



New Lexus Creates Film: How to Draw a Car, with Lexus design chief Koichi Suga

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- Koichi Suga, General Manager, Lexus Design, demonstrates his step-by-step technique for drawing cars
- Drawing workshop is the third instalment in Lexus Creates, a global social media programme that encourages viewer participation

The Lexus Creates series continues with a new sketching workshop film featuring Koichi Suga, General Manager, Lexus Design, demonstrating his step-by-step technique for drawing a car.

Click here to view the film: [Lexus sketching film](#)

Click here for a step by step guide on how to draw an LC:

<https://blog.lexus.co.uk/how-to-draw-a-car-lexus-lc/>

This is the third instalment in the social media-based programme, designed to encourage people to take part in creative activities. The topics featured are related to the Lexus hallmarks of design and craftsmanship and showcase a range of creative Lexus partners. For this latest episode, Suga shows the viewer the basic skills applied to drawing a vehicle, providing step-by-step guidance on how to sketch the Lexus's flagship LC 500 Coupe. Using just paper and pencil, the Lexus design chief uses simple strokes and easy-to-follow instructions to bring the LC to life and reveal the process behind automotive design.

"As a designer, drawing has been a core skill for as long as I can remember, and I have enjoyed the level of creativity it allows," said Suga. People think that the skill is unique and specialised, but I tell them that anyone can learn to draw and enjoy it as a wonderful free-form expression. Regardless of style or ability level, there are very valid emotional and mental benefits I feel people can engage from any creative expression. I am excited ... to show that with Lexus Creates.

"While I have been involved in vehicle design for decades, I still find that the drawing is still as enjoyable and stress-relieving as when I used to first imagine vehicles when I was school age."

Suga was the chief designer of the fifth-generation Lexus LS, the brand's flagship saloon. His creative vision led the production of the car's sleek and powerful design, continuing the evolution of the brand's distinctive design language.

LINKS:

<https://discoverlexus.com/>

<https://www.instagram.com/discoverlexus/>

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