



DESIGN AWARD 2020

Press Kit Vol. 1

30 JUNE 2020

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# MESSAGE FROM LEXUS

Lexus has announced that the Lexus Design Award 2020 Grand Prix Selection date and venue will change to a virtual venue this August, instead of during Milan Design Week 2020 as previously planned. Despite the circumstances this year, Lexus remains committed to Lexus Design Award's original mission: an ongoing commitment to provide an effective launchpad for the next generation of creative leaders,

The finalists of Lexus Design Award 2020 from the United States, China, Europe, Pakistan and Kenya were selected from a record-setting group of 2,042 submissions from 79 countries by the esteemed judging panel of Paola Antonelli, Jeanne Gang, John Maeda, and Simon Humphries.

After the six finalists have been selected by the judges, the finalists are mentored by renowned creators as they refine their innovative solutions on the theme of Design for a Better Tomorrow, in preparation for their individual presentations during Grand Prix Selection. We look forward to the Grand Prix winner announcement on September 1<sup>st</sup> and celebrating the next great designer.

Brian Bolain,

Lexus International, General Manager of Lexus Global Marketing & PR



Lexus Design Award 2019 in Milan

# **ABOUT LEXUS DESIGN AWARD**

# ABOUT LEXUS DESIGN AWARD

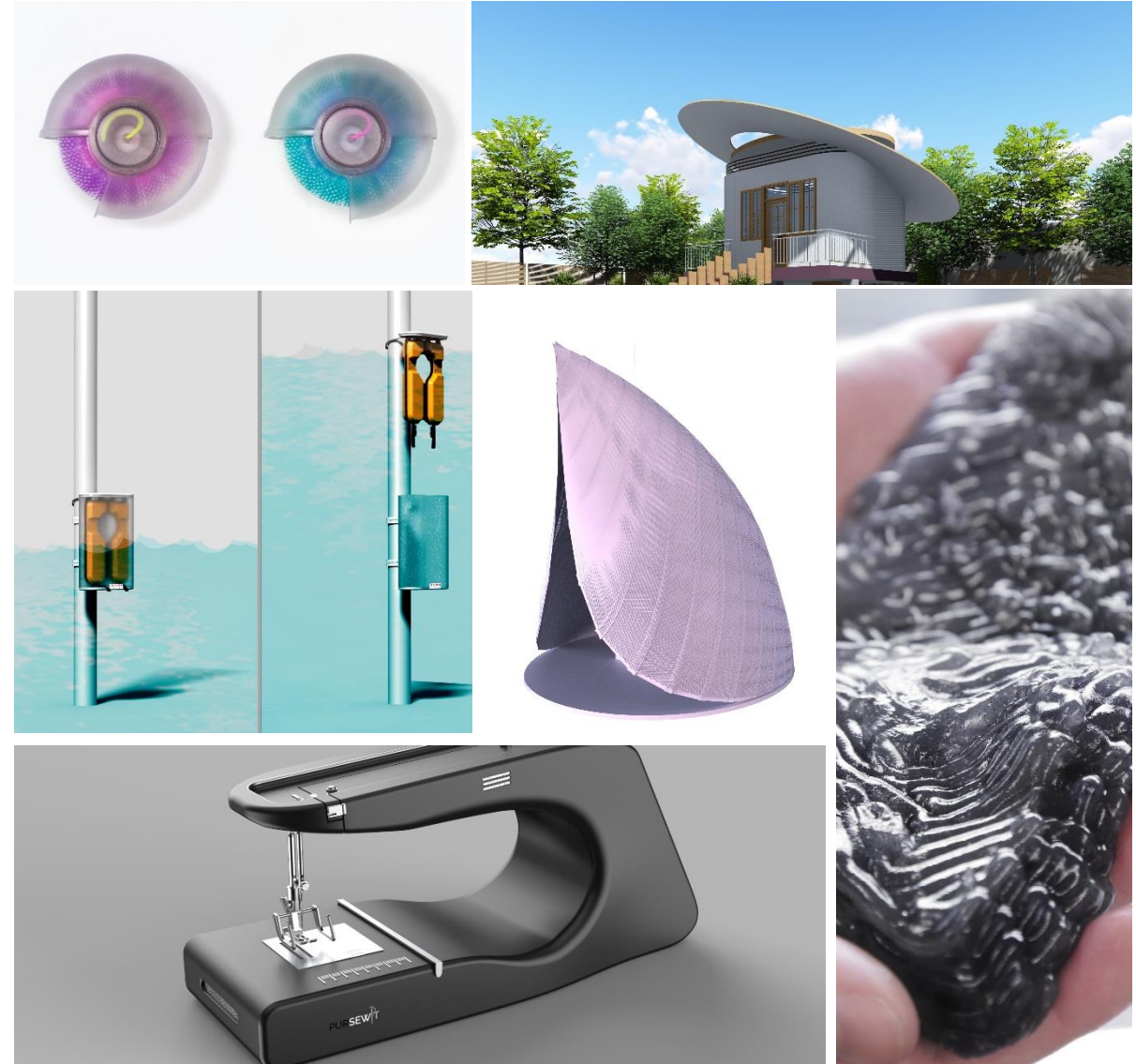
## OUR MISSION

### LEXUS BELIEVES DESIGN AND INNOVATION HAVE THE POWER TO CHANGE THE WORLD.

First launched in 2013, the Lexus Design Award is an international design competition for up-and-coming creators from around the world. The award fosters ideas that contribute to society by supporting designers and creators whose works can help to shape a better future and DESIGN FOR A BETTER TOMORROW.

