



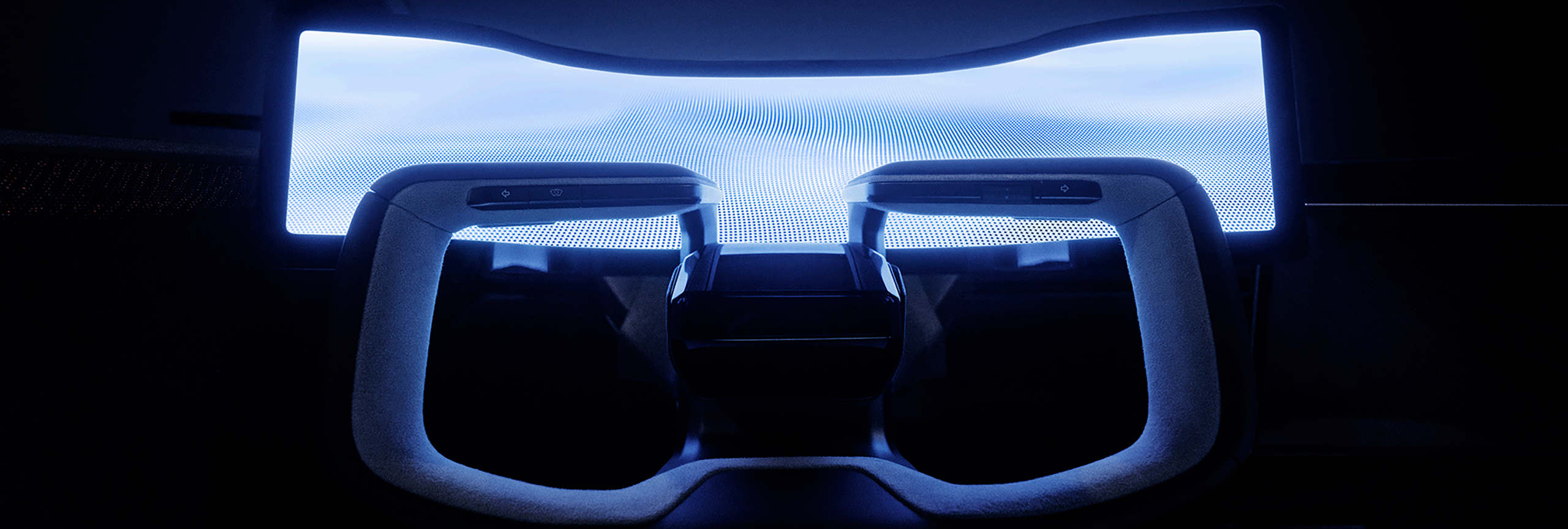
 LEXUS | MILAN DESIGN WEEK 2025



A - U_n

Today, as technology advances and transforms the way we perceive time spent in motion, we find ourselves reflecting on how these shifts can lead to profound new forms of engagement and interaction. At Milan Design Week, we sought to express this convergence of technology and humanity—exploring moments in which they intersect, and how reimagining time itself can be a catalyst for new experiences.

