

# L I F E

DESIGN &  
CRAFTSMANSHIP



ISSUE 19 | JUNE/JULY 2020

LEXUS.CO.ZA



## SIBERIAN ICE

The ultimate test  
of handling ability

## MANGA MOTIVATIONS

Three unique art  
commissions

## TSWALU LODGE

Re-imagining  
luxury in the Kalahari



## CAN AN ENTIRE RANGE OF SUVs BE SOPHISTICATED YET BRAVE?

We evolved and expanded the RX range to break the conventions of traditional SUVs. Take on any journey in the dynamic RX 350 EX, be more eco-conscious in the RX 450h SE, experience sportier finishes in the RX 350 F SPORT and never leave anyone behind in the spacious RX 350L EX. Elegance has never been so exciting.

# CHALLENGE EVERYTHING



**7**  
YEAR  
7YR WARRANTY  
7YR / 105 000KM  
MAINTENANCE PLAN

[lexus.co.za](http://lexus.co.za)  
South African vehicle specifications may differ.

THE NEW  
**RX**

**LEXUS**  
EXPERIENCE AMAZING

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# C O N T E N T S

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*Baratang Miya* inspires women in technology



# DESIGNING THE NEW NORMAL

From cars to furniture, housing, clothing, equipment – **TECHNOLOGY** from here on out is going to need to be considered holistically.

The rapid spread of COVID-19 has fuelled an unprecedented rate of change. Many people have taken this forced pause as a moment to reflect on what the new normal might be. This in itself is the crux of design – an opportunity to transform our existing situations into preferred ones. Most people's homes have become a refuge – and working from home has shown that a more flexible work-life balance is possible. The extended time spent in the home environment has brought about growing appreciation for space, and an awareness of how it can be improved.

Future homes will need more multi-use spaces, with particular consideration for quiet work areas that can be closed off to maintain an element of work-life separation. As we turn inward, our connection with the outside world has been core to psychological stability.

Those lucky enough to have gardens have realised both the physical and mental wellbeing they offer. Those without gardens will increasingly explore vertical gardening and establishing communal neighbourhood food gardens. These will link people better to their local communities and encourage more localised food systems.

Companies that used to source merchandise globally have been significantly exposed since lockdowns began.



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**AESTHETICS ARE GOING TO PLAY A LESSER ROLE IN PRODUCT DEVELOPMENT AS CONSIDERATIONS FOR SUSTAINABLE MATERIALS AND METHODS OF PRODUCTION MOVE TO THE FORE.**

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Most economies are in trouble, which has sparked a move towards patriotism and support for local businesses, manufacturing and products. This awakening will encourage a return to autonomy and self-sufficiency and the systems and products that support it. Key considerations for independence sit at the water, energy and food nexus, which is also crucial to sustainable development. There will be extensive growth in these sectors – people will be willing to part with their money as a way to feel more in control.

Building on the growing global sustainability movement, the COVID-19 pandemic has been used as a clear example of what happens when humanity does not accept that we are part of the world's ecology, and do not control it. From cars to furniture, housing, clothing, equipment and technology, design from now on will be considered holistically.

Aesthetics are going to play a lesser role in product development as considerations for sustainable materials and methods of production move to the fore. The only way to do that is to embrace the complexity of the socio-technical-ecological web we are all part of. This is no easy undertaking and enterprises that attempt such zooming-out will be rewarded by customers who buy into and partner with their authentic efforts. The opposite will be true for businesses that superficially jump on the green bandwagon.

COVID-19 is not going anywhere soon, but these lifestyle disruptions can become precious opportunities for reimagining the way we live.

# THEY SAY HYBRIDS ARE DIFFICULT TO MAINTAIN

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NOT IN OUR WORLD

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Lexus Hybrids have less parts, which means less upkeep. None of our hybrid models contain clutches, timing belts, starter motors or alternators, which means that you don't have to maintain these costly elements. Additionally, Lexus Hybrids have a 7 year/105 000km maintenance and warranty plan and a Hybrid Battery Warranty of 8 years/195 000km. This ensures ultimate peace of mind while you drive.

[lexus.co.za](http://lexus.co.za)

**h** | **LEXUS**  
EXPERIENCE AMAZING



# NEW BEGINNING

The reimagining of a southern  
**KALAHARI RESERVE**  
enables guests to interact  
with nature in an environment  
that beautifully reflects its  
exterior surroundings.

A private, lattice-covered tsala with its own day bed;

## The Art of Living



Nestled in a corner of the Korannaberg mountain range, Tswalu Kalahari Reserve offers just what the imagination conjures up when thinking “Kalahari”. Tswalu means “new beginning” in Tswana and South African-Namibian architecture firm Savile Row took this very much into account when presented with the project of revitalising Motse, a “village” of nine private houses in the reserve. “The project upgrade client brief went something like this: ‘Returning regular guests must immediately notice the upgrade in comfort, luxury, intimacy and attention to detail, but it should all still feel comfortably familiar,’” says Adrian Davidson, director at Savile Row.

In order to avoid compromising on luxury while maintaining a strictly eco-conscious stance, Savile Row’s main focus was to create a symbiotic flow between

the lodge and the landscape beyond, making a seamless transition between the two spaces. The result is that guests never feel a divide between themselves and nature. “Our intention was to emulate the ecology of [the area], resulting in an approach that sees the small and rare being as beautiful and valuable as the vast and awe-inspiring,” Davidson says. “As much emphasis was placed on small details as on the architecture, and many of the furniture pieces are one-off pieces designed by our studio.”

