

FASHION / FOOD / DESIGN / CULTURE
ISSUE.04


East 42nd St
BUS ONLY
East 42 St & Third Avenue
MAKE MOVES
NOT APOLOGIES
THE ALL-NEW GENESIS G90



GENESIS

FASHION / FOOD / DESIGN / CULTURE
ISSUE.04

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MAKE YOUR MARK

We will all be defined by the unique impression we leave on the world—and those in it. We will be defined as individuals on a constant trajectory of refinement and improvement. And as a motor company reinventing the luxury vehicle day in and day out. This is a legacy built.

A mark is made not by fulfilling expectations, but exceeding them. Every mark sets the bar for the next one.

What brings us together as innovators, game-changers, disruptors—and sets us apart—is a willingness to challenge the status quo. To dare to go further than those who came before us. It takes coaxing inspiration out of the ordinary to create something far from it. And it takes countless hours of effort. What we put into the world forever changes it. So it better be something extraordinary. Something that stirs your emotions and captures your imagination.

In Genesis Magazine Issue 04, we herald the launch of two groundbreaking vehicles: The 2023 Genesis G90 sedan and the 2023 Genesis Electrified GV70 luxury SUV. We also look into the future of driver-centric design in the electrification era with our X Speedium Coupe concept. And we meet a young chef who brings her Oaxacan heritage to the world.

Between these pages, we're celebrating the one-year anniversary of Genesis House, which is lighting up the High Line and making our mark on New York's Meatpacking District with Korean cultural expression. And we're exploring the work of surrealist artists who use innovative digital modeling technology to create otherworldly images.

The stories brought together in this volume highlight the idea that every distinct mark has the power to move us all forward—the power to thrust a cuisine, a conversation, or an industry into a brighter, bolder future. Who's with us?



Preproduction model shown. Actual production model may vary.