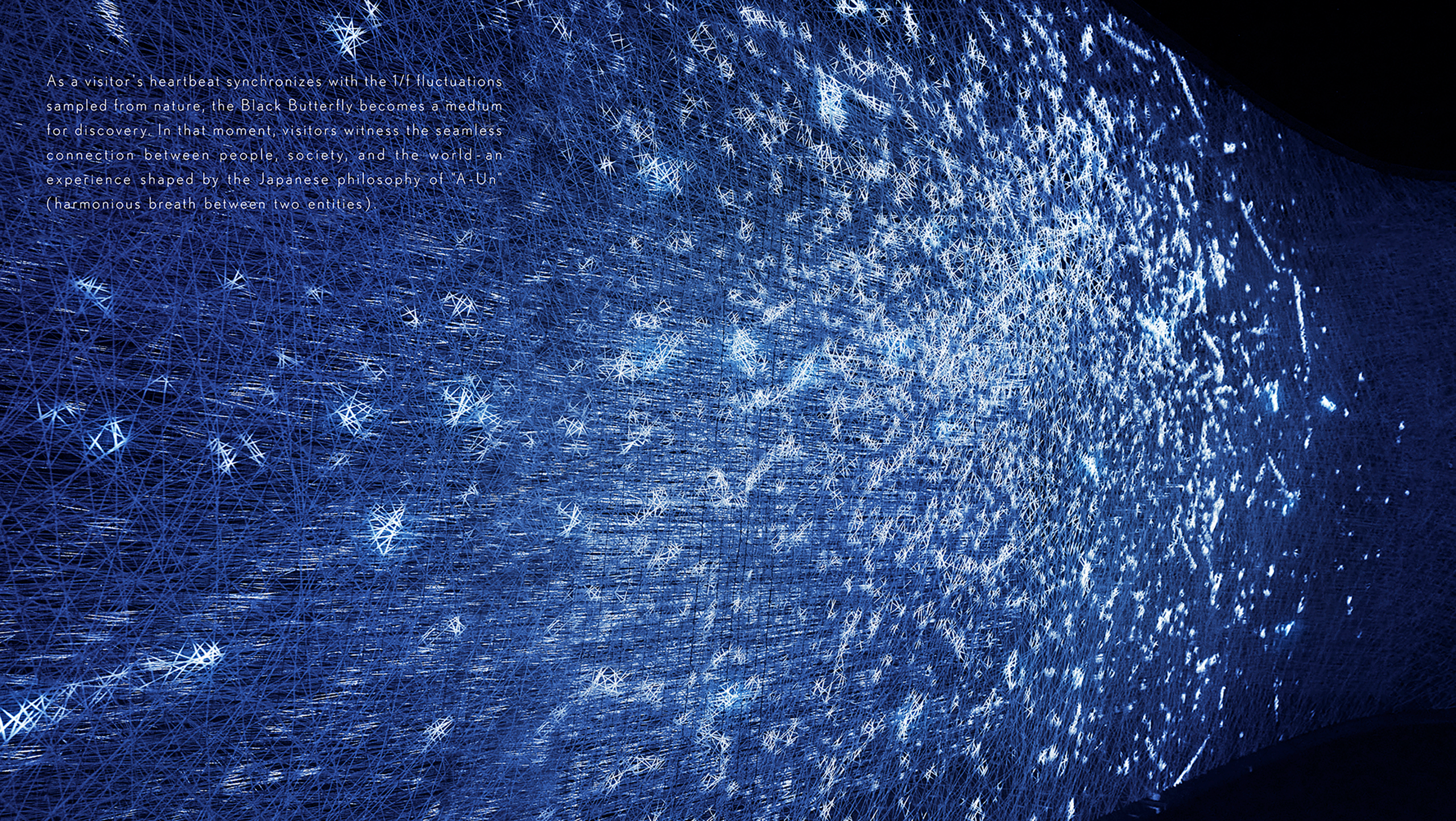
Through Black Butterfly, Lexus explores how using technology can create new connections, and how they, in turn, allow a vehicle to curate a customer's time. It is Lexus' next-generation cockpit interface for electric vehicles which showcases a new dimension of seamless communication between humans and mobility and captures the spirit of mutual understanding through perfectly synchronized interactions.



