

The Manege
Exhibition Hall
Saint Isaac's Square, 1,
Saint Petersburg

LEXUS HYBRID ART

2016

7
annual
exhibit
of hybrid
art

12 / 25.10
ANTICIPATION
ASSEMBLING
THE FUTURE

ST PETERSBURG TO HOST THE 7TH ANNUAL LEXUS HYBRID ART EXHIBIT

From 12–25 October 2016, St Petersburg's Manege Central Exhibition Hall will host the Lexus Hybrid Art exhibition. For the first time in its 7-year history, Russia's main arena for hybrid art is moving to St Petersburg — Russia's cultural centre — which represents an altered approach to this kind of exhibition, and aims to present a major, collective experiment in assembling the future.

Since 2010, the annual Lexus Hybrid Art exhibition has presented the works of leading contemporary artists whose creative output matches the philosophy of the Lexus brand. This new Lexus Hybrid Art installment will open up innovative scenarios for audience interaction, expand the frontiers of previously well-known formats — interactive exhibits and the postdramatic theatre — and will present the author's narrative inspired by this year's central theme — **Anticipation**.

The initiator and moderator of this experiment is **Douglas Coupland** — a Canadian artist, writer, designer and journalist. Coupland is the author of the cult novel "Generation X" that became the manifesto of an entire generation; one of the engineers of the digital revolution who, as early as 20 years ago in his columns for Vice and Wired magazines, managed to anticipate the events that have become an integral part of our present-day reality; a resident of Google Cultural Institute and a winner of several awards in industrial design. Everything Coupland engages in is aimed at examining the mass culture of the present and the digital world of the near future. Upon the special invitation of Lexus Hybrid Art, one of the greatest visionaries of the modern world is coming to Russia to alter our ideas of how the future may look and how we can influence it.

An important quality of the Lexus brand — the ability to anticipate the demands and expectations of its clients — has inspired **Marcello Dantas**, Brazil, the curator of Lexus Hybrid Art 2016, to not only attempt to permeate the future, but also to closely observe the process of its construction.

"We can collectively invent a future we don't yet know," states Dantas, and invites all those who find themselves absorbed by Coupland's epic fantasy, constructed within the recently-renovated Manege in St Petersburg, to become co-authors of the exhibition. Visitors will participate collectively in the experience of creating an imaginary world, arguably the most brave and bold design initiative one can have. This experience will be focused on human imagination and its ability to invent the future by using technology in unexpected ways.

Yet another venture by Lexus to glimpse the future will be represented by the Russian installment of the Lexus Design Award 2017. The initiative is targeted at finding ideas that might contribute to the creation of a better future. "A few years back, Lexus started to become really passionate about creativity and design," states John Thomson, the Senior Director of Lexus Sales & Marketing, CS & Experience, and Coordinator of Executive Lexus. "And this passion for design has become an obsession. During the last few years, we have changed the design of all our cars, and in this period we have also developed a passion for supporting the creative community around the world." In support of this idea, Lexus intends to help Russian designers take part in the Lexus Design Award 2017 international contest – providing them with the opportunity to put their life into their projects and to present them at Milan Design Week 2017. "This year, we are pleased and excited about two occasions – the Lexus Design Awards and launch of the seventh annual (and probably best ever) Lexus Hybrid Art Exhibition, to be held for the first time in Russian Capital of Culture – Saint Petersburg. We hope you will enjoy the show."

More information about all aspects of Lexus Hybrid Art and the Lexus Design Award will be available in the near future on their official web site: lexushybridart.ru. Keep up to date with the news!



Lexus Hybrid Art

Over the six years of its existence, Lexus Hybrid Art has become one of the most remarkable art events in Russia, in which over 70 artists have taken part – from rising stars, to key figures in contemporary art, such as: Bill Viola (USA), Julio Le Parc (Argentina), Ivan Navarro (Chile), Gary Hill (USA), Conrad Shawcross (UK), and the Marina Abramovich Institute, MAI. In previous years, Lexus Hybrid Art was held at Moscow's largest exhibition centres (Artplay Design Centre, 2012, Moscow Manege Exhibition Hall, 2013, VDNKH Exhibition, 2014, Rossiya Theatre, 2015).



Lexus

The Lexus brand was created in 1989 and has achieved global recognition due to its high quality, innovative technologies and client-oriented approach. The development of the Lexus brand is reflected in its constant striving for perfection in car production. The recognisable radiator grille shaped like a spindle, the bold design and top quality finishing materials employed create the feel of luxury – a distinctive characteristic of Lexus vehicles.



ЦБЗ "Манеж"

The Manege Central Exhibition Hall has recently reopened after large-scale reconstruction, and has become one of the major exhibition centres for contemporary Russian and global art. The Manege Exhibition Hall is a co-organiser and a venue for Lexus Hybrid Art 2016. Manege is an early 19th century monument of architecture. Facing the famous St. Isaac's Square and the Cathedral of the same name, it is one of the largest exhibition centres in St. Petersburg. Its opening after reconstruction in the summer of 2016 was one of the most important cultural events in the Northern capital. Lexus Hybrid Art 2016 will be the first international exhibition of contemporary art held in the renovated space.