

GENESIS
ELEVATE YOUR GAME

FASHION / FOOD / DESIGN / CULTURE
ISSUE.05





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Elevate Your Game	07
Statement of Intent / GV80 Coupe Concept	31
Keep Beginning / GV70 and Electrified GV70	43
Athletic Elegance / Genesis X Convertible Concept	69
Art of the Build / Electrified GV70	85

ELEVATE YOUR GAME

People are capable of so much more than we often believe. It's easy to get comfortable in everyday routines, settling for mediocrity and shying away from challenges that make us uncomfortable. But true success comes from elevating our game, whether it's in our personal lives or our careers.

This season we celebrate those who elevate their game. The influential visionaries who explore groundbreaking new ideas in art, design, sports and technology with the hope of making a positive impact on the world. Jon Rahm, this year's Genesis Invitational winner, proves that elevating his game and working tirelessly can result in a 10th PGA TOUR victory, leaving a legacy in the sports world.

Genesis Stories is a video series that highlights visionary artists and designers who embrace failure and hard work while venturing into new creative territories. Visual Artist Ricardo Rivera combines his patented technological breakthroughs in projection mapping with the GV70. Interdisciplinary Designer Charlotte McCrudy shares her passion for sustainable design through a partnership with New York-based fashion designer Phillip Lim. And Surfboard Entrepreneur Ry Harris offers insights about upcycling with his zero-waste surfboard company.

To showcase the evolution of Athletic Elegance, the Genesis design philosophy, we introduce the GV80 Coupe Concept and the X Convertible Concept—proving that with determination and persistence, a designer's sketch can become a reality.

And lastly, we take you inside our Montgomery, Alabama production facility to document the first-ever U.S.-assembled Electrified GV70. This photo essay is proof that when you elevate your game, embrace the unknown and take risks, you can change the world.



ELEVATE YOUR GAME

THE GENESIS INVITATIONAL

THE RIVIERA COUNTRY CLUB | On February 16, 2023, Genesis partnered with the PGA TOUR, TGR Live and TGR Foundation for the seventh consecutive year to provide golf enthusiasts with an elevated and immersive experience at The Genesis Invitational.



