GENESIS

ART / MUSIC / FASHION / CULTURE / ARCHITECTURE / **ISSUE.01**



A DUAL NATURE

GENESIS

ART / MUSIC / FASHION / CULTURE / ARCHITECTURE

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A DUAL NATURE

We don't live in an either/or world. We live in an *and* world. A world of seduction and substance. Black and white. Masculine and feminine. Asphalt and earth. It's raw *and* it's refined. And it's on this knife's edge between seeming opposites where we encounter a powerful tension that provokes an even more powerful desire.

The world of GENESIS is an *and* one. An exploration of duality in life, art, and automotive design.

In this inaugural issue, Exhibit A is brute force. Exhibit B, beauty.

In three photo essays captured by photographer, Riley Harper, we'll find in the available 365-horsepower 2022 Genesis G70, these seeming opposites are exemplified by quite the same subject. We explore the essence of this acclaimed-and-awarded sport sedan through two different identities. Through the first, we find the raw aggressor with the on-track performance credentials. And another, the elegant design study, whose every consideration—inside and out—evokes a sense of tranquility and calm.

In subsequent pages, we'll explore this decidedly *and* world of Genesis Motors through the varied lenses of photographers Jason Cordova, Jeff Zwart and Riley Harper, Estevan Oriol, and Lisa Linke. Here, we showcase that luxury objects engineered at the highest standard of perfection can be the perfect contrast (and complement) to a beautifully imperfect world.

This sensory exploration of duality continues in the provocative world of sound, where we'll catch up with the Black Pumas at Capitol Records' historic Studio A. There, we showcase the inherent contradictions in a fleeting live show that is forever captured in the deep grooves of vinyl.

We'll find the Genesis GV80 recast in vibrant color by some of the world's most talented visual artists, utilizing digital collage as a medium to showcase the power of a meticulously engineered object when unconstrained by the bounds of reality.

Finally, we'll explore the garage, in these instances far from humble. A perfect encasement for the theme of this issue, the garage is where something designed to move, stays still. It's a container for something that by its very nature can never be contained.

From Chuckwalla Valley Raceway to the streets of Hollywood, from recording studios to next-level garages, we'll find instances where heightened precision meets heightened sensation, and we'll discover that if you follow the two distinct lines that shape the design philosophy of Genesis Motors, that countless stories always come together as one.

2022 G70 / CHUCKWALLA VALLEY RACEWAY, DESERT CENTER, CA / MARCH 1, 2021

AS ABOVE, SO BELOW

PHOTOGRAPHY BY RILEY HARPER





ATHLETIC IN APPEARANCE.




ATHLETIC IN ESSENCE.

THE DIFFERENCE BETWEEN A FACADE



AND THE TRUTH IS WHAT LIES BENEATH IT.



EVEN IN STILLNESS, THE ENERGY INSIDE SHINES THROUGH.







THE HERO IS INSEPARABLE FROM THE ALTER EGO.





THERE'S MOVEMENT IN MOTIONLESSNESS, CALM IN FEROCITY.



FORM IS INDISTINGUISHABLE FROM THE FORCE WITHIN.

The 2022 Genesis G70. Captured in motion with the refined athleticism of an available 365-horsepower 3.3L twin-turbo V6 engine paired with a quick-shifting, rev-matching 8-speed sport-tuned transmission. And brought to a stop with Brembo high-performance ventilated disc brakes.

**Professional driver on closed course, do not attempt. 2022 G70 Launch Edition, preproduction model with optional features shown.*

SHUTTER SPEED

FEATURING PHOTOGRAPHY BY

JASON CORDOVA / JEFF ZWART & RILEY HARPER / ESTEVAN ORIOL / LISA LINKE

(In Partnership with MotorTrend)

So much of how cars are presented is controlled. There are industry-required angles and strict rules to adhere to in order to depict a standardized sense of perfection. But cars don't live in showrooms and photo studios. They have to exist, and stand out, in this imperfect world with the rest of us. The Shutter Speed series shows that reality can be awe-inspiring in its own wild ways. Produced in partnership with Genesis, MotorTrend gave five very different photographers complete creative freedom in how they depicted the G80 sedan and GV80 SUV. Their visions are as unexpected as they are glorious.

To watch video episodes of Shutter Speed, visit MotorTrend's YouTube channel.