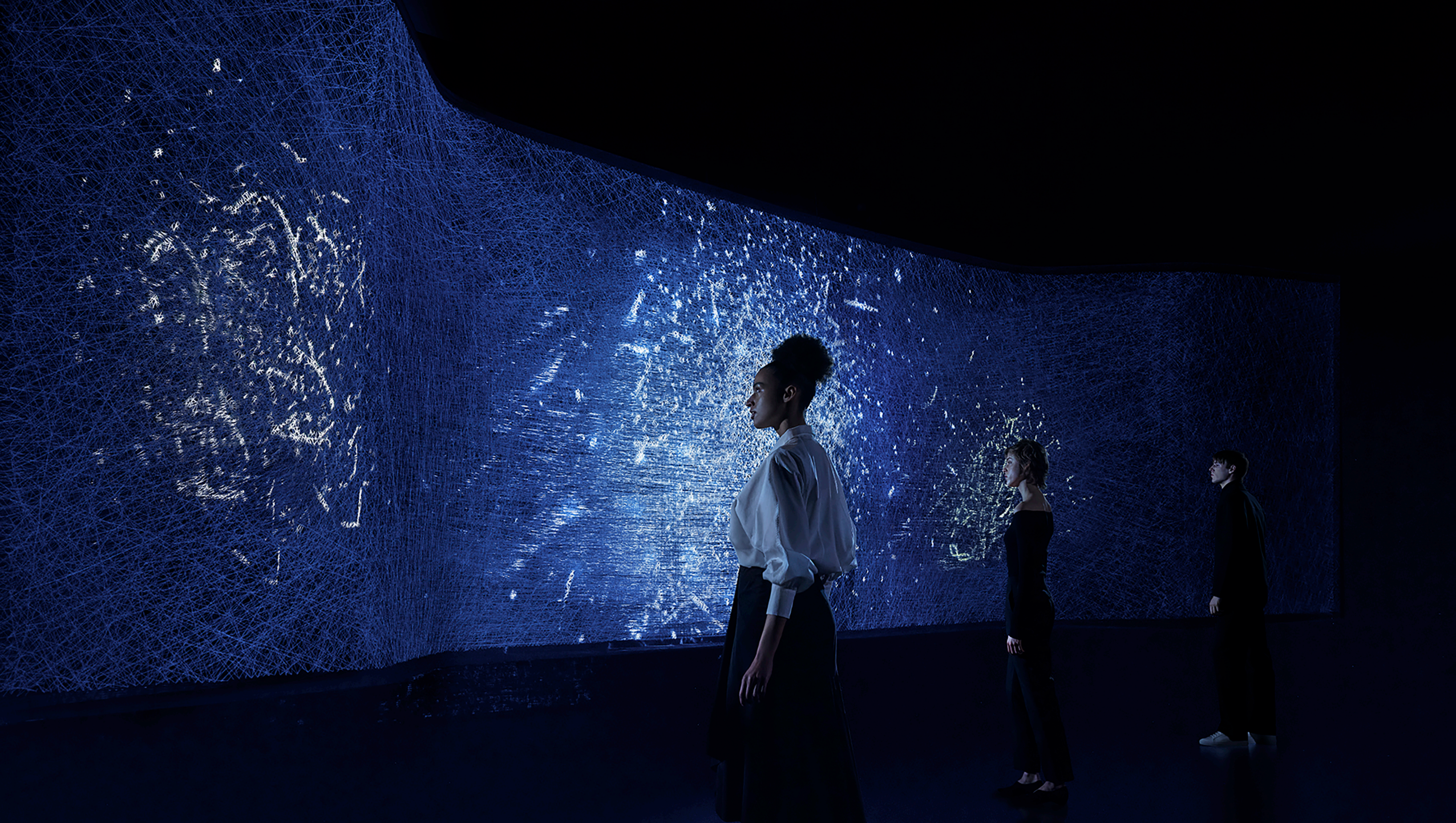
Lexus has partnered with Tokyo-based creative agency SIX and design studio STUDEO to present the installation "A-Un," an immersive installation inspired by the Japanese concept of "A-Un no Kokyū" (harmonized breath) – a phenomenon where two entities sync their movements and emotions.