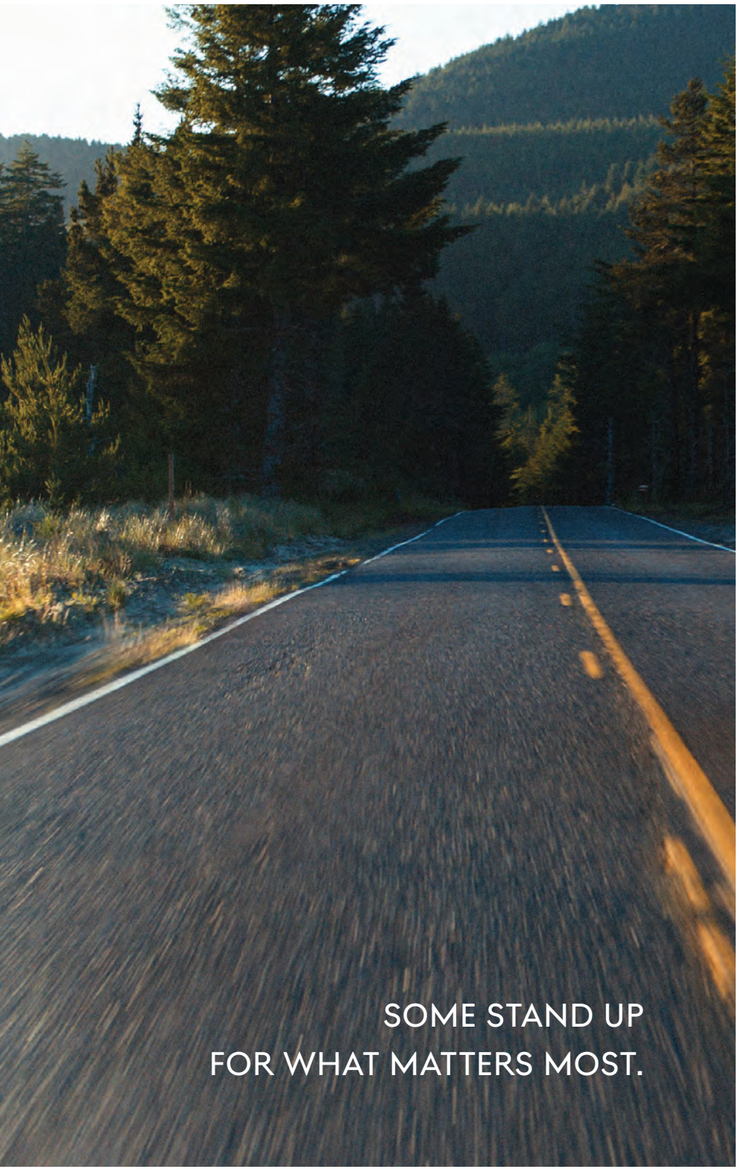
THE PATHS WE TAKE DEFINE US

GENESIS GV80

2022 GV80 3.5T AWD Prestige with optional features shown.

SOME PRIORITIZE WHAT IS RIGHT.




SOME STAND UP
FOR WHAT MATTERS MOST.


GENESIS
GV80



SOME TAKE THE NEVER-TRAVELED PATH.


IT'S ON THAT ROAD—OR OFF
OF IT—WHERE WE DISCOVER
WHO WE TRULY ARE.

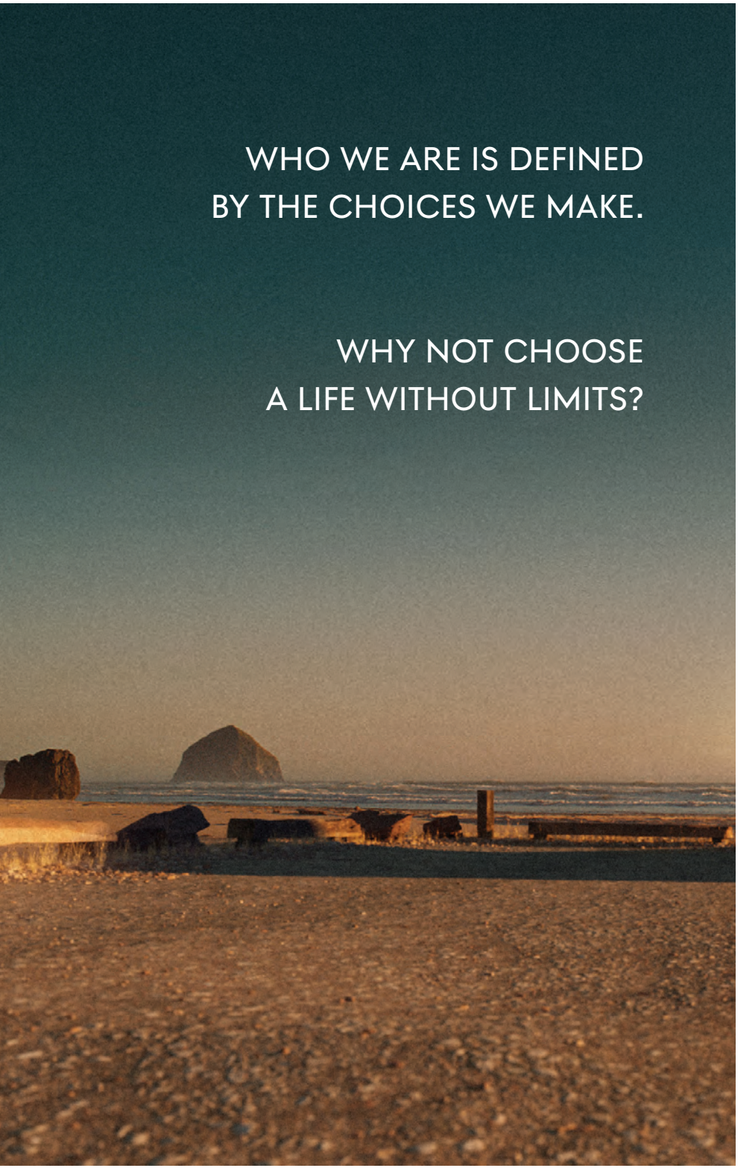


HERE, WE LEARN WHAT WE TRULY VALUE, WHAT GIVES LIFE MEANING.