As Motse is set in the largest private game reserve in South Africa, it would be easy for a lodge to get lost among the expansive grandeur of nature here. But Savile Row successfully brings the landscape and the human scale together via alterations to the public buildings and each individual *legae* (Tswana for dwelling). Areas of openness contrast throughout with pockets of intimacy designed for private and con-



templative moments. “To this end, we created extensive shaded private outdoor patios at each unit, which allow guests to take in the stars at night or just enjoy relaxing during the day,” says Davidson.

In addition, a pared-back and functional aesthetic offers Motse’s guests an authentic safari experience without the over-the-top visual clichés seen at many other reserves. The main bedrooms and bathrooms were extended to allow more light into the spaces as well as visual connection to the outdoors. Each bathroom opens onto a private garden with an outdoor shower, for example.

The expansive sleeping areas posed a challenge in terms of creating intimacy while at the same time elegantly incorporating the requisite mosquito net and paddle fan. Savile Row’s unique solution was a suspended canopy over the bed, featuring a unique canvas map – illustrated by Davidson – of the entire

Tswalu property. The result is an intimate room within a room, reminiscent of children’s games in which space is enclosed with sheets or blankets to create a special, extra-private zone.

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## 1 2

1. In the main bedroom, a suspended canopy over the bed creates an intimate “room within a room”.
  2. A pergola, reflecting the nesting style of the local weavers, extends a deep covering to the front facade of the main building, creating a tranquil outdoor setting to enjoy the view of the nearby watering hole.
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## The Art of Living

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**THE AESTHETIC HERE IS ALL ABOUT “CASUAL ELEGANCE” WITH NATURAL MATERIALS, COLOURS, TEXTURES AND FORMS.**

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**Bucket list**

Add the Kalahari in the Northern Cape to your list of local destinations to explore once lockdown regulations allow.





Also introduced was a new entrance and welcome bar area, which once again features uninterrupted views of the face of the Korranaberg. And then there is the much-heralded new restaurant Klein Jan, headed up by South Africa's renowned Michelin-starred chef, Jan Hendrik van der Westhuizen. Scheduled to open at the end of 2020, it is set to elevate the level of dining experience at Motse to match the ultra-luxurious lodge and its spectacular natural surroundings.

"A lot of effort went into replanning the kitchen and creating opportunities for indoor and outdoor dining

experiences," says Davidson. "The aesthetic here is all about 'casual elegance' with natural materials, colours, textures and forms being used as our palette [for everything] from the building to the decor." Motse's gym, spa and a boutique store with art gallery were relocated to repurposed outbuildings, and a final new addition to the facilities is a photographic studio. Here, guests are able to spend time capturing and editing pictures taken during their stay, learning new photographic skills and making tangible mementos of their unique Kalahari experience.



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1. The pool area offers the perfect spot for sundowners.
2. The interior colour palette reflects the surrounding natural environment.
3. Bathrooms were upgraded with new fittings and finishings throughout.
4. The living space of the two-bed family legae boasts a collection of local artworks and furniture curated by the design team.

# C O A T C H E C K

It's all about high-neck collars, grunge, checks and daring colours this season.

## FOR HER



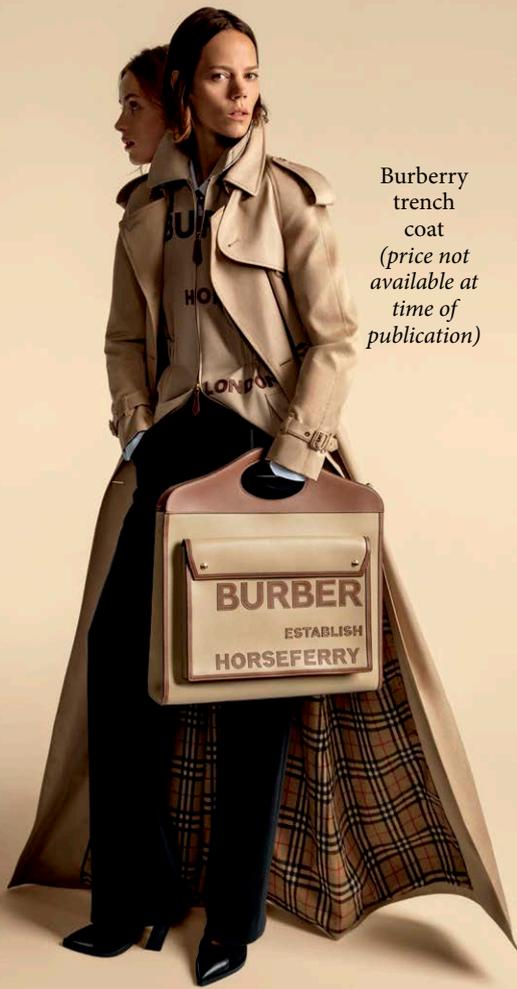
Organza  
bomber jacket  
**R3 499, DIESEL**



Ivory and tweed  
Chanel-inspired jacket  
**R3 980, TED BAKER**



Faux suede green belted coat  
**R1 699, ZARA**



Burberry trench coat  
(price not available at time of publication)



