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## GENESIS SECURES TWO WINS AT IF DESIGN AWARD 2026

- Genesis Magma UI Design wins in the User Interface discipline within the Product Interfaces category
- Meticulously refined GV60 Magma GUI with watch-face motif expresses Magma's unique identity and sense of refined luxury
- Genesis Tea Experience wins in the User Experience discipline within the Retail/Banking UX category
- Rooted in Korean tea culture, the experience is designed to foster genuine relationships through sincere hospitality

**SEOUL, March 26, 2026** — Genesis today announced that it has been recognized with two prestigious iF Design Awards for 2026, honoring the marque's dedication to creating refined, meaningful connections with its customers through both digital and physical experiences. The Genesis Magma User Interface (UI) and the Genesis Tea Experience were awarded in the User Interface (UI) and User Experience (UX) disciplines, respectively.

### **Genesis Magma UI**

Genesis Magma UI, honored in the Product Interfaces category, is the graphical user interface for the high-performance GV60 Magma. Its design concept, inspired by the intricate beauty of a mechanical watch face, expresses the unique identity and refined luxury of the Magma high-performance program.

It capitalizes on the true black capabilities of its OLED display, contrasting it with Magma Orange to create a minimalist design. The interface changes based on the driving mode to display crucial performance data such as a G-force meter and the remaining boost time of the car's Boost Mode. It provides a dynamic and intuitive experience, seamlessly blending sophisticated aesthetics with rewarding, driver-focused functionality.

### **Genesis Tea Experience**

The Genesis Tea Experience, a winner in the Retail/Banking UX category, is a quiet and immersive moment of mindfulness designed to build lasting relationships that go beyond the transactional. Rooted in Korean tea culture, where warmth and thoughtful hospitality are paramount, the experience engages the senses with intention.

Every detail — from the aroma and flavor of the signature tea blends to the bespoke teaware inspired by traditional Korean motifs such as Hanbok ribbon ties, the fortune pouch (Bokjumeoni), folding screens (Byungpung) and the Bojagi fabric wrap — is intentionally



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crafted. Through subtle storytelling, each element guides guests into a state of calm. Instead of relying on spectacle, this refined, sensory approach transforms brand spaces and proves that stillness can leave the deepest impression. Its presence elevates hospitality and sets a new emotional standard in luxury automotive communication, inviting guests to reconnect and feel truly seen.

Genesis has been recognized by the prestigious iF Design Awards for two distinct, yet equally important, aspects of its brand experience guided by its “Son-nim” value of hospitality, where every customer is treated as an honored guest. The dynamic Magma UI and the serene Genesis Tea Experience fully embody the design philosophy of “Athletic Elegance,” showcasing an audacious and progressive approach. This demonstrates that the Genesis journey transcends mere driving experience.

The iF Design Award, hosted by iF International Forum Design GmbH, is one of the world’s most celebrated and valued design competitions. For 2026, the awards attracted over 10,000 submissions from 68 countries, which were evaluated by a panel of 129 expert jurors.

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