ESTEVAN ORIOL
DOWNTOWN LOS ANGELES, CA
MARCH 13, 2021

JASON CORDOVA

G80 / COMPTON, CA / FEBRUARY 13, 2021

Jason Cordova specializes in documenting car culture, though it's the culture part of the equation that most interests him. "I love the cars, but it's the people that make the shot," he said.

Raised in Los Angeles, Cordova spent his day with the G80 taking it all around his city. Each location appeared to be a contradiction that somehow felt completely natural. He visited a palm tree-lined block of Freeman Ave. that's directly in the flight path of LAX, and went underneath the iconic 6th Street Bridge, which is currently covered in construction. "The G80 seems like it's at home anywhere," Cordova said.

Perhaps most striking was when he ventured to Taking Over Stables, a refuge for a group of horse-riding cowboys that's right in the middle of Compton. It's another unexpected revelation that makes total sense in a city as mixed-up and magical as L.A.



DOWNTOWN LOS ANGELES, CA
6TH STREET BRIDGE



COMPTON, CA





COMPTON, CA
TAKING OVER STABLES



Shaped by a clear vision of intelligence and innovation, this 2021 Genesis G80 features an available 375-horsepower twin turbocharged V6, all wheel drive, an ergomotion seat sheathed in Nappa leather and 20-inch alloy wheels wrapped in Pirelli rubber.

**Preproduction model with optional features shown.*



COMPTON, CA





EL PASO COUNTY, CO
PIKES PEAK HIGHWAY

JEFF ZWART & RILEY HARPER

GV80 / PIKES PEAK HIGHWAY, CO / AUGUST 19, 2020

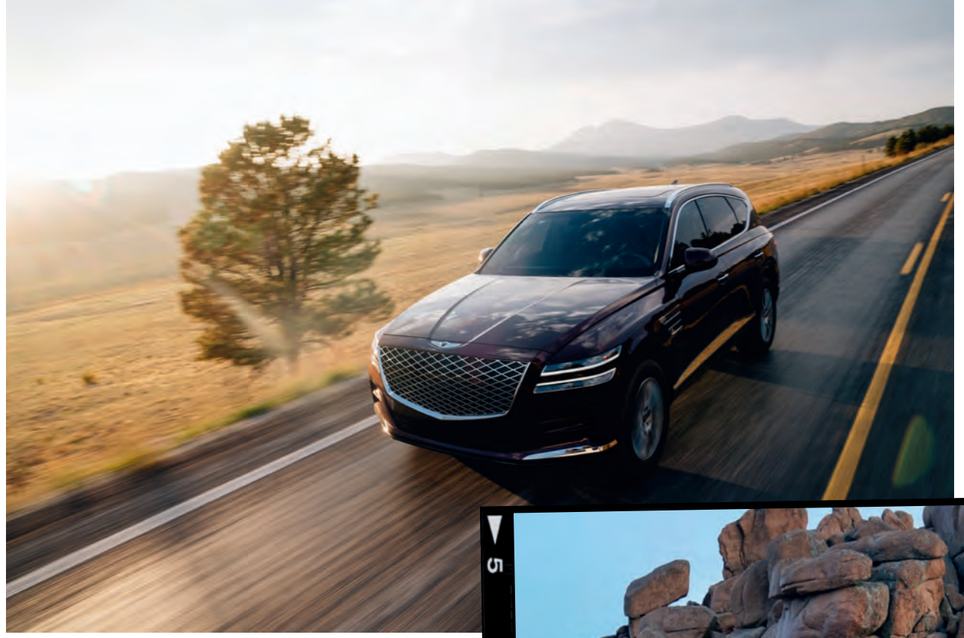
Acclaimed automotive photographer/director and car racer Jeff Zwart teamed with stunt driver and upstart photographer Riley Harper for a journey into the natural magnificence of Colorado. The pair started in Aspen before splitting up and embarking on a 24-hour photo mission to Pikes Peak, an inspiring range in the Rocky Mountains that reaches an elevation of over 14 thousand feet.

Zwart took his GV80 on the backroads, making stops in locales like a visually stunning stretch filled with white Aspen trees. Along the way, he mused on how his dual life pursuits shaped him. “The racing side of what I’ve done has really developed me as a photographer, and as a photographer, it’s really developed my racing,” he said. “Both things feed each other in an interesting way.”



