PRESS RELEASE

GENESIS SHARES INSIDE LOOK AT LUC DONCKERWOLKE'S DESIGN ARCHIVE EXHIBITION IN SEOUL

- Held in Seoul from Nov. 24 to Dec. 11, 'Dreams that Resonate' exhibition presents the creative journey of the Group's Chief Design Officer and Chief Creative Officer, Luc Donckerwolke
- Features rare archive material, including sketches, scale models, personal collections, photographs and original comics
- Spread across four floors at Sinsa House in Gangnam, the exhibition will be open to the public with free admission

SEOUL, Nov. 24, 2026 – Hyundai Motor Group (the Group) will open a design archive exhibition in Seoul tracing the creative journey of Luc Donckerwolke, the Group's president, chief design officer and chief creative officer, from childhood inspirations to finished works.

Running from Nov. 24 to Dec. 11 at Sinsa House in Gangnam, the "Dreams that Resonate" exhibition connects the unseen moments behind the design process through rare archive material and design works. Spread across four floors, the archive illustrates how one designer's ideas take shape through collaboration with colleagues and how completed designs go on to inspire others.

"We are excited to open this exhibition and share the journey behind my work with visitors. Dreams begin with one person but take shape through the hands of many. I hope this exhibition shows that their resonance carries on, inspiring new dreams in others," said Luc Donckerwolke, President, chief design officer and chief creative officer, Hyundai Motor Group.

Four Floors of Nostalgia, Inspiration and Exploration

Visitors will move through eight spaces across the four floors in a set order, following Donckerwolke's design journey from childhood curiosity to the finished works and the people behind them. The exhibition features sketches, scale models, personal collections, photographs and original comics alongside light, video and sound, revealing the process behind each design.

The sequence moves from an individual's dream to collective efforts, ending in a space where the two meet.

PRESS RELEASE

1F | Genesis Box Buggy and GMR-001 Hypercar

The first floor opens with two vehicles from Donckerwolke's work at the Group.

Genesis Box Buggy Concept: Set in a landscape resembling the lunar surface, the concept illustrates how imagination and curiosity about the unknown take shape as real design.

GMR-001 Hypercar: Red light sweeps across the space, evoking the blazing sun and tracing the path of a car around the track — setting the stage for the GMR-001 Hypercar. Its form reflects the rigorous thinking behind pursuing explosive speed and shows how the intensity of the track and the designer's passion for motorsports took shape in a single design. Visitors can trace the vehicle’s development process, from rendering and modeling to the finished product.

2F | Childhood Room, Global OEM Workspace and The Global OEM Design

The second floor explores the origins of Donckerwolke's design thinking.

The Childhood Room: The room begins with “Michel Vaillant,” a car racing comic Donckerwolke's father gave him when he was four. Photographs, a world map and original comics reflect an upbringing across more than 10 countries and the cultural openness that shaped his path to becoming a global designer.

The Global OEM Workspace: This space gathers milestones, work and passions from his career, along with the collaborations and friendships formed with figures he admired.

The Global OEM Design: Over his career, Luc Donckerwolke has played a key role in design across a wide range of global automotive brands, including Audi, Lamborghini, SEAT and Bentley. This exhibition presents sketchbooks and models from his career, offering insight into the process behind each design.

3F | The Hyundai Motor Group Design – Global One Team

The upper floors shift the focus from Donckerwolke to the many colleagues around him.

On the third floor, The Hyundai Motor Group Design – Global One Team space presents the principle that great design comes from the combined expertise of many people rather than a single individual.

A video documents the collaborative process across Hyundai Motor, Kia and Genesis, from reviewing one another's ideas to aligning on a shared direction and recognizes the contributors who are rarely seen.

PRESS RELEASE

4F | “Dreams that Resonate”

The fourth-floor finale, “Dreams that Resonate,” brings together the people, places and experiences that shaped Donckerwolke's life. Images gather into a large mood board, creating an immersive media art experience in which what appeared separately throughout the exhibition can be seen together.

About Luc Donckerwolke

Donckerwolke has led automotive design at the Group for more than 10 years, since his appointment to oversee Group design in 2016. He directs design strategy across Hyundai Motor, Kia and Genesis.

Under his leadership, Genesis built a cohesive and distinct visual language across its entire portfolio, establishing a unique design identity expressed through a range of signature elements including the iconic “Two Lines,” Crest Grille and G-Matrix pattern.

Donckerwolke has spearheaded a lineup of emotional concept vehicles, such as the X Trilogy and Magma Concept cars, which have steadily pushed the envelope toward luxury high-performance. His vision has culminated in the creation of the brand's sophisticated, high-performance Magma program, proving his rare ability to condense a century's worth of traditional automotive legacy into a single, hyper-accelerated decade.

He has also been instrumental in steering Genesis into the world of motorsport, championing the marque’s high-performance vision with the launch of Genesis Magma Racing. Viewing motorsport as both an arena for connecting emotional design and showcasing Genesis’ technical capabilities, Donckerwolke brought this distinctive vision to the global stage with the GMR-001 Hypercar.

In recognition of his leadership and influence in global automotive design, He was named "World Car Person of the Year" by the World Car Awards in 2022 and "Disruptor Designer of the Year" in Newsweek's World's Greatest Auto Disruptors in 2023. He also received an Automotive News Centennial Award in 2025.

The exhibition is designed for a broad audience, including students in related fields, design enthusiasts, children and the general public. Admission is free.

It will run from Nov. 24 to Dec. 11 at Sinsa House, from 10 a.m. to 8 p.m. It is closed every Monday.

PRESS RELEASE

Exhibition Floor Map

Floor	Space	Focus
1F	Genesis Box Buggy Concept	Finished design of the concept car shown beside the designer's first sketches
1F	GMR-001 Hypercar	Donckerwolke's passion for endurance racing and how the Hypercar's design expresses brand identity under harsh track conditions
M	Hypercar Making Archive	
2F	The Childhood Room	"Michel Vaillant" comics and cultural influences from growing up in more than 10 countries
2F	The Global OEM Workspace	Career milestones, work and friendships with admired figures
2F	The Global OEM Design	Signature projects for Audi, Lamborghini, SEAT and Bentley
3F	The Hyundai Motor Group Design – Global One Team	How collaboration was key to innovative designs at Hyundai Motor, Kia and Genesis
4F	Dreams that Resonate	Large-scale mood board and immersive media art

- END -