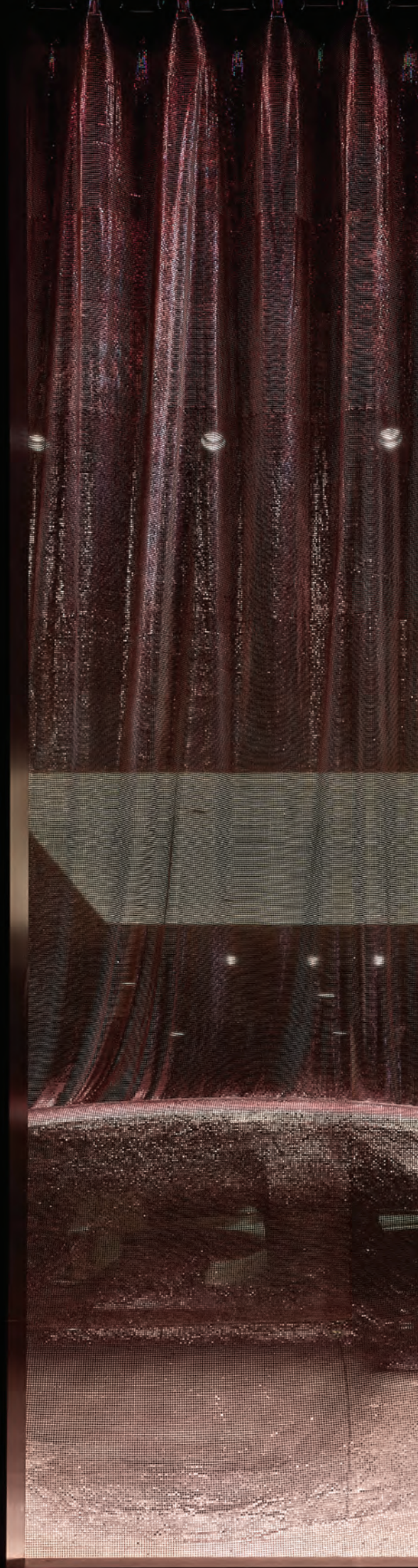




GENESIS
FUTURE VISION

FASHION / FOOD / DESIGN / CULTURE
ISSUE.03







S HOUSE

EXIT

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 future's trajectory.

Our planet faces many challenges, and meeting them will take bold approaches. They must be distinct and innovative, yet conscious of the past's lessons. 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, the Electrified G80 and Genesis GV60. Both 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 Genesis X Speedium Coupe debuted at Genesis House in 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 earliest visions are already being rewarded. In its 2022 U.S. Vehicle Dependability Study, J.D. Power ranked Genesis #1 in long-term dependability among luxury brands.¹ The Insurance Institute for Highway Safety (IIHS) also awarded the entire 2022 Genesis model lineup with *2022 IIHS TOP SAFETY PICK+* honors,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). ²Applies to all 2022 Genesis GV80, GV70, G90, G80 models and 2022 Genesis G70 models built after June 2021. To 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.





PLUG INTO TOMORROW

GENESIS ELECTRIFIED G80











BUILDING ON THE PAST TO REACH THE FUTURE







ALWAYS IN BALANCE









Menu

Electric Vehicle

↑ 0.528 mi WEHO 1 / C



Battery
73%

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



Charge Transf















A dark teal luxury car is shown from the side, parked at a charging station. The car is connected to a charging cable. The background features a scenic landscape with rolling hills and mountains under a bright sky. Two tall, slender cypress trees are prominent in the foreground. The overall atmosphere is serene and modern.

LUXURY, RECHARGED











A STABILIZING FORCE









THE INNOVATION OF TRADITION





In late 2021, we proudly opened the doors to Genesis House in New York. This brand new space in the city's Meatpacking 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 45,000 square feet. Here, guests can enjoy the Restaurant at Genesis House curated by Onjium, as well as the Tea Pavilion and Library curated by Assouline. 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 as part of our global brand and other Genesis spaces, the three foundational materials within Genesis House in 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.