Woven three-quarter houndstooth coat  
**R1 199, H&M**



Collarless chartreuse coat  
**R3 300, PRINGLE OF SCOTLAND**



Armani coat  
(price not available at time of publication)

## The Art of Living



Colour-block jacket in crinkle nylon  
**R5 499, DIESEL**



Trench coat with lapel collar  
 and shoulder tabs  
**R2 399, ZARA**

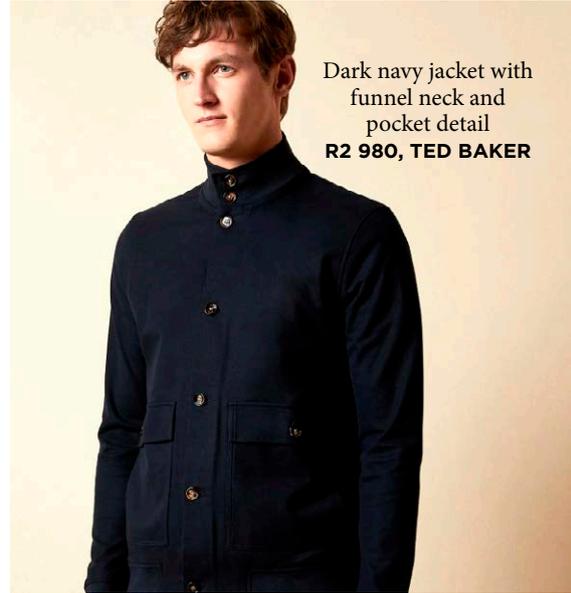


Blue slim-cut  
 stretch denim jacket  
**R3 999, G-STAR RAW**

# FOR HIM



Ivory faux leather biker jacket  
with faux shearling collar  
**R2 599, ZARA**



Dark navy jacket with  
funnel neck and  
pocket detail  
**R2 980, TED BAKER**



Camel overcoat  
with flap pockets  
**R3 999, TRENER**



Woven wool blend coat  
with stand-up collar,  
**R1 199, H&M**

## S H A P E

## S H I F T E R

Award-winning designer  
**THABISA MJO**  
 of interior and product design  
 studio Mash.T tells us about her latest collection  
 of pendant lampshades.

**I**t all began with the award-winning Tutu 2.0 light, Thabisa Mjo's first take on melding traditional crafts with technology – while sharing stories of South Africa's diverse cultures – in order to create a contemporary South African design aesthetic. Her next triumph in this area was the Hlabisa bench – a collaboration between Mash.T, Houtlander and master Zulu basket weaver Beauty Ngxongo.

"It was the form and shape of the backrest of the Hlabisa bench that made me click," Thabisa says. "I discovered something about my work – it's sculptural. The biggest sculpture we've made is 'Sacrosanct', which was exhibited at Milan Design Week 2019. It speaks to this architectural language, although it's still quite rudimentary."

Mash.T's latest collection is another range of innovative pendant lights. "When I was making these new pendants, that's what I had in mind: creating sculptural pieces, and using their shape as a canvas to

showcase the skills and talent of the craftspeople." The beading on the Liz, Weavers' Nest and Mummy pendants is done by women at the Boitumelo Sewing Project in Johannesburg. It is then masterfully applied to the frames by the head weaver at Mash.T, Derrily Hodgkinson.

"Derrily and I have been working together from the very beginning – we made the first Tutu 2.0 together," Thabisa says. "We work out the pattern and how it will look on the pendants." The fourth item in the collection, the Stack pendant, is a little different – and has its own unique story to tell. "For the Stack pendant, I worked with Karingana Wa Karingana, a textile company in Mozambique. The fabric used is 100% pure cotton, handwoven by artisans in the Ivory Coast. It is my second time working with Karingana. Our first collaboration was on the Axis pendant, where we used a textile developed from banana leaves and wax cotton fabric, which is spun in Mozambique."

[mashtdesignstudio.co.za](http://mashtdesignstudio.co.za)

— / —  
**THE 100% PURE COTTON  
FABRIC IS HANDWOVEN  
BY ARTISANS IN THE  
IVORY COAST.**  
— / —



ABOVE Stack pendant by Mash.T Design Studio.

## The Art of Living

# T H E M A S T E R D A V I D R E A D E

This local artist and master glassblower draws inspiration from the deserts and mountains of Africa



ABOVE David Reade is world renowned for his bespoke pieces of glass art, each bearing his signature style.

I t's a fusion of art, craft, engineering and science, a skilful display of mans mastery over complex aspects of nature such as fire and sand. Artist and master glassblower David Reade works with leading architects, interior decorators and designers to create bespoke pieces of glass art. From elaborate chandeliers to 2 000-piece installations, vases, platters and decanters, Reade is world renowned for his signature style.

Originally from Wales, the master craftsman now lives in Worcester in the Western Cape, working out of a spacious, renovated old barn. "I was 17 when I started

working under the watchful eye of Michael Harris at the high-profile Isle of Wight Studio Glass," David says. "I'd been captivated by watching him create a glass platter and it took a few weeks of persuasion before he took me on as an apprentice." In the time-honoured tradition of becoming a journeyman, David started by sweeping floors before gradually being allowed to experiment with the precise art of glassblowing.