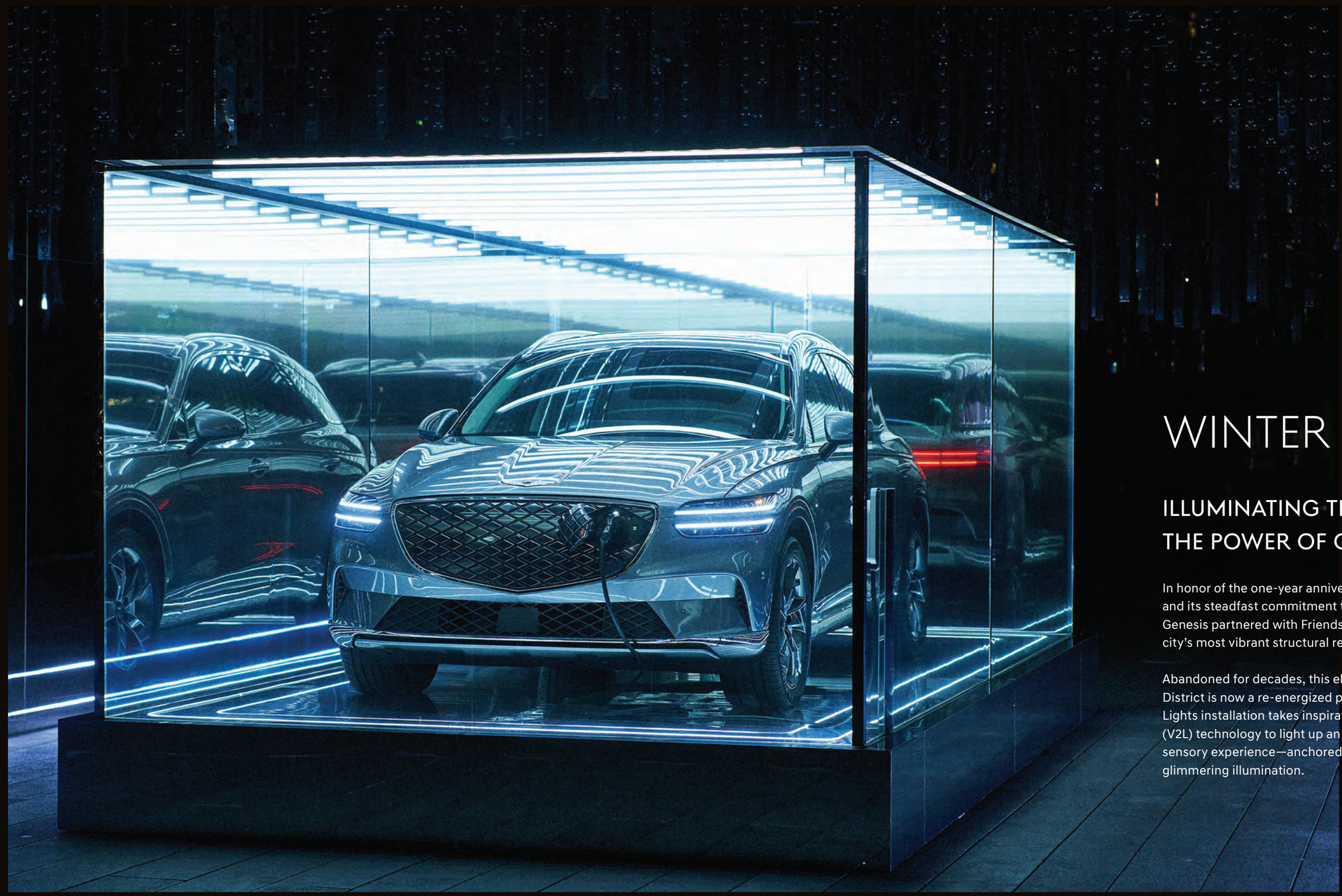


WHO WE ARE IS DEFINED
BY THE CHOICES WE MAKE.

WHY NOT CHOOSE
A LIFE WITHOUT LIMITS?







WINTER LIGHTS

ILLUMINATING THE HIGH LINE WITH THE POWER OF GENESIS ELECTRIFIED.