Now in its eighth year, six finalists were chosen from a record-setting group of 2,042 submissions from 79 countries by a panel of four prestigious judges: Paola Antonelli, Jeanne Gang, John Maeda and Simon Humphries. Each finalist creates a prototype under the mentorship of a globally recognized designer. The judges select the Grand Prix winner following presentations of their work by each of the finalists.

Please find more details on the official website: [www.lexusdesignaward.com](http://www.lexusdesignaward.com)



Lexus Design Award 2020 Finalists

# ABOUT LEXUS DESIGN AWARD

## PAST JUDGES AND MENTORS

Since its launch in 2013, the Lexus Design Award worked with some of the most renowned figures in the design community.

We are proud of the many influential designers from a variety of backgrounds and disciplines that have committed themselves to this project. Their commitment reflects how the Lexus Design Award's mission of supporting and nurturing the next generation of creators resonates with their values.

We are grateful for their contributions and brilliant creative achievements which fuel our passion to continue the Lexus Design Award's quest for DESIGN FOR A BETTER TOMORROW.



DESIGN AWARD 2020

### PAST JUDGES



Sir David Adjaye  
Architect  
2018, 2019



Alice Rawsthorn  
Design Commentator  
2013 - 2017



Aric Chen  
Curator  
2013 - 2017

### PAST MENTORS



Snarkitecture (Daniel Arsham & Alex Mustonen)  
Artists and Architects  
2016 - 2017



Lindsey Adelman  
Designer  
2018



Max Lamb  
Designer  
2015 - 2017

# ABOUT LEXUS DESIGN AWARD

## PAST WINNERS

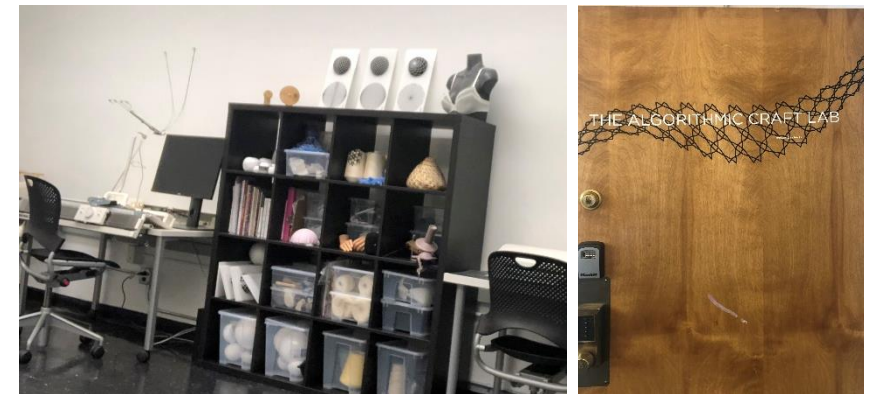
With its mission of supporting and nurturing young creators, the Lexus Design Award provides experiences that launch creative careers. Previous Lexus Design Award winners have gone on to continue their journey as designers, bringing their talent to diverse creative spheres.

### LISA MARKS GRAND PRIX WINNER OF LEXUS DESIGN AWARD 2019

"Since winning the 2019 Lexus Design Award International Grand Prix, my work has been shown internationally in four countries," says Lisa Marks. "This has provided me the exposure that has led to many opportunities to speak, both to large audiences and in private presentations to teams as prestigious as the Apple Industrial Design team. As an Assistant Professor at Georgia Tech, I have launched the Algorithmic Craft lab, a research lab that will expand upon the work that brought me to Milan. I have also been teaching classes on my research, directly impacting the future of the Industrial Design field."



Lisa Marks



The Algorithmic Craft Lab at Georgia Tech

# ABOUT LEXUS DESIGN AWARD

## PAST WINNERS

### **SKIPPING ROCKS LAB** (Rebranded into NOTPLA in 2019) (RODRIGO GARCIA GONZALEZ AND PIERRE PASLIER) PANEL FINALISTS OF LEXUS DESIGN AWARD 2014

Notpla (cofounded by Rodrigo Garcia Gonzalez and Pierre Paslier) is the London-based startup that won the Lexus Design Award 2014 with “Ooho!”, an edible capsule-shaped packaging made from seaweed as an alternative to the plastic bottle.

Following the award, the team started collaborating with chemists and chemical engineers and soon started working on a scalable manufacturing technology. Ooho can encapsulate a wide range of liquids, from water to cocktails, sauces and even cosmetics.

In April 2019, Ooho was adopted as an alternative to plastic bottles at the London Marathon. During the marathon, the capsules filled with energy drink were handed out to over 30,000 runners. This large-scale trial contributed to the organization’s target to bring the number of plastic bottles used previous year down from 760,000 to 215,000 in 2019.

Notpla, the material developed by the startup, has expanded beyond just Ooho, and since 2018, the team has been working on new developments including a transparent film for dry products and a coating for cellulose packaging.



Rodrigo Garcia Gonzalez  
Co-founder & Co-CEO

Pierre Paslier  
Co-founder & Co-CEO



OOHO filled with energy drink were handed out over 30,000 runners at London marathon in 2019

# ABOUT LEXUS DESIGN AWARD

## GUIDING PRINCIPLE/ JUDGING CRITERIA

The next generation of design and technology innovators at Lexus Design Award were inspired by a single Guiding Principle.

