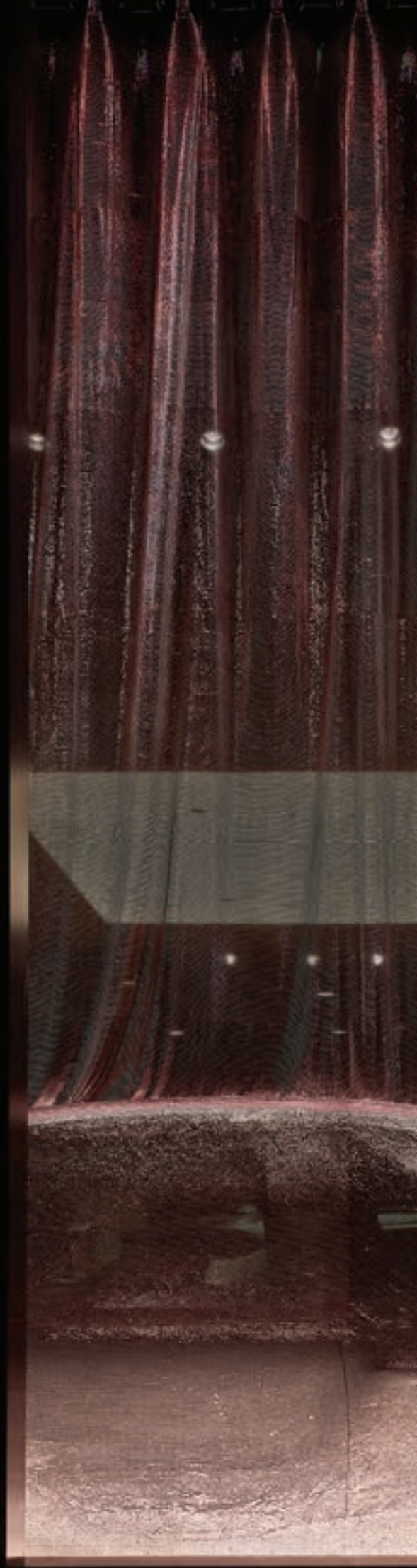
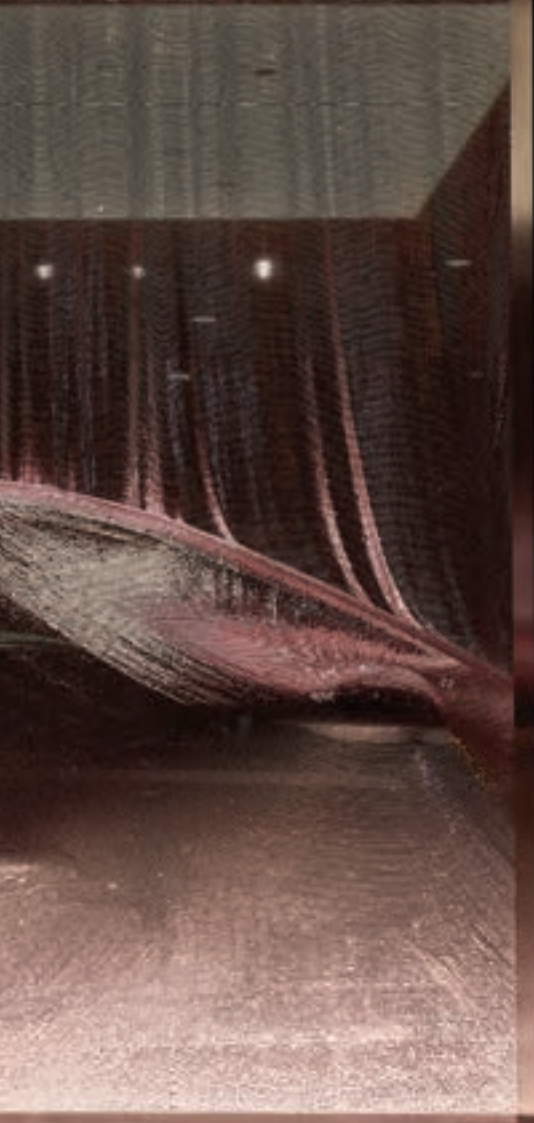