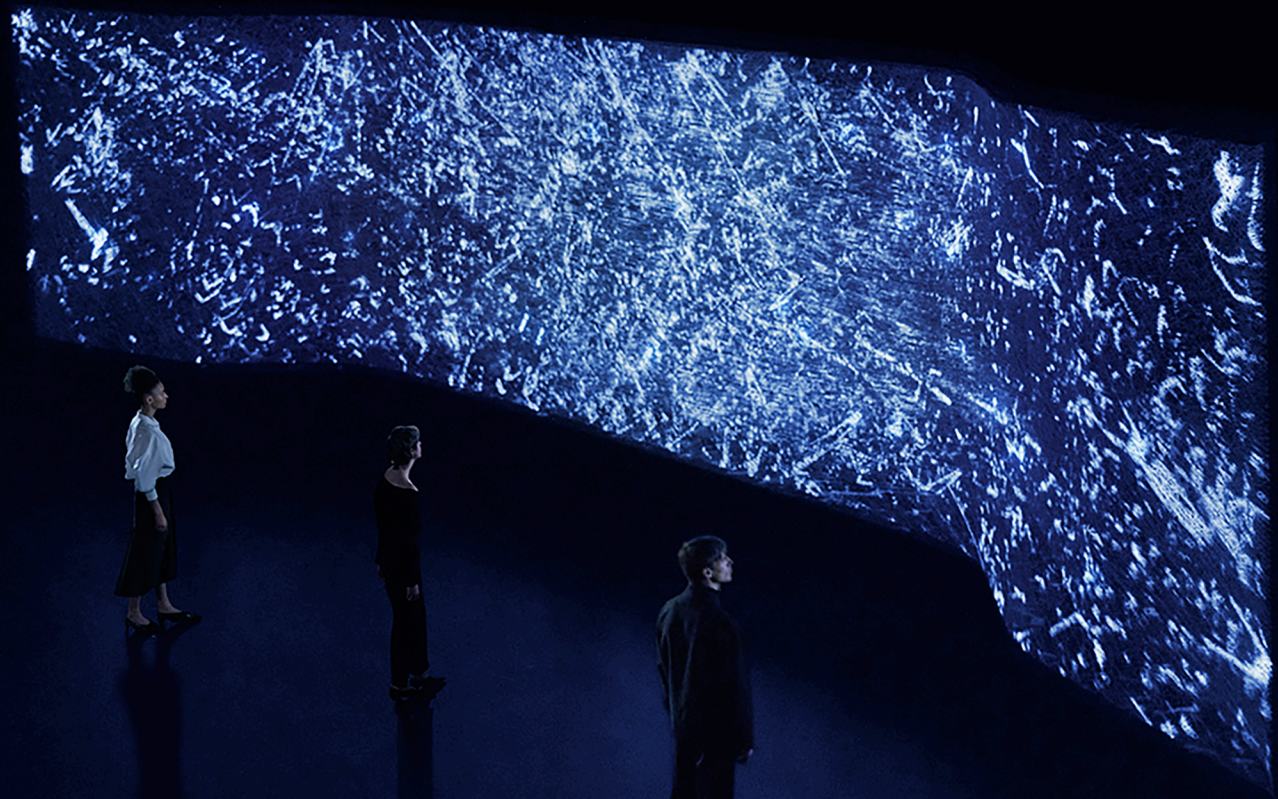
As a visitor's heartbeat synchronizes with the $1/f$ fluctuations sampled from nature, the Black Butterfly becomes a medium for discovery. In that moment, visitors witness the seamless connection between people, society, and the world - an experience shaped by the Japanese philosophy of "A-Un" (harmonious breath between two entities).



