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GENESIS STUDIO ZURICH HOSTS IMMERSIVE MAGMA INSTALLATION

- ‘Inner Power’ exhibition is a unique, engaging, sensory journey for each guest, inspired by high-performance Genesis Magma
- Genesis GV60 Magma Concept on display as part of the exhibition
- The immersive exhibition will run from 6 December 2024 to 31 January 2025 with guest bookings available [here](#)

Zurich, Dec. 3, 2024 — An immersive, multisensory installation showcasing the inspiration and spirit of Genesis Magma, the brand's high-performance program, will be open to the public from Dec. 6 at the Genesis Studio Zurich in Switzerland.

Created in collaboration with the Seoul-based Korean art collective OMA Space, “Inner Power” is a meditative art installation designed to awaken, amplify and revive each guest’s inner power, energy and vitality. Throughout a 15-minute barefoot journey, a spiral path leads participants across lava stones, pebbles and diverse organic floor textures that warm throughout. The installation combines lighting, video and sound to create an entirely multisensory experience.

The GV60 Magma Concept, the brand's first Magma model to officially enter production next year, will be displayed on the ground floor of the Genesis studio following its Swiss debut at Auto Zurich last month.

“We are delighted,” said Oma, artist and Founder of OMA Space, “as true believers in the transformative power of art, to collaborate with Genesis and to be able to bring our art to Zurich to offer a Magma-inspired experience that reconnects people to their inner power and the pure energy of nature.”

Michael Cole, Managing Director at Genesis Motor Europe, said, “We are passionate about creating unique and rewarding guest experiences both in and outside of the car. I hope



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guests will enjoy this immersive journey to discover the inspiration and spirit of Magma as well as our brand's warm hospitality at the Genesis Studio Zurich."

"Inner Power" is part of a global program led by Genesis that includes an immersive light installation called "STARSCAPE," opened at Genesis House New York last month. Each activation underlines the brand's commitment to pushing boundaries of performance, luxury and design in Genesis studios across the world with a distinct Korean twist.

"Inner Power" is slated to run through Jan. 31, 2025. Bookings can be made [here](#).

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