GENESIS

FASHION / FOOD / DESIGN / CULTURE / ISSUE.03

FUTURE VISION







GENESIS

FASHION / FOOD / DESIGN / CULTURE / ISSUE.03

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FUTURE VISION

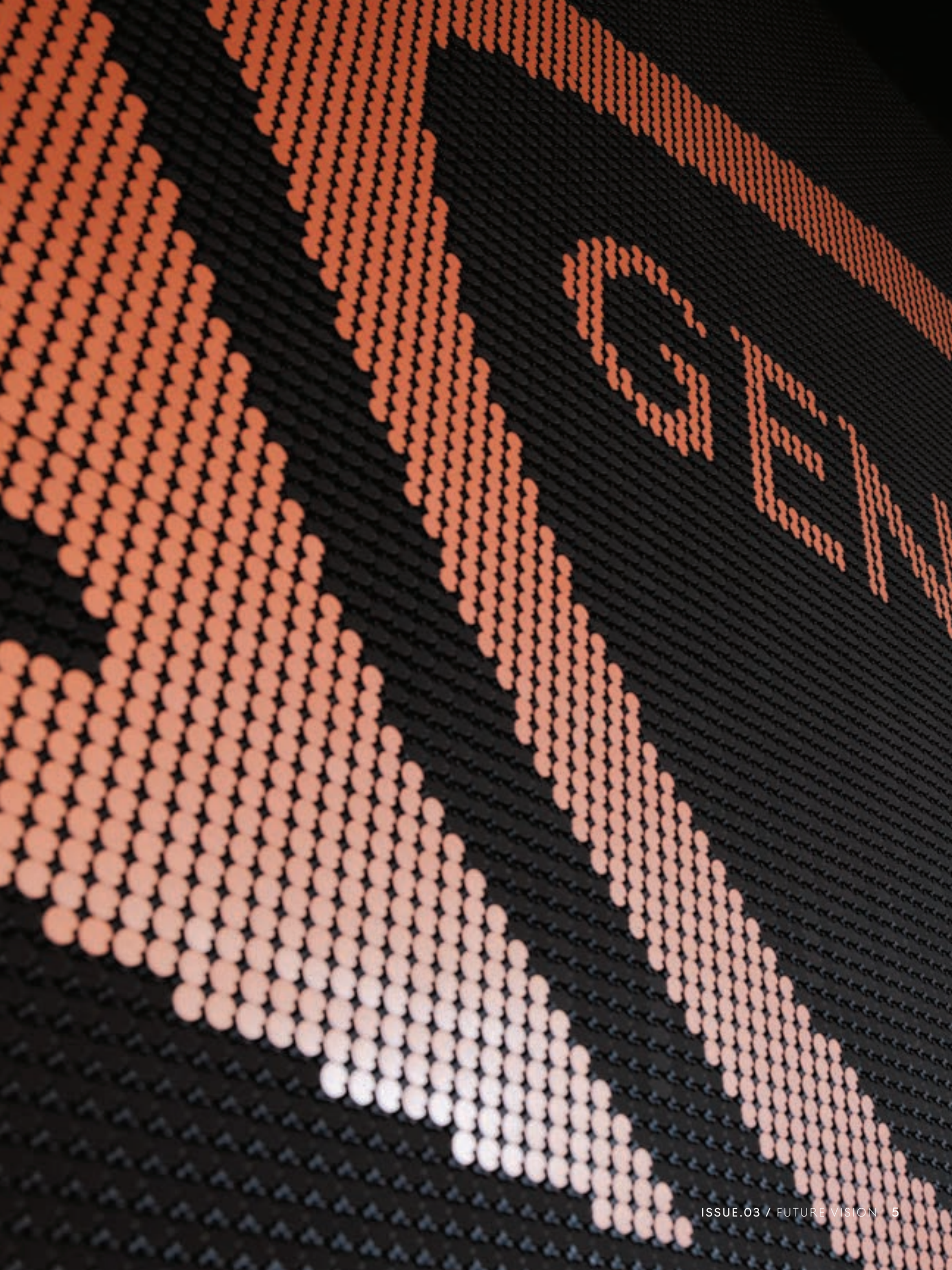
Where will the road ahead take us? As travelers through life we can't help but wonder about the unknown, even as history has proven that there's no way to predict what will happen in the next century, decade or even year. But we still can't stop ourselves from imagining, and hopefully shaping, the trajectory of time.


Our planet faces many challenges and to meet them it will take bold approaches. They must be distinct and innovative, yet at the same time conscious of the past's lessons and learnings. In this issue we present our future visions, the ones that not only illuminate the possibilities for our automobiles, but also the ways we can live and relate with the world around us.

We recently unveiled our two newest vehicles, Electrified G80 and Genesis GV60, both of which point towards our electric future while still maintaining the luxury that defines us. We also announced our Genesis X Speedium Coupe concept car, which demonstrates our mandate to push past the expectations of car design and travel far beyond them. The debut of Genesis X Speedium Coupe happened at Genesis House New York, our new home base that embodies our ethos: ultramodern, uncompromised and grounded in the culture we come from. We hope it will act as a beacon for ourselves and others to follow.

Our future visions have already been rewarded. In its 2022 U.S. Vehicle Dependability Study, J.D. Power ranked Genesis #1 in long-term dependability among luxury brands¹. The Insurance Institute for Safety (IIHS) named the entire 2022 Genesis model lineup a *2022 IIHS TOP SAFETY PICK*,² which is crucial to us, since the most important part of the future is that you will be there to share it with us.

¹Genesis received the lowest rate of reported problems among luxury brands in the J.D. Power 2022 U.S. Vehicle Dependability Study based on responses from 29,487 original owners of 2019 model-year vehicles after three years of ownership. For J.D. Power 2022 award information, visit [jdpower.com/awards](https://www.jdpower.com/awards). ²To qualify for *2022 TOP SAFETY PICK*+, a vehicle must earn good ratings in the driver-side small overlap front, passenger-side small overlap front, moderate overlap front, side, roof strength and head restraint tests. It also must earn an advanced or superior rating for vehicle-to-vehicle and vehicle-to-pedestrian front crash prevention and come with standard acceptable- or good-rated headlights. For details visit www.iihs.org.



A photograph of a modern, minimalist building with large rectangular openings, set against a twilight sky. The foreground shows a paved area with a geometric pattern. A large black rectangular box is positioned in the middle ground, partially obscuring the building. The text 'PLUG INTO TOMORROW' is centered in the lower half of the image, flanked by two horizontal white lines.

PLUG INTO TOMORROW

GENESIS ELECTRIFIED G80











BUILDING ON THE PAST TO REACH THE FUTURE.









ALWAYS IN BALANCE.







Menu

Electric Vehicle

↑ 0.528mi WEHO 1 / C



Next Departure Time
Sets the Departure Time to use
Scheduled Charging/Climate Control.

Scheduled Charging and Climate Control
⚡ OFF 🌬 OFF

11:18 AM

Sat, Feb. 26

ON
213 mi

OFF
220 mi

Charge Transfer

mate













LUXURY, RECHARGED.









