

【GLOBAL PARTNER of INTERSECT BY LEXUS】

◆ INTERIOR DESIGN for INTERSECT BY LEXUS

Masamichi Katayama

Interior Designer

Principal of Wonderwall Inc., Professor at Musashino Art University

www.wonder-wall.com

<http://www.facebook.com/wonderwall.katayama>



A renowned interior designer active on the global stage, Masamichi Katayama has partnered to design the interior spaces for INTERSECT BY LEXUS in Tokyo and beyond. Katayama's uncompromising attention to detail, material and texture synchronizes perfectly with the design, innovation and functionality of LEXUS, resulting in a seamless collaboration.

Comment by Masamichi Katayama:

This project is not about creating a showroom, but rather an "environment." An environment of new concepts that spotlight the people and philosophy surrounding the LEXUS brand. An environment where people interact with a wide range of information and activities. As a platform generating new innovative ideas and concepts, it has been designed to evoke the feeling of a clubhouse or lounge, allowing people with shared values to come together and interact in a relaxed yet inspiring environment. The craftsmanship and other facets of the LEXUS brand are on display here, with a spindle-grille-inspired entrance façade and engine-part-adorned walls, and yet a careful balance has been achieved, resulting in a subtle space replete with understated elegance.

【Representative works of Wonderwall Inc.】

UNIQLO Global Flagship Store

(NY, London, Paris, Tokyo)

photo below: NY 5th Avenue Store

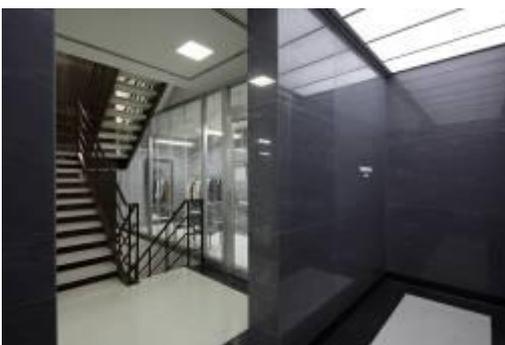


OZONE

(main bar at The Ritz-Carlton Hong Kong)



THOM BROWNE. NEW YORK AOYAMA



Homangu Kamado Shrine Juyosho



creative design&conceptual direction: Thom Browne
interior design: Masamichi Katayama/ Wonderwall Inc.

【PARTNERS of INTERSECT BY LEXUS - TOKYO】

◆ FOOD MENU DIRECTION

Daichi Tajima

Director, GARLAND co., Ltd., Owner and chef of kongtong / content



Daichi Tajima continues to create new and unique concepts in Tokyo's dining scene, from the "kongtong" diner in a hidden corner of the Mishuku district to the "content" restaurant at the Museum of Contemporary Art, and the "Taste AND Sense" cafe connected to the popular "ILDK" lifestyle shop in Nakameguro. At the INTERSECT Bistro, Tajima has produced a menu that accentuates the natural flavors to allow people to experience Tokyo's authentic cuisine.

Comment by Daichi Tajima:

We aimed to create a Tokyo-like bistro that is both casual and refined, where people can enjoy a new dining experience each time they visit INTERSECT. Infused with an essence of 'unexpected quality,' the dishes will offer guests pleasant little surprises, both when presented before them, and when tasted.

◆ CAFE MENU DIRECTION

FUGLEN

Coffee Bar



FUGLEN is a long-standing coffee bar from Oslo that people say is worth jumping on a plane to Norway just to enjoy. FUGLEN turns a cup of coffee into a true cultural and lifestyle experience. FUGLEN-produced coffee will embody "Best in the area," at a place of social gathering where visitors and staff can engage in lively conversation while waiting for the perfect cup to brew.

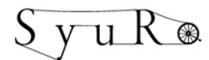
Comment by Einar Kleppe Holthe, FUGLEN:

A coffee shop rooted in the city is a meeting place that attracts people and generates new ideas. It is an important place where, through coffee, people can meet old friends and make new ones. At INTERSECT, it is our desire to provide people with the perfect cup of coffee every day. Guests'll no doubt be able to taste a clear difference in the coffee they drink here.

◆ TABLEWARE PRODUCE

SyuRo Masuko Unayama

Director of Lifestyle Goods Brand "SyuRo"



Working out of a studio in Taito Ward, part of Tokyo's new cultural scene, the SyuRo brand shop pursues manufacturing and design of the highest quality with consideration for the environment. LEXUS selected SyuRo to produce the tableware for use at the INTERSECT Bistro. The innovative items are simply designed and include lightweight tableware with high heat-retaining properties.

Comment by Masuko Unayama, SyuRo:

INTERSECT shares the SyuRo concept of wanting people to find more enjoyment in their day-to-day lives. With a desire to provide INTERSECT guests with the absolute best in hospitality, we have created beautiful and at the same time functional tableware, to enhance their dining experience. We hope guests will enjoy the varied culinary presentations that change according to the combination of tableware used.