In honor of the one-year anniversary of New York's Genesis House—and its steadfast commitment to sustainability and community—Genesis partnered with Friends of the High Line to electrify the city's most vibrant structural reclamation project.

Abandoned for decades, this elevated rail line in the Meatpacking District is now a re-energized park and greenway. Our Winter Lights installation takes inspiration from Genesis Vehicle-to-Load (V2L) technology to light up an entire city block with an immersive sensory experience—anchored by Genesis vehicles shrouded in glimmering illumination.

Preproduction model shown with optional features. Actual production model may vary.






chargepoint






WINTER LIGHTS
POWERED BY
GENESIS








SIS







START SOMETHING

MAKING MOVES WITH THE GENESIS G90

2023 MOTORTREND CAR OF THE YEAR®

G90 shown with optional features.




3D Setup
3:15 PM
Door & Trunk
AUTO
A/C
SYNC






DON'T BUY
INTO LEGACY
BUILD ONE
M-664
GENESIS
THE ALL-NEW GENESIS G90
OUTFRONT//PRIME


MICHELIN
PRIMACY TOUR A/S
RADIAL
TUBELESS
GOE




GENESIS
G90
4WD
G90861


G90






EXCELSIOR
EVER UPWARD
11
12
MOYNIHAN
TRAIN HALL
PENNSYLVANIA STATION
ALL-NEW GENESIS G90
MAKE MOVES
NOT APOLOGIES
THE ALL-NEW GENESIS G90
9
10
ue & 31st Street


Home
Climate
Seat
ASEEK
VSEEK
RADIO
MUTE
MEDIA
CH^
CHv


GENESIS

AN UNFORGETTABLE EVENING FOR THE GENESIS G90

Vision. Passion. And a penchant for arriving in style. At the launch of the 2023 Genesis G90, we celebrated those who make their mark on the world. Staged at the iconic Genesis House in New York City, we brought together top minds from the fashion industry for a conversation with Genesis Motor America's Chief Designer, John Krsteski. Vogue's Lynn Yeager and MONSE co-founders Laura Kim and Fernando Garcia touched on topics ranging from creativity and authenticity to the pinnacle of luxury—the Genesis G90 sedan—for an inspired evening marked by innovative design. And just the right amount of decadence.















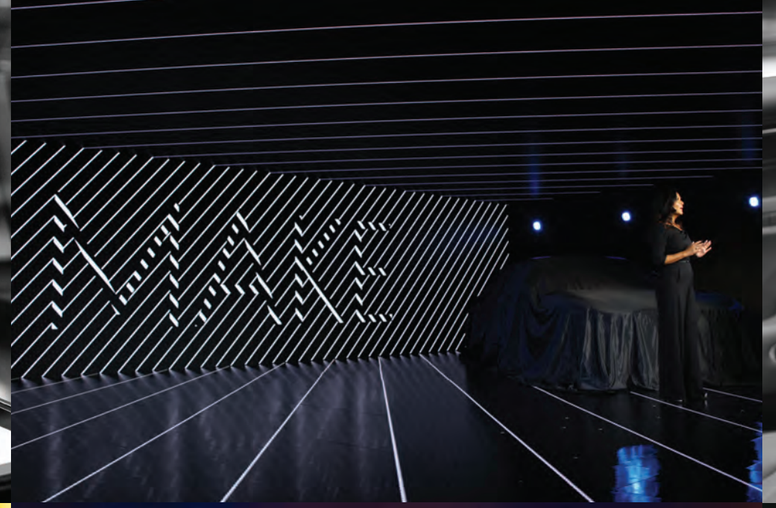


Scan the QR code to experience the G90 #MakeYourMark Event

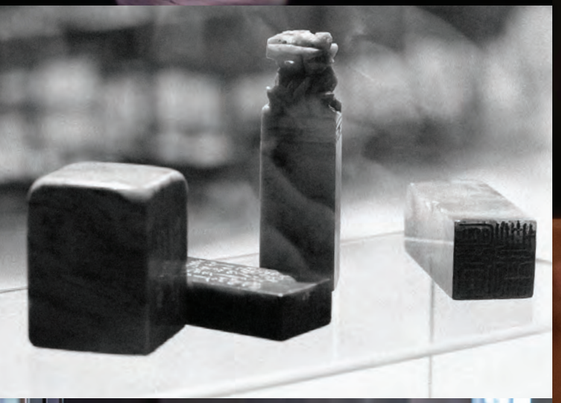





사랑
영원














G90



THE BEAUTY OF WHITE SPACE

GENESIS X SPEEDIUM COUPE



Concept vehicle shown. Not available for purchase.