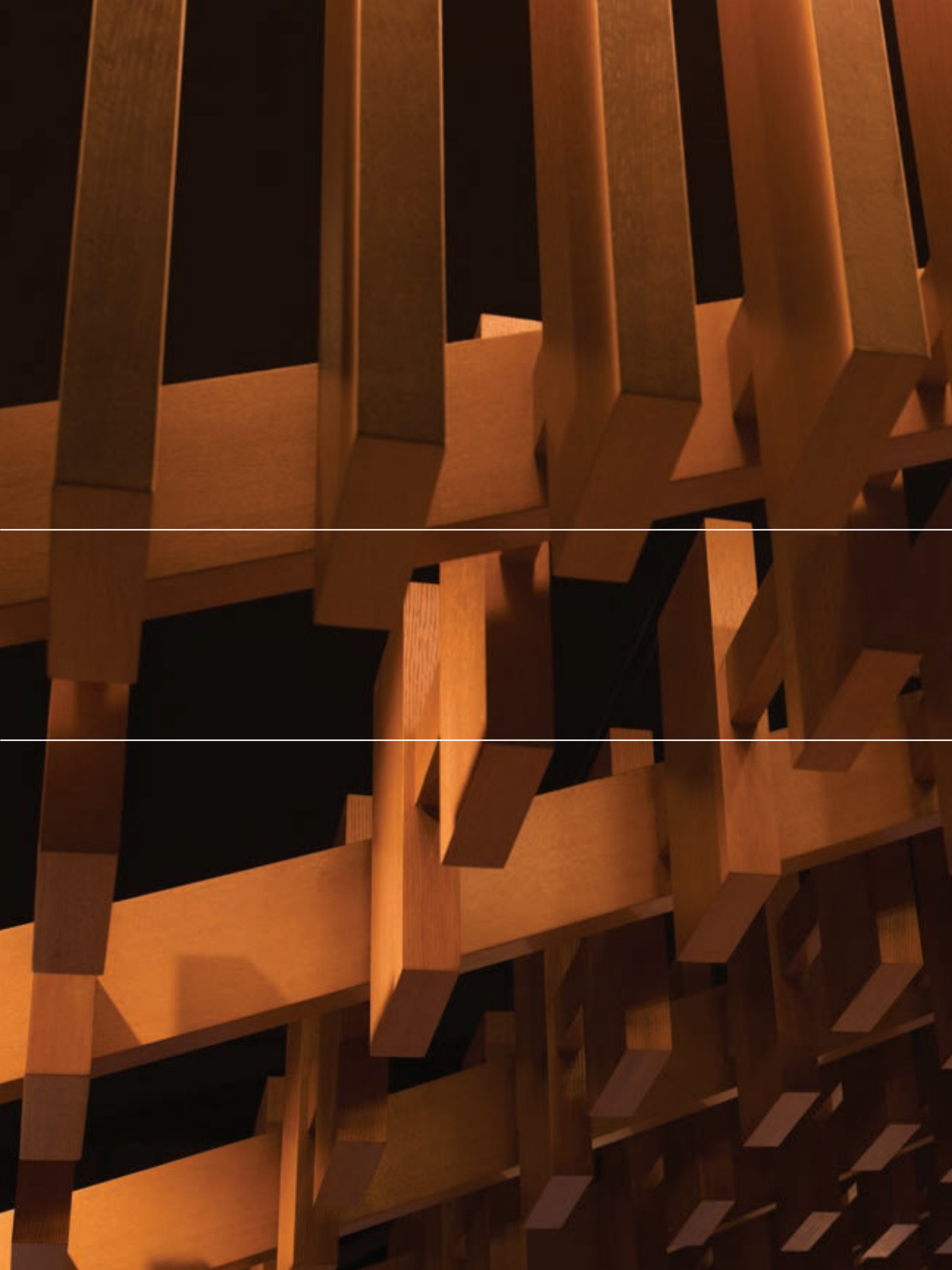




A STABILIZING FORCE.







The background of the entire page is an abstract, close-up photograph of numerous wooden planks. The planks are arranged in a way that creates a strong sense of depth and perspective, with some planks in the foreground being sharp and others receding into the background. The lighting is warm and golden, highlighting the natural grain and texture of the wood. The planks are oriented diagonally, creating a dynamic and rhythmic pattern.

THE INNOVATION OF TRADITION





In late 2021, we proudly opened the doors to Genesis House New York. This fully renovated space in the city's Meat Packing District encapsulates the philosophies and perspectives that steer our mission. Designed by the Seoul-based firm Suh Architects, it is both boldly innovative in how it looks towards the future, yet still deeply devoted to our Korean heritage.

More than just an interactive showcase for new vehicles and concept cars, Genesis House presents a complete, illuminating experience for all who visit. It's a sophisticated oasis spread across three levels and more than 46,000 square feet. Here guests can enjoy the Genesis House Restaurant, Tea Pavilion and Library—curated by Onjium, Arumjigi and Assouline, respectively. There is also the Cellar Stage that's perfect for inspiring events and the Terrace Garden for quiet reflection.

"We didn't want to design a typical car showroom," says Eulho Suh, owner of Suh Architects. "We wanted to somehow make the space alive."





Working from the same palette that can be found in Genesis Houses around the globe, the three foundational materials within Genesis House New York are concrete, Corten Steel and hot-rolled steel. These elements contrast with warmer accents including wood and leather. “As Korean architects, within our DNA is the idea of working with the void, your relationship with nature and the continuous flow,” says Kyung En Kim, principal at Suh Architects.

Though Genesis House aims to cultivate a respite from the often over-stimulating city, it was important that it not feel closed off. To progress we can’t isolate ourselves from the world around us. As a result there are multiple design elements that emphasize a simultaneously indoor-outdoor feeling, an approach that is also found in many historical Korean structures. The expansive Terrace Garden plays a key part in achieving this aim. “In Korean landscape philosophy it’s not about your own yard or what’s in the confines of your own walls,” says Kim. “Your view is really everything you can see.”













