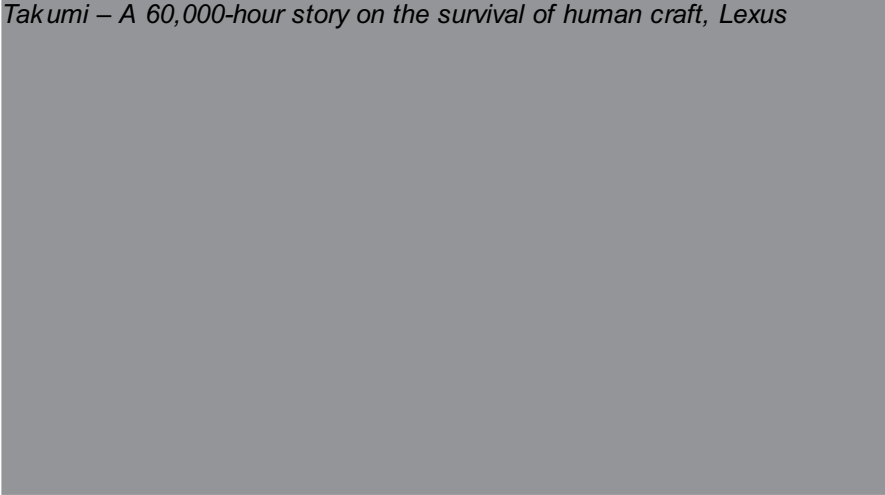


LEXUS' 60,000-HOUR DOCUMENTARY CELEBRATES LUXURY CRAFT

By Livvy Houghton and Holly Friend

07 : 03 : 2019 Auto : Mobility : Automation

Takumi – A 60,000-hour story on the survival of human craft, Lexus



Takumi – A 60,000-hour story on the survival of human craft, Lexus

Watch this video at <https://www.lsnglobal.com/news/article/23732/lexus-60-000-hour-documentary-celebrates-luxury-craft>

Japan – The car manufacturer is exploring the importance of becoming a takumi – the highest level of artisan in Japan.

The feature-length documentary, titled A 60,000-hour Story on the Survival of Human Craft, will be available on Amazon Prime and will offer a glance into the world of a number of artisans, each of whom play a key role in delivering Lexus's luxury vehicles. It will pivot on the question of how human craft can be preserved in a world powered by machines and artificial intelligence.

In addition to the documentary, Lexus is creating a cut lasting 60,000 hours – the equivalent of 30 years – to represent the time it takes to be considered a master craftsman in Japan. The 60,000-hour edit will loop scenes of the takumi to highlight the years of practice involved in the craft and refining their skills.

As we look to the next 30 years, the future workplace will require the skills and dexterity of humans and speed and learning capabilities of AI to work alongside one another in harmony.