EL PASO COUNTY, CO
PIKES PEAK HIGHWAY











EL PASO COUNTY, CO
PIKES PEAK HIGHWAY





Reveling in the kind of inspired attention to detail you won't find elsewhere, the 2021 Genesis GV80 delivers a staggering 33.9 cubic feet of cargo space behind the second row and statement-making design cues like diamond-patterned LED quad headlamps and available 22-inch wheels.

**Preproduction model with optional features shown.*

During his driving segment, Harper traveled over Independence Pass, pausing to photograph the GV80 against a backdrop of snow-capped mountains and in front of a sheer rock cliff. "Growing up in the film industry as I did, I have just been around filmmakers my whole life," he said. "Working as a stuntman and a stunt driver, I'm around [directors of photography] who set up so many amazing shots that I'm usually in. It's hard not to be into photography and filmmaking."

The two met up again just as the sun rose above the switchbacks that lead to the top of Pikes Peak. Taking in the view, Zwart remarked, "This is where I've raced for 18 years, and it's always magical."

ESTEVAN ORIOL

G80 / DOWNTOWN LOS ANGELES, CA / MARCH 13, 2021

Estevan Oriol is a Los Angeles original. He's been making unflinching, unvarnished images of the city's people and places for decades. "For me it's all about pride and culture," he said.

Despite being an old school guy, Oriol embraced the challenge of photographing the ultra modern G80. "Shooting this car is like shooting a spaceship," he said. To balance such a future-facing subject, Oriol opted for a throwback approach. He mostly used his collection of cameras from the 1970s and '80s, which still rely on film. Holding up a bag filled with undeveloped rolls, he joked, "These are prehistoric, like dinosaur footprints."

While digital photography now lets you know right away if you nailed the money shot, Oriol still prefers to wait and see what he gets back from the photo lab. That way, he's able to stay more firmly in the moment when he's on the job. And besides, when you've been a photographer for as long as he has, your body has a way of knowing when you got it. "You go off your instinct," Oriol said. "You go off what your heart tells you."



DOWNTOWN LOS ANGELES
3RD STREET TUNNEL

DOWNTOWN LOS ANGELES, CA
110 FWY / 101 FWY INTERCHANGE


10
11
GENESIS
4617
ILFORD HP5 PLUS



Marked by modern advancements and bold design, the confident and agile 2021 Genesis G80 is transportation for a new era boasting an available 3.5-liter V6 twin-turbocharged engine producing 375 horsepower and 391 pound-feet of torque.

**Preproduction model with optional features shown.*

LISA LINKE

GV80 / GLAMIS DUNES, CA / SEPTEMBER 19, 2020

When the temperature pushed into the triple digits, Lisa Linke headed to Glamis Dunes, near where the borders of California, Arizona and Mexico meet. The German-born photographer teamed up with Rhys Millen, a racing driver from New Zealand, to see what the mighty GV80 can do in the sand. “I wanted to take the Genesis somewhere where it usually doesn’t live, an environment where it doesn’t usually drive,” said Linke. “I was surprised it handled everything so well.”

In the golden hours before the sunset and after the sunrise, Linke captured Millen drifting the GV80, catching the light as it streamed through the kicked-up sand. The resulting contrast between the luxury SUV and the sparse surroundings is visually astounding, a pure meeting of strength and beauty.









A machine that works beautifully and an object that is beautiful at work, the 2021 Genesis GV80 pairs elegant styling—inside and out—with a 300-horsepower 2.5-liter turbocharged engine and the off-road capability of available All Wheel Drive and electronic limited-slip differential.

**Preproduction model with optional features shown.*

2022 G70 / DESERT CENTER, CA / MARCH 2, 2021

A TOUCH OF

THE TRANSCENDENT

PHOTOGRAPHY BY RILEY HARPER

CLARITY IS A LUXURY.







TRANQUILITY CAN BE A MOST THRILLING PROPOSITION.



THE BALANCED LIFE ISN'T THE CHOICE OF THE RESERVED.

IT'S THE DISCERNING SELECTION OF THE TRULY BOLD.




SET


GENESIS



AMIDST THE NOISE, SILENCE IS LOUD.

AND EVEN IN TOTAL STILLNESS, BEAUTY MOVES US COMPLETELY.

A low profile stance meets high style in the 2022 Genesis G70. It's presented here in two limited-edition matte finishes: Melbourne Gray and Verbier White. Interior design cues include aluminum accents and sport seats wrapped in Sevilla Red quilted Nappa leather.