The location was chosen specifically because it is close to transformative and essential New York landmarks including the High Line, the Whitney Museum of American Art and Little Island at Pier 55. Our hope is that we can engage in the same meaningful exchanges as these neighbors about what a space can provide for the people who travel the city, either who live here permanently or who are just passing through. “We see Genesis House as being a cultural node,” says Kim. “We love that it is part of Genesis’s conversation with New York.”

Looking towards the future does not mean change for change’s sake. It’s about a dialogue, one that exists between tradition and innovation, movement and stillness, history and the unknown.



A MOMENT
FOR YOURSELF

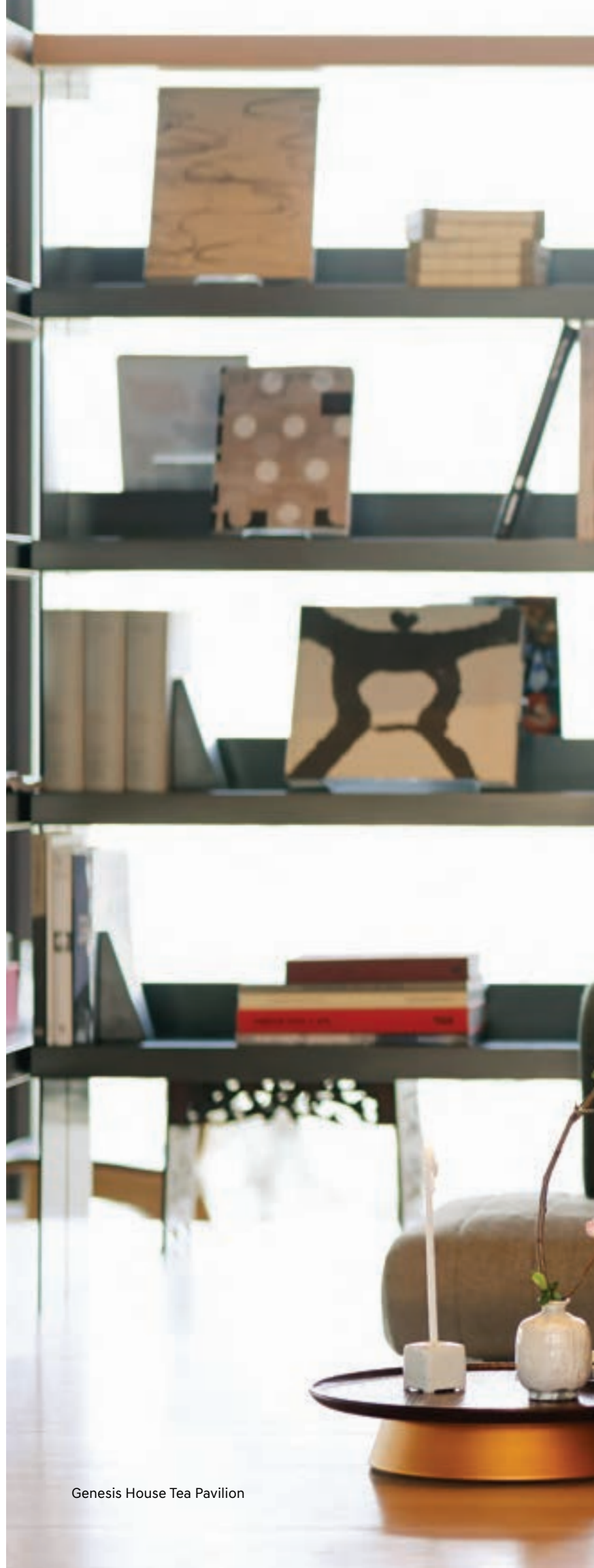


Too often visions of the future are centered around speed and efficiency. There is a notion that we must maximize every minute, becoming increasingly like the machines and technology that dominate our lives. But we believe there is another path.

For there to be innovation, there must also be moments of contemplation.

It was crucial that at Genesis House New York we create a calming Tea Pavilion. This veranda-like living room space was curated by Arumjigi, a group devoted to preserving 5,000 years of Korean tradition amidst a culture of exponential change. Here visitors can sit on customized boryo, a style of floor-seating found in Korean homes where guests are traditionally received by their hosts. The walls of the Tea Pavilion are made from a gridded bookshelves that showcase monographs, musical instruments, ceramics and other artifacts that were once favored by the seonbi—a group of virtuous scholars. As you rest, our tea master is available to lead a fortifying tea ceremony.

Though there is no stopping time's march forward, we hope we can provide a place to pause and think about not only where we have been, but where we are going.



Genesis House Tea Pavilion







SETTING THE STAGE



Cellar Stage



Running the entire length of the building, the massive Cellar Stage is the part of Genesis House New York where our most forward-thinking endeavors have their space to shine. The Cellar Stage amazes with floor-to-ceiling LED-lit staging and masterful audio-visual technology. Not only is this where we've launched our newest cars, it's also a venue for fashion shows, art installations, concerts and more. Stop in to get a preview of what's to come.