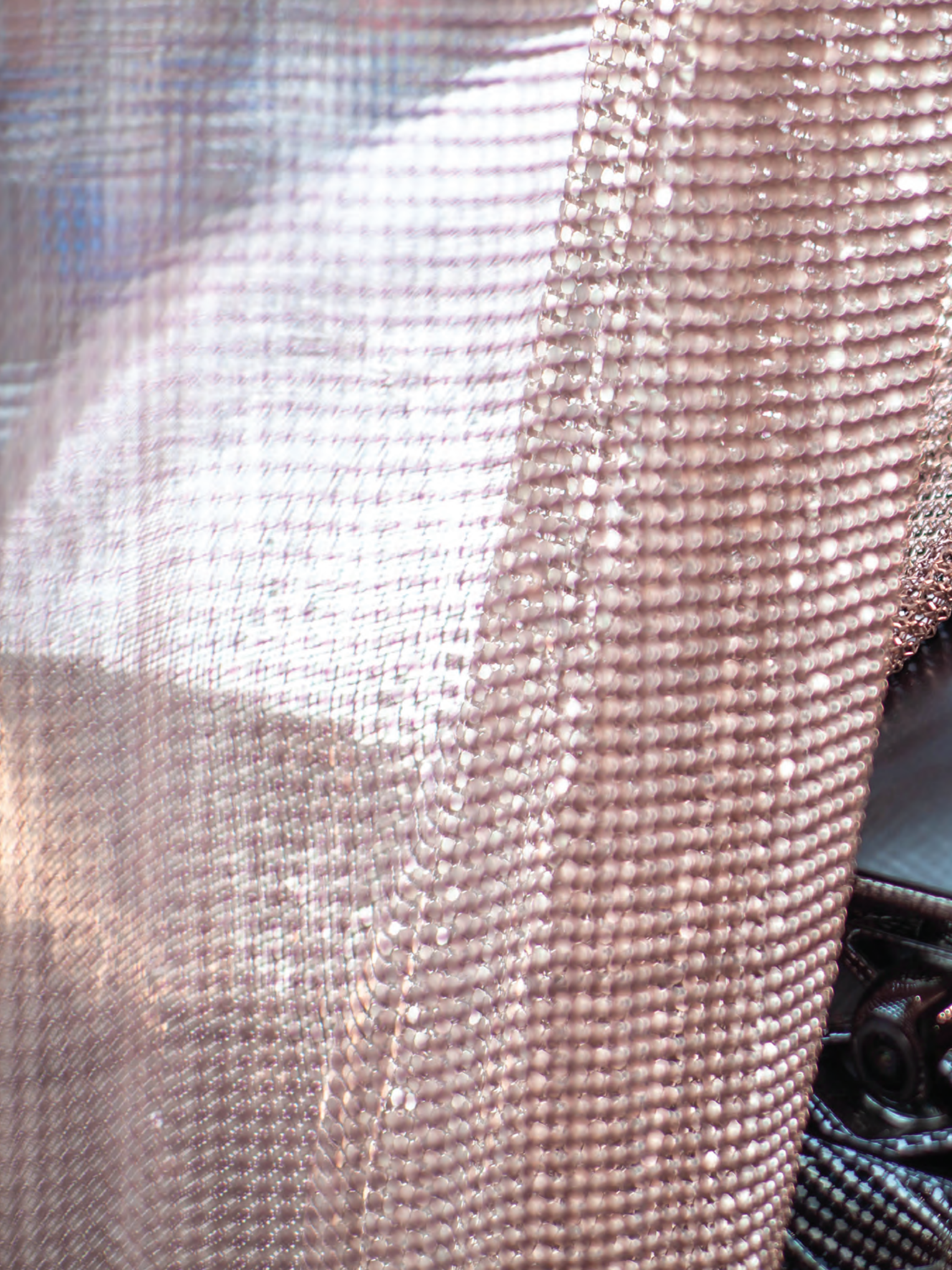
Though Genesis House aims to cultivate a respite from the often overstimulating city, it was important that it not feel closed off. To progress, we can’t isolate ourselves from the world around us.

There are multiple design elements that emphasize a simultaneous 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 Restaurant











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. “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