On-site Photography: Joseph Philipson







GENESIS
ELECTRIFIED G80



GENESIS SKYBOX

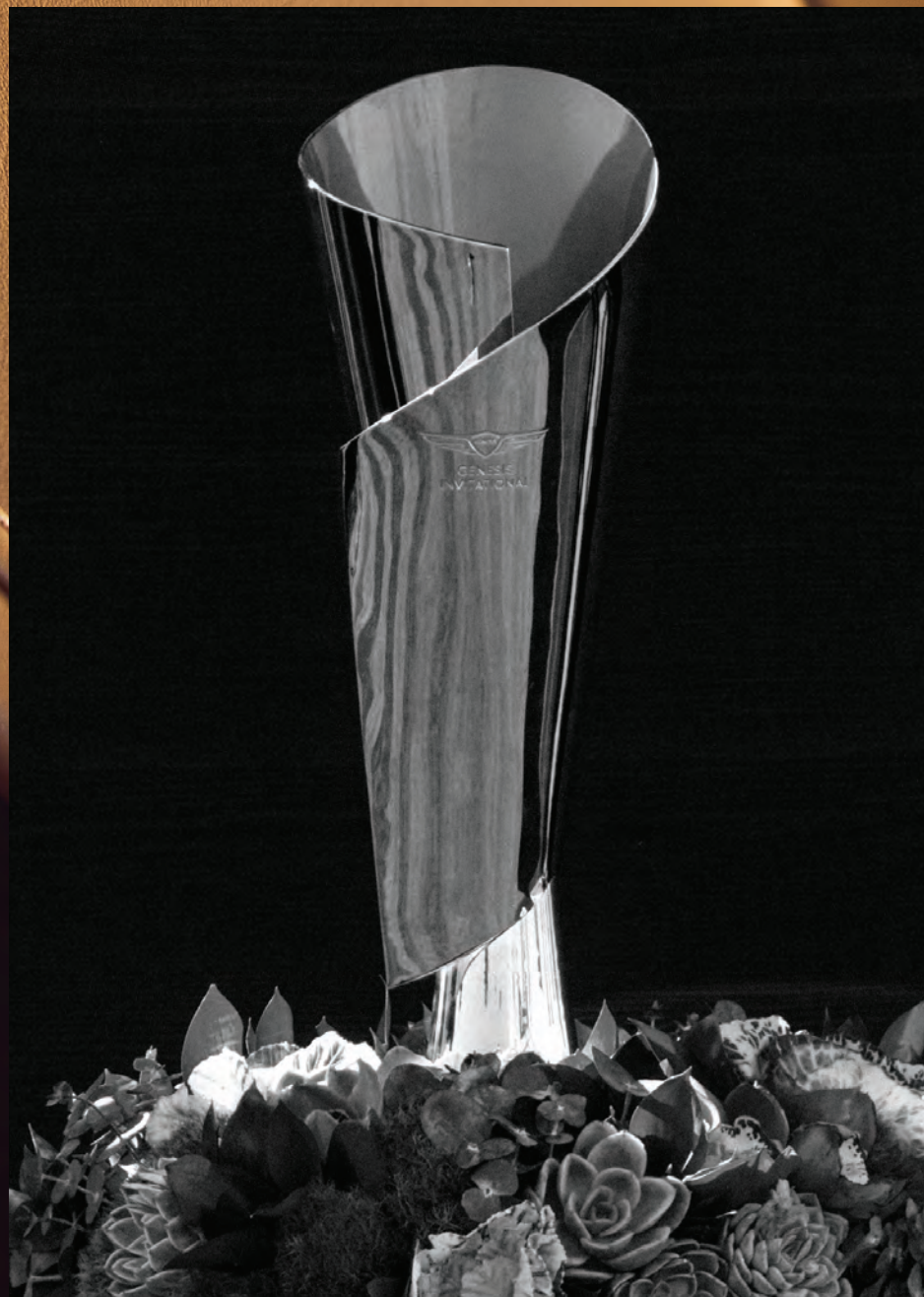


GENESIS INVITATIONAL



GENESIS GV80





Jon Rahm shot a final-round 2-under-par 69 at The Riviera Country Club en route to a two-shot victory at The Genesis Invitational. For Rahm, it was the 10th PGA TOUR victory of his career, his 3rd triumph of the season and 5th in his past nine starts worldwide.