Fast-forward to 1984, when a holiday to South Africa triggered a desire to emigrate, which eventually led to Reade operating out of his stately studio overlooking the Breede River Valley. "I just fell in love with Africa – and today my wife Lorna and I explore the length and

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**“THERE IS ALWAYS AN ELEMENT OF THE GLASS HAVING ITS SAY, BUT ULTIMATELY IT’S A VERY PRECISE PROCESS. I’M ALWAYS IN CONTROL.”**



breadth of Namibia at every opportunity. Many of my pieces are inspired by the colours and texture of the desert.” Another big influence on Reade’s art is the simplicity of Scandinavian style that he got to experience first-hand more than 30 years ago when he visited the Nordic region.

The most vital element in his artistry is the sand he uses to make his own glass.  $\text{SiO}_2$  is a fine-grained mineral and rock fragment comprised of silica and oxygen that he buys in from a bottling plant on the Cape Flats. The melting process takes 24 hours at  $1300^\circ\text{C}$ , and involves 10 chemicals.

Then comes the colour, either in powder form or solid rods, melted in the furnace and added to the clear glass with expert care. “I apply them one at a time in liquid form, moving them over the surface of the clear glass and manipulating it,” says Reade. “That aspect of my work is quite difficult.” Finally, the glass is blown – shaped and polished to match a preconceived design. And the results are breathtaking.

As one of his clients says, “The layering of coagulated glass on glass expresses a decadence enhanced by colour and form. Light permeates the piece, bringing the three-dimensional, rippling surface to life.”

Reade is equally transfixed by his chosen medium. “There is always an element of the glass having its say, but ultimately it’s a very precise process,” he says. “I’m always in control.”



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1. These signature creations are cut and polished to perfection. 2. Multicoloured, monochrome, classic, organic and contemporary vases. 3. David Reade at work. 4. Each handblown piece is unique.

# F R E E Z Z E



Russian drifting champion  
**NIKITA SHIKOV**  
pushes the limits of vehicle  
performance in a sensational  
ice driving display.

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## The Art of Driving

The frozen wastelands of Siberia are not the natural environment for Lexus vehicles, but they provided the thrilling setting for a driving experience that tested the handling capabilities of two very different models: the RX large luxury hybrid SUV and the V8-powered LC coupé.

The location for the adventure drive was Lake Baikal, the world's deepest freshwater lake, that freezes to a depth of 1.5m in temperatures that can fall as low as -60°C. In fact, the ice is so thick and strong, the lake becomes part of Russia's national roadwork.

A remarkable setting called for a remarkable driver and Lexus recruited the talents of Nikita Shikov, one of Russia's leading drift champions. His achievements include being a two-time vice-champion in the Russian Drift Series, vice-champion of Formula Drift Russia and a winner of the Auto Exotics Cup. In spite of his experience, this was his first time driving the Lexus on ice – a very different surface from the race tracks he is used to.



### THE LUXURY SUV

The RX has an impressive heritage as the world's original "luxury crossover," but putting this stylish SUV to an extreme test was new milestone in its history. Shikov admitted that, before taking the wheel, he had doubts about how it would perform with its electronic E-Four all-wheel drive system.

"Initially I was sceptical, as the RX operates by default in front-wheel drive – the rear wheels come into play only when sensors detect the wheels are starting to spin or slip. But once on the ice, I soon discovered the rear axle switches on very fast, so you can confidently make a controlled power slide with all four wheels."

In fact, Shikov was able to execute some very dramatic manoeuvres, capitalising on the front-wheel grip. The wheels spun faster than 180km/h while straight-line speed reached 100 km/h.



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**THE FROZEN WASTELANDS  
OF SIBERIA ARE NOT THE  
NATURAL ENVIRONMENT FOR  
LEXUS VEHICLES.**

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**“THE REAR WHEELS SENT UP  
IMPRESSIVE SNOW TRAILS, JUST LIKE  
THE CLOUDS OF SMOKE YOU GET  
WHEN DRIFTING ON A CIRCUIT.”**  
— / —

## The Art of Driving



The wild wasteland of Siberia's frozen Lake Baikal provides thrilling terrain for testing the limits of the RX SUV and LC coupé.

### THE GRAND TOURER

The LC, with its 351kW V8 engine and rear-wheel drive was a very different prospect and even before he reached the ice, Shikov was impressed with its character. "I know its character as a cruiser for long-distance, high-speed journeys with its great aerodynamics, perfect handling, comfortable cabin and ideal driver's seat position," he said.

"When you are out on the ice, though, you feel the rear-wheel drive right away. Because of the car's weight and the fact that we were running on standard tyres, the acceleration was not the main thing, it was all about driving technique, finding the car's limits."

Shikov revelled in the opportunity to drive the LC on the Baikal ice, with its dusting of snow on the surface. "The grip came and it was almost like driving on tarmac," he said. "I was able to experience the car's real personality, with wheel speed at around 280 km/h. The rear wheels sent up impressive snow trails, just like the clouds of smoke you get when drifting on a circuit."

Strict safety measures are followed when driving on

frozen lakes "in the wild". You don't wear seatbelts, the audio system must be switched off and the doors must be kept unlocked; the condition of the ice is also carefully monitored for any tell-tale signs of weakness.

For Shikov's spectacular drives, all the electronic handling and stability systems were switched off. This means the performance was down to the car's pure capabilities and the driver's exceptional skills.

Taking the RX and LC to Siberia was a true test of their quality. For the RX 450h, the double-digit sub-zero temperatures proved no barrier to the hybrid electric powertrain's operation. Across the rough and icy terrain, it also proved to be a sure-footed performer with its E-Four electric all-wheel drive capability.

