

**Hyundai Motor Group and Royal College of Art Celebrate 10-Year Partnership with New Agreement**

* Hyundai Motor Group and Royal College of Art mark a decade of collaboration with an extension to drive design innovation and sustainability through 2027
* The partnership expands beyond existing programs to include new research areas such as artificial intelligence (AI), user experience and sustainable materials
* The renewed agreement underscores the Group’s role as a global patron of creativity, supporting future design leaders and transformative mobility innovation

**LONDON/SEOUL, August 20, 2025** – Hyundai Motor Group (the Group) and the Royal College of Art (RCA) are marking a decade of collaboration (2016–2025) by announcing an extension of their joint commitment to innovation, creativity and sustainability within the global design and mobility ecosystem.

The signing ceremony for the renewed partnership took place today at RCA’s Battersea campus. The two-year agreement, extending through 2027, highlights the Group’s enduring role as a patron of design and culture, underscoring its dedication to fostering creativity, supporting future design leaders, and pursuing sustainable innovation in mobility.

“At Hyundai Motor Group, we see design as a driving force for innovation, identity and meaningful connection with humanity,” said Luc Donckerwolke, President, Chief Creative Officer and Chief Design Officer at Hyundai Motor Group. “Our long-standing partnership with the Royal College of Art reflects our commitment to fostering creativity at the highest level and investing in the next generation of design-thinking leaders. As we mark a decade of collaboration with the RCA, we are proud to continue this partnership to champion creativity and shape a better future through design.”

The RCA remains one of the Group’s most significant global design collaborators, with the longest and most deeply integrated partnership among its design school affiliations worldwide. RCA’s Intelligent Mobility Design Centre (IMDC) has been central to this collaboration, bringing together interdisciplinary research and education at the intersection of mobility, design and technology.

This strategic partnership goes beyond a simple industry-academia collaboration, emphasizing creativity and sustainability in the field of future mobility design. Built on a shared philosophical belief in pursuing a better future through design, the partnership reflects a deep commitment to innovation and positive change.

Professor Christoph Lindner, President & Vice-Chancellor, Royal College of Art, said: “Our continued collaboration with Hyundai stands as an exemplar of university-industry partnerships. Not only does this partnership facilitate innovative, industry-focused research, but it also inspires our students to pursue interdisciplinary practice and push the boundaries of creativity. Our partnership with Hyundai has been extraordinarily impactful and I am excited about all of the ground-breaking work that this new agreement will make possible.”

As part of the two-year extension, the partnership will expand to enhance existing programs and introduce new research initiatives that address evolving needs in mobility and design. Key initiatives include the Hyundai-Kia Design and Innovation Project, Intelligent Mobility MA Visiting Design Fellowship, Professional Development Workshops, and Hyundai-Kia Student Awards.

The collaboration will also explore emerging areas like artificial intelligence (AI), user experience (UX), and sustainable materials, reflecting a shared focus on addressing critical challenges in design. These programs foster synergy between academic research, industry expertise and student engagement, driving creativity and shaping the future of mobility.

– End –

**About the Royal College of Art**

Founded in 1837, the Royal College of Art is the world’s leading university of art and design. Specialising in teaching and research, the RCA offers degrees of MA, MPhil, MRes and PhD across the disciplines of architecture, arts & humanities, design and communication. Based in the heart of London, the RCA provides 2,500 students with unrivalled opportunities to deliver art and design projects that transform the world. Its approach is founded on the premise that art, design, creative thinking, science, engineering and technology must all collaborate to solve today's global challenges.

For more information about the Royal College of Art, please see: [www.rca.ac.uk](http://www.rca.ac.uk)

**About the Intelligent Mobility Design Centre (IMDC)**

The Intelligent Mobility Design Centre leads design research at the intersection of people, mobility and technology within a complex and changing urban and global environment. The IMDC provides a platform which brings together designers, artists, scientists and engineers to question and reimagine the way we move goods and people. The Centre incorporates the Intelligent Mobility MA programme, bringing together researchers and students to cultivate excellent research and design outputs and pioneer new teaching in a subject area traditionally focused on design skills, rather than research focused.

For more information about the IMDC, please see: [www.rca.ac.uk/research-innovation/research-centres/intelligent-mobility-design-centre](https://www.rca.ac.uk/research-innovation/research-centres/intelligent-mobility-design-centre/)

**About Hyundai Motor Group**

Hyundai Motor Group is a global enterprise that has created a value chain based on mobility, steel, and construction, as well as logistics, finance, IT, and service. With about 250,000 employees worldwide, the Group’s mobility brands include Hyundai, Kia, and Genesis. Armed with creative thinking, cooperative communication, and the will to take on any challenges, we strive to create a better future for all.

More information about Hyundai Motor Group can be found at: [http://www.hyundaimotorgroup.com](https://www.hyundaimotorgroup.com/main/mainRecommend) or [Newsroom: Media Hub by Hyundai](https://www.hyundai.com/worldwide/en/newsroom), [Kia Global Media Center (kianewscenter.com)](https://www.kianewscenter.com/), [Genesis Newsroom](https://newsroom.genesis.com/)

**Contact:**

**Seoyong Choi**

Global PR Strategy & Planning / Hyundai Motor Group

syc@kia.com

**Ben Marshall**

Communications / Royal College of Art

mailto:ben.marshall@rca.ac.uk