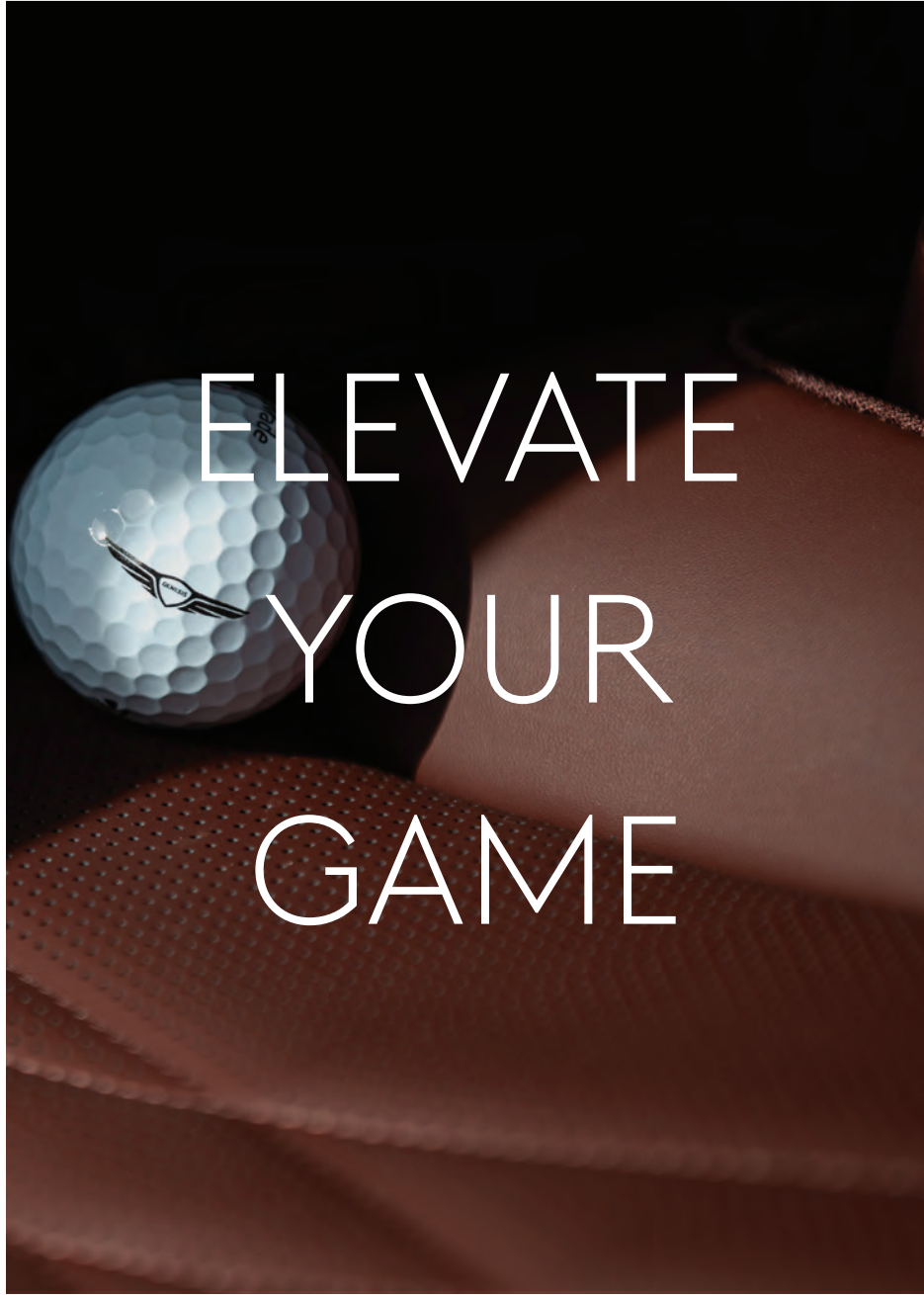
GENESIS ELECTRIFIED GV70

GENESIS GV60





Genesis 14th-Hole Lounge served delectable Korean snacks and hot/cold-brewed coffee drinks.





GENESIS 14TH-HOLE LOUNGE





GENESIS ELECTRIFIED G80

All tournament proceeds benefited students in Southern California and beyond through the TGR Foundation. As title sponsor, Genesis and the Genesis Inspiration Foundation committed an additional \$1 million to advance science, technology, engineering, arts and mathematics (STEAM) education for youth over the next five years. Part of this partnership includes learning opportunities for the TGR Foundation students at the Genesis Design Studio.



STATEMENT OF INTENT

GENESIS GV80 COUPE CONCEPT

The GV80 Coupe Concept emphasizes the duality of the Genesis brand by revealing the antagonist that lives within our Athletic Elegance design philosophy. The Magma color symbolizes the self-confident and passionate attitude of Korean culture. This quiet, efficient, disciplined and humble first impression is juxtaposed by a high-performing and extroverted attitude.



Concept vehicle shown. Not available for purchase.



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GENESIS

GV80 COUPE
CONCEPT

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KEEP BEGINNING

GENESIS STORIES

Keep Beginning celebrates the 2023 GV70 and all-new Electrified GV70 featuring Visual Artist Ricardo Rivera, Interdisciplinary Designer Charlotte McCurdy, Fashion Designer Phillip Lim and Surfboard Entrepreneur Ry Harris as they share their experiences, setbacks and new beginnings on a constant journey to discover, create and innovate.

RICARDO RIVERA

VISUAL ARTIST

Ricardo Rivera is an artist, a filmmaker and a true pioneer of video projection mapping with a United States patent for his technological breakthroughs in the medium. The common element in all of Ricardo's work is groundbreaking creativity and innovation stemming from his drive toward new beginnings.

