

AUTOMOTIVE

Genesis sponsors Gold Gala in honor of AAPI Heritage Month

May 20, 2025



Canadian filmmaker and music video director Cole Walliser captured footage of attendees alongside the GV80 Coupe. Image credit: Genesis

By KIRAN GILL FOR LUXURY DAILY NEWS SERVICE

South Korean automaker Genesis is continuing to foster community.

Marking its third year as a sponsor, the manufacturer supported the Gold Gala, hosted by multinational nonprofit Gold House, on May 10 at The Music Center in Los Angeles. The event also featured the Genesis GoldBOT Experience, an activation that highlighted the brand's latest release, the hybrid GV80 Coupe.

"As a brand that challenges traditional thinking, we celebrate the influential AAPI changemakers whose impact has positively transformed entertainment, business and more," said Amy Marentic, chief marketing officer of **Genesis Motor America**, in a statement.

"Genesis' partnership with Gold House reflects our passion for empowering innovators that fearlessly create their own new beginnings and inspire long-lasting change."

Embracing heritage

The Genesis GoldBOT spotlighted the automaker's newest SUV.

The GV80 Coupe provided the backdrop for guests and celebrities as Canadian filmmaker and music video director Cole Walliser recorded slow-motion video footage. Mr. Walliser's GlamBOT activation has captured many iconic video clips and viral moments across award shows and red carpets.

"We are thrilled to continue our longstanding partnership with Genesis, a brand proud to spotlight the powerful voices and achievements of this community," said Jeremy Tran, chief operating officer of Gold House, in a statement.



Gold House first launched the Gold Gala in May 2022. Image credit: Genesis

"Genesis' unwavering support helps amplify the voices and impact of AAPI leaders who drive meaningful change across industries and communities worldwide," Mr. Train said.

Genesis began its partnership with Gold House in May 2023 when it sponsored that year's Gold Gala. The automaker's strategic collaboration with Gold House will continue throughout 2025.

Last week, the automaker unveiled a wellness activation at Genesis House in New York in collaboration with American actress and businesswoman Gwyneth Paltrow ([see story](#)).

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