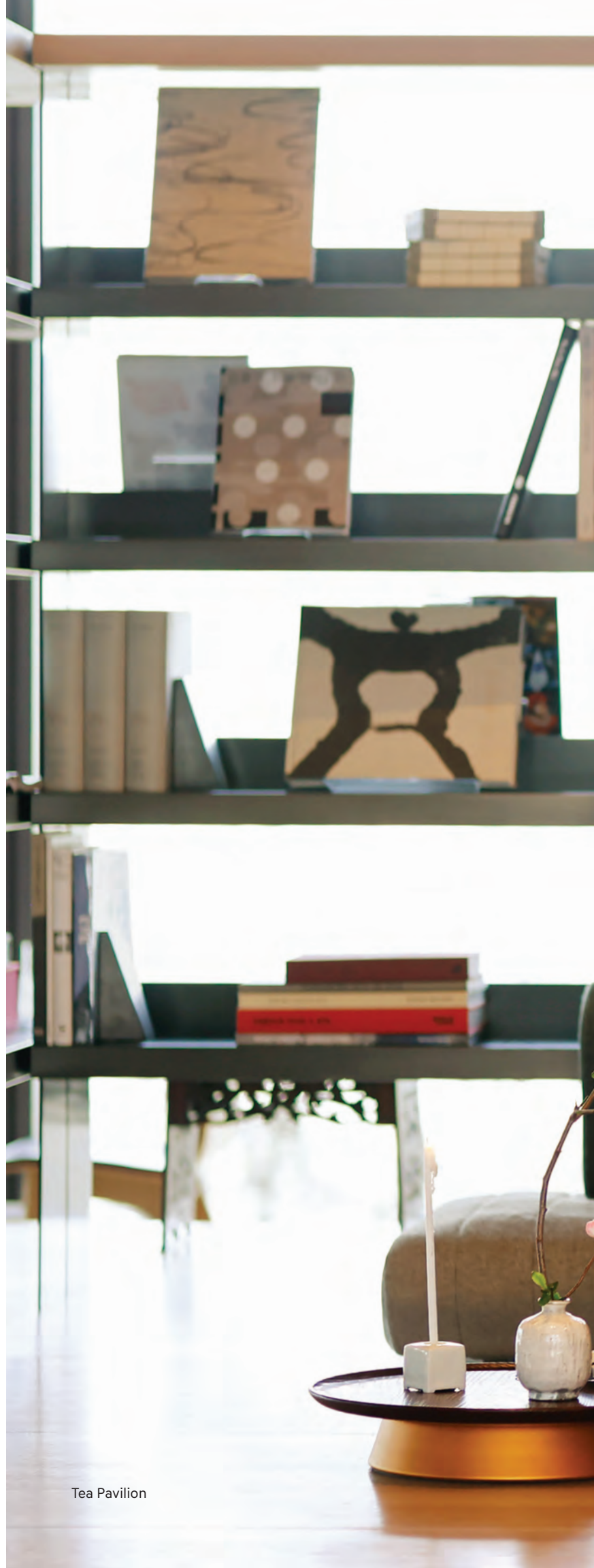


Too often, visions of the future are centered around speed and efficiency. There is a notion that we must maximize every minute, becoming increasingly like the machines and technology that dominate our lives. But we believe there is another path.

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

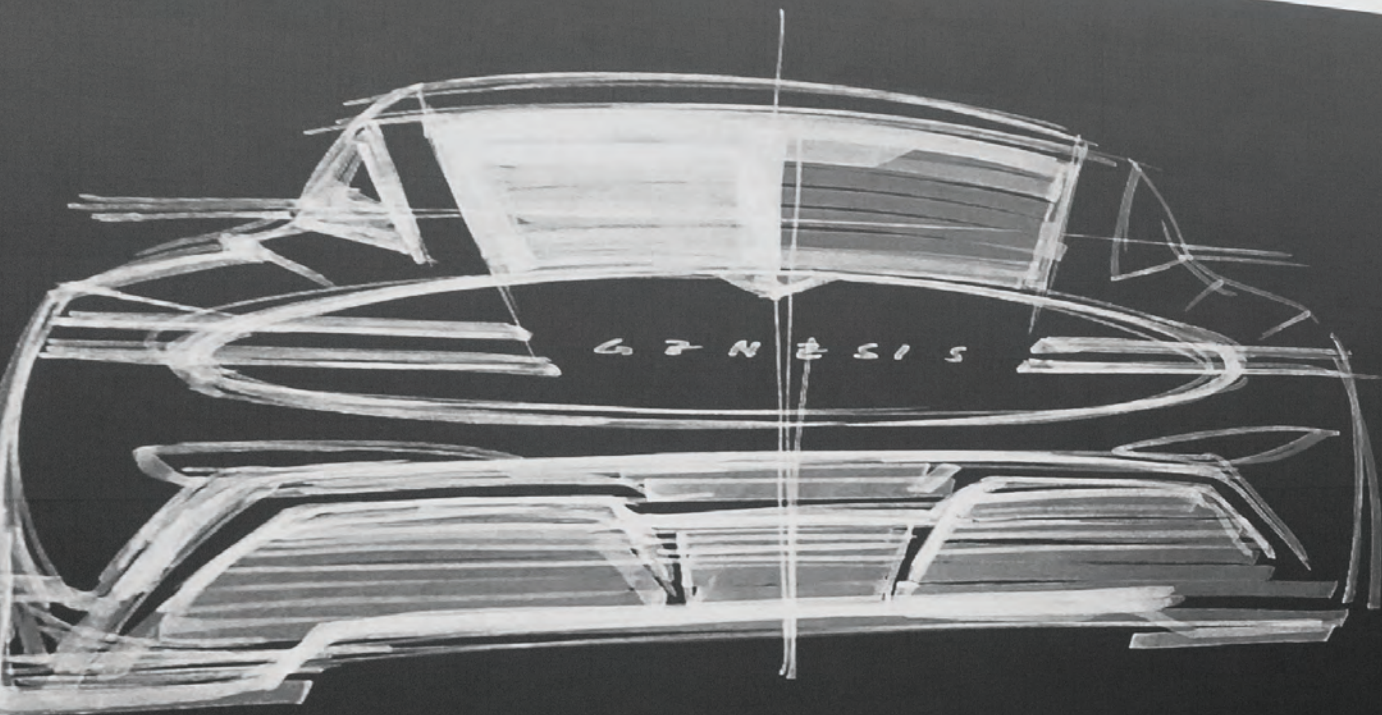
It was crucial that at Genesis House in New York, we create a calming Tea Pavilion. This veranda-like living room space is curated by Arumjigi, a group devoted to preserving 5,000 years of Korean tradition amidst a culture of exponential change. Here, visitors can sit on customized boryo, a style of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

Though there is no stopping time's march forward, we can provide a purposeful place for pausing. And thinking. Not only about where we have been, but where we are going.