Scan to watch Genesis Stories: An Artist's Beginning

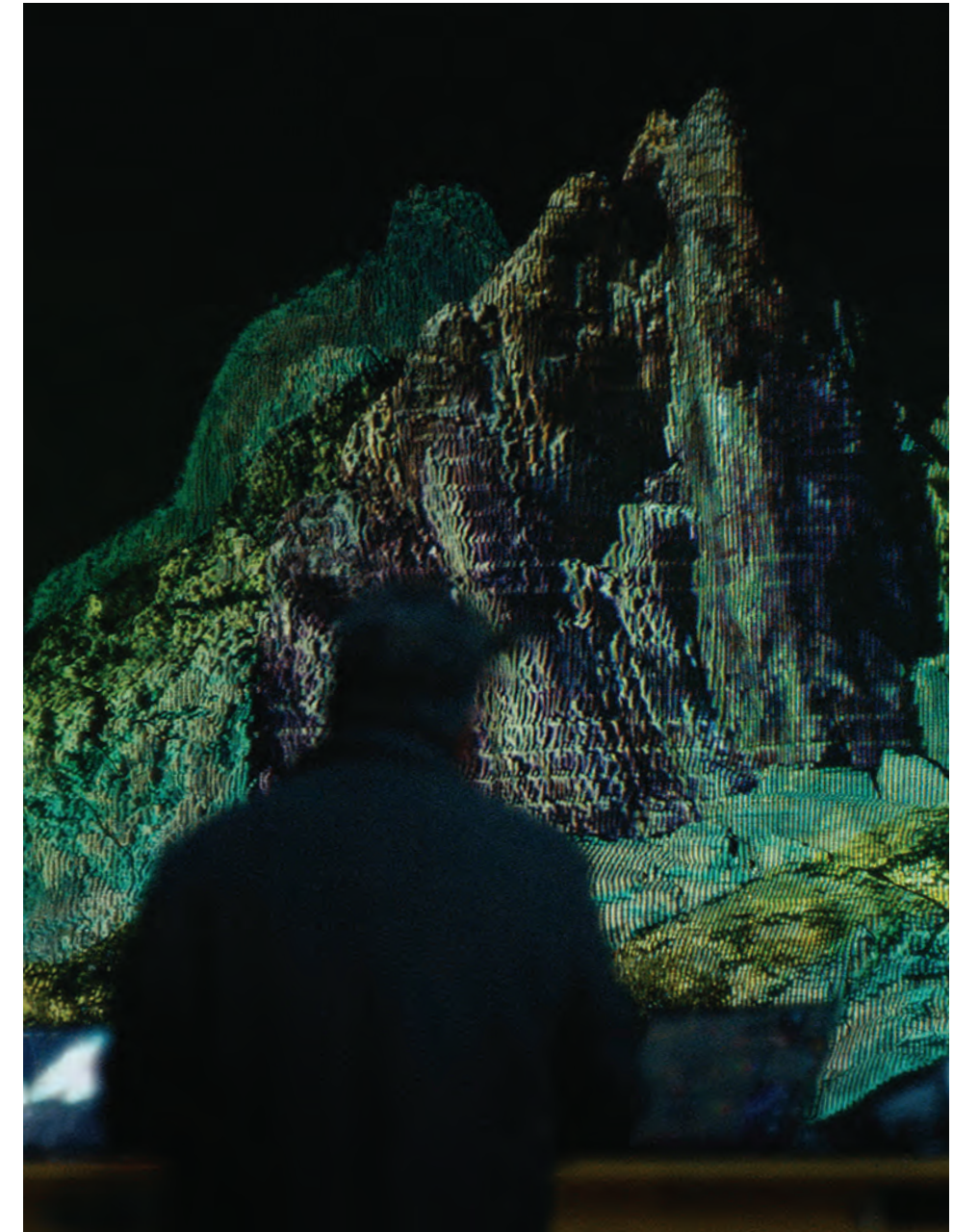


A person with glasses is seen from the side, sitting at a desk in a dark room. They are looking at two computer monitors. The left monitor shows a 3D model of a mountain range with a software interface. The right monitor shows a close-up of the same mountain model, illuminated with a warm, golden light. The person's hand is resting on a keyboard. The room is dimly lit, with a desk lamp providing light for the workspace. In the background, there are some electronic equipment racks and a window showing a dark night outside.