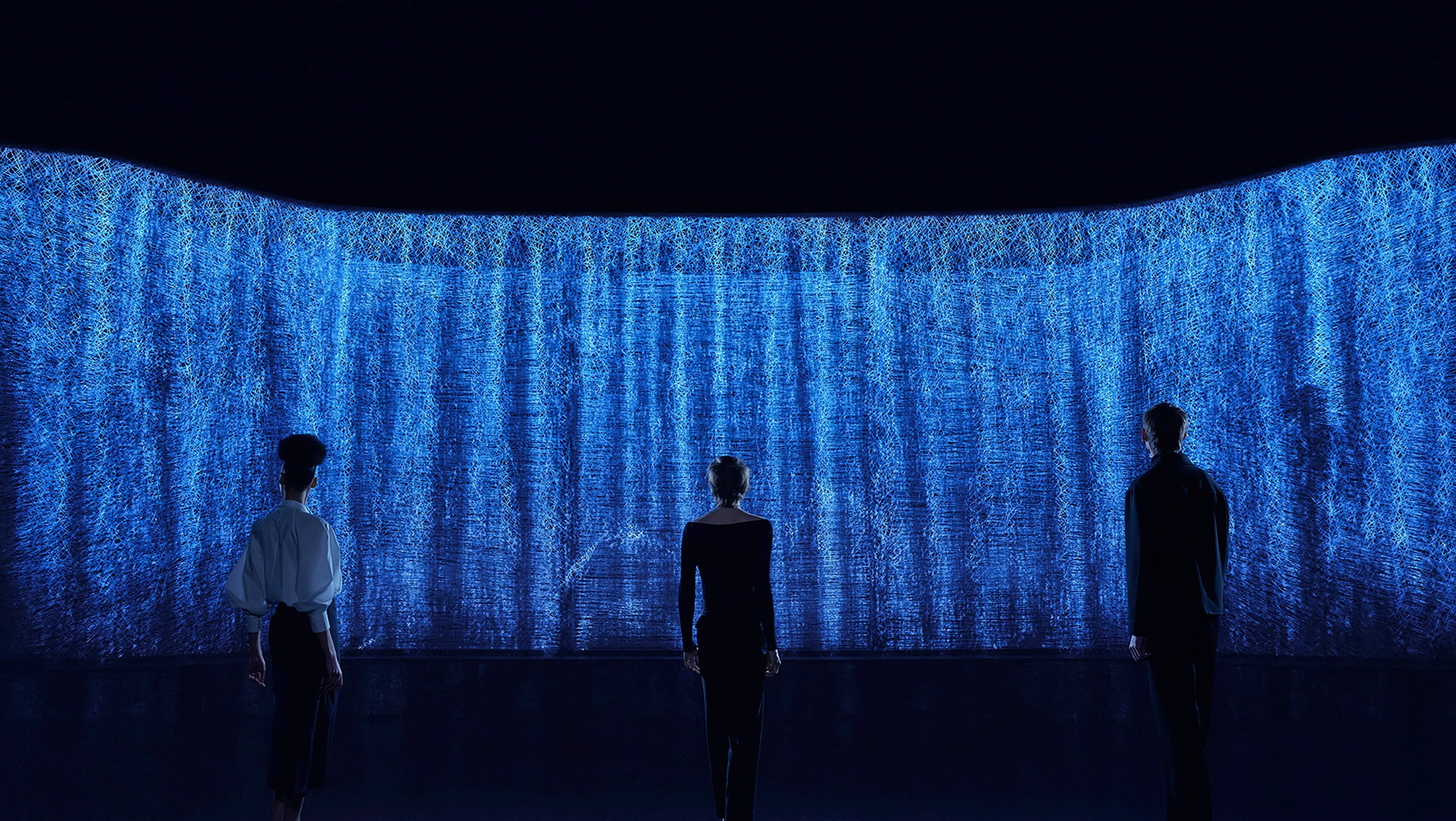








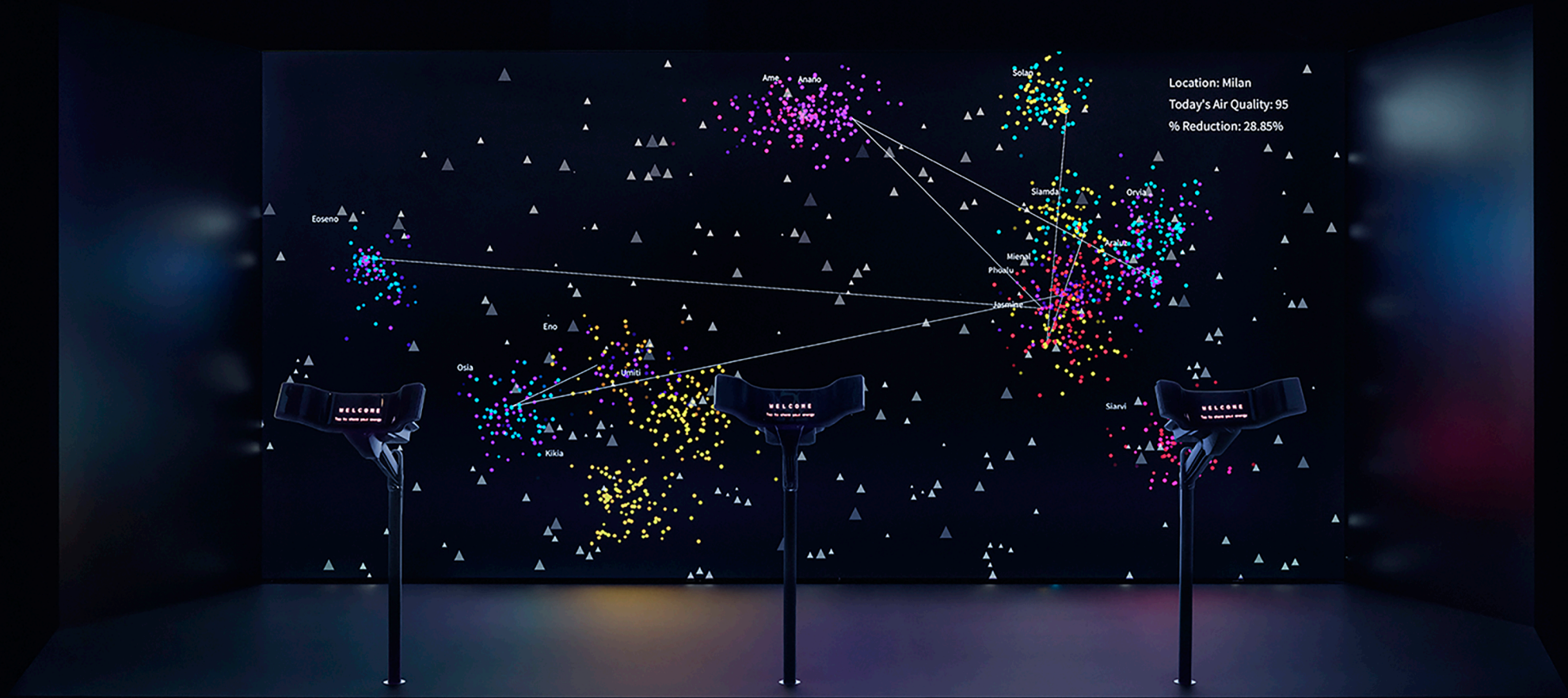




Discover Together

Expanding on the concept of Black Butterfly, "Discover Together" showcases collaborative works from upcoming creators. This project emphasizes co-creation with creators and reinterprets and expresses the new possibilities of the brand's next-generation cockpit interface for electric vehicles, Black Butterfly through the unique perspectives of three creator groups.





Our Energy Nexus Northeastern University (USA)

This installation explores the theme of reducing air pollution, using real-time interaction to visualize the power of community and collective action.



Earthspective

Bascule Inc. (Japan)

This work explores the concept of an expanded Earth perspective. The term "Earthspective" combines "Earth" and "Perspective," representing a shift in the way we view our world.



Discover Your Butterfly

Butterfly is your symbol of unrealized potential to make an impact on the world Lexus In-House Designers (Japan)

Inspired by the Butterfly Effect, this installation captures the transformative power of small actions. It envisions a world where countless butterflies converge, each unique in its motion, merging to create a dynamic and evolving reality.



BLACK BUTTERFLY Lexus' next-generation cockpit interface for electric vehicles

Using the "Black Butterfly" motif as a window connecting people and society, Lexus brings its vision for the future of mobility to life within an immersive and compelling space.

We believe life is a journey of endless discovery, inspired by an infinite combination of connections.