Tea Pavilion





GENESIS

SETTING THE STAGE







The massive Cellar Stage is the part of Genesis House in 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 photograph of a textured, dark-colored surface, possibly a car's interior or a piece of equipment. The surface has a fine, repeating pattern of small, raised rectangular shapes. In the upper right, the letters 'GEN' are embossed in a large, bold, sans-serif font. A diagonal metallic strip, likely a trim piece, runs across the lower right portion of the frame. The lighting is dramatic, with a strong light source from the right creating a bright highlight on the metallic strip and casting deep shadows elsewhere. The overall color palette is dark with some iridescent highlights.

GEN

TRANSCEND GENERATIONS



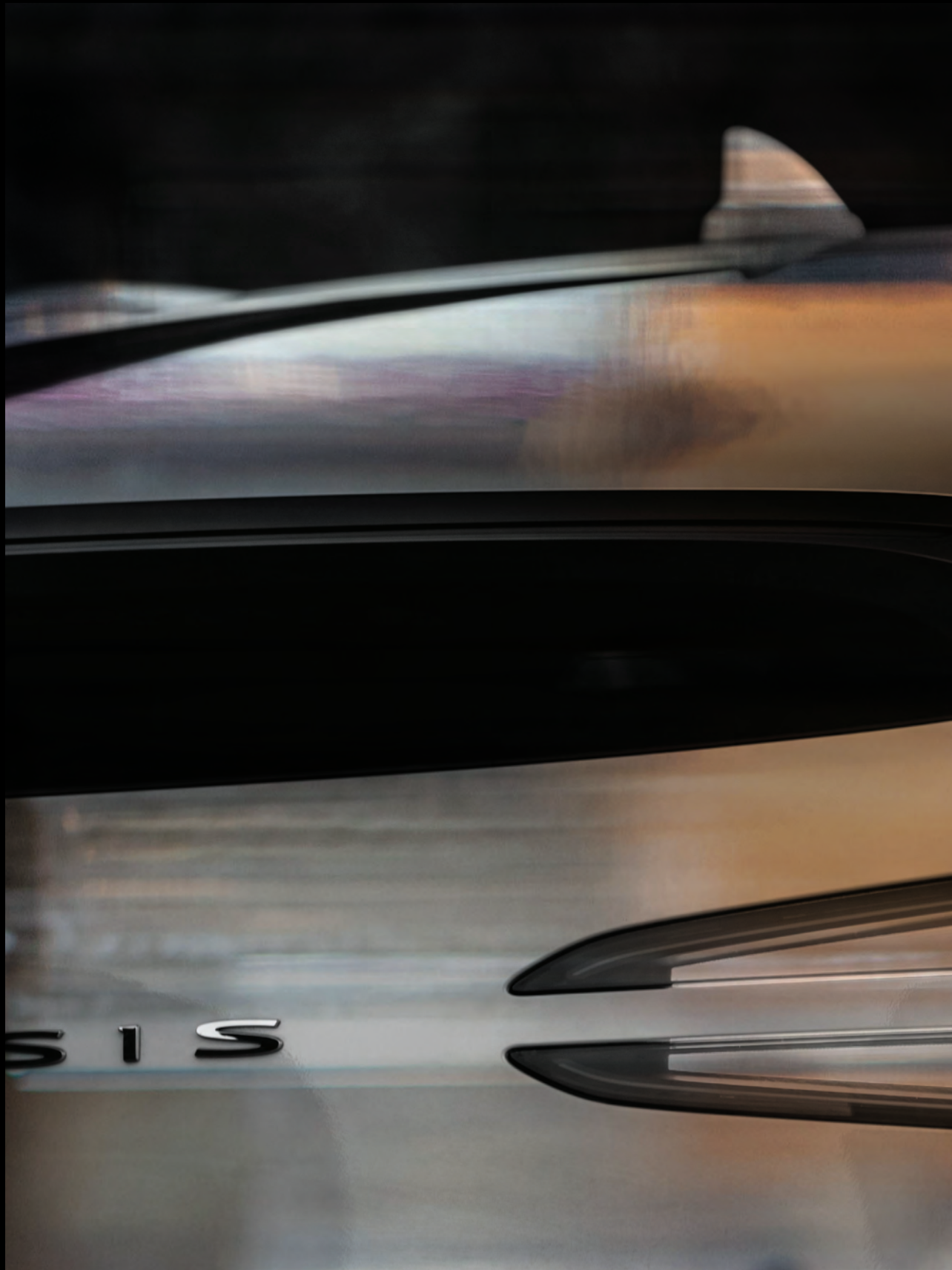


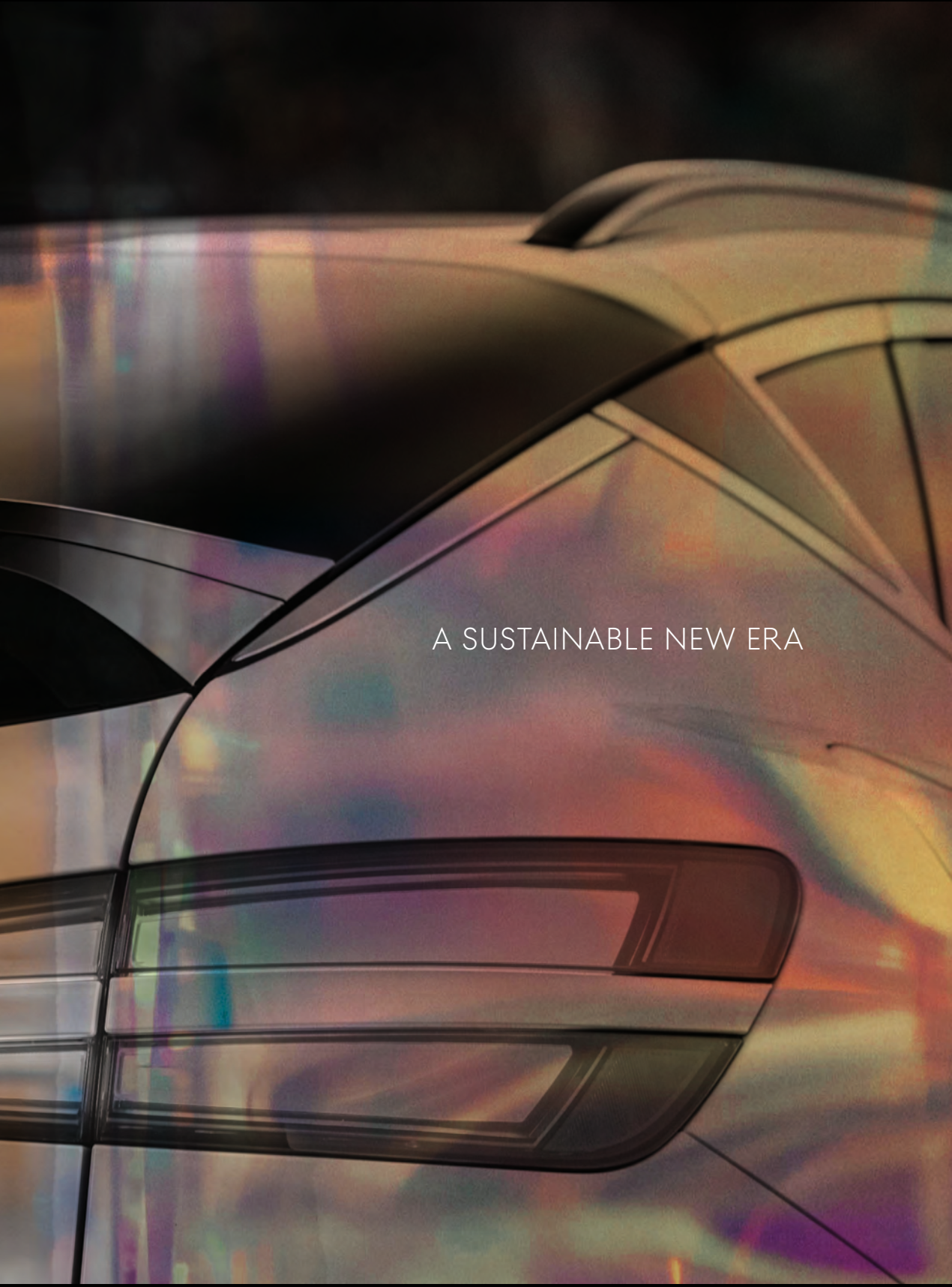
DYNAMIC IN EVERY WAY