For the LC, a car designed more with great winding coastal roads in mind, the frozen lake became an arena for a display of expert driving skills. Other drivers were free to explore the limits of the rear-wheel drive coupé's potential, with no It was an exceptional show to demonstrate the exceptional reliability of Lexus vehicles.





6  
STANDOUT  
FEATURES  
OF THE 2020  
LEXUS RX

Earlier this year the  
**RX MODEL**  
range was treated to a refresh.  
Here are just a few of the enhancements that  
make it stand out from the  
luxury SUV pack.



**THE INTERIOR COUP DE GRÂCE IS THE LFA-INSPIRED DIGITAL GAUGE CLUSTER THAT PROVIDES RACE-INSPIRED INFORMATION SUCH AS G-FORCE METRICS AND POWER DISTRIBUTION.**



**1. LIGHT WHERE YOU NEED IT WITH BLADESCAN TECHNOLOGY**

Travelling at night can be risky, which is why Lexus has fitted the RX with its advanced LED adaptive high-beam system featuring BladeScan technology. Exclusive to the RX450h SE hybrid model, BladeScan might sound like science fiction but in actual fact it's a unique lighting system that utilises a rotating mirror reflector to optimise a driver's field of view. By reflecting light off this mirror Lexus is able to vary the shape and depth of the high-beam projected with pinpoint accuracy. Indeed, illuminated and shaded areas are now controlled in 0.1° increments – something that virtually eliminates the “dazzling” of oncoming traffic. At the same time pedestrian recognition has also increased from 32m to 56m, thus ensuring a safer nighttime environment for all.

**2. THE NEW ART OF PERFORMANCE**

The Lexus RX350 F-Sport delivers a more engaging drive with its Adaptive Variable Suspension system (AVS). As seen in the LC500 coupé and convertible, AVS lets you customise dampener settings to suit real-time driving conditions. Depending on what kind of road you're faced with, you can either soften them for

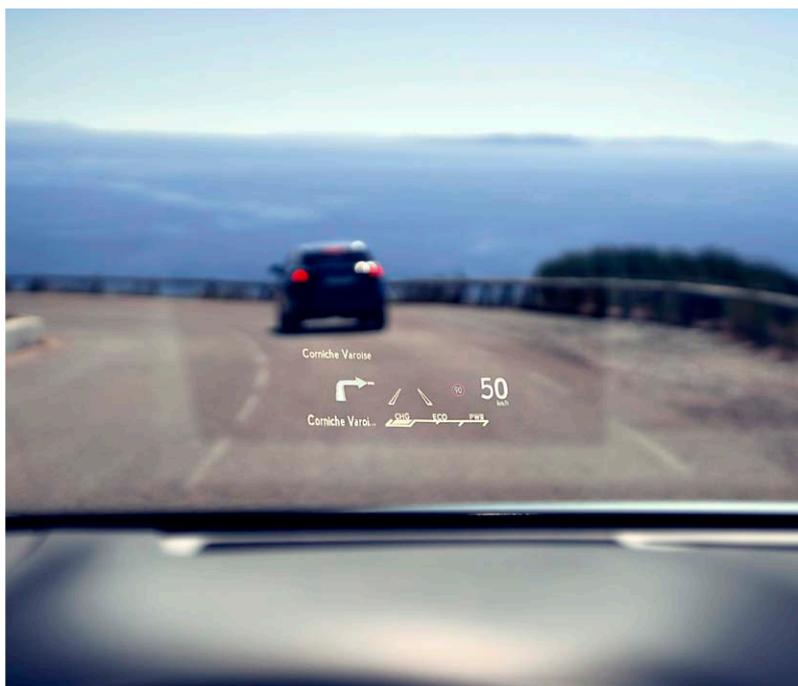
improved ride comfort or make them firmer for sharper handling and reduced body roll when carving through corners. Other model-specific enhancements include 20-inch split 10-spoke alloy wheels as well as an F-Sport body kit. Inside the cabin you'll find body-hugging F-Sport seats, perforated leather sports steering wheel and aluminium pedals. The interior coup de grâce, however, is the LFA-inspired digital gauge cluster that provides race-inspired information such as G-force metrics and power distribution.

**3. CUSTOMISE YOUR DRIVING EXPERIENCE**

Standard on the Lexus RX is Drive Mode Select: a feature that allows you to tailor your vehicle to suit your driving needs. Actuated via a rotary knob on the centre console, you can flip between three preset modes – Eco, Normal and Sport S. By managing engine output and softening throttle response, Eco allows you to get the most mileage from your tank. Normal strikes a balance between fuel economy and driving performance while Sport S sharpens throttle and engine response for maximum driving pleasure. The RX450h SE hybrid gets an additional EV mode for electric-only propulsion. Lastly, the racy RX 350 F-Sport offers two exclusive drive modes: Sport S+ enhances steering and adjusts the

1 2 3 4

1. The Geodome's riverside bath.
  2. The Zenkaya at the Greenhouse Café on the Rosemary Hill property near Johannesburg.
- PREVIOUS SPREAD The David Krynauw-designed Living



adaptive variable suspension, while Custom allows you to personalise all available parameters to suit your preference.

