PRESS RELEASE

# GENESIS INVITES VISITORS TO CHIEF CREATIVE OFFICER LUC DONCKERWOLKE'S DESIGN ARCHIVE EXHIBITION

- Design archive exhibition explores the creative journey of Luc Donckerwolke, HMG's Chief Design Officer and Chief Creative Officer, from childhood dreams to the present
- Features records and design works from the creative process, going beyond abstract concepts to show how ideas take shape
- Offers visitors a chance to explore a fresh perspective on automotive design through creative work shaped by experience and imagination
- Open to the public at Sinsa House in Gangnam, Seoul from Nov. 24 through Dec. 11

**SEOUL, Nov. 8, 2026** — This November, Genesis invites visitors in Seoul to explore the ideas and creative journey behind the work of Luc Donckerwolke, Hyundai Motor Group President, Chief Design Officer and Chief Creative Officer.

The design archive exhibition, "Dreams that Resonate," brings together records and design works from Donckerwolke's childhood to the present. It traces how dreams and inspiration can develop into tangible design, and how one person's creative journey can spark new ideas and possibilities for others.

## Witness Firsthand the Joy of Turning Dreams into Reality

Rather than presenting abstract concepts alone, the exhibition offers a closer look at the creative process through records and works documenting how car designs were developed. The exhibition is intended to be accessible to visitors with a range of interests and different levels of familiarity with automotive design.

The exhibition will run from Tuesday, Nov. 24, through Friday, Dec. 11, at Sinsa House in Gangnam, Seoul, with free admission. It is designed for a broad audience, including students in related fields, design enthusiasts, children and the general public. Further details about the program will be announced at a later date.

Donckerwolke has led automotive design innovation at Hyundai Motor Group for more than 10 years, beginning with his appointment to oversee design for Hyundai Motor and Genesis in 2016.

Over the last decade, he has been the defining architect of the Genesis brand's identity, a key driving force behind the brand's formidable transformation into a global luxury brand. The

# PRESS RELEASE

Belgian designer defined the brand’s core philosophy of "Athletic Elegance," a design ethos that seamlessly balances dynamic performance with refined, sophisticated aesthetics.

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.

- END -