◆ SOUND PRODUCE

TOWA TEI

DJ / Artist



Active on the club music scene, producer/DJ/musician Towa Tei is an established leader in the Japanese lounge music genre. He is also known for his collaborations in a wide range of fields outside music, including design, art, graphics and fashion. At INTERSECT, he creates seasonal sounds for the space.

Comment by TOWA TEI:

Supervising the production of music to fit a specific location is a very rewarding experience. I would like to create a comfortable atmosphere through my music, evoking a feeling of comfort and affluence under the theme of "sophisticated luxury," while at the same time reflecting the chic ambience of the Aoyama district.

◆ AROMA PRODUCE

yuica

Aroma Brand



An aroma brand that offers the rich fragrance of the trees of Japan, yuica uses essential oils extracted from leaves and branches collected through essential pruning for woodland preservation. As a consequence of their closely aligned philosophy, Lexus selected yuica to provide the INTERSECT fragrance.

Comment by Tadashi Inamoto, yuica:

INTERSECT is a place where different types of people gather to share values and cultivate deeper understanding. We aim to bring life to these encounters, using a unique fragrance that symbolizes the essence of Japan. We hope that people will visit and experience for themselves a special fragrance that is lavish yet refined in the way only a Japan-inspired aroma can be.

【CRAFTED FOR LEXUS】

Resonating with LEXUS' craftsmanship, the lifestyle items offered here were created by young artisans from across Japan. As the first step, we have collaborated with 14 Japanese artisan-led brands to create 18 items richly infused with exquisite design and artistry under the three themes of DRIVE, WORK, and EXPLORE.

These crafted pieces, rather than simply being part of a common boutique lineup, represent a collection of popular, finely finished creations embedded with the image and feel of the brand's distinct personality.

◆Shoes

blue over

A unique Japanese manufacturing process delivers maximum comfort.

Kyomachibori, Nishi-ku, Osaka

<http://www.blueover.jp/>



◆LED Desk Light

Bsize

This light combines near-natural sunlight with a minimalist design.

Sakawa, Odawara-shi, Kanagawa

<http://www.bsize.com/>



◆USB Memory stick

Hacoa

Carefully selected wood is shaped and lacquered to bring out its natural beauty.

Nishibukurocho, Sabae-shi, Fukui

<http://www.hacoa.com/>



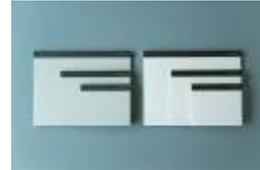
◆Drawing pad / Memoblock

ITO BINDERY

Book crafting techniques are used to create these simple, but stylish items.

Honjo, Sumida-ku, Tokyo

<http://www.ito-bindery.co.jp/>



◆Sunglasses

Kaneko Optical

Handmade sunglasses with a distinctive charcoal finish.

Yoshiecho, Sabae-shi, Fukui

<http://www.kaneko-optical.co.jp/>



◆Shirt

KICS DOCUMENT.

Crafted shirts designed for maximum comfort.

Nishiazabu, Minato-ku, Tokyo

<http://www.kics-document.jp/>



◆Coffee dripper / Dripper stand / Cup

ONE KILN

The original color and texture is created by blending local volcanic ash into the glaze.

Meiwa, Kagoshima-shi, Kagoshima

<http://onekiln.com/>



◆Trousers

orslow

Cotton and linen trousers sewn by traditional sewing machines create a distinctive look and feel.

Hinoikecho, Nishinomiya-shi, Hyogo

<http://www.orslow.jp/>



◆Smartphone case / Tablet case

RHYTHM

A unique hand stitching technique complements natural Japanese leather.

Higashisengokucho, Kagoshima-shi Kagoshima

<http://www.rhythm2010.com/>



◆Leather travel bag

Roberu

Italian reversible leather is paired with canvas to create a unique contrast of textures.

Hirakawacho, Kanagawa-ku, Yokohama-shi, Kanagawa

<http://roberu.com/>



◆Hat

Sashiki

Hand shaped hats inspired by subtle craftsmanship.

Higashikaigankita, Chigasaki-shi, Kanagawa

<http://members3.jcom.home.ne.jp/sashiki-hat/sashiki-top/sashiki-top.html>



◆Key tray

SyuRo

A modern tray inspired by silverware craftsmanship of Tokyo.

Torigoe, Taito-ku, Tokyo

<http://www.syuro.info/>



◆Shawl

tamaki niime

Fine threads are woven into a delicately loose weave by vintage looms to provide amazing softness.

Ueno, Nishiwaki-shi, Hyogo

<http://niime.jp/>



◆Tote bag

TEMBEA

A durable and functional canvas tote bag that delivers individuality.

Sendagaya, Shibuya-ku, Tokyo

<http://www.torso-design.com/>