**Preproduction model with optional features shown.*



BLACK PUMAS
ARRIVE AT CAPITOL STUDIO A



CAPITOL CUTS

FEATURING BLACK PUMAS

(In Partnership with VEVO)

For Capitol Cuts, the renowned label Capitol Records invited rising musicians to its landmark building in the middle of Hollywood for a series of intimate events, powered by Genesis. Inside historic Studio A, the artists played live sets that were recorded straight to vinyl on vintage equipment. That meant there was no chance for overdubs, redos or corrections to what happened. During Capitol Cuts, the musicians had to balance two key, and often opposing, impulses—beingfirmly in the moment when playing live, but also considering the posterity of recordings.

One of the most memorable nights was the session by the Black Pumas, the Texas-based duo of Eric Burton and Adrian Quesada. Like all the Capitol Cuts performances, you can watch videos of the Black Pumas' set through Vevo. It was also included as part of the expanded edition of the group's self-titled album.

Watch additional episodes of Capitol Cuts on Vevo.



In just a few short years, the Black Pumas have jumped from surprise (and largely unknown) Grammy nominees to a mighty live act with a devoted following. From their stunning Capitol Cuts gig, it's clear why.























BLACK PUMAS
CAPITOL CUTS - VINYL PRESSING



Black Pumas specialize in a stirring mixture of soul, psychedelic rock, and Southern roots. Though they don't consider themselves a throwback act, they couldn't help but feel the legacy that the Capitol Records Building evoked. "It's our first time recording here," said Quesada. "Just walking in the halls, seeing the history, it's inspiring."

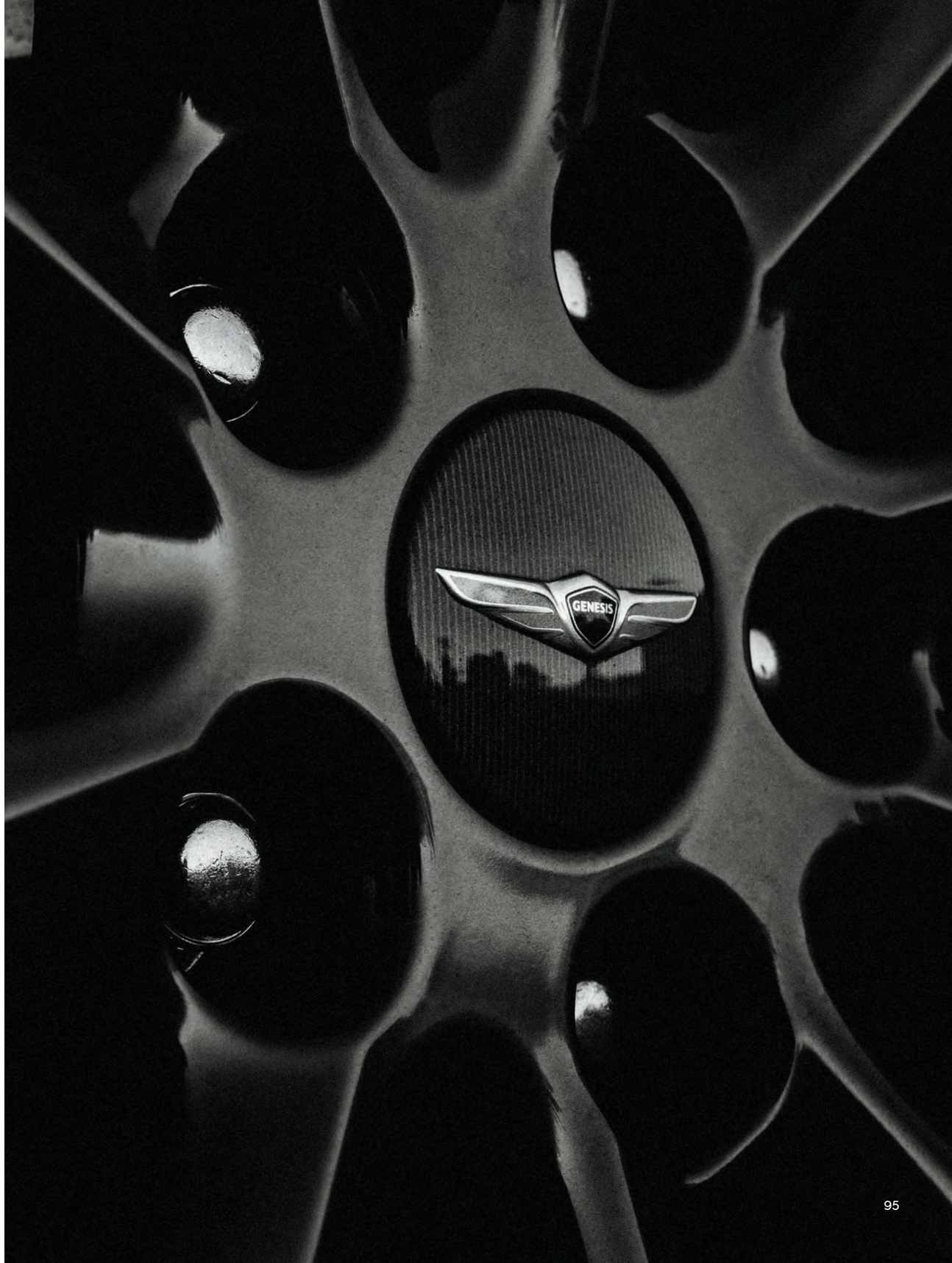
2022 G70 / CHUCKWALLA VALLEY RACEWAY, DESERT CENTER, CA / MARCH 2, 2021

