

GENESIS AND ARTCENTER COLLEGE OF DESIGN PARTNER ON VISION 2025 CONCEPT PROJECT



- Genesis partners with renowned ArtCenter College of Design on Vision 2025 Brand and Design Project
- Winning scale models and brand experience proposals to be shown at private media event during Monterey Car Week
- [GV80 Concept SUV](#) makes its concours debut at the Pebble Beach Concours d'Elegance on Sunday, August 20

MONTEREY, Calif., August 17, 2017 – Today, Genesis announced a display of student-designed ‘Vision 2025’ concept cars during the upcoming Monterey Car Week. The scale models are the culmination of a three-month-long educational project between ArtCenter College of Design and Genesis.

The ‘Vision 2025’ project began in May 2017 and challenged students to render and create scale models befitting a potential future halo car as well as a brand environment and experience to match. Students designed concepts informed by their vision of



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Genesis client values, preferences and mentality versus a traditional, data-focused, demographic approach.

“Sometimes when you want to be a step ahead you bring in outside inspiration,” said Head of Genesis Brand, Manfred Fitzgerald. “What does the next generation think? This partnership gives us a pure view of that and will help us refine the product and experience we offer.”

“For Genesis this project is part concept development and part recruiting,” said Head of Genesis Design, Luc Donckerwolke. “We find that students bring an entirely different approach to a given challenge compared with professional designers, graphic artists and experiential experts. That is why we stay constantly connected to them.”

After reviewing ten halo car designs, the Genesis design team selected four models to be on display for media to view at the private event. Additionally, all three of the brand experience concepts will be on display as well.

“There is true power in partnership with visionary corporations such as Genesis,” said ArtCenter’s Chair of Transportation Design, Stewart Reed. “It is particularly gratifying when our alumni are leading the charge, as with Luc, SangYup Lee and Sasha Selipanov at Genesis. Our goal is to prepare students to have an impact on the rapidly changing automotive world and industry collaboration is a rigorous and proven way to do that.”

Also during the weekend, the GV80 Concept SUV will make its concours debut on the Concept Lawn at the Pebble Beach Concours d’Elegance.

Genesis

Genesis, the luxury automotive brand, strives to make a positive difference in the lives of discerning customers, thus becoming an important element of their lifestyle. As a design-focused brand, Genesis has introduced fascinating models that embody athletic elegance, starting from the brand’s flagship model G90, mid-size luxury sedan G80 and its derivative G80 Sport. The brand’s G70 sport sedan will make its world debut in



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September 2017. Genesis will be opening dedicated brand stores in major cities throughout the country in the near future. Experience more at <https://www.genesis.com>.

About ArtCenter College of Design

Founded in 1930 and located in Pasadena, California, ArtCenter College of Design (artcenter.edu) is a global leader in art and design education. ArtCenter offers 11 undergraduate and seven graduate degrees in a wide variety of industrial design disciplines as well as visual and applied arts. In addition to its top-ranked academic programs, the College also serves members of the Greater Los Angeles region through a highly regarded series of year-round educational programs for all ages and levels of experience. Renowned for both its ties to industry and social impact initiatives, ArtCenter is the first design school to receive the United Nations' Non-Governmental Organization (NGO) status. Throughout the College's long and storied history, ArtCenter alumni have had a profound impact on popular culture, the way we live and important issues in our society.

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