AM 10:03
0
km/h
SPORTS
P
85 %


EV
START
R
N
D




GENESIS
GENESIS X
SPEEDIUM COUPE



Bricia Lopez, America's Most Acclaimed Oaxacan Chef

THE ELECTRIC DISH

ELECTRIFIED GV70 AND CHEF BRICIA LOPEZ

Here's an unexpected recipe: Take an award-winning luxury SUV. Electrify it with 320 kW / 429-horsepower EV motors. Cast acclaimed Oaxacan chef Bricia Lopez to play herself in a launch film that adds intrigue—and electricity—to a dinner party. Sprinkle in a gastronomy-infused storyline that could only happen in one place, Los Angeles. Then, partner with Bustle to reach a youthful audience hungry for unconventional content. Voila! You have *The Electric Dish*, the first-ever short film from Genesis.

Preproduction model shown with optional features. Actual production model may vary.

CALIFORNIA STAR

It’s not every day you cast one of America’s rising culinary talents to be in a film. Bricia Lopez, the star of *The Electric Dish*, has made her mark dazzling Los Angeles foodies with her hot takes on Oaxacan classics and mezcal cocktails. At her family restaurant La Guelaguetza and beyond, Lopez has helped showcase a thriving, often-overlooked culture that is instrumental to the vibrant diversity of Los Angeles. Restaurateur. Author. Activist. Now she can add film lead to her already fine resume.



Director Alice Gu and Chef Bricia Lopez on the set of “The Electric Dish”.



SECRET INGREDIENT?
PLUG IT IN AND FIND OUT.

With uncompromising design, leading-edge tech and pulse-quickening power, the 2023 Genesis Electrified GV70 boldly confronts convention. And leaves it in the rearview mirror. With up to 429 horsepower underfoot[1] (and an additional 54 horsepower on tap via a 10-second boost), it moves with real pace. Perfect for any kind of pantry-filling grocery run, it charges in less than 18 minutes, getting you were you need to go in comfort and style. Clad in available Nappa leather and sporting features like a floating center console with jewel-styled controls, the Electrified GV70 interior is a mobile sanctuary—and a welcome respite from the heat of the kitchen.

[1]Estimated horsepower based on ideal conditions. Various factors may result in reduced output. Your actual horsepower will vary with options, powertrain, driving conditions, driving habits and vehicle's condition.



Director Alice Gu and Chef Bricia Lopez on the set of "The Electric Dish".

Scan the QR code to watch *The Electric Dish*



















AN ELECTRIC PREMIERE

A Genesis red-carpet event hosted at Hollywood's NeueHouse brought together executives, artists, influencers—even an electric violinist—to celebrate the reveal of the Electrified GV70 and a first screening of *The Electric Dish* short film. Gourmet food, amazing company and decadent treats from Los Angeles-based chocolatier Compartes offered the perfect finishing touches to a deliciously energized new-vehicle launch.



ARTIST SERIES

GENESIS G90 REIMAGINED

We made our mark with the 2023 Genesis G90 luxury sedan. Then we invited a group of avant-garde digital artists to make theirs. Featuring the G90 in a variety of otherworldly environments, visual artists utilized 3D modeling, motion graphics and digital illustration to reimagine the definition of luxury.