#### 4. DRIVE LIKE A FIGHTER PILOT (HUD)

To help keep your eyes fixed on the road ahead, Lexus has fitted the RX its latest Heads-Up Display (HUD) technology. Similar to what you'd find inside a fighter jet and available exclusively in the RX450h SE hybrid, this feature projects onto the windscreen glass in front of you all the crucial driving information you need to know including audio, navigation, gear selection, current speed and RPM. It also happens to be the largest HUD system ever offered by Lexus, measuring an impressive 240mm x 90mm.

#### 5. ENTERTAINMENT DONE RIGHT

All Lexus RX models sport a new 12.3-inch touchscreen infotainment system mounted further forward on the centre console for a wider viewing angle and easier operation by both driver and passenger. Multimedia functions can be accessed via an all-new trackpad version of the Lexus Remote Touch Interface or through voice control – the choice is yours. Smartphone connectivity has never been easier and both Apple

CarPlay and Android Auto are fully catered for. Another useful feature is the on-board Wi-Fi hotspot that comes loaded with 15 gigabytes of complimentary data to get you started on your journey. You can also expect to find a wireless charging pad and four USB ports, an ambient lighting package and in the case of the RX350 F-Sport and RX450h SE hybrid models, a 15-speaker Mark Levinson sound system.

#### 6: SMOOTHNESS AND STABILITY IN ALL CONDITIONS WITH AWD

The Lexus RX is hooked up to an intelligent all-wheel-drive system (AWD) that uses steering and throttle angles, vehicle speed and yaw rate to automatically control torque distribution between the front and rear axles. This ensures optimal traction no matter what the road throws at you. There's also an AWD Lock mode that allows you to draw maximum all-wheel grip at speeds of up to 40km/h. Feeding power through to this system is a smooth and quick-shifting eight-speed automatic transmission geared to provide both swift acceleration from standstill as well as effortless (and frugal) highway cruising. Steering wheel paddle shifters allow you to take control and change gears manually whenever you like.



# F I N E F A N T A S Y

Lexus cars flee a fire-breathing dragon, pause on a tranquil seashore and escape from an exploding city in a series of artworks that celebrates the contemporary style and cultural heritage of **JAPANESE MANGA ILLUSTRATION.**



## Directions

The images, commissioned by Lexus in the UK, capture the strong influence of Japanese traditions and aesthetics on Lexus cars, depicting some of the brand's most popular models in comic book adventure style. The three UK-based artists for the Lexus commission are Yishan Li, Timothy Kong and Daniel Atanasov and the featured cars are the new UX compact SUV, ES sedan and LC coupe.

Yishan Li is a self-taught artist whose work has been published internationally in more than 30 comic books. Her interpretation of the UX is inspired by the car's "New Horizons" tagline and shows a woman sitting on her car by the shore at sunset, relaxing after completing a big creative project. Asked what the most challenging aspect of the work was, she says, "The car! There are so many precise curves and design elements, they're a lot harder to draw than characters."

Timothy Kong's work blends manga with Japanese anime and western influences from Old Masters. He has

produced a fantastic scene in which a Lexus ES sedan speeds away from a fire-breathing dragon. As he explains: "I chose a dragon to highlight the brave design of Lexus cars. In Japanese culture, dragons are shown to be incredibly powerful and proud creatures that represent courage and strength, and to challenge one is seen to be a brave endeavour."

Daniel Atanasov became fascinated by anime films as a child. With a background in classical art, he's gone on to explore and work in a form of manga that focuses on sci-fi, adventure and martial arts. This influence is clear in his depiction of a scarlet Lexus LC coupe with a warrior figure on its roof, set against the backdrop of an exploding city skyline.

"This was the first time I'd been asked to draw a real car within a piece and make it look like part of a fictional story," he says. "The car itself is an autonomous being, but at the same time has a symbiotic relationship with the man. That's why there is no driver behind the wheel; the car is intelligent, self-driving and reliable."



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**THE IMAGES DEPICT POPULAR MODELS  
IN COMIC BOOK ADVENTURE STYLE.**

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## Directions

## T H I N K I N K

To celebrate fine craftsmanship and traditional **JAPANESE ARTISTRY**, Lexus has commissioned the world's first tattooed car.



Tattoo artist Claudia De Sabe and husband Yutaro display their unique interpretation of the UX compact SUV.

Leading London tattoo artist Claudia De Sabe has designed and created a one-of-a-kind interpretation of the UX compact SUV. Using a pure white car as her canvas and a Dremel drill tool instead of a fine tattooing needle, Claudia produced a sweeping design featuring koi carp along the entire length of the vehicle. The koi is a familiar motif in traditional Japanese art, representing qualities of good fortune and perseverance.

Claudia used the Dremel tool to drill away the surface paint and expose the metal underneath to create the complex pattern, and then applied five litres of high-quality car paint by hand to bring out the details. As a finishing touch, she used gold leaf to create highlights and give the design a stronger 3D effect, before the whole vehicle was given a protective lacquer coating.

The process took six months to complete from the initial drawings, and the tattooing was accomplished over five eight-hour days of intensive work. It was physically demanding, with the vibration of the drill and having to work with an object that, unlike a human client, couldn't be moved into a comfortable position as the design progressed. Where any small slips in a human tattoo can quite easily be worked or coloured into the pattern, engraving with the drill required absolute precision.

The tattooed UX doesn't have a price tag, but it's estimated the bespoke work would cost upwards of £120,000. This is the first time Claudia has applied her skills to metal rather than human skin and she found both similarities and new challenges in the unique commission.

