

EQUUS RECREATED AS A WORK OF ART

Also known as Centennial in certain markets



A WORLD-FAMOUS HYPER-REALISTIC ARTIST RECREATES HYUNDAI CAR AS A WORK OF ART, THE NEW EQUUS

World-renowned hyper-realistic artist Philipp Weber has recreated the New Equus as a work of art. 'Culture marketing', which utilizes various creative fields such as art, music, and performance to highlight products in a unique way, has long been a popular tool of luxury brands. In order to solidify the prestigious image attached to the New Equus, Hyundai selected one of the trendiest genres in art circles - hyper-realism - to promote the new model, drawing much attention even before its release.

THE NEXT PRESTIGE - A DELICATE BALANCE BETWEEN DIGITAL AND ANALOG

As the flagship sedan of Hyundai, the New Equus returns with innovation and sophistication in every detail of its design and state-of-the-art technology. The new exterior color named 'Cona Black' inspired by one of the greatest coffees in the world, Kona coffee, and quality interior materials made of genuine leather and real ash wood add unprecedented value to the New Equus. From cutting-edge digital technologies to analog values that touch the driver's sensibilities, the New Equus was born to satisfy luxury seekers who demand the best.

EQUUS & HYPER-REALISM

Influenced by American pop art, hyper-realism as a genre of art developed in the late 1960s. The aim of hyper-realism is to create painting that's even more real than a photograph - hence, its name "hyper"-realism. Painstaking attention is made to capture every detail of a subject, to make it as real as real-life.

The more effort and attention the artist puts in, the more realistic the painting becomes, and that is precisely why it's such a great fit with the New Equus, which is the end product of the hard work and passion of Hyundai designers and engineers.

PHILIPP WEBER

Hyundai selected German artist Philipp Weber for his uniquely elaborate work. Philipp Weber, a world-renowned, hyper-realistic artist, specializes in painting humans, considered to be the most difficult subject to render realistically. His exhibitions have been held all around the world and have enjoyed great popularity in Europe, America and Asia. This project presented a special challenge for him: painting a subject he was unfamiliar with - a car, especially such a fine luxury sedan as the Equus. It took him six months of hard work and a great deal of passion for his art to paint the main specifications and design of the New Equus, creating a masterpiece that went above and beyond the expectations of all those who eagerly anticipated the final product.

ON TV AND ON THE ROAD

The product of the collaboration between Hyundai and Phillip Weber was broadcast on television. Accompanied by a soft piano and string instruments and colored by warm tones, the ad exuded delicate elegance and sophistication. The seven paintings are also to be exhibited at road shows and motor shows around the world. The success of this project has turned many heads, breaking new ground in 'culture marketing' in the automotive industry.

The New Equus showcases Hyundai's cutting-edge technologies including Full Color Head-up Display, 12.3-inch Full TFT Supervision Cluster, which delivers information to drivers in the most convenient way and Blind Spot Detection with pinpoint accuracy.