



PRESS RELEASE

GENESIS CELEBRATES 4 PRESTIGIOUS WINS AT IF DESIGN AWARD 2025

- Genesis brings home four awards at the iF Design Award 2025 for excellence in automotive and architectural design
- Electric SUV, Neolun Concept, honored for “reductive design” and Korea-inspired hospitality ambiance
- X Gran Berlinetta Concept recognized for high performance character and motorsport-inspired design
- Genesis Magma Pavilion and Genesis Workspace each win in Interior Architecture, in the categories of Trade Fairs/Exhibitions and Office Interiors, respectively

SEOUL, March 18, 2025 — Genesis announced Tuesday that the luxury marque earned four awards across three disciplines at the iF Design Award 2025. These honors underscore Genesis’ commitment to excellence and innovation in both automotive and architectural design.

The brand’s full-sized electric SUV, Neolun Concept, was recognized in the Professional Concept discipline, taking home an award in the Product Concepts category. The vehicle embodies Genesis’ “reductive design” philosophy, which emphasizes clean, refined lines and cutting-edge technology. Features inspired by Korean hospitality, such as “ondol” radiant heating, highlight the brand’s dedication to integrating cultural elements into modern design. The name Neolun is derived from the Greek “neo” (new) and Latin “luna” (moon) and reflects Genesis’ forward-thinking vision.

Luc Donckerwolke, Genesis Chief Creative Officer, commented, “The Neolun Concept represents our focus on simplicity and technical excellence, drawing inspiration from Korea’s iconic moon-shaped porcelain jars. Our goal is to create designs that are both beautiful and technically advanced.”

The Genesis X Gran Berlinetta Concept was recognized in the Automobile discipline, receiving honors in the Product category. This concept car is a clear representation of Genesis’ “Athletic Elegance” design philosophy, characterized by a muscular and balanced aesthetic. The design focuses on optimizing form and function, with a particular emphasis on the cab-backwards proportions and a mid-engine layout that enhances performance and style.

On the architectural front, Genesis demonstrated its versatility with Genesis Magma Pavilion and Genesis Workspace, both of which received accolades in the Interior Architecture discipline, each securing an award for Exhibition Branding and Office Interiors category, respectively.



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Genesis Magma Pavilion, unveiled at the 2024 Goodwood Festival of Speed, embodies "the aesthetics of boundaries," fostering an architectural dialogue that fuses culture, place and humanity. Using its signature Magma orange, the pavilion symbolizes confidence and passion, reinforcing the brand's bold identity.

Reflecting the brand's innovative corporate culture, Genesis Workspace in Seoul's Gangnam district was designed to foster creativity and collaboration, transcending the traditional office environment by offering open and flexible spaces that encourage spontaneous interaction and relaxation. This approach not only enhances user experience but also aligns with the Genesis brand's values and identity.

The iF Design Award, hosted by iF International Forum Design GmbH, is among the most prestigious design competitions globally. This year, the awards attracted nearly 11,000 entries from 66 countries and were evaluated by a panel of expert judges.

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