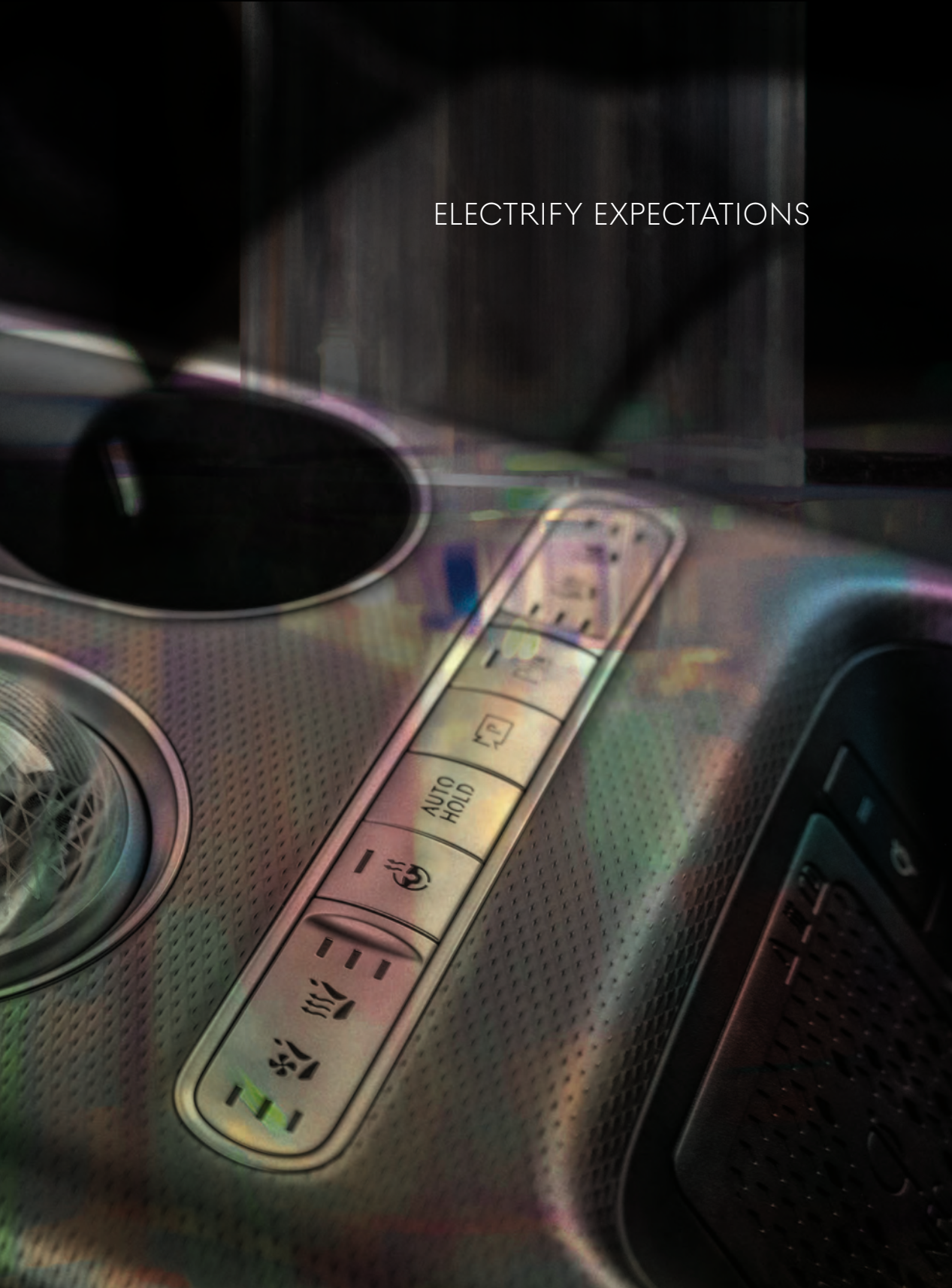




A SUSTAINABLE NEW ERA



ELECTRIFY EXPECTATIONS









DEEPER KNOWLEDGE



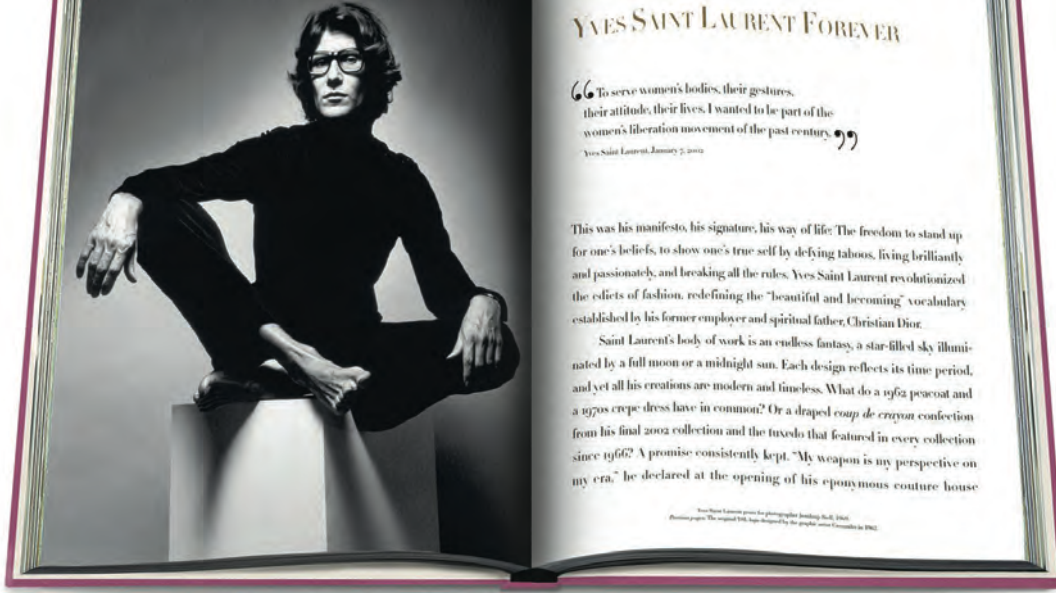
Within the Genesis House Tea Pavilion, visitors will find our illuminating Library. Curated by the New York publisher Assouline and the Arumjigi cultural institute, its shelves are stocked with remarkable Korean books and international collections about art, design, food and travel.

