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GENESIS TO OPEN CALIFORNIA DESIGN STUDIO

– Genesis design California to begin operations in Q1 2025

LOS ANGELES, Nov. 20, 2024 — Genesis will open a design studio in California in the first quarter of 2025, the brand announced at an exclusive event here on Nov. 19.

Genesis Design California marks a significant milestone in the growth of the Genesis brand, which will celebrate its 10th anniversary next year.

“Genesis is a leader in automotive design,” said Luc Donckerwolke, Chief Creative Officer of Genesis. “We take pride in always innovating and looking for inspiration in our everyday lives. The climate, cultural arts and automotive scene in Los Angeles has offered us the possibility to create a dynamic and attractive work experience by integrating nature and light into the work and creative spaces.”

Genesis Design California, located in El Segundo, California, will span 80,000 square feet and house 45 team members. It 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.

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:

- A modern tea platform in the lobby space, inspired by the brand’s distinctly Korean heritage
- Colors, materials and finishes studio
- Clay modeling workshop
- Digital design lab
- Library for discussion, research and reflection



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- 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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