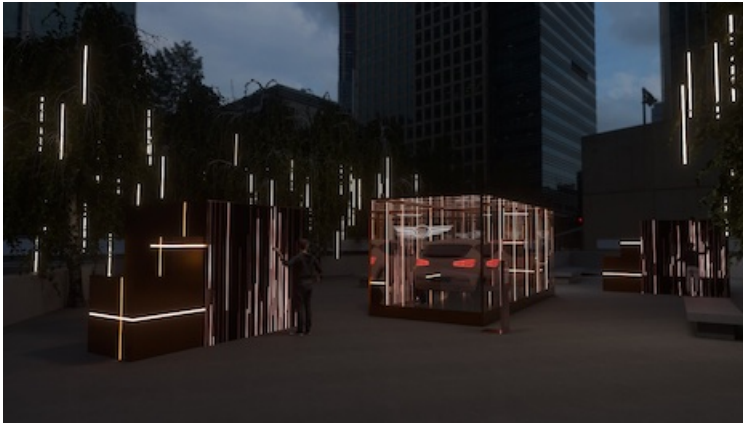


AUTOMOTIVE

Genesis House goes public with end-of-year programming

November 1, 2023



Technological innovation exists at the core of an upcoming holiday installation series hosted by Genesis House. Image credit: Genesis

By LUXURY DAILY NEWS SERVICE

South Korean automaker Genesis is granting audiences an early look at a lineup of tech-forward events to come.

Beginning Dec. 6, 2023, collaborations with the Council of Fashion Designers of America (CFDA) and robotics company Boston Dynamics and a winter lights showcase will launch at the brand's New York-based cultural center and showroom. Genesis House shares that three separate experiences will highlight the "innovation, inspiration and illumination" present in the industry, on display throughout the three-story establishment this season.

"Genesis House unites progressive technology and audacious design with distinctly Korean culture and community," said Rachel Espersen, executive director of brand experience at Genesis House and Studios, at [Genesis Motor America](#), in a statement.

"We're excited to collaborate with Boston Dynamics and the CFDA, two leaders in their respective fields of technology and design, and we look forward to welcoming guests this winter for a one-of-a-kind experience that brings to life the Genesis brand on all three floors of our New York City oasis."

Driving forward

Technological innovation is at the core of various holiday installations from Genesis.

Boston Dynamics will sponsor the "Innovation Playlab at Genesis House," which features hands-on experiences with the company's industry-leading robots, including "Spot," its dog-like automaton.

Among the multiple events hosted by Innovation Playlab are a live vehicle diagnostic performed by Spot. An LED light display provides another touchpoint, as Genesis House helps exhibit Boston Dynamic's history and designs.



Boston Dynamics presents "Innovation Playlab at Genesis House." Image credit: Genesis

Furthering the automaker's commitment to fashion design while renewing a partnership with the CFDA ([see story](#)), the "Street Style Showroom" makes use of patterns and motifs created by a variety of well-known luxury fashion designers.

Applying the work of emerging and established talents such as Christopher John Rogers ([see story](#)) to a selection of Genesis vehicles, each look will receive its own space, wherein sources of inspiration are detailed.

On the Genesis House Terrace, a Winter Lights show that takes after the manufacturer's electric models, the GV60 included, will go live. All activations will be available to the public starting Dec. 6, 2023, running for a limited time.

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