HIGH CONTRAST

PHOTOGRAPHY BY RILEY HARPER

There is a point where the refreshingly raw meets the unreservedly refined.




GENESIS



Where elegance converges with athleticism.

ISSUE.01 / A DUAL NATURE











And athleticism gives way to beauty.

ISSUE.01 / A DUAL NATURE

Desire is a fine balance.

It’s immeasurable.

ISSUE.01 / A DUAL NATURE



It’s perfectly finite. And like lighting, it strikes.

On track and off, the muscular-shouldered coupe-like design language of the 2022 Genesis G70 sport sedan is anchored by an ultra rigid platform and features quad LED headlights, Brembo high-performance brakes, and lightweight multi-spoke 19-inch wheels.

**Preproduction model with optional features shown.*

ARTIST SERIES

FEATURING ARTWORK BY

MISHKO / ADAM HALE / HANSRUEDI RAMSAUER / FVCKRENDER / BLAKE KATHRYN

To explore the boundaries between the real and unreal, Genesis created the Artist Series, a collection of visual pieces from individuals guided by their own unrestrained, free-form visions. They constructed more than 20 images featuring the GV80 that feel at once both hyper realistic and supremely bizarre, demonstrating just how permeable the barrier between the physical world and imagined one can be.

The Artist Series will continue on with more Genesis models, but as you gaze at these crystalline universes and mind-bending cityscapes, one feeling should be clear: I want to go there.

To see more from our Artist Series, visit instagram.com/genesis_usa



GV80 Artist Series 19 of 23: Nebula Rising by artist/producer, MISHKO @mishko.co



GV80 Artist Series 9 of 23: The Great Indoors by collage artist Adam Hale @the.daily.splice



GV80 Artist Series 8 of 23: New Heights by collage artist Adam Hale @the.daily.splice



GV80 Artist Series 5 of 23: Parallels by digital artist Hansruedi Ramsauer @swissgo4design



GV80 Artist Series 4 of 23: Beyond Reflection by digital artist Hansruedi Ramsauer @swissgo4design



GV80 Artist Series 22 of 23: Lucid Dream by digital artist Fvckrender @fvckrender



GV80 Artist Series 11 of 23: Otherworldly Oasis by digital artist Blake Kathryn @blakekathryn



HOLLYWOOD HILLS, CA

SHELTER

PHOTOGRAPHY BY

DWELL CREATIVE SERVICES

(In Partnership with Dwell Magazine)

The garage plays a strange role in houses. They are simultaneously a part of the larger structure, yet they can seem so separate from it. In the best cases, they should feel fully integrated, both structurally and emotionally.

Too often garages become the places where people store the things they don't want to see anymore, or worse, what they don't want to think about. But shouldn't where we park our cars be so much more? Instead of depositories for outgrown clothes and underused boogie boards, we applaud those who recognize the possibilities of what a garage should be. A functioning, utilitarian refuge. A showcase.

Genesis partnered with Dwell Creative Services to highlight locations around Southern California that recognize the garage as a space for innovation. In the content series Escapes, we found a historic villa in the Hollywood Hills, where the carport's glass-encased walls create a natural interaction between what goes on inside the home and what happens on the street. For a multicultural modernist house in Venice, the garage is a gallery where the owner displays the art he's collected during his decades of international travel. At professional racer Tanner Foust's Huntington Beach escape, there's not only a hydraulic lift to accommodate two cars in the single-wide and double-deep garage, but the mirror in the upstairs bathroom has been replaced with glass so he can look out on his trophies and racing gear as he brushes his teeth.

