



When was the last time you saw the world under a new light?

Description



Weâ??re thrilled to present our latest work for the launch of the new All-Electric Genesis GV60, where we licensed the song â??Introâ?? by American indie artist Emmitt Fenn. With a concept from Innocean and produced by Stink, the film presents the new electric model on a site-specific light installation set into the woods.

A net starts to multiply, first in a chaotic shape, and later evolved into a perfectly shaped circle installation. Perhaps, a visual metaphor about what we can accomplish together?

What do you think? When was the last time you saw the world under a new light?

<https://vimeo.com/833229975?share=copy>