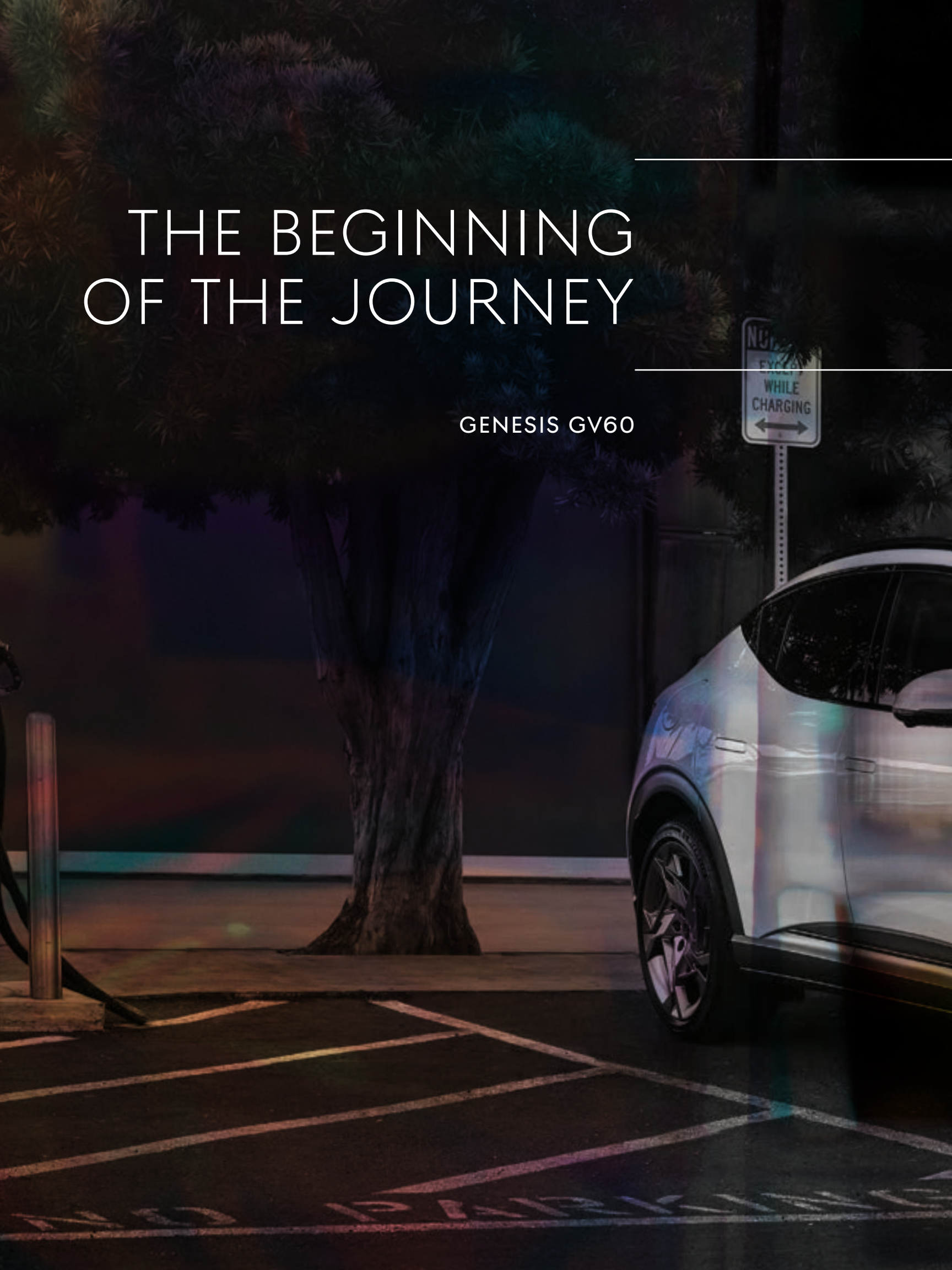


Genesis X Speedium Coupe Reveal at Cellar Stage



THE BEGINNING OF THE JOURNEY

GENESIS GV60





A close-up, low-angle shot of a textured surface, possibly a car's interior or a piece of equipment. The surface has a fine, woven pattern. In the upper right, the letters 'GEN' are embossed or printed in a bold, sans-serif font. A sharp, diagonal line runs across the lower half of the frame, creating a sense of depth and movement. The lighting is dramatic, with warm, golden-brown tones on the left and cooler, blue and purple hues on the right, creating a gradient effect across the textured surface.

TRANSCEND GENERATIONS.



