

News Release

Hyundai Motor Group and Rhode Island School of Design Expand Partnership with Launch of New Regeneration Studio

- Annual research collaboration examines the convergence of ecology, bio-design, art and design practices, and the future of mobility
- This year, in the newly launched Regeneration Studio, faculty and students explore the theme of 'Future Structures' via two courses and other programming



SEOUL/PROVIDENCE, RI, September 18, 2024 – Hyundai Motor Group (the Group) and Rhode Island School of Design (RISD) are pleased to announce the launch of the Regeneration Studio, the latest phase of work in an ambitious multiyear research partnership exploring the relationship between nature, art and design, and the future of mobility.

From research into biological forms such as insect wings and seed pods, to understanding how whole ecosystems function, deep engagement with nature’s design promotes innovation that creates environmental as well as technical wins. This space of regeneration, where creativity fosters progress for humanity while respecting the planet’s boundaries, leads to advanced design solutions that seek to restore our relationship with living systems.

Now in its fifth year, the 2024–25 collaboration brings together RISD faculty members and student researchers with Hyundai Motor, Genesis and Kia designers to design around the theme of Future Structures. The Regeneration Studio, led by an advanced scientific team in RISD’s Edna W. Lawrence Nature Lab, aims to develop entirely new concepts for bio-innovation. The programming for the year comprises a fall biomimicry seminar, spring studio courses and extended research into the summer, including week-long intensives and fellowships for Hyundai Motor Group designers and engineers.

“RISD’s ongoing collaboration with Hyundai Motor Group reflects our shared commitment to fostering a sustainable society and amplifying the expertise and creativity of students, faculty and staff,” said RISD President Crystal Williams. “Through this work, RISD and Hyundai Motor Group are conceiving of future realities that change the way we move through space, understand and use materials, and interpret structures in support of a flourishing and healthy ecological system. We are thrilled to continue investigating the future of mobility with our partners at Hyundai Motor Group, and thank them for their continued investment in this endeavor.”

“The Regeneration Studio fosters innovation by integrating nature’s design principles with advanced studio practices, aiming to restore the relationship between humanity and living systems,” said SangYup Lee, Executive Vice President and Head of Hyundai & Genesis Global Design. “Through the Regeneration Studio, this partnership not only advances sustainable design solutions but also lays the foundation for a long-term Sustainable Research Initiative, driving future innovation in mobility and beyond.”

The Regeneration Studio conducts investigations deeply informed by scientific understanding of the natural world with advanced studio pedagogies and innovative ways of making. Unlike a traditional program sponsorship, the unique partnership aims to bring innovation through differentiated approaches. Studio courses from September 2024 through May 2025 – *The Language of Design in Nature: From Form to Regeneration* and two design studios on biodesign research and regenerative design for future structures – work directly with nature’s systems to rethink our future mobility.

In the summer, teams of Hyundai Motor Group designers and engineers will spend two five-day sessions on campus, and select Sustainability Fellows will fully immerse themselves in developing regenerative strategies and structural innovations within the Nature Lab over an eight-week stay.

“RISD is guided by deep inquiries, generating actionable results that respect principles of design and the world in which they intervene. This mutually respectful dialogue allows us to find answers to industry needs through the study of nature as a generous, inventive, and boundless source of knowledge,” said RISD Provost Toubia Ghadessi. “Scientists, designers, makers, and visionary colleagues at Hyundai Motor Group and at RISD research biomimicry, regenerative practices, and artificial intelligence to conceive of humans and the planet as an integrated system. In doing so, this ambitious partnership sees the future of mobility as a new paradigm where pragmatic approaches, environmental justice, and creative practice work in harmony.”

“Nature doesn’t just inspire — it challenges us to rethink and regenerate,” said Karim Habib, Executive Vice President and Head of Kia Global Design. “By learning from nature’s resilience, we’re discovering new ways to reimagine and shaping a future where human wellness and the planet not only coexist in balance but also move forward together.”

The Regeneration Studio continues to build upon the unique collaborative research platform designed solely for Hyundai Motor Group in 2019 by RISD Strategic Partnerships and the Nature Lab. RISD faculty and Nature Lab scientists and researchers have guided students through various modes of inquiry since the collaboration began. Hyundai Motor Group designers provide valuable feedback throughout the process.

To download high-resolution images of this project, videos and other artifacts, please visit [here](#).

– End –

About Rhode Island School of Design

RISD (pronounced “RIZ-dee”) is a creative community founded in 1877 in Providence, Rhode Island. Today, we enroll 2,525 students hailing from 57 countries. Led by a committed faculty, they are engaged in 44 full-time bachelor’s and master’s degree programs and supported by a worldwide network of over 33,000 alumni who demonstrate the vital role artists and designers play in today’s society. Beyond facts and figures, what is the spirit of this community? Through a cross-disciplinary curriculum of studio-based learning and rigorous study in the liberal arts, RISD students are encouraged to develop their own personal creative processes, but they are united by one guiding principle: in order to create, one must question. In cultivating expansive and elastic thinking, RISD seeks to activate a critical exchange that empowers artists, designers and scholars to generate and challenge the ideas that shape our world. RISD’s mission, at both the college and museum, is not only to educate students and the public in the creation and appreciation of works of art and design, but to transmit that knowledge and make global contributions.

RISD Strategic Partnerships sustains the school’s culture of inquiry by offering a platform for research initiatives; providing opportunities for programming, training and publication; and encouraging collaboration among students and faculty. RISD recognizes that discovery and experimentation are critical for meaningful work in the arts and for realizing the significance of art and design in the world. The institution’s focus on fine arts, design and liberal arts, the excellence

of its faculty and student body, and its compact size all facilitate diverse types of research and partnership that contribute new insight and advance practice through exploration of materials, techniques, contexts and ideas.

About Hyundai Motor Group

Hyundai Motor Group is a global enterprise that has created a value chain based on mobility, steel, and construction, as well as logistics, finance, IT, and service. With about 250,000 employees worldwide, the Group's mobility brands include Hyundai, Kia, and Genesis. Armed with creative thinking, cooperative communication, and the will to take on any challenges, we strive to create a better future for all.

More information about Hyundai Motor Group can be found at: <http://www.hyundaimotorgroup.com> or [Newsroom: Media Hub by Hyundai](#), [Kia Global Media Center \(kianewscenter.com\)](#), [Genesis Newsroom](#)

Contact:

Daehyun Shin

Global PR Strategy & Planning / Hyundai Motor Group
daehyun.shin@hyundai.com

Jaime Marland

Senior Director, Public Relations / Rhode Island School of Design (RISD)
jmarland@risd.edu