



Lexus Reveals Design your Own Tattooed Car Competition Finalists

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After receiving many outstanding creative entries for its Design Your Own Tattooed Car contest, Lexus has selected eight finalists whose designs will be put to a public vote in a world cup-style tournament on Instagram Stories <https://www.instagram.com/lexusuk/> and Facebook polls <https://www.facebook.com/LexusUK/>. The final vote will be held on Friday 10 July 2020.

The competition was inspired by the recent creation of a tattooed UX SUV by artist [Claudia De Sabe](#) and continues Lexus's celebration of design and craftsmanship by inviting people to create their own designs.

The artwork that receives the most public votes will be recreated on a vinyl wrap which will then be used to transform the appearance of full-size Lexus UX. The winner will be notified by Friday 17 July and will be invited to a studio to be professionally photographed as a permanent reminder of their achievement. Images of the UX with the winning design will also be published on Lexus's UK social media channels and an interview with the successful designer will be featured on the official Lexus UK blog.

Scott Brownlee, Lexus head of PR and social media, said: "The competition certainly captured imaginations and we were delighted by the skill and craftsmanship displayed and the sheer variety of designs, inspired by everything from space travel to jellyfish. We received entries from all over the UK, and even from as far afield as Japan. We look forward to turning the winning design into a wrap that will give the Lexus UX and a truly unique look."

Competition finalists

Iona Doran, Woking, Surrey

Iona had the idea of using jellyfish from a tattoo that she designed for herself. "I included lots of colour to make the design noticeable," she said. "Jellyfish move through the water with such grace, but some are also the most powerful and deadly creatures on earth."

Trinity Gritter, Eltham, Kent

Trinity Gritter's design highlights the value of plants and nature in everyday life. It's based around the lilies in her mother's garden, which bloom in orange, pink and white during May. Trinity commented: "I believe this year plants and flowers have helped people's wellbeing

more than ever. This piece shows my appreciation for them.”

Helen Hamer, King’s Lynn, Norfolk

Helen dreams of becoming a tattoo artist and only started using digital art this year. Her design features red roses, which are a popular motif in tattooing, with butterflies and pearls. She said: “I added the pearls to add some flow to the car’s body and give it a feeling of motion.”

Sharlotte Ashmore, Rugeley, Staffordshire

Influenced by her garden, Sharlotte decorated her UX with a floral design. The baby blue background is light at the front and becomes darker towards the rear, featuring carnations, roses and cherry blossom.

Alison Ellis, Hockley, Essex

Alison decided to enter Design Your Own Tattooed Car as a way of keeping herself occupied during lockdown. The centrepiece of her design is a dragon which wraps itself around the car. “I thought a dragon would look great on a Japanese car, showing strength and power,” she said.

John Lapidés, Mildenhall, Suffolk

Space meets the sea in tattoo apprentice John’s intricate design, which is inspired by the concept of discovery. He said: “My design creates a story of exploration and discovery and shows what kind of extraordinary things humans can accomplish. While I was creating my design, two astronauts were launched into outer space.”

Karolainy Lima, Ipswich, Suffolk

Karolainy’s entry is influenced by the Japanese style of tattooing and the way bright colours are incorporated in its designs. “The flower for me represents everyday growth and the battles we face. The vibrant colours encourage us to smile through and carry on with our futures,” she said.

Kyra Cleeton, Cannock, Staffordshire

Featuring a skull wearing a headdress, dreamcatchers and arrows, Kyra’s tattooed car takes its inspiration from Native American tribal symbols. The dreamcatcher is a talisman that protects people from bad dreams. Arrows can be used to symbolise messages: when pointing to the left they are warding off evil; to the right signifies protection; and pointing down means peace. The headdress symbolises bravery and strength.

Honourable mention: Yutaka from Japan

Although Yutaka’s entry couldn’t be included in the competition (which was open to UK residents only), the judges felt his design was so good that it should be given an honourable mention. His wonderfully retro livery is inspired by vintage Japanese advertisements and matchboxes. The script on the roof and rear of the UX means ‘good luck,’ ‘happiness’ and ‘good fortune’.

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