"I MAINTAIN A BEGINNER'S MINDSET BY LETTING THINGS BE.

SOMETIMES THE HARDEST THING TO DO IS TO GET OUT OF YOUR OWN WAY."

“I BELIEVE CREATIVITY
CAN BE EXPRESSED
THROUGH TECHNOLOGY.
IF YOU USE TECHNOLOGY
AS YOUR TOOL,
IT’S LIKE PAINT.”





CHARLOTTE M^CCURDY

INTERDISCIPLINARY DESIGNER

Charlotte McCurdy is always looking to the future, leveraging emerging technology to find ways of making global crises like climate change more tractable through design. Her algae-based carbon-negative clothing is an invaluable prototype for industrial designs, placing her at the forefront of a revolution in sustainable fashion. Her collaboration with New York-based fashion designer Phillip Lim on an algae-based sequin dress is a prime example of her dedication to always innovate.

Scan to watch Genesis Stories: A Designer's Beginning





“CREATE THE SPACE TO REFLECT ON WHAT YOU’RE PASSIONATE ABOUT.

IT TAKES A LOT OF COURAGE, BUT IT’S AN INCREDIBLE FIRST STEP.”



Photo courtesy of Slow Factory for One X One



Algae Sequin Dress by Charlotte McCurdy and Phillip Lim



Photo: Felix Speller

“IF MOST OF OUR PLASTICS
ARE BEING MADE OF FOSSIL FUELS,
WHY COULDN'T WE MAKE
PLASTICS OUT OF ALGAE THAT'S
LIVING RIGHT NOW.”

RY HARRIS

SURFBOARD ENTREPRENEUR

Ry Harris began his career as a shoe designer, and when he moved to Southern California, he fell in love with the ocean and began surfing. He became increasingly conscious of the unsustainable nature of the surf industry at that time, and it drove him toward his next new beginning: Making sustainable surfboards. He's now taking it a step further by beginning the world's first zero-waste surfboard company.

Scan to watch Genesis Stories: A Surfer's Beginning





“ANY TIME THERE’S A NEW
MATERIAL THAT’S SUSTAINABLE,
I’M GONNA TRY IT.
EVEN IF NOBODY ELSE HAS.”





"IT WON'T HAPPEN UNLESS YOU TRY.

PURSUE YOUR PASSIONS AND BE A GOOD HUMAN."

ATHLETIC ELEGANCE

GENESIS X CONVERTIBLE CONCEPT

“Genesis created a new, differentiated design DNA to gradually increase the emotional appeal—applying it to the SUV typology. Now, electric powertrains have given us the perfect scenario in which to enjoy nature, and propelled the brand to create vehicles with even greater emotional resonance.”

- Luc Donckerwolke, Chief Creative Officer



Photos: Kelly Serfoss

Concept vehicle shown. Not available for purchase.

