

Business

Star-studded lineup of judges, mentors as Lexus Design Award 2021 deadline nears

Participants have until 11 October 2020 to submit creative ideas

KUWAIT: Lexus has unveiled its full lineup of judges and mentors for the Lexus Design Award 2021, and is reminding emerging designers that they have only a few days remaining to submit their entries before the 11 October 2020 deadline. Now in its ninth year, the annual design competition was established as a global platform to nurture the next generation of creators, and offers a once-in-a-lifetime opportunity for talented designers from around the world.



Six finalists to receive around \$25,000 each

The event's judging panel has been completed with the addition of Dong Gong, an acclaimed young Chinese architect, and Greg Lynn, a highly influential American architect and CEO of robotics company Piaggio Fast Forward. They join the panel's returning judges Paola Antonelli, a renowned design influencer and Senior Curator in the Department of Architecture and Design of New York's MoMA, and Simon Humphries, who heads Lexus' Global Design. The

esteemed judging panel will select one Grand Prix winner from among six finalists during Press Day at the prestigious Milan Design Week 2021. Their decision will be based on three key principles of the Lexus brand: Anticipate, Innovate, and Captivate, with an emphasis on design that leads to a better tomorrow. Lexus will announce the six finalists from thousands of entries in early 2021, who will go on to participate in a workshop with world-class design professionals acting as mentors.

Each will enjoy a priceless experience as the mentors provide direct, interactive guidance in developing prototypes that bring their ideas to life. This year's newest mentor is the artist and designer Sputniknik!, whose innovative video and multimedia installations address technology's impact on society. She joins Nigerian architect Mariam Kamara, Dutch designer Sabine Marcelis, and American creative and entrepreneur Joe Doucet.

The mentorship program offers an individual production budget of up to JPY 3 million (over \$25,000), allowing participants to turn their concepts into functional prototypes that will be exhibited at the finale of Lexus Design Award 2021, scheduled to be held in April 2021. A single winner will be selected after finalists present their prototypes and ideas to the judging panel at the event under the eyes of global media and guests. "The Lexus Design Award embodies our belief in harnessing the power of creativity to build a better future," commented Kei Fujita, Chief Representative, Middle East and Central Asia Representative Office, Toyota



LDA judges



LDA mentors

Motor Corporation. "For almost a decade, this unique platform has been uncovering the brightest new talents and empowering them to turn their ideas into reality. Supporting the next generation is an essential component of our drive to create Amazing Experiences and push the boundaries of what can be achieved through brave design. I'd like to thank the global design community for taking the Lexus Design Award to their hearts and I am looking forward to see what innovations this year's finalists will bring to Milan."

The closing date for entries to the Lexus Design Award 2021 competition is October 11, 2020. Please visit discoverlexus.com/highlights/entries-open-for-lexus-design-award-2021 for additional information.

Title

Lexus Design Award 2021
Last Submission Date
October 11, 2020

Judging criteria

- Anticipate: Do the concept and design anticipate not only the needs of user experience but also society?
- Innovate: Does the design demonstrate new thinking and originality in its proposal and execution?
- Captivate: Is the design intriguing and compelling when in concept and execution

Judges

- Paola Antonelli, Senior Curator for the

Department of Architecture and Design at MoMA, NY

- Dong Gong, Founder / Design Principal of Vector Architects
- Greg Lynn, Architect and CEO, Piaggio Fast Forward
- Simon Humphries, Head of Lexus Global Design

Mentors

- Joe Doucet, Founder, Joe Doucet x Partners
 - Mariam Kamara, Principal Architect, atelier masm
 - Sabine Marcelis, Designer / Founder, Studio Sabine Marcelis
 - Sputniknik!, Artist and Designer, Associate Professor of Tokyo University of The Arts Department of Design
- Award categories One Grand Prix winner (selected from the six finalists)

Six finalists

- Prizes/benefits Six finalists invited to the mentorship a session with mentors from diverse fields who provide guidance to help elevate prototype design.
- Six finalists invited to Milan Design Week 2021
- Six prototypes exhibited at the Lexus exhibition space during Milan Design Week 2021
- Six finalists receive up to 3 million JPY (over \$25,000) each to cover prototype production costs
- Prototypes are to be produced between January and March 2021



Gulf Bank announces winners of Al-Danah weekly draw

KUWAIT: Gulf Bank held its weekly draw on 4th October 2020 announcing the names of the winners for the week of 27 September - 1 October 2020. The weekly draw consists of five winners who receive KD 1,000 each, every week.

The winners this week are:

Hasan Ibrahim Mohsen Alballam
Saif Ashour Almajidi
Ali Yaagoub Mousa Mataqi
Rosita G. Ortiz
Ibrahim Najeeb Ibrahim Al-Furaih

Al-Danah is now offering its biggest prize yet, with an annual draw prize of KD 1,500,000. The annual draw will be held on 14 January 2021. Gulf Bank encourages customers to increase their chances of winning with Al-Danah by depositing more into their Gulf Bank accounts using the new ePay (Self-Pay) service, which is available on Gulf Bank's online and mobile banking services.

Changing economy, climate hit Austria's Alpine pastures

PERTISAU, Austria: With tender care, Sepp Rieser adorns the bulky heads of his reluctant cows with flower wreaths, adds some more fir twigs, and adjusts the large bells around their necks.

"I've been doing this since I was a little boy," Rieser says of the ancestral tradition in which cattle are decorated for their journey from the high Alpine Gramai pasture in Austria's western Tyrol state, where they graze all summer long, to the valley below where they'll spend the harsh winter months.



