents New Sunshower Installation

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Lexus returns as a leading sponsor of the 2019 Design Miami/ global design fair and forum in December and will also take on the role of exhibitor with its first specially commissioned installation for the event, *SUNSHOWER*.

Design Miami/, running from 3 to 8 December in Miami, Florida, brings together the world's most influential collectors, designers, curators and critics. Lexus's involvement in the event reflects the brand's passion for design, while as official automotive partner for a second year, it will provide a fleet of hybrid vehicles to chauffeur VIP guests. The successful Lexus Art Series, Art and Innovation talks with *Whitewall*, will also take place, now in its fourth year.

Responding to the fair's theme of Elements:Water, Lexus has commissioned designer Nao Tamura to create an immersive, multimedia installation. *SUNSHOWER* incorporates the new Lexus LC Convertible Concept and expresses the Japanese principles of *omotenashi* (hospitality), *takumi* (craftsmanship) and *engawa* (indoor-outdoor) that are key to Lexus design. Guests will be invited to experience *SUNSHOWER* by relaxing in its space, making use of its charging stations and sampling Ooho – drinking water contained in capsules made from an edible seaweed extract.

"With Lexus design, nothing is accidental, and we hope that sense of thoughtful design will be felt throughout the installation," said Brian Bolain, General Manager of Lexus International. "The design goal of the LC Convertible Concept is the expression of ultimate beauty, and we are proud to display it among the work of such talented designers."

The LC Convertible Concept, precursor of the recently revealed production-ready soft-top version of Lexus's flagship coupe, was conceived as an aspirational halo vehicle for the Lexus brand, with every line drawn to evoke an emotional response, when viewed from any angle.

"Design Miami/ is pleased to have Lexus return as our official automotive partner and to celebrate the brand's commitment to innovation, beauty and sustainability," said Jennifer Roberts, Chief Executive Officer of Design Miami/. "Lexus's dedication to design excellence is unparalleled. With the *SUNSHOWER* exhibition and the all-hybrid vehicle fleet, its presence will be felt throughout the fair in a way that feels organic to our mission as a global design forum."

Ooho by Notpla

Furthering its commitment to innovation and sustainability, Lexus is partnering with Notpla to serve Ooho drinking water capsules at Design Miami/. Notpla is a company dedicated to creating advanced packaging that disappears, naturally. Ooho edible droplets previously featured as a finalist in the 2014 Lexus Design Awards and have been served at the London Marathon and during London Cocktail Week. They will be available for the first time in the USA at Design Miami/, served at the Lexus booth.

Lexus Art Series: Art and Innovation Talks by *Whitewall*

Lexus and *Whitewall* magazine are working together for a fourth year to present a discussion series as part of the official Design Miami/ programme. An international group of art and design leaders will take part in four conversations on topics relevant to the creative space. Participants including artist Troy Simmons, automotive designer Tadao Mori, curator Aric Chen, DJ Eduardo Castillo and advisor Claudia Paetzold will consider issues such as future city design, the artist as disruptor, sustainability in luxury markets and the transformative power of design.

ENDS

Notes to editors

About Design Miami/

Design Miami/ is the global forum for design. Each fair brings together the most influential collectors, gallerists, designers, curators and critics from around the world in celebration of design culture and commerce. Taking place alongside the Art Basel fairs in Miami, USA, each December and Basel, Switzerland, each June, Design Miami/ has become the premier venue for collecting, exhibiting, discussing and creating collectible design.

Design Miami/ is more than a marketplace for design, it is where the world's top galleries gather to present museum-quality exhibitions of 20th and 21st century furniture, lighting and objets d'art. Each show balances exclusive commercial opportunities with progressive cultural programming, creating exciting collaborations with designers and design institutions, panels and lectures with luminaries from the worlds of design, architecture, art and fashion, and unique commissions from the world's top emerging and established designers and architects.

About Nao Tamura

Based in New York, Tokyo-born designer Nao Tamura is known for her multidisciplinary work imbued with subtlety, beauty and emotion. In addition to her work for Lexus, she has created objects and installations for Issey Miyake, Established & Sons, WonderGlass and Artek, and is the recipient of numerous awards including a Good Design award from The Chicago Athenaeum Museum of Architecture and Design and the ADI Compasso d'Oro International Award. Nao Tamura participated in the 2014 *Lexus Design Amazing* exhibition during Milan Design Week, as one of three international creatives commissioned to design an installation in Milan's historic Circolo Filologico.

About *Whitewall*

Whitewall is an independent contemporary art and luxury lifestyle magazine. Published quarterly since March 2006, it has set new standards for high-end publications. The magazine aims to go beyond the stark white walls of the art gallery to reveal the personalities that shape

the art world and other creative industries. In 2014, *Whitewall* launched the ultimate art fair companion, *Whitewaller*, a print and digital publication that offers insight into the global art calendar. *Whitewaller* is an easy-to-use city guide offering original content, practical fair and exhibition information, and listings of top restaurants, hotels, bars, and shopping venues.