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



The Library





YVES SAINT LAURENT FOREVER

“To serve women's bodies, their gestures, their attitude, their lives, I wanted to be part of the women's liberation movement of the past century.”

Yves Saint Laurent, January 7, 2002

This was his manifesto, his signature, his way of life: The freedom to stand up for one's beliefs, to show one's true self by defying taboos, living brilliantly and passionately, and breaking all the rules. Yves Saint Laurent revolutionized the edicts of fashion, redefining the “beautiful and becoming” vocabulary established by his former employer and spiritual father, Christian Dior.

Saint Laurent's body of work is an endless fantasy, a star-filled sky illuminated by a full moon or a midnight sun. Each design reflects its time period, and yet all his creations are modern and timeless. What do a 1962 peacoat and a 1970s crepe dress have in common? Or a draped *crayon de crayon* confection from his final 2002 collection and the tuxedo that featured in every collection since 1966? A promise consistently kept. “My weapon is my perspective on my era,” he declared at the opening of his eponymous couture house.

Yves Saint Laurent poses for photographer Bernard Ball, 1966. Photograph: The original 1966 Agnès Varda film, *Yves Saint Laurent*, 1966.



CARTAGENA

“Cartagena has always been a magical place. It is still authentic and pure... The colorful buildings are a treat for the eyes. Everything is as if you are in a storybook coming to life.”

Richard Mishean

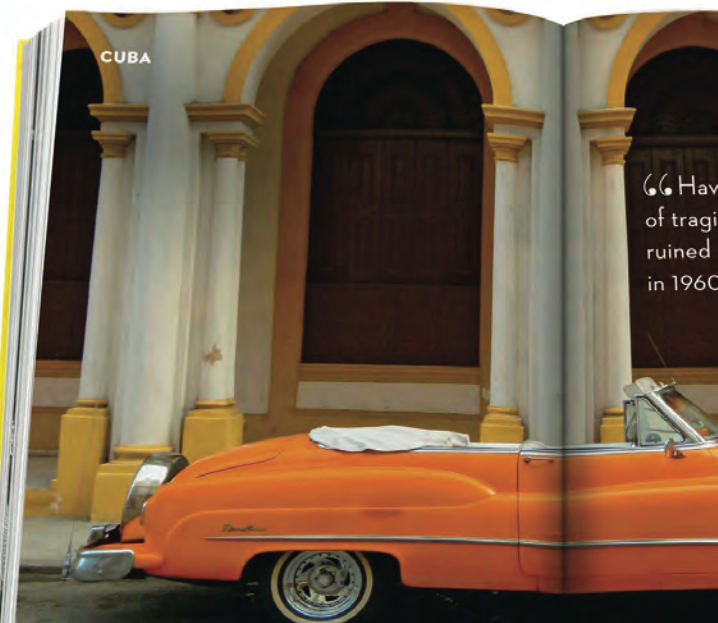
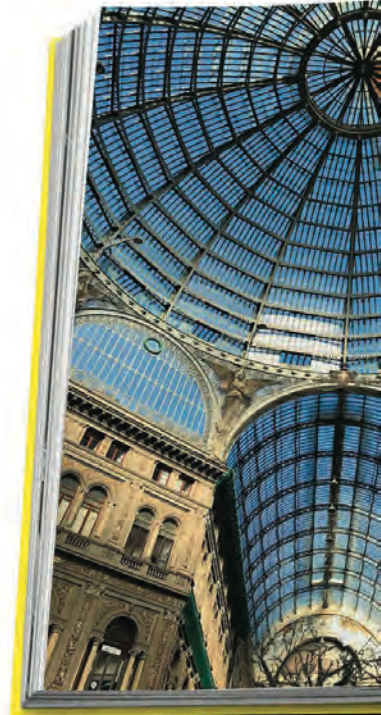


1. FESTIVAL DE LA VIRGEN DE LA CIBOLA. 2. PALACIO DE LA TRINIDAD. 3. TORRE DEL HAMBRE. 4. PALACIO DE LA TRINIDAD. 5. TORRE DEL HAMBRE. 6. PALACIO DE LA TRINIDAD.

“Cartagena is only a four-and-a-half hour direct flight from NYC, easy to get to, and it features incredible shopping, world-class restaurants, access to beaches, an unspoiled old town with wonderful Spanish Colonial architecture and chic hotels. And it is always steaming hot all winter long, so it is perfect for a weekend getaway as well as a longer stay.”