**Design for a Better Tomorrow.  
Anticipate. Innovate. Captivate.**

# ABOUT LEXUS DESIGN AWARD

## PROCESS OF LDA

01

LDA 2020  
CALL FOR ENTRY

AUG 1 - OCT 14, 2019

02

FINALIST  
SCREENING  
SESSION  
With judges

DEC 1, 2019

03

MENTORING  
WORKSHOP  
At Intersect by Lexus  
NYC

JAN 23-24, 2020

04

ANNOUNCEMENT  
OF SIX FINALISTS

JAN 29, 2020

05

PROTOTYPE  
DEVELOPMENT  
Supported by  
mentors

JAN-JUL 2020

06

GRAND PRIX  
JUDGING

AUG 2020

07

GRAND PRIX  
ANNOUNCEMENT

SEP 2020



# JUDGES & MENTORS

# JUDGES OF LEXUS DESIGN AWARD 2020

This year, Jeanne Gang, named one of 2019's Most Influential People in the world by Time Magazine, joins other esteemed members of the judging panel: Paola Antonelli, Senior Curator of Architecture & Design at The Museum of Modern Art; John Maeda, Technologist and Chief Experience Officer at Publicis Sapient; and Simon Humphries, Head of Toyota & Lexus Global Design.

*"We are in the eighth year of the Lexus Design Award, and some of the designers that won the past editions are doing great." says Paola Antonelli, "Some have developed the work that they won with and have gone on to establish companies, and altogether they made us proud. But what I really like is the fact that the Lexus Design Award is about building working prototype. It's not about just having a concept of an idea but implementing it and the help of the mentors has been fundamental. I hope that this award will continue because it's really a very exemplary way to help designers. Not only by giving them a medal or a little bit of money, but rather about truly helping them make something happen of their ideas".*

*John Maeda says "I think the idea of designing for a better tomorrow, people do think about how to save the earth - which is pretty important because with no earth there is no tomorrow. I think what does interest me the most though is how to enable universal employability and income generation because if you can eat, you'll have a better tomorrow. The future of design is thinking much more about the environmental impact, societal impact and the impact of the total experience, not just the design itself. The future of design is about experience."*



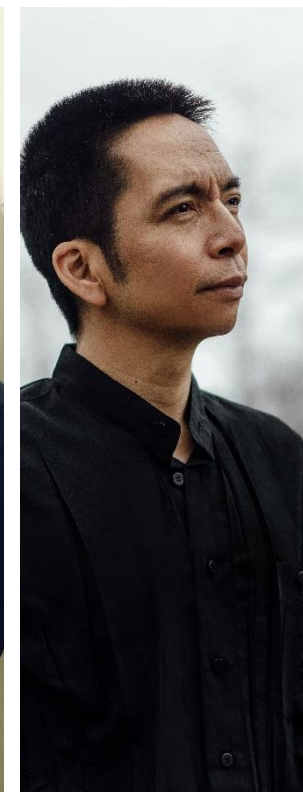
PAOLA ANTONELLI  
CURATOR

Photo by Marton Perlaki



JEANNE GANG  
ARCHITECT

(C) Saverio Truglia



JOHN MAEDA  
TECHNOLOGIST

Photo by Julia Hembree



SIMON HUMPHRIES  
HEAD OF TOYOTA &  
LEXUS GLOBAL DESIGN

# JUDGES OF LEXUS DESIGN AWARD 2020

## PAOLA ANTONELLI

SENIOR CURATOR FOR THE DEPARTMENT OF ARCHITECTURE AND DESIGN AT MoMA, NY

Paola Antonelli is Senior Curator of Architecture & Design at The Museum of Modern Art, as well as MoMA's founding Director of Research & Development. Her goal is to promote design's understanding, until its positive influence on the world is universally acknowledged. Her work investigates design's impact on everyday experience, often including overlooked objects and practices, and combining design, architecture, art, science and technology. She has curated shows, written books, lectured worldwide, and taught in several schools, including Harvard and UCLA. Following the XXII Triennale di Milano--her 2019 Broken Nature, devoted to the idea of restorative design--Material Ecology, a show on the work of architect Neri Oxman that opened at MoMA on February 2020; on several new sessions of her MoMA R&D Salons; and on two books-- a collection of essays on contemporary design and Design Bites, a book about foods from all over the world as examples of design.

## JEANNE GANG

ARCHITECT / FOUNDING PRINCIPAL, PARTNER OF STUDIO GANG

Jeanne Gang, FAIA, is the founding principal and partner of internationally renowned architecture and urban design practice Studio Gang. Recognized for an approach that expands beyond architecture's conventional boundaries to foreground relationships between individuals, communities, and their environment. Jeanne has a diverse, award-winning portfolio of work throughout the Americas and Europe. These include Aqua Tower in Chicago, an expansion of the American Museum of Natural History in New York and the new United States Embassy in Brasilia. A MacArthur Fellow and Professor in Practice of Architecture at the Harvard Graduate School of Design, Jeanne this year was named one of the most influential people in the world by TIME Magazine and won her largest commission to date: the 2.2 million sf O'Hare Global Terminal.



Photo by Marton Perlaki



© Sally Ryan

# JUDGES OF LEXUS DESIGN AWARD 2020

## JOHN MAEDA

TECHNOLOGIST / CHIEF EXPERIENCE OFFICER, PUBLICIS SAPIENT

John Maeda is an American technologist, designer, engineer, artist, investor, author, and teacher. He was recently appointed chief experience officer at Publicis Sapient, the technology consulting and delivery arm of communications and marketing conglomerate Publicis. He has held positions with Automattic, the parent company of WordPress.com; the venture capital firm Kleiner Perkins; led research at the MIT Media Lab; and served as president of the Rhode Island School of Design. Named as one of the “75 Most Influential People of the 21st Century” by Esquire, Maeda draws on his diverse background as an MIT-trained engineer, award-winning designer, and executive leader to bring people and ideas together at scale. He is the author of several celebrated books, including *The Laws of Simplicity* and *Redesigning Leadership* and *How to Speak Machine* published on November 2019. He has appeared as a speaker all over the world, from Davos to Beijing to São Paulo to New York, and his talks for TED have received millions of views.