Cows decorated with bells and flowers are leaving their summer pastures during the annual ceremonial so-called 'Almabtrieb' (cattle drive) at Gramai-Alm in Tyrol's Karwendel Alpine nature park near Pertisau, Austria. — AFP

Al-Danah offers a number of unique services to customers, including the Al-Danah Deposit Only ATM card, which allows account holders to deposit money into their accounts at their convenience. Account holders can also calculate their chances of winning the draws through the 'Al-Danah Chances' calculator available on the Gulf Bank website and app. Furthermore, loyal Al-Danah customers are rewarded with loyalty chances. Loyalty chances are the total chances accumulated from the previous year, which are added to the customer's chances the following year. Therefore, the total chances earned by Al-Danah customers in 2019, have been added to their 2020 chances, and the same process will take place in 2021, and so on. Terms and conditions apply.

Gulf Bank's Al-Danah account is open to Kuwaiti and non-Kuwaiti residents of Kuwait. Customers require a minimum of KD200 to open an account and the same amount should be maintained for customers to be eligible for the upcoming Al-Danah draws. If the customer's account balance falls below KD 200 at any given time, a KD 2 fee will be charged to their account monthly until the minimum balance is met. Customers who open an account and/or deposit more will enter the weekly draw within two days. To take part in the Al-Danah 2020 quarterly and yearly draws, customers must meet the required hold period for each draw.

To Rieser, the festivities surrounding this journey to the village of Pertisau in the Karwendel mountains are as important as his birthday or Christmas. Images of Jesus and the Virgin Mary feature in the adornments of his 90-strong herd, reflecting the region's strong Catholic heritage. But it could soon be a relic of the past: Sweeping economic changes as well as climate change are taking their toll on the landscape and threatening the future of the tradition as well as its bovine stars. The small-scale farms that dominate Tyrol have become economically unviable, forcing thousands of farmers to pivot to more reliable sources of income. As a result, more than 25,000 cows have disappeared over the past decade, and with them the pastures they used to graze on, according to figures from the agriculture ministry.

The foundation of life

Within the past two decades, around 1,250 pastures in Tyrol alone have been left to revert to nature, a development that is also affecting other regions of the Alps, from southeastern France through Switzerland, as well as parts of Italy, Germany and Slovenia. In Tyrol, where hiking in the summer and skiing in the winter are the mainstays of the economy, the impact is particularly distinct, Rieser explains as he puts the finishing touches on his cow's halter, engraved with his name and three Edelweiss flowers. Taking the cows to the pastures "is very important, firstly for the cows' fitness, their longevity and their health, and of course also to maintain the pastures and the entire landscape," Rieser tells AFP at an altitude of more than 1,260 meters (4,130 feet), where his herd spends the summer grazing on fragrant meadows.

Cows and mountain pastures, says Rieser, "are the foundation of our lives." Without cows, pastures can quickly become overgrown with shrubs and forests, altering the landscape and making it impossible, according to Jasmin Duregger, a climate change expert at Greenpeace Austria. — AFP

COVID gives boost to Portugal's bicycle makers

LISBON: Portugal's bicycle makers feared for their future when the coronavirus pandemic forced them in March to shut for two months but 2020 now looks set to be a bumper year as people shun public transport and opt for healthier ways of getting around. Portugal, Europe's largest manufacturer of bicycles, had to shut its nearly 40 factories and put their 8,000-strong workforce on furlough to help curb the spread of COVID-19, but is now struggling to keep up with booming global demand.

"When we closed on March 13, we thought it would be a catastrophe, we were scared," said Bruno Salgado, executive board member of RTE Bikes, which owns Europe's largest bike factory, in the city of Gaia, in northern Portugal. "But it turned out to be a blessing in disguise for us," said Salgado, standing between two busy production lines at the factory, which produced 1.1 million bicycles last year. Worldwide, people have been trying to avoid crowded trains and buses during the pandemic, preferring to cycle, walk or jog to work and other destinations.

Cristina Lateira, a civil servant in Lisbon, said it was the pandemic that had finally persuaded her to splash out 800 euros on the electric bike she had long dreamed of buying. "It's the fear of being on very busy public transport, in winter, the fear of contagion that made me choose this mode of transport that I consider much safer," the 42-year-old said. Like most other European countries, Portugal has recently seen the

number of COVID-19 infections rise again after a summer lull.

Export surge

Portugal exports about 90 percent of the bicycles it produces, with key markets in Germany, France and Italy. As lockdowns imposed to halt the spread of COVID-19 began to ease across Europe during the summer months, distributors around the continent ran out of stock, pushing Portuguese manufacturers to raise production and capacity.

RTE Bikes is now working at full steam, producing about 5,000 bicycles a day, up from an average of 3,000-4,000 this time last year, Salgado said.

Joao Maia, general manager at In Cycles, a rival firm which produced 87,000 bicycles in 2019, has seen demand double. "At the moment, we export bicycles to all countries in the world, including countries that are supposed to be major bicycle producers" such as Italy, Bulgaria and Romania, said Maia, as electric bikes were assembled in a production line behind him.

In Cycles plans to double its production lines to four from this month and already has orders for about 185,000 bicycles in 2021, Maia added. Even before the pandemic struck, partly due to increased concerns over climate change and a move to healthier lifestyles, Portugal's production had jumped 42 percent in 2019 to a record 2.7 million bicycles - almost a quarter of all those built in the European Union, according to Eurostat data.

Despite this year's two-month factory shutdown, Gil Nadais, general secretary of the Portuguese bicycle manufacturers' association Abimota, told Reuters he expects the country will beat last year's record. Lisbon civil servant Lateira certainly has no regrets. "I had hesitated a lot, I was very anxious whether I should make this purchase because it is a bicycle, it can be stolen," she said. "But it was worth it." — Reuters



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