"When you tattoo a person, you have to think about the muscles and tissue beneath the skin. With the car, it was about the way the bodywork changes shape over the framework," says Claudia, whose Japanese-born husband Yutaro assisted her.

"The best thing about tattooing the Lexus UX, and the reason why this car was ideal for the project, is its streamlined shape. Everything from the lines on the side of the body to the shape of the windows, everything is just so dynamic and beautiful. It was a perfect fit for the design and the concept itself."

The project stands as a tribute to the *takumi* craftsmanship that is applied to every Lexus, witnessed in design details and flawless finishes achieved with human skills perfected through years of dedicated training. Similarly, Lexus embraces traditional Japanese aesthetics in its vehicle designs, in elements such as the UX's washi paper-grain cabin trims and the seamless merging of the interior and exterior through the front screen, echoing the *engawa* architectural features of Japanese homes.

## Directions

## H E A R T H I S !

Best-selling author and petrolhead  
**MALCOLM GLADWELL** hosts a six-part  
 podcast for Lexus.

**N**ew York writer, commentator and podcast host Malcolm Gladwell is a self-proclaimed car nut. This made him the perfect host to collaborate with Lexus for a six-part podcast. In the series, Gladwell travels to Japan to discover the unconventional thinking and processes in an exclusive behind-the-scenes look at the luxury automaker.

The podcast title, *Go and See*, is an approximate translation of the Japanese *genchi genbutsu*, or “go and see for yourself”. The idea stems from the belief that a person will have a better understanding of people and design processes from actual personal experience.

The podcast series follows Gladwell as he travels to the Lexus headquarters in Japan, explores a top-secret racetrack, and shadows engineers and executives – all the while gaining first-hand exposure to how Lexus takes learning from research on human behaviour and processes that have set the brand apart.

Each episode dives deep into unique elements of the luxury automaker’s identity, from how a Japanese tea ceremony influenced the engineering of a car window, to the musical composition of a coupé’s engine and the emotions it elicits. *Go and See* offers car nuts like Gladwell, and anyone who is curious, a true appreciation of the exceptional craftsmanship behind the Lexus badge.

“Human-centred design has been a Lexus core value since inception, and this has led to some interesting and original approaches through the years,” says Lisa Materazzo, Vice President, Lexus Marketing.

Gladwell adds, “In Japan, I saw first-hand just how much thought and cultural know-how and expertise goes into the final product.”

Stream or download the series from Apple Podcasts®, Radio.com®, Google Podcasts, Spotify®, Pandora®, Pocketcast, Stitcher®, iHeartRadio®, Castbox®, NPR One®, and Web Players.



Author Malcolm Gladwell’s unique storytelling ability shines through as he explores how culture and engineering merge at Lexus.

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**“HUMAN-CENTRED DESIGN  
 HAS BEEN A LEXUS VALUE  
 SINCE INCEPTION.”**  
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## Directions

# F I N E S S I N G T H E B R E E D

Guided by the philosophy of continuous improvement, **THE LEXUS IS, NX, RC AND LS MODELS** have been enhanced for 2020. Available now in Lexus dealerships around SA, this is what you can expect.



## LEXUS NX

Enjoy making a bold statement? Then the angular and expressive Lexus NX will give you all the right feels. For 2020, the NX 300h SE model comes with a cache of new exterior features including headlamp cleaners and headlamp levelling, a power-enabled hatch and automatic re-retractable side mirrors. Climb inside and you'll find wooden dashboard inserts, a panoramic sunroof, 60:40 power-adjustable second row seats, leather upholstery as well as driver memory for the front seat. Lexus Safety System, which includes Pre-crash System, Lane Trace Assist and Blind Spot Monitor with Rear Cross Traffic Alert, is standard on the NX 300h SE and NX 300 F-Sport. Finally, all NX models benefit from an infotainment upgrade that offers Android Auto and Apple CarPlay functionality.



## LEXUS IS

The Lexus IS has long been known for its dynamic handling and responsiveness. It now offers more in the way of luxury with the IS 300 Hybrid EX and flagship IS 350 F-Sport both profiting from a 15-speaker Mark Levinson sound system and rear sunshade as standard. The F-Sport also comes equipped with LED Hi (previously LED Lo) headlamps with AHB (Adaptive High Beam). Finally, all IS models can now be ordered in a brand new shade of paint: Manganese Luster.



#### LEXUS RC

The current Lexus RC 350 F-Sport luxury sports coupé arrived in SA a little over a year ago. Skip forward to the present and you'll find that its lavish cabin is now home to an electronic parking brake plus a sonorous 17-speaker Mark Levinson sound system. Further enhancements include Android Auto and Apple CarPlay.

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**LEXUS LS IS A FINE BLEND OF  
PERFORMANCE, HANDLING  
AND COMFORT, NOT TO  
MENTION UNRIVALLED  
CRAFTSMANSHIP.**

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#### LEXUS LS

The Lexus LS is the epitome of luxury: an executive saloon that offers a fine blend of performance, handling and comfort – not to mention unrivalled craftsmanship. It is currently available in two derivatives, the LS 500 and LS 500 F-Sport. Both have been upgraded with Adaptive Cruise Control All Speed (previously High Speed only) while the Lane Keep Assist system has been improved and includes features such as Steering Vibration and Lane Trace Assist. For 2020 we also see adjustments to the colour palette. Terrane Khaki and Amber are no longer available on the LS 500, while Amber is discontinued on the LS 500 F Sport.



