We are second year industrial design students from Carleton University. We wanted to participate in this year’s design challenge because we wanted to develop and showcase our abilities to incorporate brand identity and values into design. This installation concept for the 2019 Lexus UX was the end result of hours of commitment and dedication towards our same passion for automobiles and the Lexus brand and identity.

ABOUT US

We are second year industrial design students from Carleton University. We wanted to participate in this year’s design challenge because we wanted to develop and showcase our abilities to incorporate brand identity and values into design. This installation concept for the 2019 Lexus UX was the end result of hours of commitment and dedication towards our same passion for automobiles and the Lexus brand and identity.

LEXUS SCHOOL DESIGN CHALLENGE
INSPIRATION

The weaving pattern creates an intriguing visual stimuli that creates stopping power through an amazing experience. This bending terrain and mesh pattern accentuates the nimble performance and flexible crossover characteristics of the 2019 Lexus UX. Drawing inspirations from the signature spindle grill, a DNA of the Lexus ‘L-Finesse’ design language, as well as the unique woven leather seats from the original Lexus UX concept, this exhibit extends the bold stance of the Lexus brand into the display’s design itself.

As an urban explorer, we integrated the common elements found within the urban city landscape into our design through the ribbons in our concept - forming buildings, glass panels, and grid roads through repeating rectilinear forms.
CONCEPT
IDEATION

LEXUS SCHOOL DESIGN CHALLENGE
PROTOTYPE IDEATION
Our concept incorporates a simple yet visually stimulating geometric pattern spawning from multiple ribbons spanning the perimeters of the exhibit. This stunning visual tessellation complements the inspiring new 2019 Lexus UX while giving it the stopping power to attract the attentions of the press, competitors, and attendees of the Lexus auto show booth. The weaving of the lines hovers over the turntable to convey the qualities of a contrarian consumer while not impeding the table’s ability to turn.
The weaving of the blue and purple ribbons provides a sense of craftsmanship which conveys luxury and the welcoming elements of Omotenashi. Use of sensible, top quality materials such as woven nylon or faux leather/suede deliver a message of care and level of excellence to the exhibit that radiates confidence and respect to the guests.

MATERIAL & COLOUR

MATERIAL CHOICES

ECONOMICAL | WOVEN NYLON/POLESTER

PREMIUM | FAUX LEATHER/SUEDE
To incorporate social media interactions with attendees of the Lexus booth, we incorporated a number of dedicated areas marked by footprint decals surrounding the display promoting interaction with the display’s breathtaking angles. Here, guests are encouraged to create their own definition of luxury by taking and sharing photos on social media platforms with hashtags #LexusUX and #DefineOnesLuxury to promote the Lexus brand and the 2019 UX.