Sky Islands, 2022
G90 3D Animation | @smeccea



Opulent Voyage, 2022
G90 3D Animation | @bloowoods



Effugium, 2022
G90 3D Animation | @blakekathryn



Desert Manipulator, 2022
G90 3D Animation | @skeevaa

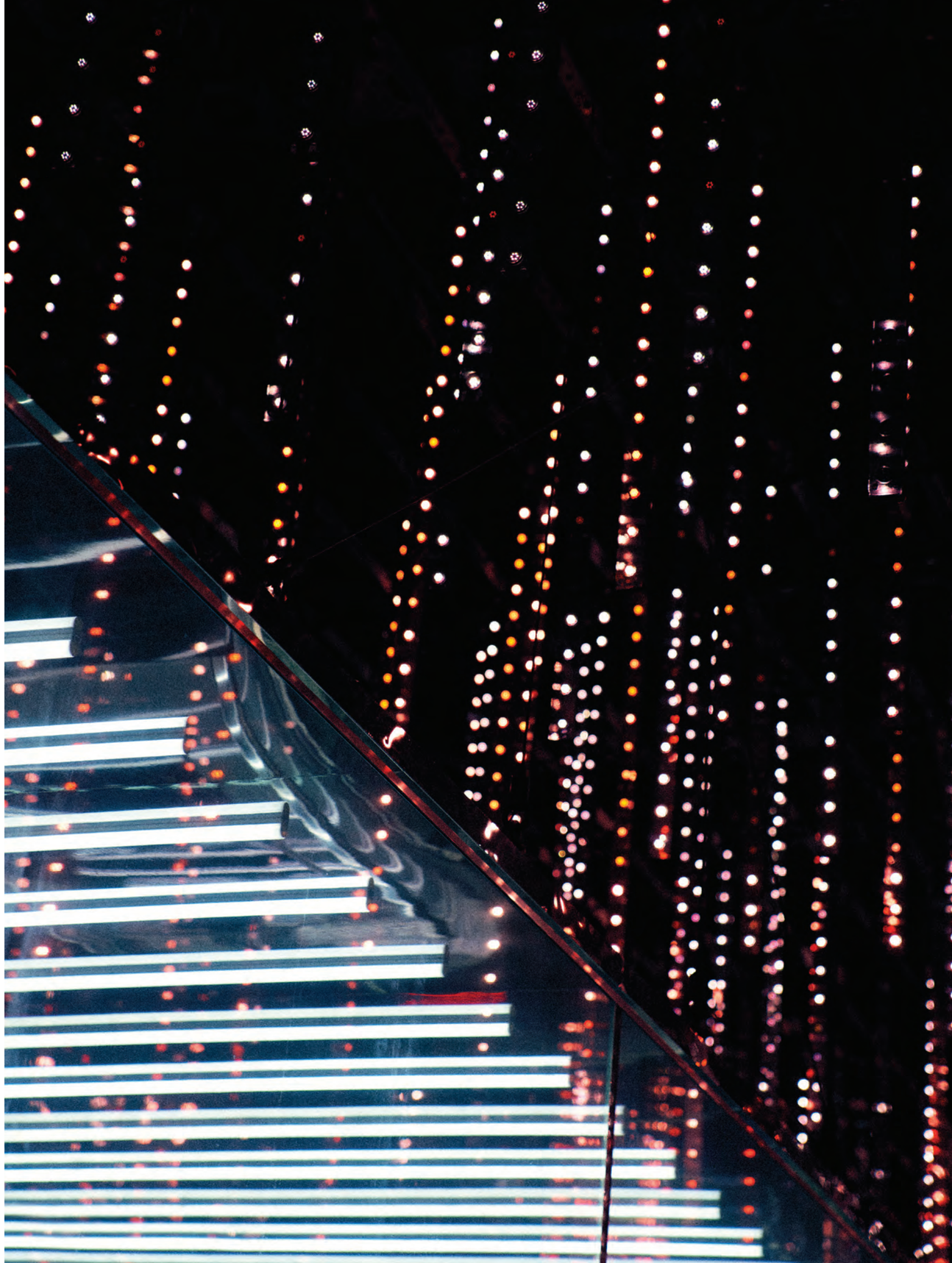


Bayside, 2022
G90 3D Animation | @petertarka

Scan the QR code to learn more about Genesis.

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

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EXIT
Train Hall
Food Hall
Subway A C E
8th Avenue & 33rd Street
START
SOMETHING
GENESIS
THE ALL-NEW GENESIS G90
Preproduction model with optional features shown.


GENESIS
GENESIS.COM