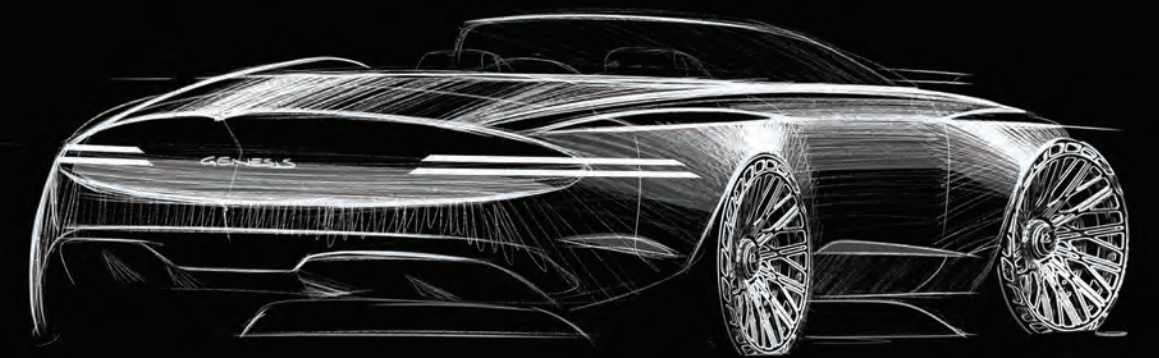
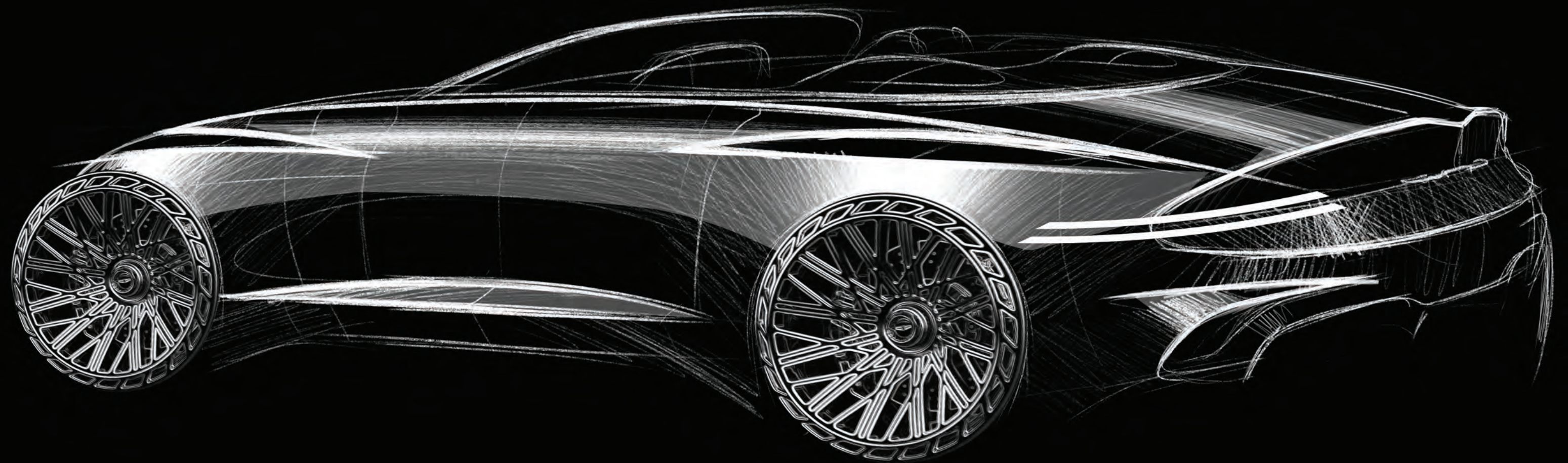


