



PRESS RELEASE

GENESIS ANNOUNCES A NEW PARTNERSHIP WITH LOS ANGELES COUNTY MUSEUM OF ART (LACMA)

- Genesis announces a new multi-year partnership with Los Angeles County Museum of Art (LACMA) following its art initiatives with The Metropolitan Museum of Art and Tate Modern
- The Genesis Talks, public conversations bringing together some of today's creative visionaries across multiple disciplines, will launch in December 2025
- Genesis will also support one of the named spaces, designated as the Genesis Gallery, within the new David Geffen Galleries and the opening gala to celebrate the LACMA's new chapter in April 2026

SEOUL, Nov. 13, 2025 — Genesis announces a new multi-year partnership with the Los Angeles County Museum of Art (LACMA) to expand its art initiatives across leading art institutions, following the partnerships with The Metropolitan Museum of Art in New York and Tate Modern in London.

Genesis will support The Genesis Talks, public conversations hosted by Michael Govan, LACMA CEO and Wallis Annenberg Director. The public programs will bring together some of today's most creative visionaries across multiple disciplines to participate in thought-provoking conversations, anticipating LACMA's new chapter with the opening of the David Geffen Galleries next year.

The Genesis Talks will highlight how creativity, vision and collaboration are transforming the way we engage with art, space and community. The season will begin on Dec. 4, 2025, with Jeff Koons reflecting on his iconic Split-Rocker (2000), a monumental sculpture adorned with living plants and flowers. The artist will discuss how monumental outdoor works activate public space and inspire new ways of seeing. On Jan. 16, 2026, Darren Walker and Los Angeles artist Mark Bradford will share their insights on the museum as a vibrant community hub, exploring how spaces can spark dialogue, creativity and connection. In April 2026, Swiss architect Peter Zumthor will dive into the design of the David Geffen Galleries, exploring light, space and the power of architecture to shape the museum experience. The Genesis Talks will continue in Summer 2026 with speakers to be announced at a later date.

"Following Hyundai Motor's decade-long partnership with LACMA, and as part of the museum's new chapter, we are delighted to extend this legacy through a new partnership that will contribute to the cultural landscape of Los Angeles and beyond," said Euisun Chung, Executive Chair of Hyundai Motor Group. "We hope that the shared vision of LACMA and Genesis will create space for conversations that are timeless and invigorating."



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“This new partnership with Genesis elevates the visionary ideas and projects coming out of Los Angeles, including the work at LACMA with the David Geffen Galleries,” said Govan. “Beginning this December, The Genesis Talks will spotlight some of the most daring and creative thought leaders. We hope audiences will be inspired by the ideas discussed during each program.”

Genesis will also support a named space designated as the Genesis Gallery within the David Geffen Galleries and the opening gala as presenting sponsor in April 2026. Through this new partnership, Genesis demonstrates its commitment to supporting LACMA during this transformative new chapter.

Genesis Art Initiatives has collaborated with leading institutions and visionaries to inspire profound cultural dialogues with the wider world, including The Genesis Facade Commission: Jeffrey Gibson, *The Animal That Therefore I Am* at The Metropolitan Museum of Art, running through June 9, 2026, and The Genesis Exhibition: Do Ho Suh: *Walk the House* at Tate Modern, which ran until October 2025.

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