

**US media group Time Inc opts to stay independent**

US magazine publisher Time Inc said Friday it plans to remain independent as it shifts to a "multi-platform media marketplace," dismissing speculation of a sale or merger.

The announcement sent shares in Time Inc plunging.

The company known for Time magazine, Sports Illustrated, Fortune and People magazine was spun off from media-entertainment group Time Warner

— parent of CNN, HBO and the Warner Bros. studios — in 2014, following a trend of other conglomerates shedding publishing operations.

A Time Inc statement said it had not sought any strategic tie-up but had "evaluated a number of expressions of interest" before deciding to stick with its plan.

"Time Inc is one of the world's leading multi-platform media companies, engaging over 170

million US consumers across digital and print every month through a portfolio of premium, iconic brands," said a statement from the lead independent director on its board, John Fahey.

"We strongly believe in the future and potential of this company. The board has full confidence in Time Inc president and CEO Rich Battista and the management team to execute on the strategic plan." (AP)

**Maersk to pay 3.7 billion euros for German rival**

The world's leading container shipping company, Danish Maersk Line, said Friday it would pay 3.7 billion euros (\$4 billion) for the acquisition of German competitor Hamburg Sud.

The acquisition, already cleared by US and EU authorities, is part of a consolidation move in the shipping industry where rates paid for freight have been tumbling.

"Maersk Line will acquire Ham-

burg Sud for EUR 3.7 billion on a cash and debt-free basis," the company said in a statement, adding it would "finance the acquisition through a syndicated loan facility."

The transaction has also been approved by Maersk Line's shareholders and the board of directors of the seller, the family group Oetker Group.

Maersk Line said it hoped to close the transaction by the end

of 2017. The US Department of Justice approved the proposed acquisition on March 23 followed by the European Commission's approval on April 10 under undisclosed conditions.

Hamburg Sud, which controls 134 ships and employs more than 6,000 people, generated 5.64 billion euros in sales in 2016, while Maersk Line generated \$20.72 billion. (AFP)

**Event draws 1,152 entries from 63 countries under the theme of 'Yet'**

**'PIXEL' by Hiroto Yoshizoe wins Lexus Design Award 2017**

Lexus International has recently announced the Grand Prix winner of the Lexus Design Award 2017 — PIXEL by Hiroto Yoshizoe — leading this prestigious international event to a peak of excitement. Lexus Design Award 2017 drew 1,152 entries from 63 countries under the theme of 'Yet'.

"The Lexus Design Award always presents a fascinating survey of the issues currently engaging young designers, and what they consider to be the most important challenges and compelling opportunities for design today. The quality and scale of ambition of the submissions to this year's award program was truly exceptional. It was very difficult for us to whittle them all down to 12 finalists, then four prototype winners and finally to the Grand Prix winner, although every stage of the process generated a feisty and enjoyable debate," said Alice Rawsthorn, well-known design commentator and Lexus Design Award 2017 Judge.

Congratulating Hiroto Yoshizoe on his winning project, Takayuki Yoshitsugu, Chief Representative, Middle East and North Africa Representative Office, Toyota Motor Corporation, said, "The Lexus Design Award was created with the aim of fostering the growth of ideas that contribute to society by supporting designers and creators whose works can help to shape a better future. This year's winner — Hiroto Yoshizoe's PIXEL — is a work of tremendous imagination and creativity that captures the essence of what the Lexus Design Award stands for."

Yoshitsugu continued, "Design and craftsmanship have always been a fundamental part of the Lexus brand, and the Lexus Design Award attempts to extend this tradition to an exciting new direction. I would like to acknowledge the support we have received from our customers in the Middle East for our efforts towards shaping the future of design and using the power of creativity to build a better world."

Hiroto Yoshizoe commented, "I'm so surprised and honored to receive this prize from Lexus Design Award. I would like to thank Alex and Daniel of Snarkitecture for all their mentorship. I also offer my sincere thanks to all the people who have supported me on this project, and of course to Lexus for giving me this amazing opportunity."

First launched in 2013 to stimulate



Lexus Design Award 2017 group photo



LDA — Ancient 'Yet' Modern

ideas for a better tomorrow, Lexus is celebrating the 5th anniversary of this international design competition which supports up-and-coming designers and creators worldwide. The Grand Prix winner was chosen by an elite global creative design panel after presentations by the four prototype finalists. The works of all 12 finalists — four prototype winners and eight panel winners — were on display at the Lexus 'Yet' pavilion and revealed

how they would apply the 'Yet' philosophy in original and innovative ways.

Lexus 'Yet' took place from April 4th through April 9th at the La Triennale di Milano, the Design and Art Museum in Parco Sempione, Milan, central to Milan Design Week, the world's largest design exhibition, also known as Salone Del Mobile.

In addition to the Lexus Design Award 2017 display, the Lexus 'Yet' exhibition was composed of the three following areas where visitors experienced the exciting and infinite potential of 'Yet' through immersive and engaging installations.