Illustration: Samir Sadikhov











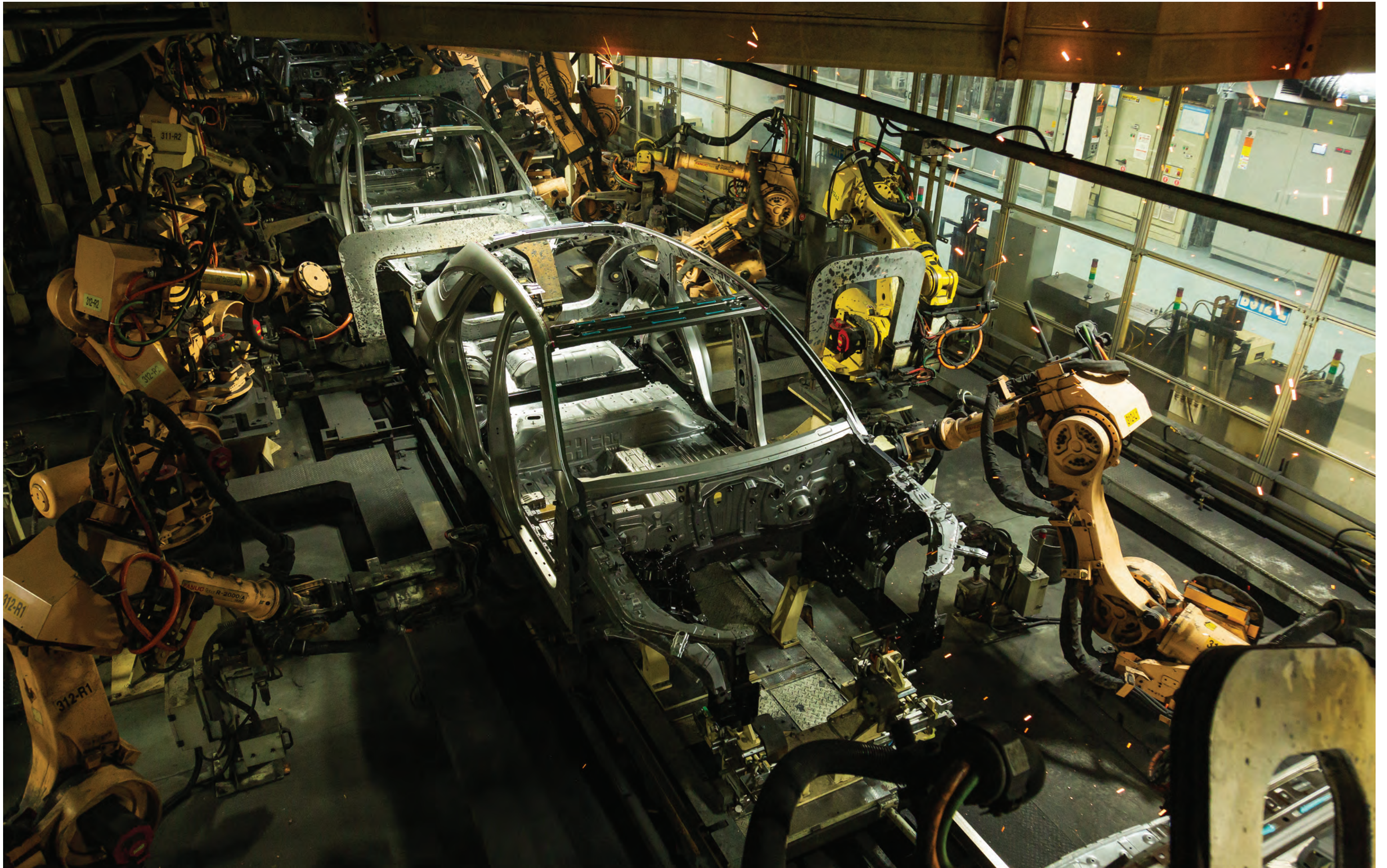


ART OF THE BUILD

THE FIRST-EVER U.S.-ASSEMBLED GENESIS ELECTRIFIED GV70

To celebrate the launch of the first-ever U.S.-assembled Genesis Electrified GV70, we visited our production facility in Montgomery, Alabama to document the artistry found in today's manufacturing process.





















To learn more about Genesis, scan the QR code above,
contact a Genesis Concierge at 877-785-3399 or visit genesis.com.

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Cover: Concept vehicle shown. Not available for purchase.

YOU KNOW THAT FEELING.

THE UNEASINESS.

THE EXCITEMENT.

THE ANGST.

THOSE BUTTERFLIES ARE WHERE YOUR STORY BEGINS.

CHASE THEM.

CHASE THEM THROUGH SELF DOUBT AND UNCERTAINTY.

THROUGH THE “NOES” AND THE “NEVER GONNA HAPPENS.”

THROUGH THE SETBACKS AND THE COMEBACKS.

CHASE THEM BECAUSE THEY COULD LEAD YOU TO SOMEWHERE AMAZING.

AND WHEN THE BUTTERFLIES GROW QUIET, IT’S TIME TO BEGIN AGAIN.





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