

AUTOMOTIVE

# Genesis launches art initiative in partnership with The Met

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The automaker is supporting The Met's public installation series, exhibiting the work of South Korean artist Lee Bul on the museum's Fifth Avenue facade starting this fall. Image credit: Genesis

By LUXURY DAILY NEWS SERVICE

South Korean automaker **Genesis** is supporting creatives.

The brand's latest launch will foster its collaboration with cultural institutions worldwide. The team behind the newly-founded Genesis Art Initiatives program, which is "aimed at celebrating art as an authentic experience to discover the truly meaningful and valuable aspects of life," is also announcing a five-year partnership with New York's **Metropolitan Museum of Art**.

"As a longtime supporter of the arts, we are thrilled to embark on a new journey of Genesis Art Initiatives with The Metropolitan Museum of Art, one of the world's most highly respected arts institutions," said Euisun Chung, executive chair at the **Hyundai Motor Group**, in a statement.

"With our aspiration and ambition for this impactful partnership, we hope to become part of The Met's inspiring community and to amplify the voices of renowned cultural visionaries."

## Driving art forward

An ongoing modern art series from The Met, which publicly displays the work of one artist per year affront its Fifth Avenue site, is renamed "The Genesis Facade Commission" as part of its new partnership.

The pair's goal is to spark dialogue to fashion a connection between the establishment's audiences and the global community at large, looping in South Korean artist Lee Bul as part of their first engagement.

This is the first time an artist living and working in Asia has been commissioned for the installation Genesis has remained committed to uplifting talents from its home region ([see story](#)).

We're excited to announce a multiyear partnership with Genesis, who will support The Met's annual facade commission. "The Genesis Facade Commission: Lee Bul, Long Tail Halo" will feature new work by the artist from South Korea. <https://t.co/mPI2mIACst> [#GenesisFacadeCommission pic.twitter.com/ppb2qsem4r](https://twitter.com/ppb2qsem4r)

The Metropolitan Museum of Art (@metmuseum) [July 24, 2024](#)

The Genesis Facade Commission will exhibit Ms. Bul's "Long Tail Halo" from Sept. 12, 2024, to May 27, 2025, before passing the torch to American artist Jeffrey Gibson.

"The Met's Fifth Avenue facade is a powerfully prominent and accessible platform for the display of art that now regularly features new sculptures by the most innovative artists working today," said Max Hollein, director and CEO of The Met, in a statement.

"We are grateful to Genesis for their incredible generosity and support, which ensures the opportunity for visitors and passersby alike to be surprised, delighted, and inspired by dynamic commissions for years to come."

The automaker's initiative will soon expand via a partnership with the Tate Modern art gallery in London, where "The Genesis Exhibition: Do Ho Suh" will be on view from May 1, 2025, to Oct. 26, 2025.

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