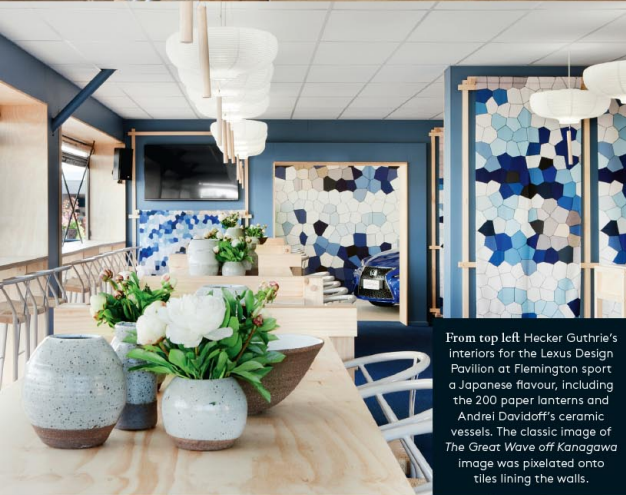


# Design marque

The striking *Lexus Pavilion* at Flemington featured playful splashes of Japanese inspiration.



From top left, Hecker Guthrie's interiors for the Lexus Design Pavilion at Flemington sport a Japanese flavour, including the 200 paper lanterns and Andrei Davidoff's ceramic vessels. The classic image of *The Great Wave off Kanagawa* image was pixelated onto tiles lining the walls.



THE DERBY DAY dress code for racegoers is an elegantly conventional black and white. Flamboyant types tend to favour the more colourful Melbourne Cup. Fortunately, no such sartorial rules apply to the lavish VIP pavilions which line Flemington's legendary Birdcage for the duration of the Melbourne Cup Carnival. For one champagne-fuelled week, the likes of Emirates, Myer, Mumm and Lavazza host Melbourne's most celebrated *passage/ara*, with design aficionados heading to the luxe yet strikingly contemporary Lexus Design Pavilion.

"Our brief was to come up with a marque that had a strong design identity," says Hamish Guthrie, director of Melbourne-based design practice Hecker Guthrie, 2013 *Belle/Coco* Republic Interior Designers of the Year. Collaborating with Lexus in the creation of the elegant, temporary three-storey pavilion, it was important for the Hecker Guthrie team (which included fellow director Paul Hecker and senior designer Josh Watt) to imagine a space that reflected the design integrity and brand values of Lexus, while remaining true to their own principles and aesthetic.

"As a studio we love Japanese fashion, architecture, theatre, opera and origami," says Hamish. "All of these are things that inspire us, so they were a natural place to start." That inspiration revealed itself in a subtly distinctive reference to one of the most recognised images in Japanese art – Katsushika Hokusai's *The Great Wave off Kanagawa* – pixelated into irregular hexagonal and pentagonal "tiles". Two hundred paper lanterns, timber framing and ceramics custom made by Andrei Davidoff completed the Japanese motifs which Hamish describes as, "sophisticated and playful. It's Melbourne Cup after all!"

Up on the pavilion's Sky Deck, landscape designer Jamie Durie mixed espaliered cherry blossom trees with some of his own recently-released furniture designs for Italian manufacturer Riva 1920. And the food? Lexus ambassador Neil Perry designed a canapé menu comprising signature flavours from his landmark Melbourne restaurants Rockpool Bar & Grill and Rosetta Ristorante, while a pop-up version of bar lounge Hihou served delicious, made-to-order Japanese *temaki*.

High-profile guests who, like *Belle*, enjoyed the Lexus Design Pavilion on Derby Day, included supermodel Naomi Campbell, Michael and Lindy Klim, Jamie Durie, fashionista Christine Centenera, Kate Waterhouse, model twins Zak and Jordan Stenmark, Lisa Wilkinson, Karl Stefanovic, Kerri-Anne Kennerley, Share Design's Shareen Joel and designer Amanda Briskin.

And rumour has it some guests even got to see a horse or two. For more go to [lexus.com.au](http://lexus.com.au); @lexusaustalia.