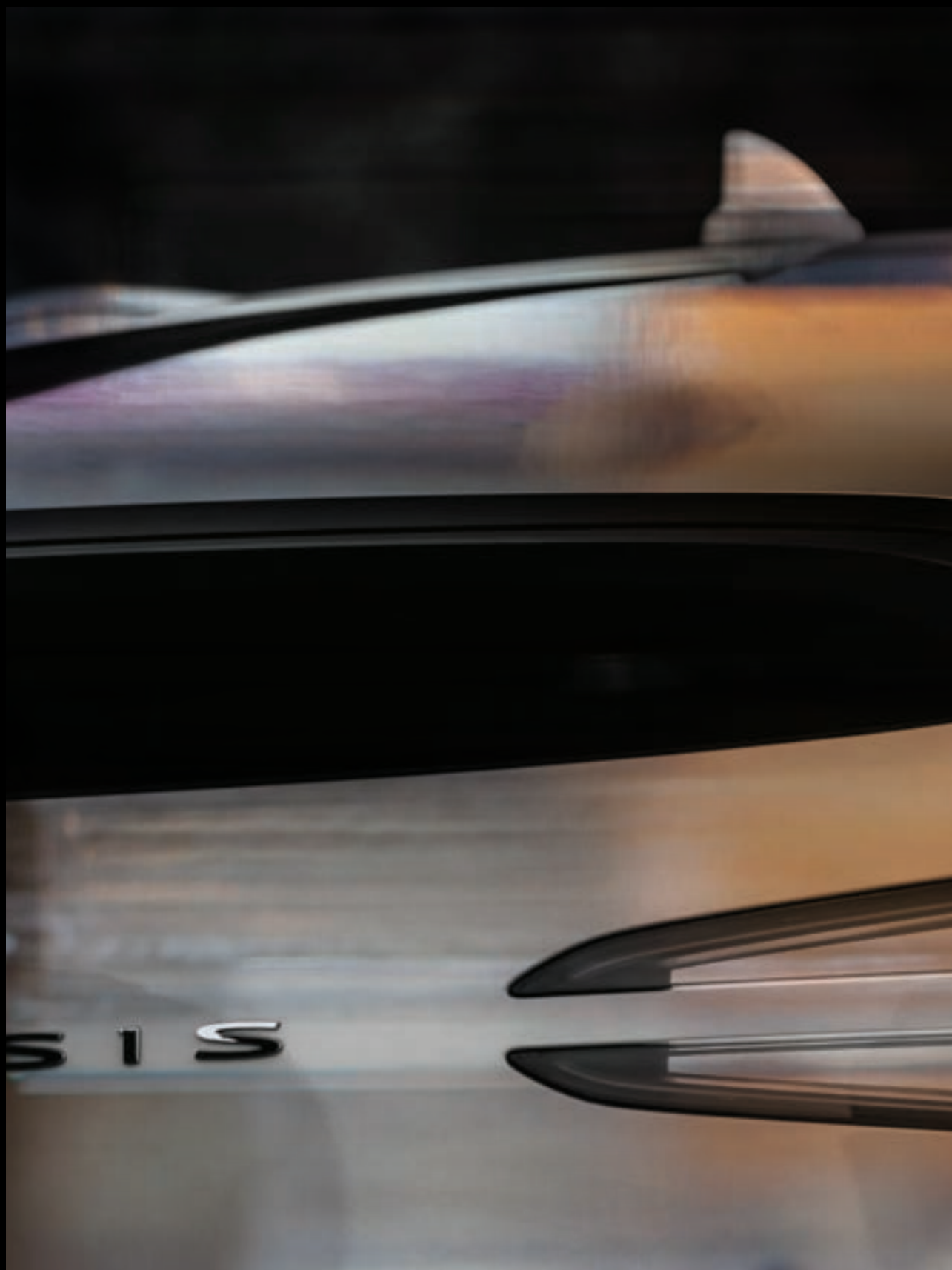


DYNAMIC IN EVERY WAY.







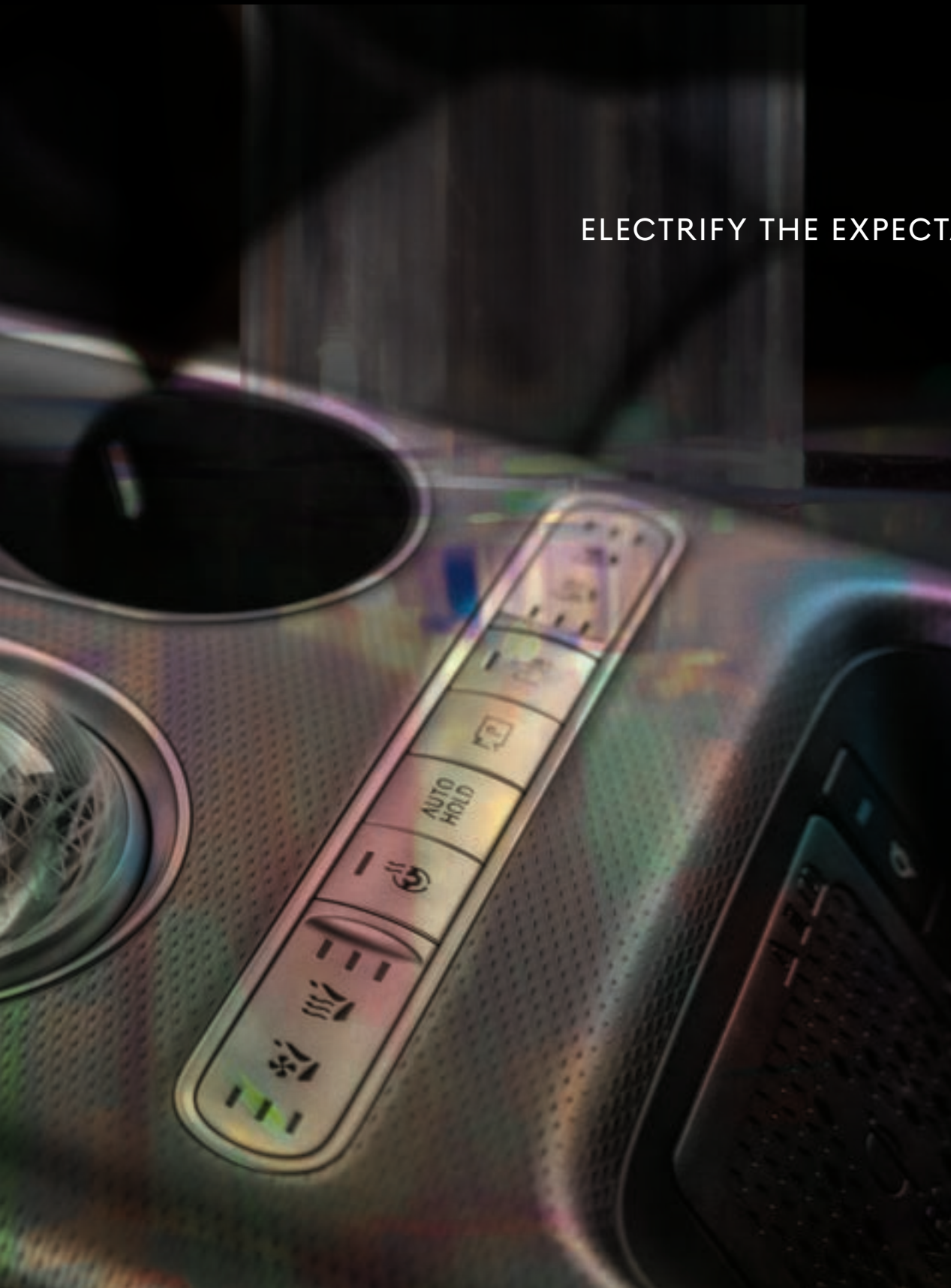




A SUSTAINABLE NEW ERA.



ELECTRIFY THE EXPECTATIONS.