**Area 1: Ancient 'Yet' Modern**

Inspired by Lexus' 'Yet' philosophy and created for the opening space, this installation aims to create the experience of being grounded 'Yet' suspended by light — a wave 'Yet' a particle. Utilizing an ancient material 'Yet' a modern technology, The Mediated Matter Group debuts Glass 3D Printing at architectural scales.

**Area 2: Static 'Yet' Dynamic**

By exploring things from many angles, we are able to see beyond the obvious and discover the new and unexpected. This Static 'Yet' Dynamic installation reveals the Lexus UX Concept car, and expresses Lexus



LDA Grand Prix winner

Brave Design. The Lexus UX Concept car embodies our 'Yet' philosophy. This expression of a progressive and strong 'Yet' artistic and premium product further enhances Lexus' unique brand position which challenges conventional ideas about luxury.

**Area 3: Retrospective**

This event marks the 10th edition of Lexus International at Milan Design Week, highlighting the brand's long-standing passion for design and innovation. And as we celebrate this opportunity, we take a look back at our nine years of design inspiration. Each edition highlights one moment in time through 24 frames.

More information and pictures can be found on:

Lexus Design Event: [www.lexus-int.com/lexus-design](http://www.lexus-int.com/lexus-design)

Lexus Design Event Retrospective: [www.lexus-int.com/design/the-lexus-design-event-at-10-years-old](http://www.lexus-int.com/design/the-lexus-design-event-at-10-years-old)

Lexus Design Award: [www.lexusdesignaward.com](http://www.lexusdesignaward.com)

Instagram: <https://www.instagram.com/lexusdesignaward/>; @lexusdesignaward

Official hashtags: #LexusDesignAward; #MilanDesignWeek; #LexusDesignEvent

**Judge and Mentor Profiles**

**Judges:**

**Paola Antonelli/Curator**  
Antonelli joined The Museum of Modern Art in 1994 and is a Senior Curator in the Department of Architecture and Design, as well as MoMA's Director of Research and Development. She has lectured at TED, the World Economic Forum in Davos, and several other international conferences. Her goal is to insistently promote understanding of design until its positive influence on the world is fully acknowledged and exploited. She is currently working on several shows on contemporary design, and in the States of Design, a book about the diversity and variety of design fields that exist today.



Antonelli

**Aric Chen/Curator**  
Aric Chen is Lead Curator for Design and Architecture at M+, the new museum for visual culture in Hong Kong's West Kowloon Cultural District. He previously served as Creative Director of Beijing Design Week, leading the successful relaunch of that event in 2011 and 2012. Chen has curated and organized numerous exhibitions and projects at museums, biennials and other events internationally, and has been a frequent contributor to publications including The New York Times, Monocle, Architectural Record and PIN-UP.



Chen

**Toyo Ito/Architect**  
Toyo Ito graduated from the Department of Architecture at the University of Tokyo in 1965. His main works include: Sendai Mediatheque, Tama Art University Library (Hachioji), Taiwan University, College of Social Sciences (Taiwan R.O.C.), 'Minna no Mori' Gifu Media Cosmos, among others. Projects under development include the National Taichung Theater (Taiwan R.O.C.), Aomori Prefectural Sports Park Athletic Field, and several others. Among his many honors are the Architectural Institute of Japan Prize, Venice Biennale Golden Lion Award, Royal Gold Medal from RIBA, and the Pritzker Architecture Prize.



Ito

**Birgit Lohmann/Chief Editor of designboom**  
Born in Hamburg, Lohmann studied industrial design in Florence before moving to Milan, where she has lived and worked since 1987. She worked as a designer and product development manager for a number of Italian architects and master designers, and as a design historian for justice departments and international auction houses. As a researcher and lecturer, she has conducted seminars on industrial design at a number of prestigious international universities. In 1999, she co-founded designboom, where she is currently the Chief Editor, Head of Educational Programming, and Curator of International Exhibitions.



Lohmann

**Elena Manferdini/Designer and Architect**  
Elena Manferdini, founder and owner of Atelier Manferdini, with offices in Venice, California, has completed design, art and architectural projects in the United States, Europe and Asia including the Pavilion of the Museum of Contemporary Art in Los Angeles. Her firm has collaborated with internationally renowned companies such as Swarovski and Sephora, and her work has been featured in journals and publications including Elle, Vogue and the New York Times. Currently Graduate Chair at the Southern California Institute of Architecture she exhibits internationally and lectures widely having spoken at MIT, Princeton, Tsinghua University and Bauhaus. She was recently awarded the 2013 COLA Fellowship to support the production of original artwork. In 2011 she received a prestigious annual grant from United States Artists (USA) and her Blossom design for Alessi received the Good Design Award.