Katie Leede

© Photo: Amy Klein/David Clark's Camera; Kamil Suda



CUBA

“Have... of tragi... ruined... in 1960”



ana is made up
cally beautiful,
buildings, frozen

99 Ankie Barnes





Kindly
Remove
Your Shoes
Before
Entering

KOREAN
HOME
COOKING

TAKE INSPIRATION

GENESIS X SPEEDIUM COUPE



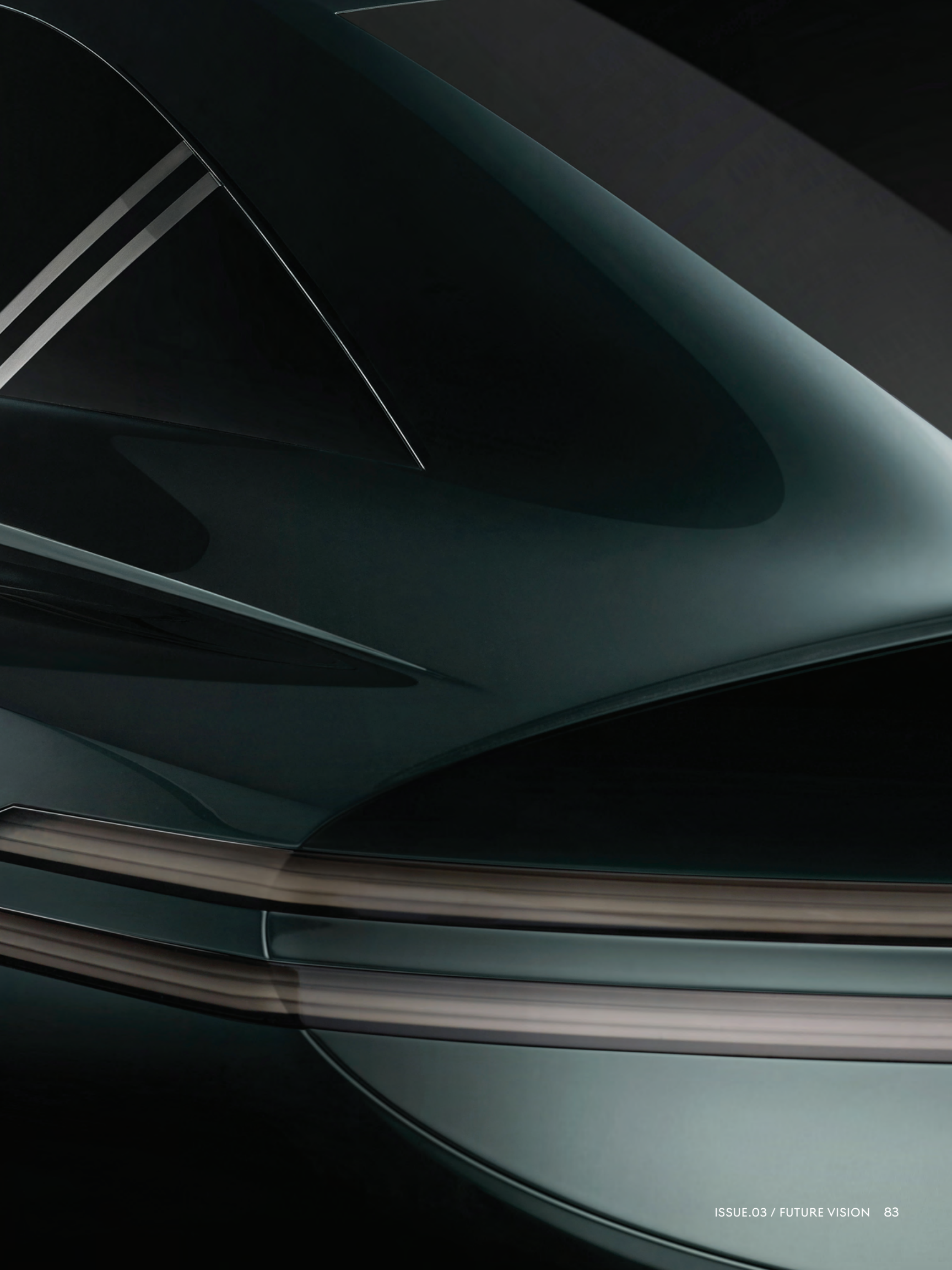


PROGRESSIVE, TIMELESS ELEGANCE











A MOMENT OF TRANSFORMATION







GENESIS

GENESIS
SPEED

MEETING OUR ELECTRIC MOMENT







A top-down photograph of a wooden tray with a white plate on the left and a glass of beer in the center. The tray has a prominent wood grain. The beer is light and frothy. The background is a dark, textured surface.

A NOBLE
APPROACH
TO DINING

The Restaurant at Genesis House 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 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 in partnership with Genesis. It provides guests with a dining experience featuring ancient recipes and the royal cuisine of the Joseon Dynasty, which are refreshed for the modern palate.











Cooking approaches such as 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 The Restaurant at Genesis House show that this can result in food that is equally distinctive and revelatory.











Scan this 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](https://www.genesis.com).

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GENESIS HOUSE



