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GENESIS MAGMA GT CONCEPT SECURES SILVER AT 2026 IDEA AWARDS

- Magma GT Concept wins Silver in Automotive & Transportation category
- G90 Wingback Concept and Magma UI Design named finalists in Automotive & Transportation and Digital Interaction categories respectively
- Recognitions showcase the marque's evolution in luxury high-performance design

SEOUL, Sept. 3, 2026 — Genesis has been recognized for its exceptional design and innovation at the 2026 International Design Excellence Awards (IDEA). Highlighting the brand's achievements is a Silver Award for the Genesis Magma GT Concept in the Automotive & Transportation category, alongside finalist recognitions for the G90 Wingback Concept and the Magma User Interface (UI) Design in Automotive & Transportation and Digital Interaction categories, respectively.

Genesis Magma GT Concept (Silver, Automotive & Transportation)

The Genesis Magma GT Concept boldly reinterprets the brand's "Athletic Elegance" design philosophy through the proportions and aerodynamics of a high-performance sports car. Featuring a low, wide body, a flowing roofline, and a distinctive boat-tail cabin, the concept expresses a commanding stance and latent power. By prioritizing restrained surfaces and sophisticated details over aggressive styling, the Magma GT Concept encapsulates Genesis' vision for luxury high performance, where athletic tension and refined composure coexist in harmony.

"The Magma GT Concept represents the pinnacle of our performance vision and stands as a symbol of our commitment to true motorsport capability," said Genesis Chief Creative Officer, Luc Donckerwolke.

In addition to the Magma GT Concept, Genesis earned two finalist nods that further showcase the brand's expansive design vision and tech innovations.

Genesis G90 Wingback Concept (Finalist, Automotive & Transportation)

Reinterpreting the marque's flagship G90 sedan as a grand tourer wagon, this concept explores the luxury high-performance potential of Genesis' Magma program. It combines the G90 Long Wheel Base with an extended roofline and an elegant parabolic profile. Aerodynamic elements inspired by GT endurance race cars — including wide wheel arches,



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large air intakes, a rear wing, and a diffuser — are exquisitely integrated to embody both high-performance dynamism and the brand's characteristic restrained elegance.

Genesis Magma UI Design (Finalist, Digital Interaction)

Debuting as the digital interface for the first Magma production vehicle, the GV60 Magma, this UI enhances both information visibility and driver engagement during track and high-performance driving. It combines sophisticated chronograph-inspired graphics, the deep blacks of OLED displays, and a restrained Magma orange color palette. In the Magma-exclusive mode, the interface expresses a sense of speed and intense energy through angled typography and dynamic motion graphics.

The 2026 IDEA Award recognitions underscore Genesis' ongoing commitment to pushing the boundaries of automotive design, solidifying its reputation as a global innovator in both luxury high-performance aesthetics and digital user experiences.

Presented annually by the Industrial Designers Society of America (IDSA), the IDEA Awards are among the longest-running and most prestigious design awards programs in the world. Originally founded to recognize exceptional achievement in industrial design, the program has since expanded to highlight groundbreaking design across numerous disciplines, including automotive and transportation, digital interaction, strategy, and branding.

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