

Art Madrid'25 and Lexus Strengthen Their Collaboration with an Artistic Intervention by Marta de la Fuente on the Lexus RZ

- Lexus presents an exclusive artistic intervention by Marta de la Fuente on its electric RZ model at Art Madrid'25.
- The artwork, titled *Itadakimasu*, merges art, gastronomy, and memory into a unique piece, transforming the vehicle into a visual travel diary.
- Lexus participates in the fair as part of its Lexus Art Month initiative, reinforcing its commitment to art and design as core elements of its identity.
- This marks the second collaboration between Lexus and Art Madrid, solidifying its support for contemporary art.

Madrid, January 25, 2025. **Art Madrid'25** is an art fair that welcomes boundary-pushing contemporary creations. It is only natural, then, that the collaboration between **Lexus** and **Marta de la Fuente** finds its place here. Within this context, **Marta's** artistic intervention on the brand's electric **RZ** model not only intertwines visual language with the elegance of dynamic design but also embodies **Art Madrid's** spirit by fostering new dialogues between artistic disciplines.

Under the title *Itadakimasu*, the artwork transforms the vehicle into a canvas for artistic exploration, where gastronomy and memory converge. Inspired by the connection between flavors and memories, the artist approaches the **Lexus RZ** as a visual travel diary, where different elements—fading landscapes, ingredients evoking personal moments, and the gestures of eating—layer into a fragmented narrative.

The piece is both an invitation to rethink the culinary experience and an act of connection—not only with the past, but also with the journeys that lead us to discover new flavors and cultures.

A Premiere at Art Madrid'25

On Thursday, March 6, **Lexus** will host an exclusive event at the fair to unveil the artwork alongside the artist. Press and influencers will have the opportunity to explore the project up close and learn about its creative process.

Following this event, the **Lexus RZ**, transformed by **Marta de la Fuente**, will remain on display at **Art Madrid** until the fair closes on Sunday, March 9. Visitors will have the chance to experience this unique fusion of art, design, and technology.

Lexus participates in **Art Madrid'25** as part of its **Lexus Art Month** initiative, a program designed to reinforce the brand's connection with artistic creation and design. This presence reflects its commitment to supporting visual experimentation and fostering interdisciplinary connections.

This is the second time **Lexus** has collaborated with **Art Madrid**, strengthening an ongoing partnership that bridges art and innovation. Meanwhile, as **Art Madrid** celebrates its 20th anniversary, it continues to expand the dialogue between disciplines, reaffirming its position as a space where art interacts with multiple creative expressions.

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About Marta de la Fuente

Marta de la Fuente was born in Mojados, a small Castilian town that (almost) no one has heard of. She spent her childhood surrounded by bullfighting traditions, impressionist paintings, and endless games of *chinchón*, always at her grandmother's side. It may sound cliché, but her mother swears that she was drawing before she could even walk. It was her mother who introduced her to painting through her recreations of Sorolla and Egon Schiele, while her father—an architect and former fine arts student—taught her anatomy, structure, and most importantly, an independent and rebellious mindset.

Years later, that same mindset led her to leave behind a comfortable and successful career as a designer to dedicate herself entirely to painting.

With a degree in product design, she spent over a decade working in startups such as Cabify and Lingokids, exploring digital design, illustration, and brand development. However, painting remained her constant passion. In 2020, she held her first exhibition, showcasing a collection of paintings that defined her artistic style. In March 2024, she presented *Anís y Chinchón* at Tha House, a project that explored Spanish traditions and childhood nostalgia through a contemporary lens.

Since then, she has established herself in the art world through murals, exhibitions, and collaborations with brands such as Levi's, Netflix, Bumble, Manolo Bakes, Sebastián Yatra, and Aquarius, among others. Her work has also found a strong connection with gastronomy, leading to collaborations with Taberna La Mina and her current project with **Lexus**, where she explores the intersections between Spanish and Japanese culinary traditions.

About Lexus

Launched in 1989, **Lexus** has established itself as a global benchmark brand, known for its relentless pursuit of perfection, outstanding product quality, and advanced technology, including the innovative **Lexus Hybrid Drive** system. Additionally, its exceptional customer service philosophy has solidified its position in the premium market.

Lexus seamlessly blends traditional craftsmanship, luxurious interiors, and cutting-edge technology with its distinctive L-finesse design philosophy, a key element in its positioning as a unique and desirable global brand.

Today, **Lexus** is the first—and only—premium automotive manufacturer worldwide to offer a fully electrified vehicle lineup. This includes hybrid models such as the LM 350h, LS 500h, RX 500h Turbo, ES 300h, UX 300h, NX 350h, and the new LBX; fully electric models such as the UX 300e and the new RZ 300e and RZ 450e; and plug-in hybrid models such as the NX 450h+ and RX 450h+.

Additionally, the entire **Lexus** range benefits from Lexus Relax, offering a renewable one-year or 15,000 km warranty for up to 15 years—a testament to Lexus' confidence in the quality of its vehicles.

About Art Madrid

Art Madrid, a leading contemporary art fair, marks its 20th edition from March 5 to 9, 2025, at the Galería de Cristal in the Palacio de Cibeles. This year, the fair celebrates two decades of history, solidifying its position as a benchmark in the national and international art scene. For the past two decades, **Art Madrid** has distinguished itself through its commitment to diversity and the quality of its artistic offerings, drawing over 100,000 visitors in its last five editions.

The Galería de Cristal in the Palacio de Cibeles, centrally located and easily accessible, provides a unique setting that enhances the enjoyment of contemporary art. During the fair, this space becomes a vibrant hub for galleries, collectors, artists, and art enthusiasts from across the globe.

In this milestone edition, **Art Madrid** reinforces its mission to promote the art market and support collectors at both national and international levels. It also fosters cultural dialogue and champions accessibility. The fair upholds its welcoming atmosphere and commitment to innovation, positioning itself as an inclusive platform for audiences to discover the latest trends in contemporary art.