These homes and the others rightfully turn the garage into a place of pride.

To watch video episodes of Escapes, visit Dwell's YouTube channel.

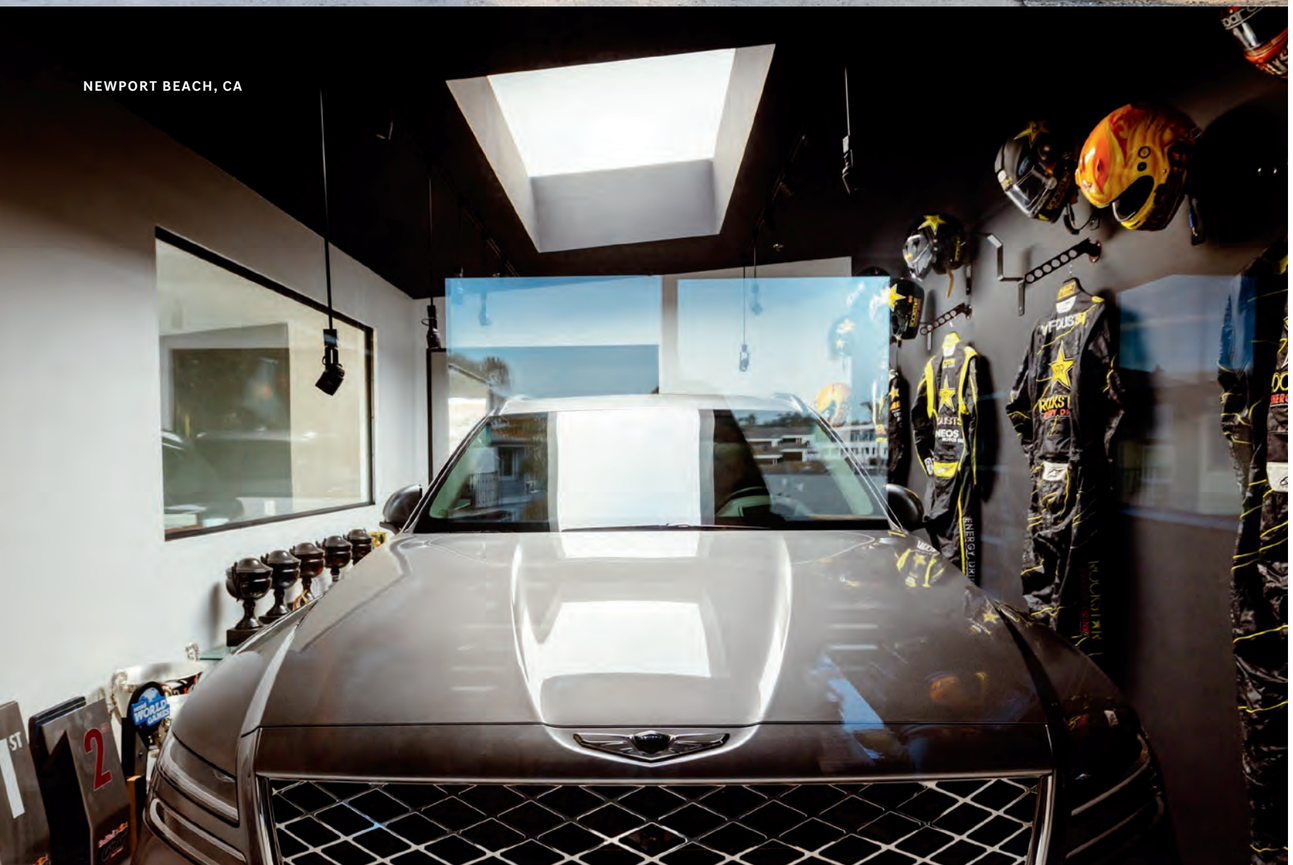


This garage is a gallery where the homeowner displays the art he's collected during his decades of international travel.





HOLLYWOOD HILLS, CA



NEWPORT BEACH, CA



A hydraulic lift accommodates two cars in this single-wide and double-deep garage.

Scan the QR code above to explore the 2022 Genesis G70.


GENESIS
GENESIS