



ART MADRID'24 teams up with Lexus for the first time to launch the exclusive NX Art Madrid.

- Art Madrid'24 and Lexus join forces for the first time to champion art and contemporary creation during Art Week.
- Casa Antillón, a prominent artistic collective, has been entrusted with transforming the NX Art Madrid and fostering a compelling dialogue within the framework of Art Madrid at the Galería de Cristal of Palacio de Cibeles.
- Lexus will demonstrate its commitment to the world of art and design by showcasing an exclusive vehicle that has been transformed into a work of art. It will be available for purchase exclusively at the Art Madrid contemporary art fair

Madrid, February 28, 2024. Lexus will take part for the first time in [Art Madrid'24](#) — an unmissable event at **Madrid Art Week** which celebrates its **19th edition from March 6 to March 10** at the **Galería de Cristal of Palacio de Cibeles**. As a demonstration of the carmaker's strong commitment to the world of art and design, Lexus will unveil the **NX Art Madrid**. This unique version of the brand's crossover model has been designed in collaboration with the artistic collective **Casa Antillón**. It will be on exclusive display throughout the event and will be available for purchase as part of '**Lexus Art Month**'.

NX ART MADRID TRANSFORMED BY THE CASA ANTILLÓN COLLECTIVE

The multidisciplinary artistic collective **Casa Antillón** has infused its style into the **NX Art Madrid**. Bringing the exterior of the vehicle to life, the once white surface has become a canvas where a procession of black silhouettes dance and narrate a mysterious story.

The design and transformation of the vehicle was undertaken in the artists' own studio and it is the artists themselves who carefully documented the creative process. With the help of **various airbrushes, they have achieved a handcrafted finish** in which the finest details can be fully appreciated. According to this art, design and architecture collective founded in 2019 by four graduates from the Madrid School of Architecture (ETSAM), the silhouettes are "**the imprints of our own alphabet and represent a journey**, a path of forms that we have created over the years. The car, on its journey, will take this story to **unexpected places** where the curious eye of the passerby will be able to imagine their own".

ABOUT LEXUS

Founded in 1989, **Lexus has become one of the world's leading global brands** through its pursuit of perfection, the outstanding quality of its products, its unrivaled customer service and its cutting-edge technology, like that found in the Lexus Hybrid Drive. The traditional values of Lexus are represented by **outstanding build quality, luxury interiors and state-of-the-art technology**. Lexus' L-finesse design philosophy is an important factor behind the company's position as one of the world's most unique and desirable global brands.

Today, Lexus remains the world's first and only premium automaker capable of offering a **full range of electric vehicles** encompassing hybrid LC 500h, LS 500h, RX 350h, RX 500h turbo, ES 300h, UX 250h, NX 350h and the new LBX, as well as 100% electric models such as the UX 300e and the new RZ 450e, not to mention plug-in hybrid models such as the new NX 450h+ and RX 450h+. The entire lineup comes with Lexus Relax, which features **up to a 10-year warranty** — firm proof of Lexus's unwavering confidence in the exceptional quality of its vehicles.

ABOUT CASA ANTILLÓN

Founded in Madrid in 2019, the Casa Antillón collective is made up of **Marta Ochoa, Ismael López, Emmanuel Álvarez and Yosi Negrín**, four architects who graduated from the Escuela Técnica Superior de Arquitectura de Madrid (ETSAM) of the Universidad Politécnica de Madrid (UPM). Together they explore diverse cultural territories, **from the curation of emerging art to the spatial construction of architecture**. Their work always embraces **experimentation through inquiry, investigation, imagination**.

ABOUT ART MADRID

Art Madrid, the contemporary art fair, will celebrate its 19th edition from March 6th to 10th, 2024, at the Galería de Cristal of the Palacio Cibeles. Renowned for its superb location, accessibility and the exceptional quality of its exhibits; the fair has enjoyed continued success, attracting **over 100,000 visitors in its last five editions**.

The **Galería de Cristal of the Palacio de Cibeles** provides a unique environment that enhances the appreciation of contemporary art, turning each visit into an enriching experience. The fair has cemented its position as a leading event on the international art scene, and serves as a **meeting point for collectors, art lovers and professionals from the sector**.

Art Madrid's primary mission is to promote the art market and boost art collecting at both the national and international levels. Enriching the cultural vibrancy of **Madrid's Art Week**, the fair is distinguished by its inclusiveness and accessibility, opening its doors to all audiences with an interest in exploring the world of contemporary art.

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