



Genesis GV60 – Prepare to see the world in a new light

Description



The world has never looked so beautiful. The South Korean premium car brand, Genesis releases their new all-electric GV60 with an ad centering around a light installation that is both inspiring and fascinating in equal measure!

The film directed by Salomon Ligthelm captures nature's beauty as it happens for us to see—a collaboration between artist Jason Bruges creating something truly unique inspired by the Crystal Sphere embedded within a Portuguese forest.

The music by Emmit Fenn is a perfect fit for this brand as it helps to reinforce the serene and contemplative aspects of their design.

This car is sure to turn heads, but not only for its design. The GV60 is a luxurious car that's environmentally-friendly and packed with features, making it the perfect choice for those who want to have it all.

Check out coverage on LBB [here](#) and the video below:

