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GENESIS OPENS STATE-OF-THE-ART CALIFORNIA DESIGN STUDIO

- Genesis Design California, located in El Segundo, Calif., houses 45 team members and furthers the brand's focus on the North American market

EL SEGUNDO, Calif., Oct. 10, 2025 — Genesis announced the opening of Genesis Design California, a state-of-the-art design facility located in El Segundo, Calif. This new dedicated design studio furthers the design capabilities in the region and reaffirms its strategy of designing vehicles that meet the tastes and trends of North American consumers. It's another significant milestone for the growth of the brand, which is celebrating its 10th anniversary this year.

"Genesis Design California embeds our team directly in the U.S. market, ensuring we design vehicles that truly resonate with North American customers," said José Muñoz, president & CEO of Genesis. "The investment in this facility and the jobs it is creating are emblematic of our long-term commitment to North America. In just 10 short years, Genesis has created an innovative design identity tied directly to its Korean cultural heritage. This studio will play a central role in shaping generations of new products that deepen the emotional connection between our brand and the customers we serve."

"At Genesis, design is brand and brand is design," said Luc Donckerwolke, Chief Creative Officer of Genesis. "Genesis Design California is the embodiment of this. It embraces our distinctly Korean identity creating a space that inspires creativity. I cannot wait to see that inspiration come to life in the team's work."

Genesis Design California spans 80,000 square feet and houses 45 team members, complementing existing design studios in Seoul and Frankfurt, Germany. The opening of Genesis Design California brings all three teams together, enabling a 24-hour interconnected and collaborative global work process.

The studio will drive a wide spectrum of creative work, from production and advanced automotive projects to explorations in air mobility, robotics, and cutting-edge CMF trend research. The team will also develop virtual imagery and films to support product storytelling, reinforcing Genesis's vision of design as a multidisciplinary practice that extends beyond the traditional automotive landscape.

The space is designed to place visitors in a meditative state of mind distinct from the outside world. The restrained yet warm aesthetic of Genesis Design California promotes a sense of calm and focus, expressing a reverence for design to reflect the values of the Genesis brand.



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Team members can enjoy natural and artful spaces for focus and creativity beyond the traditional office environment, ranging from those designed for quiet solitary work to bustling design lab experimentation, including:

- Colors, materials and finishes studio
- Clay modeling & 3D printing workshop
- Digital design lab
- Library for discussion, research and reflection, including a modern tea platform inspired by the brand's distinctly Korean heritage
- Open workspace featuring a variety of collaborative breakout spaces and flexible seating
- Large, bright office and conference spaces
- Private spaces enclosed in soft acoustic felt for a calming experience
- Outdoor spaces and lounge areas inspired by traditional Korean gardens and the outdoor aesthetic of Southern California
- An upper-level patio that can accommodate various uses, such as events and dining

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