



UK PRESS RELEASE

Lexus Electrification Themed Experience at Milan Design Week 2021

20 February 2020

Lexus will present 'SENSES ELECTRIFIED', a dynamic and immersive experience, at Milan Design Week 2021, inspired by both the vision of "LEXUS ELECTRIFIED" and by the LF-30 Electrified concept car which will be on display. The installation, created for Lexus by London-based spatial laboratory Loop.pH, will present a vision of an electrified future, where transportation engages and stimulates the senses.

"SENSES ELECTRIFIED" will run from 13-18 April, at Superstudio Più, (Art Point) in the Tortona district, at the heart of Milan Design Week.

Founder and Director of Loop.pH Mathias Gmachl says "We really enjoy working with the Lexus brand because it is both visionary and human centred. 'LEXUS ELECTRIFIED' aims to be an extension of your senses. The installation leads you on a journey through a series of immersive environments that reveal the perception-amplifying possibilities of electrification."

ABOUT LOOP.PH

Loop.pH is an experimental, London-based spatial laboratory working across the fields of design, architecture and the sciences. The studio was founded in 2003 by Mathias Gmachl and Rachel Wingfield to form a new creative practice that reaches beyond specialist boundaries. As a studio they create visionary experiences and environments that allow people to dream and re-imagine new visions for our future. Loop.pH explores the role of art and design in public space by working outside of the gallery, museum and laboratory. Their work speculates on near and far future scenarios as a way to probe at the social and environmental impact of emerging biological and technological futures. The environments they create often synthesise living materials with digital tools, whilst exploring a new role for designers working at an urban scale. Loop.pH works with a range of clients to create brand experiences and public engagement initiatives, as well as delivering talks and workshops internationally.

Notable works include Mind Pilot for the Design Museum London in 2018, OSMO at TED2015, and the Hybrid Art Project for Lexus Russia in 2010.

<http://loop.ph/>

#LexusDesignEvent

#LexusDesignAward

#LexusElectrified

ENDS