DEEPER
KNOWLEDGE



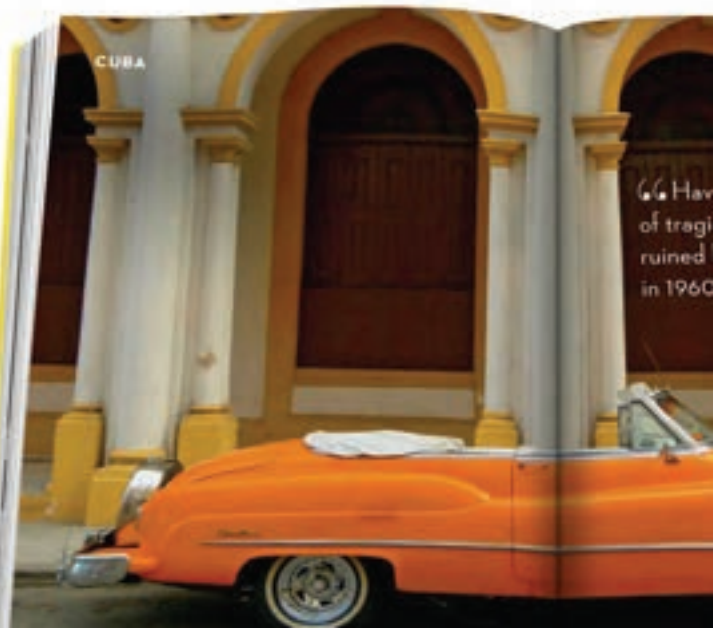
Within the Genesis House Tea Pavilion, visitors will find our illuminating Library. Curated by the New York publisher Assouline and the Arumjigi cultural institute, the shelves are stocked with remarkable Korean books, as well as international collections about art, design, food and travel.

The Library represents a key aspect of the philosophy that guides the Genesis House. All who enter should feel like they are at home, and the Library allows them to read and build their own knowledge at their leisure, deepening their connection to the space around them.



The Library









The Library



TAKE INSPIRATION

GENESIS X SPEEDIUM COUPE



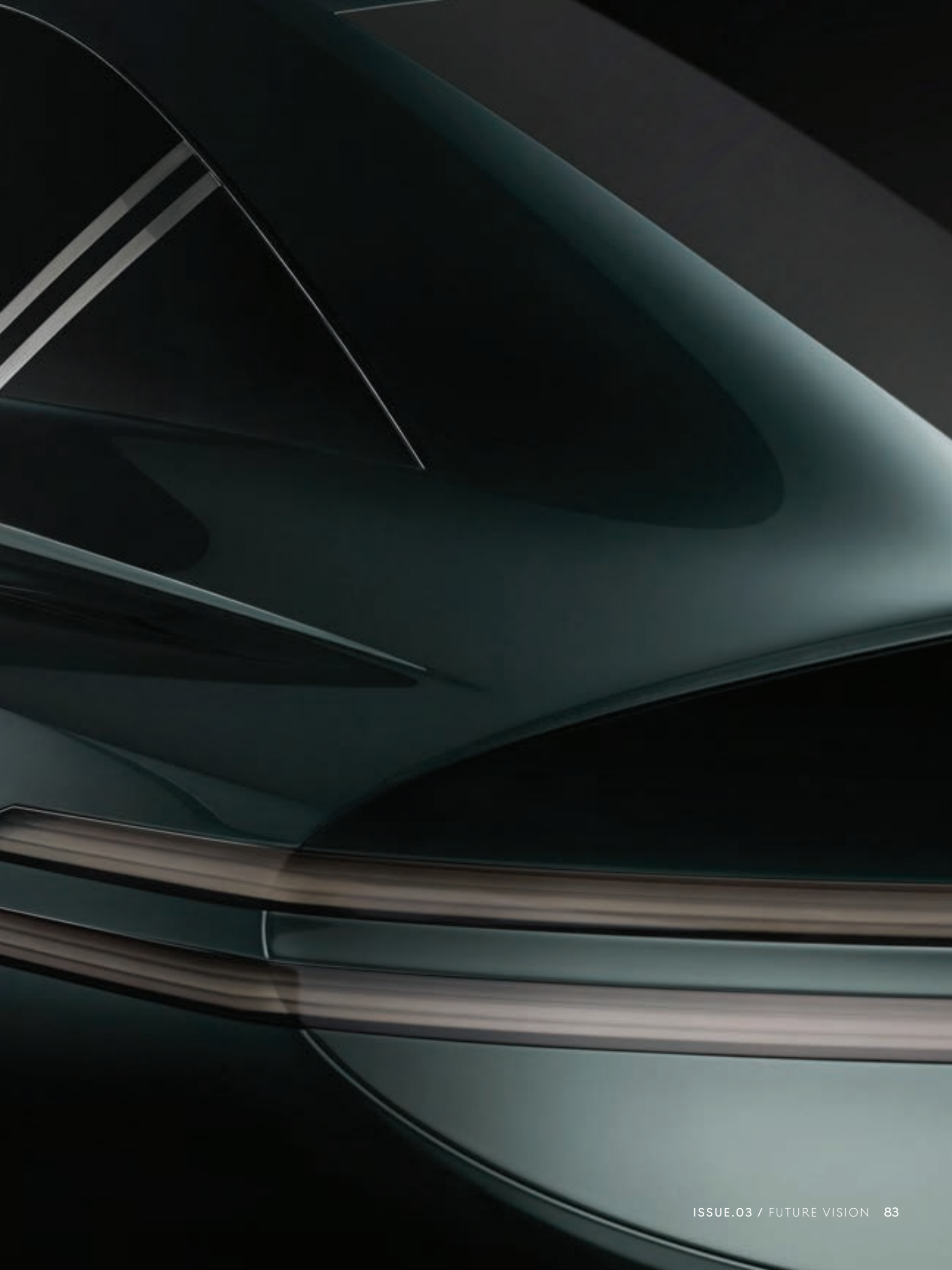


PROGRESSIVE, TIMELESS ELEGANCE.