Directions

## T O P T E C H

Behold the Digital Side-View Monitor  
for the **ES 300H**.

Lexus continues to make advanced technologies available to its customers for even higher levels of safety and convenience with the introduction of Digital Side-View Monitor for its ES 300h luxury hybrid sedan in Europe.

**THE "EXTENDED VIEW"  
ELIMINATES BLIND SPOTS.**



## Directions

## C L A S S A C T

**LEXUS** comes out top in annual survey on car reliability and customer satisfaction.



**E**uroconsumers is a consumer group working to promote consumer information in Belgium, Italy, Portugal, Spain and Brazil. In its recently published annual survey, Lexus ranks first in reliability with a record score of 97%. Lexus NX 300h, IS 300h and CT 200h also rank among the Top 10 most reliable models in their respective categories (SUV and Family Cars), cementing the industry-leading quality, durability and reliability of Lexus' hybrid powertrain.

#### DRIVING SALES

Global sales for January-December 2019 marked a new annual record high of 765,330 units (a 10% increase from 2018). In addition to the well-received UX and redesigned ES, which were introduced in 2018, and the popular RX, which underwent a partial redesign in August 2019, the growth of the luxury market in China helped drive overall sales.

## The Innovator

C R A C K I N G  
T H E  
C O D E**BARATANG MIYA**

is the founding CEO of GirlHYPE, an organisation that empowers young women through technology education.

**How did you first get into technology?**

Although my white counterparts in South Africa were comfortable around technology, the first time I touched a computer was when I got to university. It was an injustice I wasn't going to tolerate.

**What was the inspiration for GirlHYPE?**

I wanted to provide a platform for African female software developers to increase the voice and identity of Africa on the internet. I couldn't see any relevant content about Africa, which I still can't see, although it's improving. I knew that without bold changes to our education and workforce systems, this paradigm wouldn't change and we could expect continued and growing economic inequality.

**What's the objective of GirlHYPE?**

We want to increase the number of women in Science, Technology, Engineering, and Math (STEM). Also, because girls cannot be what they cannot see, we want to show them different career options and pathways to get there. They need to be given a chance, with skills that will improve their economic status.

**How did you get funding to launch?**

There was no funding at all; I used my own family income to set it up. I partnered with academic institutions to use their facilities, especially computer and science labs. They also provided facilitators and curriculum design, while corporates provided mentors and basics like catering and transport for the students.

**What's your role at GirlHYPE?**

My role is to continually make sure that our vision and strategy – to improve the lives of women and girls economically – is executed properly. That means finding partners that share the same vision with us and building the ecosystem that will impact women and girls. I also spend time applying for funding and advocate for the education of women and girls in tech.

**Who is your typical student?**

Anyone who identifies as a girl or woman and that either wants to pursue a career in tech or, if they're already employed, change careers to tech. They're all ambitious and committed to learning. Still, we've had almost 22 boys throughout the existence of GirlHYPE. All these boys came to me personally and requested that I teach them how to code. In cases such as these, I've never declined.



**WE WANT TO INCREASE  
THE NUMBER OF WOMEN IN  
SCIENCE, TECHNOLOGY,  
ENGINEERING AND MATH  
(STEM).**





**What do you think appeals to them about GirlHYPE?**

We have a reputation of removing barriers to opportunity and creating space for African girls and women to access meaningful careers. Upward mobility is a key to breaking gender stereotypes in society. But without expanding opportunity to all, especially people from low-income parts of South Africa, too few will be able to achieve it.

**What are your impressions of the current state of the STEM industry?**

When I started GirlHYPE in 2003, I was the only person talking about women and girls in tech. The concern was more about access and the digital divide between the rich and the poor, which in South Africa is aligned with racial division. Now there are so many programmes and the community has grown.

**What trends is your industry going through right now?**

I'm a firm believer that quantum computing is going to be the biggest growing industry, as they say it provides skillsets needed to compete with machine learning. Though I still don't understand it myself, I understand the logic behind it. The universe will survive but human rights and dignity as we understand them today will vanish if we don't stand up.

**What challenges are these trends presenting?**

Artificial intelligence (AI), biosciences, quantum computing, law, and philosophy are the biggest opportunities for designing our future as human beings who are going

to share the world with robots. The challenge is that it's all spoken about at a policy level, at conferences, and in academic corridors. Normal citizens like you and me, who are still battling with trusting cybersecurity, are left behind. Meanwhile, careers in the engineering of intelligent systems and engineering the intelligent mind are growing. I'm also beginning to see psychologists and engineers sharing stages at conferences, debating what comes first: the mind of a human being or the computer mind designed and programmed by a human being. It's hard to know where we draw the line in terms of ethics.

**How should we deal with them?**

Africa has lots of challenges that are presenting themselves as opportunities of the future. However, our governments are not supportive of us as tech entrepreneurs, and taking risks to fund innovation is still something they need to learn. We're still dependent on foreign investment for tech companies to be successful and that leads to the solving of global problems more than local problems.

**What opportunities are these trends presenting?**

GirlHYPE as an organisation is positioning itself in producing a pipeline of skillsets needed for the future, especially the engineering of technology. Personally, I've been playing a lot in the policy sector and advocating for the right and dignity of human beings as technology continues to advance.

[girlhype.co.za](http://girlhype.co.za)