**Media contacts:**

Jiwon Han Pablo Gonzalez-Huerta

Kia Corporation Kia Europe

Global PR Content Team PR & Communications Manager

E. jiwonhan@kia.com E. pghuerta@kia-europe.com

NEWS

**Embargoed until April 11, 2023, 9:00 AM CEST**

**Kia brings ‘Opposites United’ to**

**2023 Milan Design Week**

* **Kia to exhibit its design philosophy at seven-day event from 17th to 23rd April at the Museo della Permanente in Milan, Italy**
* **Exhibition** **to** **encompass core pillars of ‘Opposites United’**
* **Karim Habib among key Kia design executives due to discuss the brand’s design philosophy and vision**

**(Milan/Seoul) April 11, 2023** – Kia will present its design philosophy ‘Opposites United’ in an innovative exhibition taking place at the 2023 Milan Design Week. Housed at the Museo della Permanente in Milan, Italy from April 17th to April 23rd, the exhibit will be supported by various performances and parties to engage directly with customers.

The exhibition builds on the concepts of disruption and contrast to create characterful designs intended to inspire thought and exchange. The Kia design team has devoted itself to creating artwork which describes the concepts and processes that embody the new design philosophy. Karim Habib, Executive Vice President and Head of Kia Global Design, will be among the top Kia design executives in attendance to elaborate on the ‘Opposites United’ installation and discuss the brand’s design philosophy as a whole.

The art exhibition, which premiered at the 2021 Gwangju Design Biennale in Korea to critical acclaim, will also feature an event space including a stage and forum for talks and keynotes. Throughout Milan Design Week, each day will be dedicated to one of the five key design principles of ‘Opposites United’. Deep dives, discussions, and vivid performances will bring the contrasting yet complementary principles to life. This includes a discussion forum and an art performance every evening.

**ENDS**

**Kia Corporation – about us**

*Kia (*[*www.kia.com*](http://www.kia.com)*) is a global mobility brand with a vision to create sustainable mobility solutions for consumers, communities, and societies around the world. Founded in 1944, Kia has been providing mobility solutions for more than 75 years. With 52,000 employees worldwide, a presence in more than 190 markets, and manufacturing facilities in six countries, the company today sells around three million vehicles a year. Kia is spearheading the popularization of electrified and battery electric vehicles and developing a growing range of mobility services, encouraging millions of people around the world to explore the best ways of getting around. The company’s brand slogan – ‘Movement that inspires’ – reflects Kia’s commitment to inspire consumers through its products and services.*

*For more information, visit the Kia Global Media Center at* [*www.kianewscenter.com*](http://www.kianewscenter.com)