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GENESIS CHEONGJU EARNs TWO RED DOT DESIGN AWARDS FOR INNOVATIVE BRAND EXPERIENCE

- Genesis Cheongju recognized in the Brands & Communication Design discipline, taking home the prestigious 'Best of the Best' honor in the Retail Design category and a win in the Spatial Communication category
- The dedicated showroom elegantly weaves regional heritage and traditional Korean architectural elements into a modern, guest-centric brand space

SEOUL, Aug. 7, 2026 — Genesis has been honored with two prestigious awards at the 2026 Red Dot Design Award for Genesis Cheongju, its innovative flagship showroom that seamlessly blends regional heritage with contemporary luxury design. The luxury marque secured two accolades in the Brands & Communication Design discipline, including the prestigious “Best of the Best” award — a distinction reserved for exceptional design breakthroughs — in the Retail Design category and a win in the Spatial Communication category.

The recognition demonstrates Genesis' global design competitiveness and its unwavering commitment to delivering a differentiated brand experience that connects its design philosophy with the guest experience.

Opened in April 2025, Genesis Cheongju is the brand's fifth dedicated showroom in Korea — following locations in Hanam, Gangnam, Suji and Anseong — and serves as its first presence in the Chungcheong region. The space was completed in collaboration with ONE O ONE Architects, the esteemed architectural firm behind key brand spaces such as Genesis Lounge and Hyundai Motorstudio Busan.

Layering Heritage and Innovation

The overall design concept of Genesis Cheongju is “Layers Woven with Empathy”. The concept draws on the Korean notion of layering, symbolizing the accumulation of shared experiences and relationships with guests, while also evoking the idea of igniting a new cultural chapter. Cheongju's rich regional heritage, represented by craft cultures such as



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“Jikji”¹ and “hanji,”² is delicately woven throughout the spatial design to connect with Genesis' own design philosophy of craftsmanship.

Through a modern reinterpretation of traditional Korean architectural concepts, the showroom expresses a sense of understated authenticity. The first-floor canopy is a modern take on “cheoma,”³ while the upper structure draws inspiration from Gyeonghoeru, the royal pavilion at Gyeongbokgung Palace in Seoul. Inside, the third and fourth-floor Brand Cubes capture the essence of “jeongja,”⁴ and the sensory feel of hanji.

Beyond Retail: A Community-Centered Experience

Genesis Cheongju transcends conventional showroom design by cultivating a vibrant cultural community. The space hosts collaborative exhibitions with local artists, curated test-drive experiences and exclusive community programs for Genesis owners, positioning the venue as a gathering space for shared experiences and cultural exchange.

Created in 1955, the Red Dot Award is considered one of the top three design distinctions in the world. Each year, it announces winners in three distinct disciplines: Product Design, Brands & Communication Design, and Design Concept, rigorously evaluating entries for design excellence and innovation.

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¹ The oldest surviving book printed using the world's first-known movable metal type"

² Traditional Korean paper handmade from the inner bark of the mulberry tree

³ Traditional Korean roof eaves

⁴ Traditional Korean pavilions