Manferdini

**Alice Rawsthorn/Design Commentator**  
Alice Rawsthorn writes about design in the International New York Times and frieze. Her latest book Hello World: Where Design Meets Life explores design's impact on our lives: the past, present and future. She speaks on design at global events including TED and the World Economic Forum's annual meetings in Davos, Switzerland. Based in London, Alice is chair of trustees of the Chisenhale Gallery and the contemporary dance group Michael Clark Company, and a trustee of the Whitechapel Gallery. She was awarded an Order of the British Empire (OBE) for services to design and the arts.



Rawsthorn

**Yoshihiro Sawa/Executive Vice President of Lexus International**  
Yoshihiro Sawa graduated with a Bachelor of Science degree in Engineering



Sawa

and Design from Kyoto Institute of Technology. He has held a number of design-related positions since joining Toyota Motor Corporation in 1980, including Chief Officer of Global Design, Planning Division. He became Executive Vice President of Lexus International in April 2016.

**Mentors: Neri & Hu/Architects and Interdisciplinary Designers**

Lyndon Neri and Rossana Hu, co-founders of Neri & Hu Design and Research based in Shanghai, have been working on projects around the world which incorporate overlapping design disciplines to create a new paradigm in architecture. In 2014, Wallpaper\* announced Neri & Hu as 2014 Designer of the Year. In 2013, they were inducted into the U.S. Interior Design Hall of Fame. Neri & Hu believes strongly that research is a key design tool as each project brings its own unique set of contextual issues. Providing architecture, interior, master planning, graphic and product design services, Neri & Hu recognizes that contemporary problems relating to buildings extend beyond the boundaries of traditional architecture. Rather than starting from a formulaic design, Neri & Hu's work is anchored in the dynamic interaction of experience, detail, material, form and light.



Neri



Hu

**Max Lamb/Designer**

Max Lamb's work plays with the tradition of the working rural landscape — the beach as a foundry, the quarry as a workshop, felled yew trees of the Chatsworth estate as subject and source material. He is equally fascinated by the city, and his ability to adapt and respond to different environments produces designs that are unique to their time and place. Max is not committed to a single material or process, nor is he attracted to design as a means to solve problems. Rather he exploits the qualities inherent in a material to draw out its natural tendencies and beauty. His methods are high- and low-tech, and he is both designer and manufacturer, collaborating with foundries and factories as the scale or complexity of the project necessitates. However, there is continuity in the principles that he applies — honesty to the material, a celebration of the process and of human capability, and its limitations.



Lamb

**KPC unit places significant emphasis on operational integration**

**KIPIC to play key role in boosting private sector growth**

KUWAIT CITY, April 30: The Kuwait Integrated Petroleum Industries Company (KIPIC) is a newly established downstream subsidiary of the Kuwait Petroleum Corporation (KPC) responsible for managing and operating the refining, Liquefied Natural Gas Import (LNGI) and petrochemicals facilities of the Al-Zour complex. Its establishment in October 2016 came in line with the government's vision to develop a prosperous and diversified economy, and create a business environment for private sector growth.

Aspiring to be a leader in the downstream sector, KIPIC places significant emphasis on operational integration and the development of a professional and competent workforce. To that extent, KIPIC is building a world-class complex that maximizes operational integration synergies within its refining, petrochemicals and LNG import facilities, and maintains the highest standards of reliability, efficiency, safety and environmental responsibility. Moreover, KIPIC is heavily invested in developing outstanding



in-house capabilities with significant efforts and resources dedicated to attracting and developing Kuwaiti talent.

KIPIC will play a major role in meeting Kuwait's energy demand in the power and transportation sectors. It will manufacture a diversified set of petroleum products and petrochemicals with an objective to maximize the country's returns. It will also act as a catalyst for the development of private sector downstream businesses, enabling the development of the local economy and diversifying the sources of national income.

Already at an advanced stage of construction, KIPIC's Al-Zour



Hashim Hashim, KIPIC CEO

project comprises a 615 MBPD refinery, a 3,000 BBTU/D LNG regasification facility and a world scale aromatics and olefins complex. Envisioned to be operational by 2023, the three production facilities are expected to come online in three stages: the refinery by 2019, the LNG import facility by 2021 and the petrochemicals complex by 2023.

KIPIC has recently launched its brand, with a logo that represents a powerful and confident statement designed to signal momentum and growth for KIPIC and

Kuwait. The principle inspiration and rationale behind the design of the stylized KIPIC "K" logo graphic is integration and growth; it also represents Kuwait. The various woven, overlapping and intersecting graphic lines represent KIPIC's integration of the downstream petroleum industry. They also represent KIPIC's ripple effect in helping to diversify the economy, secure the Kuwaiti domestic energy needs and provide growth for the private sector. The logo colors were selected carefully to reflect the company's identity. Yellow embodies the energy and the petroleum industry as a source, shades of green reflect the company's keenness on the environment and sustainability, and blue expresses the Kuwaiti identity.

In its long journey to establish itself as a key participant in Kuwait's petroleum sector, KIPIC will no doubt face challenges. However, it will surely realize its vision through the determination of its founding employees and the continuing support from the sector's leadership.