

AUTOMOTIVE

Genesis celebrates art of storytelling with CNN collaboration

February 25, 2021



Genesis is collaborating with CNN International Commercial on a storytelling project. Image credit: Genesis

By LUXURY DAILY NEWS SERVICE

Korean automaker Genesis is partnering with CNN International on a new program supporting emerging filmmakers and visual storytelling.

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Genesis and CNN International Commercial (CNNIC) have introduced CNN Film School, an editorial global cross-platform initiative. The partnership spans instructive digital content, a fellowship and branded content.

Film project

The CNN Film School digital hub features articles and short videos about the filmmaking process.

Content will be published throughout the year, with directors, journalists, technicians and others sharing their insights into visual storytelling. Different "chapters" will discuss aspects of storytelling such as character, conflict and cinematography.

As part of the program, four university students from the United States and South Korea will be selected to participate in a student fellowship program. Each participant will receive a \$15,000 grant, as well as professional mentorship and oversight from CNN, to create their own short documentaries.



Genesis is the lead sponsor for CNN Film School. Image credit: CNNIC

CNNIC's global content studio Create is also tasked with creating three branded content films for Genesis.

The first branded film will debut in March and star South Korean installation artist Jinnie Seo. It will explore how she finds inspiration from nature, Korean culture and her own memories.

"It is a great pleasure for Genesis to have an opportunity to collaborate with CNN," said Ina Lee, vice president of global customer experience at Genesis, in a statement. "Through our partnership, we believe that our shared values and beliefs toward the young generation especially in the film industry and art will be effectively delivered."

Genesis is not the first luxury automaker to partner with CNN on branded content.

In fall 2020, Jaguar was the premiere automotive sponsor for CNN's Project Planet, a recently launched editorial platform that covers the people and technologies working to solve environmental problems. Through the collaboration, the all-electric I-Pace appeared in three short films spotlighting sustainability practices within the hospitality, culinary and fashion industries ([see story](#)).

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