## SIMON HUMPHRIES

HEAD OF TOYOTA & LEXUS GLOBAL DESIGN

Simon Humphries is Head of Toyota & Lexus Global Design. He was appointed to oversee design for both brands in 2018. As Head of Lexus Global Design Humphries seeks to define Lexus' unique values in the form of a brand philosophy, incorporating a clear cultural reference to Lexus' Japanese heritage and building a design direction that is relevant to users around the world. Humphries joined the company in 1994. His many roles in leadership and advanced design include defining the signature spindle grille that has become an icon for the Lexus brand. In 2016 he became President of ED2 (Toyota Europe Design Development) where his team spearheaded development of mobility concepts such as the Toyota e-Palette concept as part of the brand's transition from “automotive company” to “mobility company.” Humphries began his career in design in 1988 when he was awarded the Royal Society of Arts Bursary Prize for Product Design in the UK. The award gave him the opportunity to work for Sony, which jumpstarted his passion for living and working in Japan. In his spare time Humphries enjoys carpentry and is restoring a 100-year old Japanese farmhouse.



Photo by Julia Hembree



# JUDGES OF LEXUS DESIGN AWARD 2020

## A CHAT WITH SIMON HUMPHRIES

**Briefly describe what you do. What areas are you responsible for?**

Overall leadership of (both Toyota and) Lexus Design. In that capacity, it is critical that I hold a clear "belief" in the direction in which Lexus Design should progress. This belief forms the basis to motivate our designers and creators to challenge themselves, and take Lexus to ever higher levels.

**What is your area of expertise?**

Design is essentially about solving problems. Curiosity, open mindedness and the ability to listen and observe are essential to this task. As a designer, having had experience in the product design and graphic design industries, as well as automotive design, I believe I have unique strengths on which to draw as we move into an era where the mobility experience will be much more than just cars.

**What are you most proud of?**

On a personal level. Being able to define Lexus' unique values in the form of a brand philosophy, and to do it in a way that creates a clear cultural reference to Lexus' Japanese heritage, and from that, build a design direction that is relevant to users around the world.

Defining the Spindle grille that has become an icon for the Lexus brand.



# JUDGES OF LEXUS DESIGN AWARD 2020

## A CHAT WITH SIMON HUMPHRIES

**What activities do you enjoy? What things/topics/activities are you most passionate about?**

Carpentry and anything that involves making things! Next project to be undertaken, restoring a 100 year old Japanese farmhouse!

I enjoy cooking and grow my own vegetables and even make "ume boshi" (Japanese pickled plums).

**Please tell us about any award or recognition you have received?**

In 1988 I was awarded the Royal Society of Arts Bursary prize for product design (UK). This award gave me the opportunity to come to Japan, and work briefly for Sony in 1988, and is in many ways what started my interest in living and working in Japan.

**What is your source of inspiration? Where do you find the most inspiration?**

Inspiration comes from life. Design is all about solving problems. Open-mindedness, curiosity and taking time to listen and observe people, society and culture is the only way to predict future needs and desires. Any other way is already too late!



# **MENTORING WORKSHOP AT INTERSECT BY LEXUS - NYC**

# MENTORING WORKSHOP AT IBL - NYC

## MENTORING HAS ALWAYS BEEN THE CORE TO THE LEXUS DESIGN AWARD.

The six finalists visited New York City to participate in mentoring sessions with the four globally acclaimed mentors: Joe Doucet, Bethan Gray, Philippe Malouin and Shohei Shigematsu. The workshop took place at Lexus' creative culture space, INTERSECT BY LEXUS - NYC.

After the Mentoring Workshop, each finalist has had ongoing, access to a mentor via one-on-one online sessions as they continue to develop their prototypes.

Mentorship is key to expressing the fundamental principles of "Anticipate", "Innovate", and "Captivate" embodied by the Lexus brand in the finalists' works to be showcased to the world.



Finalists and Mentors at Intersect by Lexus - NYC, January 2020

# MENTORS OF LEXUS DESIGN AWARD 2020 (1/2)

## JOE DOUCET

FOUNDER, JOE DOUCET X PARTNERS

A designer, entrepreneur, inventor and creative director, Joe Doucet is one of the most sought-after creative talents working in America today. After graduating from the Art Center College of Design, Doucet quickly began exporting his vision into product, furniture, environment, and technology to find solutions for daily and societal challenges through design. His work deftly hybridizes function and visual appeal while conveying layers of meaning and message. Doucet believes that design and, more importantly, a designer's thought process can play a larger role in innovation and problem solving, as well as aesthetics. He currently holds numerous patents for his designs and inventions. Doucet's work has been exhibited globally, including the London Design Museum and the Biennale International Design in Saint-Etienne. He has received numerous international awards, including a World Technology Award for Design Innovation and multiple Good Design Awards. He was also named the only ever AvantGuardian for Design by Surface Magazine. In 2017, Doucet was named the 2017 Winner of the Smithsonian Cooper-Hewitt National Design Award as Product Designer—the highest honor in his field. As an entrepreneur, Doucet has created and launched a myriad of businesses aimed at making the world a better place through design, including [OTHR](#) and [Citizen A](#).



## BETHAN GRAY

CREATIVE DIRECTOR, BETHAN GRAY DESIGN

London-based Bethan Gray is one of the UK's most celebrated furniture and homeware designers, having been awarded four Elle Decoration British Design Awards including the coveted Best British Designer. Her work features extensively in global media; and she has exhibited in London, Milan, Paris, New York and Dubai. Bethan's ancestors went on an incredible journey across continents - Bethan has since visited many of the places they passed through, inspired by a love of travel, art and culture. Today, her mission is to bring contemporary relevance to the traditional techniques from these regions - keeping both cultural narratives and craft skills alive. She believes in the power to tell stories through craft and design and has formed joint ventures based on mutual trust and respect that support over 400 master crafts people globally. Established in 2008, Bethan Gray Design creates luxury handcrafted collections of furniture and home accessories that are sold through global retailers such as Harrods, Liberty, Lane Crawford. Within her own practice in London, she nurtures, connects and encourages new design talent and mentors upcoming female designers. She has recently launched a Prize for Women in Craft with Cardiff Metropolitan University where she is an honorary fellow.



# MENTORS OF LEXUS DESIGN AWARD 2020 (1/2)

## PHILIPPE MALOUIN DIRECTOR, PHILIPPE MALOUIN STUDIO

British-Canadian Philippe Malouin holds a bachelor's degree in Design from the Design Academy Eindhoven. He has also studied at the École Nationale Supérieure de Création Industrielle in Paris and the University of Montreal. He set up his studio in 2008 after working for English designer Tom Dixon. Philippe has also taught at the Royal College of Art in London between 2012-2015. He is also the director of POST-OFFICE, the architectural and interior design practice. His diverse portfolio includes tables, rugs, chairs, lights, art objects and installations. Philippe's client list includes SCP, Marsotto Edizioni, Resident, OTHR, Hem, Ace hotel, Matter-Made, Established & Sons, Roll & Hill, 1882 Ltd., Kvadrat, Umbra Shift, Caesarstone, IZÉ, Swarovski, Bloomberg, Aesop and Touch Digital. Philippe is represented by Salon 94 Design gallery in New York City. He has recently won the Wallpaper\* Magazine 'designer of the year' award. Philippe lives and works in London, where he operates his design studio.



## SHOHEI SHIGEMATSU PARTNER AND DIRECTOR OF OMA NEW YORK

Shohei Shigematsu joined OMA in 1998, has led the New York office since 2006, and became a partner in 2008. He has recently completed the renovation of Sotheby's New York headquarters, luxury high-rise towers in San Francisco and Miami, and OMA's first ground-up building in New York City, a residential complex at 121 East 22nd Street. Sho has successfully completed designs for cultural venues including the Quebec National Beaux Arts Museum and the Faena Arts Center in Miami Beach. Currently in progress are the expansion of Buffalo's Albright-Knox-Gundlach Art Museum and a second building for the New Museum. Sho has also designed exhibitions for Prada, the Venice Architecture Biennale, the Metropolitan Museum of Art, Park Avenue Armory, and Dior's first US retrospective at the Denver Art Museum and Dallas Museum of Art. He oversees OMA's projects in Japan, including a new business center in Fukuoka (2020) and OMA's first mixed-use tower in Tokyo for Mori Building Co, Ltd. (2022). A design critic at the Harvard Graduate School of Design, Sho has lectured at TED and Wired Japan conference, and at universities throughout the world.



# JOURNEY OF FINALISTS

# FINALIST – BIOCRAFT (1/2)

## Biocraft

Biocraft materials combine natural biopolymers with emerging technology to produce materials with advanced capabilities that better our health and the environment. They are intended to replace the inert products in our daily lives with ones that actively engage with their surroundings by removing CO2 from the air and disseminating nutrients.

## Sutherlin Santo, USA

Paul and Garrett Sutherlin Santo are designers from Downtown Los Angeles. Their work seeks to project a future where design's connection to nature and technology are symmetrical by exploring the relationship of emerging digital processes, ecologically engaged materials, and traditional techniques.

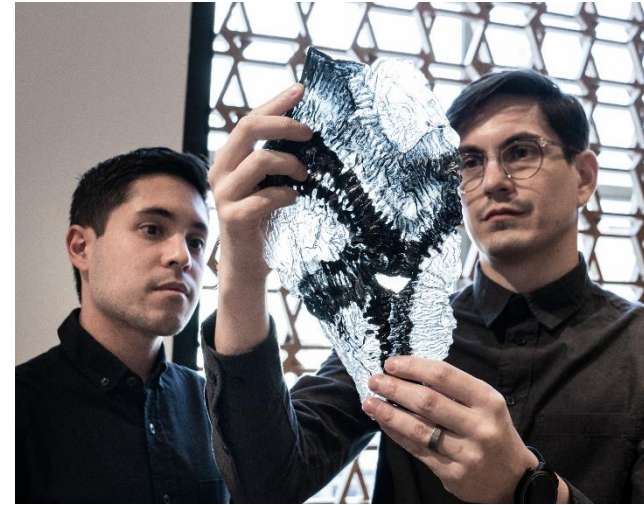


## FINALIST – BIOCRAFT (2/2)

"Biocraft are plant-based, 3D printed materials customized with performative characteristics like removing carbon dioxide from the air," says Paul Sutherlin Santo, who is in charge of material development and other physical aspects. Garrett Sutherlin Santo takes care of software coding and technical applications such as 3D printing.

Following the mentoring sessions, "Bio.Scales" was renamed "Biocraft." The name was changed after Paul and Garrett concluded that the performative materials they developed had the potential for greater environmental impact if they were deployed on a larger scale.

"Right now, we are focused on this project, but the Lexus Design Award is just a first step into the future," said Paul. Garrett added, "we hope the Lexus Design Award will help us build a community of likeminded designers interested in addressing the issues that face us now and in the future."



# FINALIST – FELTSCAPE (1/2)

## Feltscape

Feltscape is a breathing cloud that fosters the philosophical idea of isolation. It is made of felt and recycled bio-plastic with an innovative robotic fabrication process. By the implementation of sensors and kinetic mechanisms, the cloud will follow the visitor's breath. The membrane rhythm gradually accelerates or decelerates guiding the occupant to inhale/exhale slower.

## Théophile Peju & Salvatore Cicero, United Kingdom

Théophile Peju & Salvatore Cicero are architectural designers based in London. They graduated from the Bartlett School of Architecture—UCL, where they pursued research on textile composite materials. Their design approach, through hands-on experience, combines traditional craftsmanship and innovative robotic fabrication techniques.



# FINALIST – FELTSCAPE (2/2)

Théophile Peju from France and Salvatore Cicero from Italy conceived Feltscape as a breathing cloud made of felt and thermoplastic that traps noise and can be used for customizing interior acoustics and illumination.

Reflecting on the mentoring workshop, the duo say that it was wonderful to be able to apply their ideas and do real development work under the mentorship of established creators. “We originally submitted our Feltscape design concept as an acoustic lamp,” said Cicero. “But when Shohei Shigematsu told us that a design needs a story, we had to consider how to make it provocative and appealing as an exhibit. Out of those discussions came the idea of Feltscape as an experience of entering a breathing cocoon where you felt safe to relax and meditate.” In this way, Feltscape was transformed by the workshop and continues its evolution, to be revealed later in the year.

The duo hopes to one day open their own design studio, once the Lexus Design Award has launched their careers.



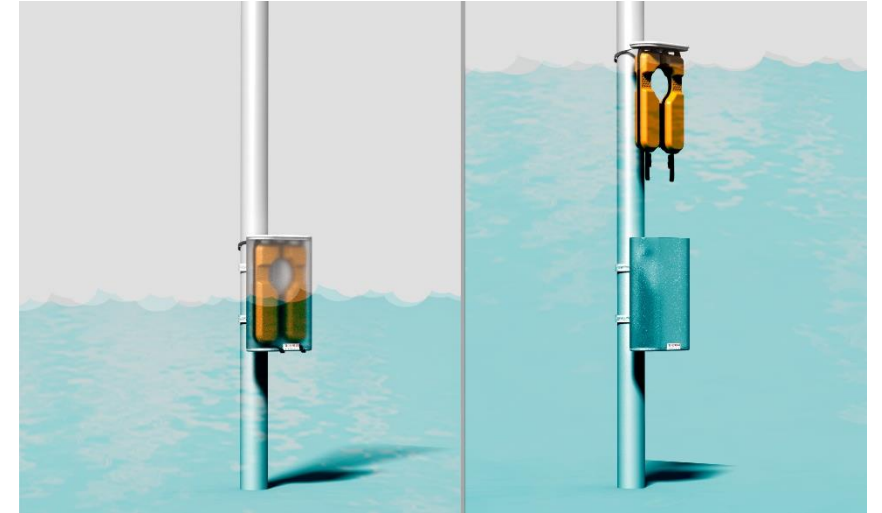
# FINALIST – FLASH PAK (1/2)

## Flash Pak

Flash Pak, installed on the lamp posts, makes life jackets easily accessible and provides protection to people in high-risk flooding areas. By utilizing the natural buoyancy of the life jacket, it allows the life vest to rise up to the water's surface for easy access regardless of how high the water is.

## Yaokun Wu, CountryChina / Based in USA

Yaokun Wu is an industrial design student at Pratt Institute in Brooklyn, New York. He feels grateful for everything he has and wishes to use design to help people who need it most. He believes design is everywhere, but only that which brings people warmth will never be forgotten.



## FINALIST – FLASH PAK (2/2)

Yaokun Wu, from Shenzhen, China, is an industrial design student at Pratt Institute in Brooklyn, New York. Although he applied for the previous year's Award, this is his first time to be selected as a finalist. Flash Pak is a smart life jacket that can guide its user to safety in flash floods.

Regarding the mentoring workshop Wu said he was nervous to be face-to-face with world-class designers, all the more so when they're giving you direct instruction. "At first I felt pressured to respond hurriedly to all the different pieces of advice I received from the four mentors," he said. "I had to calm down before I could see how they intended for their words to apply to my work. Three of the four mentors questioned my assumption that Flash Pak was for students," said Wu, by way of example. "The mentoring workshop awakened me to Flash Pak's broader potential; by rethinking the design I was able to expand accessibility to many more users."

Wu said, "All four of my mentors gave me advice beyond anything I could have imagined. For example, I habitually began designs by sketching, but Philippe Malouin showed me how to start with a physical model. It's a valuable way of fueling creativity. Participating in the Lexus Design Award is boosting my confidence as a designer," says the Wu.



# FINALIST – L.I.C.K. (1/2)

## L.I.C.K.

L.I.C.K. is a portable body cleaner that will help people who are unable to use a bath. The device has a soft cleaning surface like a cat's tongue similar to how cats clean their body from impurities. This cleaning surface has papillae with a U-shaped cavity and different hardness like cats' tongue.

## Irina Samoilova, Russia

Irina Samoilova is a product & furniture designer. She is currently studying for a master's degree at Moscow State Stroganov Academy of Design and Applied Art in the furniture design department. Before starting a new design, she first studies animal shapes and how such forms already work in nature.



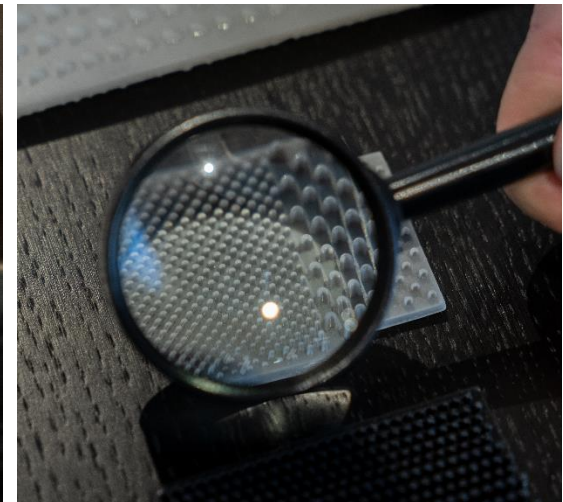
## FINALIST – L.I.C.K. (2/2)

Irina Samoilova is a student at the Stroganov Art School, known officially as Moscow State Stroganov Academy of Design and Applied Arts. She resumed her design education after a six-year career as a furniture designer in China. Samoilova has beloved cats.

Her proposal is a mobile body cleaner that works like a cat's tongue to lick off dirt and keep your body clean in the absence of bathing facilities. The concept was triggered by a familiar sight viewed from a new perspective. 'When my grandmother was hospitalized with a broken leg, I felt sorry that she couldn't wash as often as she liked. Then I noticed the way my cat was grooming herself and the idea hit me. I wished there was a device that could easily wash one's body, like a cat, anytime, anywhere,' she said. 'A cat's tongue is rough yet feels good to the touch. That's how I came up with L.I.C.K.'

Describing the mentoring workshop, she said, 'It was like a dream. I couldn't believe these famous world-class designers were sitting next to me as mentors, talking to me and listening to me! It was beyond imagination. They advised me on how to approach simulation of the surface of a cat's tongue and how to take mass production into consideration in design. It was real-world advice and made me think seriously. And it's not just the mentors; all the finalists I've met have been amazing!'

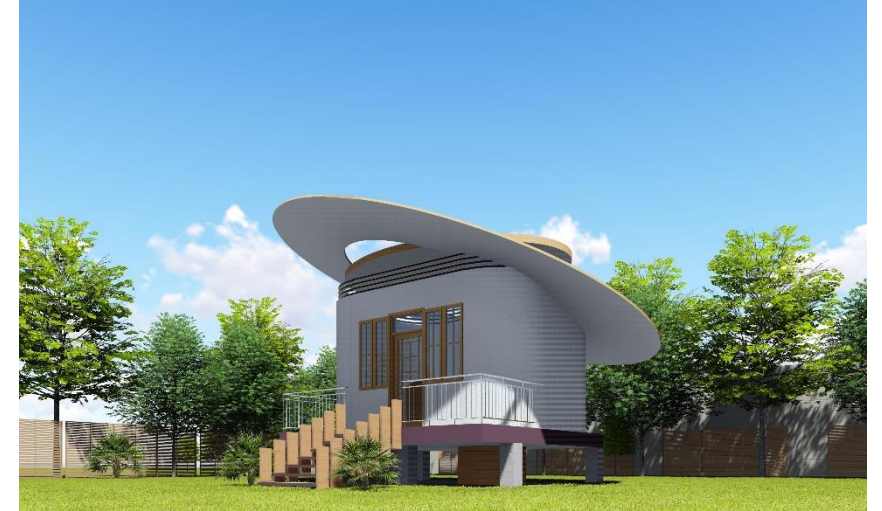
When asked about the future, she said, 'My dreams may have already come true at the mentoring workshop in January with direct guidance from such amazing designers. Someday, though, I'd like to develop my own brand of furniture,' she added.



# FINALIST – OPEN SOURCE COMMUNITIES (1/2)

## Open Source Communities

Open Source Communities is a proposal outlining an efficient way of designing communities in developing countries based on using smart open-source plans. The designer's endeavor is to see how these designs may be refined to create a water resource center that is sustainable.



## BellTower, Kenya

BellTower was established in 2014 with the vision of using open source systems and technologies to solve problems. They came together to create a team with skills in Risk Management, Information Technology, Design, Project Management and Strategy to build an open-source community model for personal, corporate and industrial needs.

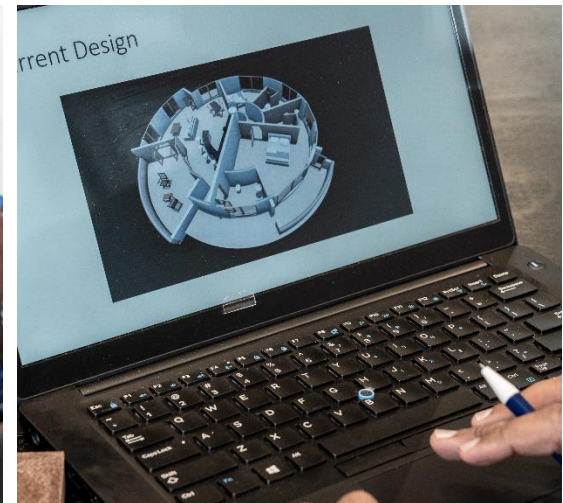


# FINALIST – OPEN SOURCE COMMUNITIES (2/2)

Founded in Nairobi, Kenya in 2014, BellTower is a creative group of five members, each having their own area of expertise. Open Source Communities is a proposal for using smart open-source plans to efficiently design communities in developing countries. Belltower's John Brian Kamau recalls first learning about the Lexus Design Award three years ago. Kamau, who keenly recognizes that Design Thinking is essential to improving quality of life, felt compelled to apply because of the importance of networking on a global scale as evidenced by the diversity of the Award's prominent judges and mentors.

