

The Los Angeles County Museum of Art (LACMA) and Genesis Embark on New Multi-Year Partnership

Partnership Launches The Genesis Talks, Public Conversations with Leading Artists and Visionaries Shaping the Cultural Landscape, with First Program on December 4

Genesis Supports LACMA's David Geffen Galleries, Opening April 2026



(Image captions on page 3)

(Los Angeles, CA—November 12, 2025) The Los Angeles County Museum of Art (LACMA) and Genesis announced today a new multi-year partnership to enable the museum's innovative programming and to deepen connections with local and global audiences. This dynamic collaboration begins with the launch of a new public program called The Genesis Talks, quarterly conversations bringing together some of today's creative visionaries across multiple disciplines. The first conversation, on December 4, features Michael Govan, LACMA CEO and Wallis Annenberg Director, alongside artist Jeff Koons.

Genesis has also committed significant support toward LACMA's David Geffen Galleries, the museum's new building for the permanent collection. One of the named spaces within the new building has been designated as the Genesis Gallery. The more than 90 galleries on the exhibition level of the building come together to create a seamless visitor experience that encourages individual exploration and discovery, with artworks from the ancient world to contemporary presented in new contexts. Visitors can expect a radical new thinking of art and art history, all through LACMA's permanent collection. Designed by Pritzker Prize-winning architect Peter Zumthor, the David Geffen Galleries are expected to open in April 2026. Genesis will also support the opening gala in April as the presenting sponsor for the evening.

"This new partnership with Genesis elevates the visionary ideas and projects coming out of Los Angeles, including the work at LACMA with the David Geffen Galleries,"

said Govan. "Beginning this December, The Genesis Talks will spotlight some of the most daring and creative thought leaders. We hope audiences will be inspired by the ideas discussed during each program."

"Following Hyundai Motor's decade-long partnership with LACMA, and as part of the museum's new chapter, we are delighted to extend this legacy through a new partnership that will contribute to the cultural landscape of Los Angeles and beyond," said Euisun Chung, Executive Chair of Hyundai Motor Group. "We hope that the shared vision of LACMA and Genesis will create space for conversations that are timeless and invigorating."

The Genesis Talks

In collaboration with Genesis, The Genesis Talks brings Govan together with some of the most influential artists, architects, and cultural leaders shaping how we see and experience art today. Each conversation sparks bold ideas, explores pressing questions, and connects LACMA's encyclopedic collection to the evolving role of museums in the 21st century. The talk series highlights how creativity, vision, and collaboration are transforming the way we engage with art, space, and community.

The season opens on December 4, 2025, with **Jeff Koons** reflecting on his iconic *Split-Rocker* (2000), a monumental sculpture adorned with living plants and flowers. The artist will discuss how monumental outdoor works activate public space and inspire new ways of seeing. On January 16, 2026, **Darren Walker** and Los Angeles artist **Mark Bradford** will share insights on the museum as a vibrant community hub, exploring how spaces can spark dialogue, creativity, and connection. In April 2026, Swiss architect **Peter Zumthor** will dive into the design of the David Geffen Galleries, exploring light, space, and the power of architecture to shape the museum experience. The talk continues in Summer 2026 with speakers to be announced at a later date.

Each talk will offer a chance to witness the ideas, energy, and vision that shape the cultural landscape. Tickets are \$10 for general public and \$8 for museum members.

The Genesis Talks lineup is subject to change. For updates, visit lacma.org.

About LACMA

Located on the Pacific Rim, LACMA is the largest art museum in the western United States, with a collection of more than 150,000 objects that illuminate 6,000 years of artistic expression across the globe. Committed to showcasing a multitude of art histories, LACMA exhibits and interprets works of art from new and unexpected points of view that are informed by the region's rich cultural heritage and diverse population. LACMA's spirit of experimentation is reflected in its work with artists, technologists, and thought leaders as well as in its regional, national, and global partnerships to share collections and programs, create pioneering initiatives, and engage new audiences.

Location: 5905 Wilshire Boulevard, Los Angeles, CA, 90036. lacma.org

Image caption: (Left to right) Jeff Koons, courtesy of the artist; Darren Walker, photo by Ford Foundation; Mark Bradford, photo by Sean Shim-Boyle; Peter Zumthor, photo by Brigitte Lacombe

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Connect with LACMA



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About Genesis and Genesis Art Initiatives

Genesis is a global automotive brand that aims to deliver the highest standards of performance, design, safety, and innovation while looking towards a more sustainable future. Reflecting a commitment to authenticity, Genesis seeks to foster dialogue on issues that transcend spatial and temporal boundaries, inspiring people to discover the profound through the arts. Genesis Art Initiatives supports institutions and visionaries with an understanding of contemporary challenges and timeless values. The initiatives include The Genesis Facade Commission at The Metropolitan Museum of Art, a multi-year partnership presenting newly commissioned artworks on the niches of The Met's main entrance facade, and *The Genesis Exhibition: Do Ho Suh: Walk the House* at Tate Modern, a comprehensive exhibition of the prominent artist. Visit www.genesis.com/art.html or follow @genesis_worldwide #GenesisArtInitiatives to learn more about our partnerships and programs.