A MOMENT OF TRANSFORMATION.







GENESIS

GENESIS
HYBRID

MEETING OUR ELECTRIC MOMENT.










A NOBLE APPROACH TO DINING

The Genesis House Restaurant welcomes guests as the first international expansion for Onjium, the renowned restaurant and cultural research institute. Opened in Seoul in 2013, Onjium distinguished itself by pairing the techniques favored by the Korean noble class (some of which date back to the 1300s) with progressive approaches. It subsequently was awarded a prestigious Michelin star.

Onjium's New York endeavor is led by Cho Eun-hee and Park Sungbae. Here they provide guests with a dining experience they've never had before, as ancient recipes and the royal cuisine of the Joseon Dynasty are refreshed for the modern palate.

A photograph of a chef in a white uniform, partially visible on the right side of the frame. The chef's arm is resting on a dark wooden table. On the table, there is a bowl filled with several ears of corn, some still in their husks. The background is a dark, solid color.

Cho Eun-hee and Park Sungbae.











Cooking approaches like utilizing fermentation techniques and sourcing local ingredients may have been around for centuries, but they'll prove to be necessary for humanity as we address pressing global food issues. The offerings at Genesis House Restaurant make it obvious that this outlook can result in food that is equally distinctive and revelatory.











Scan the QR code to learn more
about the future visions of Genesis.

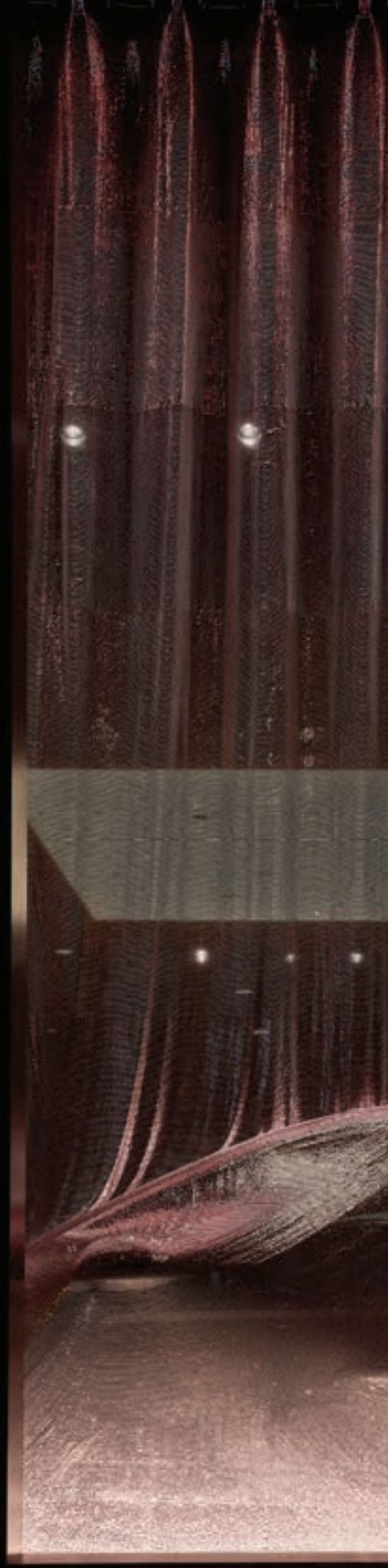
For more information, contact a Genesis Concierge
at 877-785-3399 or visit genesis.com.

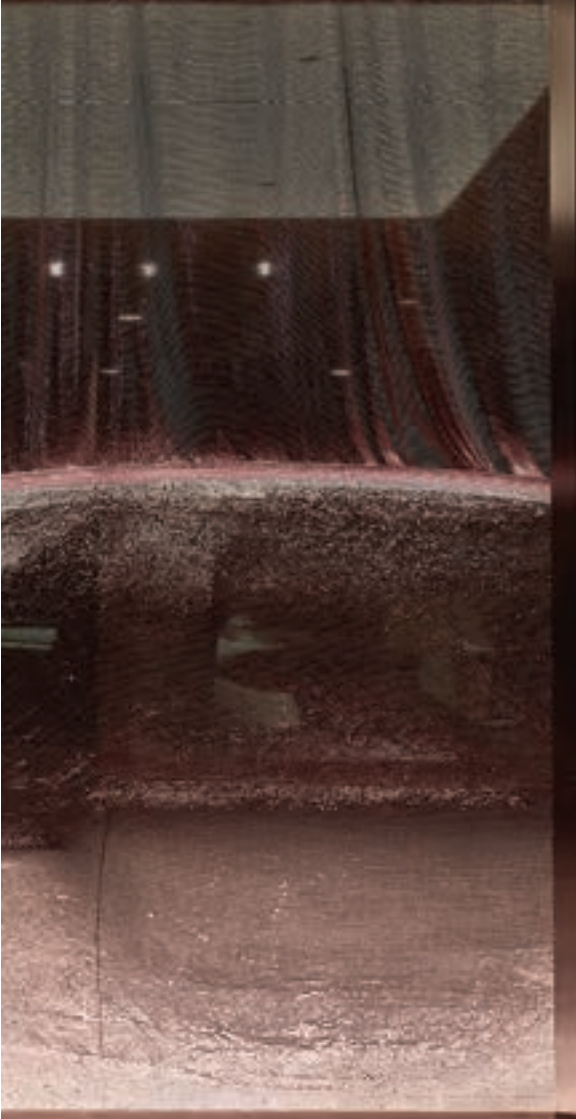
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FSC LOGO



GENESIS HOUSE







PART NUMBER XXX

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