In Nairobi high-tech coexists with urban poverty. As a major UN center, Nairobi attracts a global elite. Many graduates of local universities also call the city home despite its dismal job market. When Kamau considered living in Nairobi, he came up with the concept of a community that uses open source to give more people easy and affordable access to a safe and comfortable lifestyle.

"I studied and worked in the United States for about 10 years," says Kamau. "Networking is the main attraction of the Lexus Design Award," he said. "The LDA family is really great and I'm looking forward to taking that experience back to my home country of Kenya. Of course the finalists are competitors, but it would be great to work with them, along with our mentors, judges and others like them in the future," he added, polishing his ideas to make his dreams for Kenya come true.



# FINALIST – PURSEWIT (1/2)

## Pursewit

The Pursewit has a sleek new design that just invites you to sew!

By simplifying sewing machine use for the visually impaired, the operation is made more intuitive and tactile, aiding in the cumbersome process of sewing.

## Aqsa Ajmal, Pakistan

Aqsa Ajmal, Industrial Designer, graduated from National University of Sciences and Technology. She is steered by her belief in design as a problem-solving tool, devising relationships between ideas and reality. Through her tangible interaction and firsthand experiments in design, she looks forward to improving connections between people and products.



## FINALIST – PURSEWIT (2/2)

Pursewit is about simplifying the sewing machine for use by the visually impaired. The young Pakistani designer Aqsa Ajmal has made sewing machine operation more intuitive and tactile, thereby simplifying what would be a complex and cumbersome undertaking.

“A friend of mine was blinded by an accident,” says Ajmal. “She couldn’t find a job that she could do with her disability. She felt hopeless. I wondered how blind people could make a living for themselves. I thought that being able to sew could be a game changer in Pakistan with its thriving sewing industry, so I came up with Pursewit. I’m so happy that a big brand called Lexus has chosen a proposal from a small country like Pakistan out of all the world as a finalist. When it was reported that I had been selected as a finalist, many people contacted me. The mother of my friend who sparked the idea thanked me for coming up with such a great idea for her daughter,” she said. “I was also happy to see how happy her mom was.”

“The mentoring workshop changed my life, said Ajmal. “It’s inspiring to meet these amazing designers in person. The ideas of the other finalists were also stimulating. Everyone was just wonderful. I’ve stayed in contact with the other finalists, sometimes exchanging design ideas with them. It’s fantastic to be able to do something like this even though it’s a competition,” she adds.

In the future, Ajmal hopes to gain more experience and become a designer who can tell her story to more people.



# A NEW TROPHY DESIGN

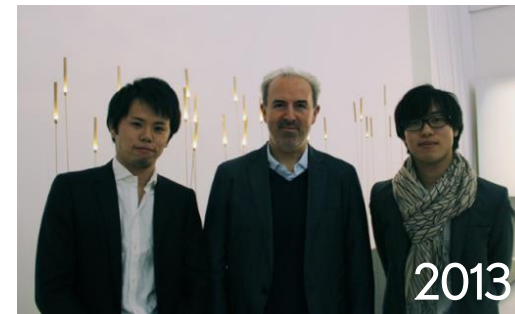
# A NEW PERMANENT TROPHY DESIGN

## HIDEKI YOSHIMOTO, WINNER OF THE FIRST LEXUS DESIGN AWARD, IS BACK AS TROPHY DESIGNER

Lexus asked Hideki Yoshimoto, winner of the first Lexus Design Award in 2013 to design a permanent trophy for the Lexus Design Award. Today, Yoshimoto is a successful professional designer based in London, working with a number of global brands. The design will incorporate influences from Yoshimoto's engineering background and his commitment to Japanese *takumi*-craftsmanship. The trophy will continue to be used for future Award events.

"It's a great honor," said Yamamoto. "The Lexus Design Award launched my career, and I'm overjoyed to be able to help create the future with Lexus. This will be the face of the Award for years to come, so I tried to create a simple, dignified form, free of affectation, in a design where boldness and subtlety coexist. "

The Grand Prix trophy, designed by Hideki Yoshimoto, will be unveiled when this year's Grand Prix winner is announced in September.



### ABOUT HIDEKI YOSHIMOTO

Hideki Yoshimoto is a designer and engineer, working on a wide range of creative and technology projects. He studied aeronautics and astronautics at the University of Tokyo and carried out PhD research at the Royal College of Art, before founded [TANGENT](#), his own lighting brand in 2015 in London. His projects and research have received several international awards in both of design and engineering, such as Lexus Design Award's Grand Prix, Red Dot Design Concept's Best of the Best Award, and Best Conference Award from Japanese Society of Artificial Intelligence. He was also appointed as a visiting associate professor at Osaka University of Arts in Japan in 2018.

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#LexusDesignAward

[www.lexusdesignaward.com](http://www.lexusdesignaward.com)

More photos are available on

<https://discoverlexus.com/press>

## ABOUT LEXUS

Lexus launched in 1989 with a flagship sedan and a guest experience that helped define the premium automotive industry. In 1998, Lexus introduced the luxury crossover category with the launch of the Lexus RX. The luxury hybrid sales leader, Lexus delivered the world's first luxury hybrid and has since sold over 1.5 million hybrid vehicles.

A global luxury automotive brand with an unwavering commitment to bold, uncompromising design, exceptional craftsmanship, and exhilarating performance, Lexus has developed its lineup to meet the needs of the next generation of global luxury guests and is currently available in over 90 countries worldwide.

Lexus associates/team members across the world are dedicated to crafting amazing experiences that are uniquely Lexus, and that excite and change the world.

