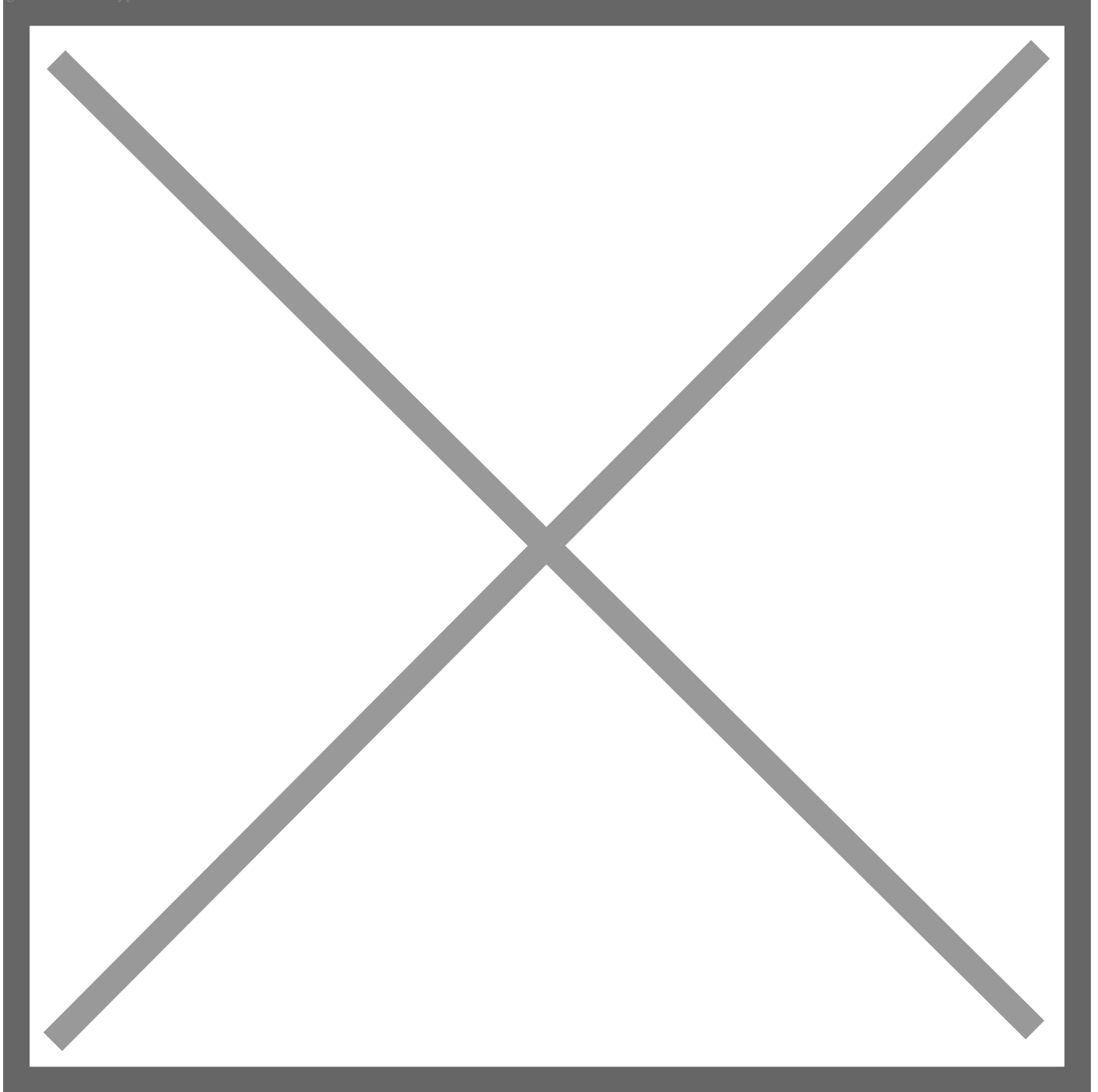


What is INTERSECT BY LEXUS?

August 15, 2019

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INTERSECT BY LEXUS is a unique, permanent space in select global cities where people can inhabit the elements of the Lexus lifestyle in an atmosphere created to expand on the emotional connections formed by the driving experience. Neither a dealership nor a traditional retail space, INTERSECT BY LEXUS is a place for

guests to be entertained, inspired and educated. In Tokyo, Dubai and now New York, it serves as a creative space where ideas and people converge.

The third of its kind, INTERSECT BY LEXUS – NYC lives in the heart of the vibrant Meatpacking District and continues Lexus' commitment to supporting innovation on a local, national and global level. As a lifestyle hub, the New York location merges innovative programming, culinary creativity and masterful design for an immersive cultural experience that spans across three floors.

The street level is anchored by the Café area, the CRAFTED FOR LEXUS retail area, and a Public Gallery space, which features everything from product concepts to custom exhibitions and installations. The inaugural full-service Restaurant at INTERSECT BY LEXUS – NYC and Cocktail Bar and Lounge are located on the second floor. Finally, the third floor Private Gallery rounds out the space, transforming for a multitude of culturally relevant programming concepts.

Through an imaginative blending of INTERSECT BY LEXUS' many versatile spaces, visitors can experience a unique snapshot of New York's ever-changing cultural scene. INTERSECT BY LEXUS calls upon visionaries to collaborate on experiential programming that engages with the building, community and five core pillars – culinary, design, entertainment, hospitality, and technology. Each program intersects facets of culture on multiple levels to deliver creative, exceptional moments to the city and beyond.

At its heart, INTERSECT BY LEXUS is a manifestation of Omotenashi, a Lexus core value characterized by an unwavering commitment to exceptional hospitality. The spirit of Omotenashi is one of absolute consideration to ensure that INTERSECT BY LEXUS and its staff are completely in tune with and can anticipate guests' needs before they even arise. This steadfast dedication to creating a truly exceptional experience is what drives every facet of INTERSECT BY LEXUS, from conceptualization to actualization of every element within the New York City location.

Read more about INTERSECT BY LEXUS [here](#).

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