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Driving sustainability: Lexus Drive with Architect Liza Morales

LIVING PHILIPPINES



Pamela Imperial

Property Report joined the media tour for Lexus Drive, an experience that took guests on a scenic journey in Lexus' latest hybrid vehicles while exploring how sustainability connects mobility, architecture, and cuisine. The destination was Tagaytay's newest Greek dining spot, Elaia by CYMA—a restaurant that champions fresh, unprocessed ingredients and dishes centered on extra virgin olive oil. The event gathered architect Liza Morales and women from the construction and property industry, sparking conversations on leadership, empathy, and vision. These



Architect Liza Morales and women leaders from the construction and property industry

exchanges underscored how women often bring heightened attention to detail and a nurturing perspective to projects—balancing the needs of all stakeholders and the wider community, much like sustainability itself. From the moment we settled into the plush vegan leather seats of the Lexus hybrid, it was clear that every detail was crafted with purpose. The ride was whisper-quiet, the handling graceful yet

confident—an embodiment of Lexus' belief that luxury and responsibility can move forward together. **SUSTAINABILITY IN ARCHITECTURE** Elaia's transformation was led by Architect Liza Morales of Ecotecture Design Studio, whose design philosophy—authentic, sustainable, timeless—guided every decision. Known for blending form, function, and environmental responsibility,

Morales approaches each project as a chance to create spaces that are both beautiful and beneficial to those who use them. "Elaia by CYMA is a testament to sustainable architecture. We preserved existing structural elements like the foundation, slab, and exterior walls, reducing the need for new materials," she said. "We embraced what was already there—opening the space to light, greenery, and



Architect Liza Morales of Ecotecture Design Studio

texture so it could breathe again." Even its name, Greek for "olive," symbolizes peace and abundance—values woven into every design choice. Becoming a mother deepened Morales' commitment to sustainability. "In my firm, we make sure we are building healthy environments where people live, work, and thrive. We specify materials carefully, avoiding those that contain toxins. What endangers people isn't always outside—it's often what's hiding inside, from paint to fibers." Her projects integrate passive cooling, natural ventilation, and locally sourced materials, with each choice aimed at minimizing environmental impact without sacrificing comfort or style.

She also brings in energy-efficient innovations, such as smart airflow systems from Philippine Geogreen Inc., her other company, to cut reliance on high-energy cooling. This 360-degree approach mirrors Lexus' philosophy in mobility—where innovation, performance, and sustainability are seamlessly integrated. **SUSTAINABILITY IN FOOD** Elaia's head chef, Robby Goco, applies the same sustainability ethos to the kitchen that Morales uses in architecture—intentionality in every decision. Dedicated to authentic flavors and resource-conscious cooking, Goco builds his menu around fresh, unprocessed ingredients and extra virgin olive oil, honoring **Turn to D4**

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Greek culinary traditions while making them relevant to today's eco-conscious diners. "We run Elaia with a clear focus on sustainability—using everything, minimizing waste, and ensuring profitability

while being conscious of our impact," he said. "We also practice nose to tail. We use the whole animal from nose to tail. We're looking into composting. We're segregating our wastes." By making use of every part of an ingredient and sourcing locally whenever possible, Elaia reduces its carbon footprint while supporting

farmers and producers who share the same respect for the land. For Goco, sustainability is not only about waste reduction—it's about creating a food culture that values seasonality, quality, and the story behind each ingredient. Just as Lexus engineers its hybrid and electric vehicles

to optimize performance with minimal environmental impact, Elaia proves that culinary excellence and environmental responsibility can thrive together. At Lexus Drive, sustainability emerged as the common thread linking Lexus' electrified mobility, Morales' mindful architecture, and Elaia's responsible culinary practices. Lexus continues to lead in hybrid electric, plug-in hybrid, and battery electric technologies, showing that eco-conscious design can be both luxurious and forward-looking. Morales' architectural vision demonstrates how healthy, toxin-free spaces can be created without sacrificing comfort or beauty, while Goco's kitchen shows that flavor, creativity, and waste reduction can go hand in hand. Sustainable design—whether in a luxury



Lexus engineers its hybrid and electric vehicles to optimize performance with minimal environmental impact.

vehicle, a thoughtfully planned dining space, or a residential development—is about anticipating needs, minimizing harm, and elevating quality of life. Just as Lexus integrates innovation into every drive, and Elaia blends environmental responsibility into every meal, the future of real estate depends on projects that combine beauty, functionality, and stewardship—creating places that endure and inspire for generations.



Elaia by CYMA is a testament to sustainable architecture.



Elaia's head chef, Robby Goco, speaks to Lexus Drive guests about their team's culinary efforts to impact sustainability.

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