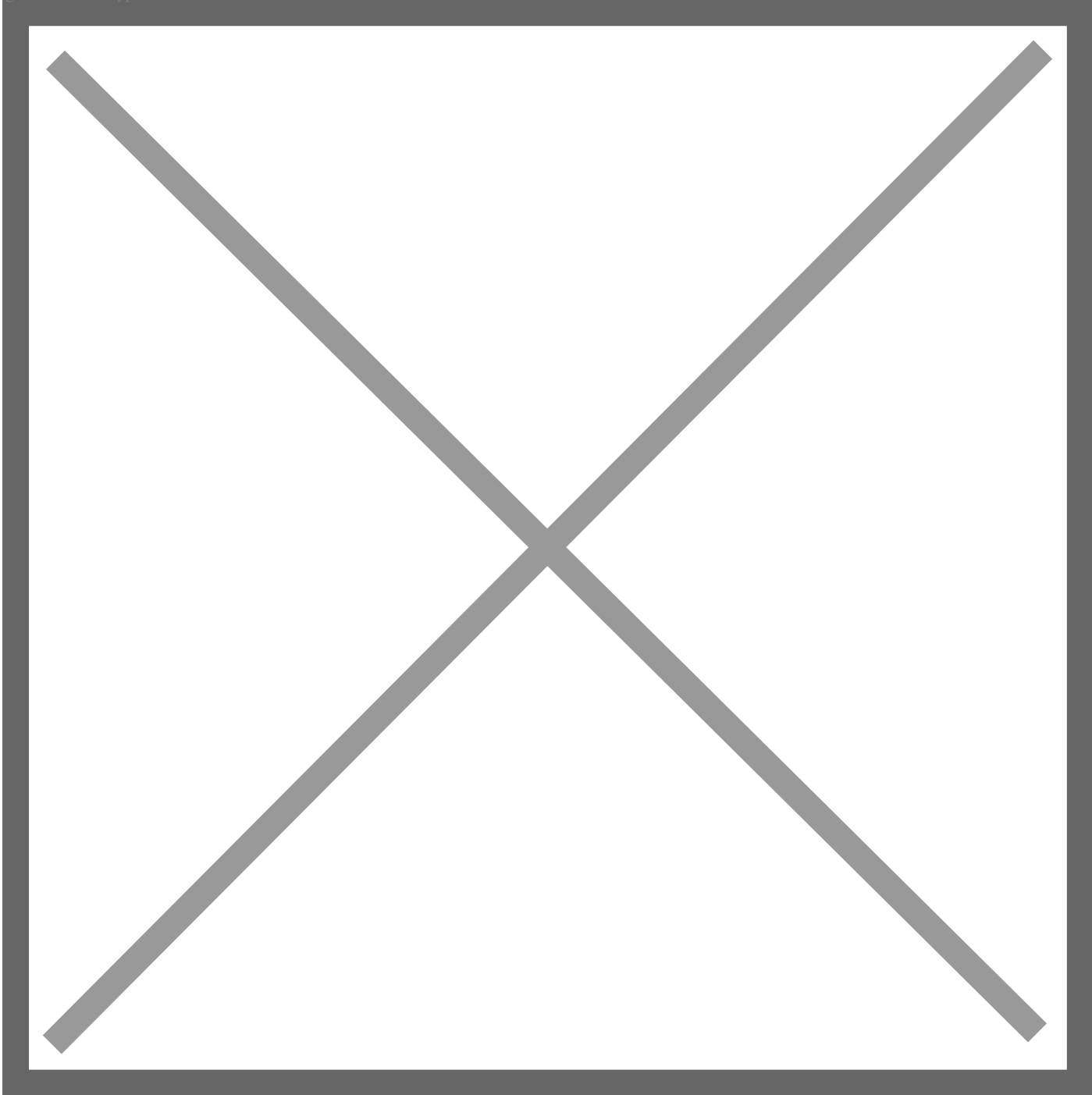


# **Algorithmic Lace by Lisa Marks Wins Top 2019 Lexus Design Award at 'Leading With Light' Exhibition in Milan**

April 09, 2019

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**MILAN (April 8, 2019)** Lexus International announced today the Grand Prix winner of Lexus Design Award 2019. Lisa Marks won the prestigious award for her design of “Algorithmic Lace” from a total of 1,548 idea submissions from 65 countries across the globe.

Through this program, and since its inception in 2013, Lexus puts into practice its commitment to support and nurture the next generation of designers who share Lexus’ belief in the power of design and innovation to shape a brighter future. The prototypes from all of this year’s finalists make creative use of technology to design practical solutions that have the power to change lives.

Joining the judging panel for the first time, internationally recognized designer and technologist John Maeda had this to say: “When we think of algorithms, we usually think of computers and the high-tech industry. But the textile industry is where algorithms were first deployed as a means to realize new aesthetic choices in fabrics during the 19th century.

Lisa Marks “Algorithmic Lace” project not only feeds on that rich history, but goes even further back in time to incorporate a 16th century technique for weaving complex lace patterns. Marks uses this ancient process together with advanced three-dimensional modeling to handcraft bespoke bras for breast cancer survivors who have undergone mastectomy surgery. The result is a combination of function and beauty that positively impacts the survivor’s body aesthetic while also providing fully customized structural comfort.”

Grand Prix winner Lisa Marks said, as she accepted her award, “Lexus doesn’t have to do this. They could be a successful brand without it. But it shows their commitment to design and to a better world.”

The Grand Prix winning prototype along with prototypes created by the other five Lexus Design Award 2019 finalists will be on display at the Lexus exhibition entitled “Leading with Light,” from 09 – 13 April 2019 at Milan Design Week’s Superstudio Più in the Tortona district, the hub of Milan’s international design event.

The “LEADING WITH LIGHT” exhibition, inspired by Lexus’ latest illumination technology and produced in collaboration with new media design studio, Rhizomatiks, is an immersive and emotional experience. By combining playful and dynamic lighting with human dance and advanced robotics, this highly choreographed exhibition uses countless beams of light as robots interact with the movements of a single performer. Within the exhibition, an area called “LEXUS LIGHTS TOMORROW” showcases Lexus’ human-centered approach through cutting-edge vehicle lighting technology that can help shape a better and brighter future.