

PRESS RELEASE

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Dispatch	artplantasia@gmail.com	Inquiries	Kwon Soonwoo (PR manager) +82 (0)10-2794-7326
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“Art Plant Asia 2020: Hare Way Object”

**The present and future of Korean art(K-ART)
seeking for a breakthrough in the pandemic era
An assemblage of diverse ideas, including an outdoor exhibition,
online conference, and web game**

Art Plant Asia 2020: Hare Way Object
Oct. 23(Fri) - Nov. 22(Sun), 2020 / Deoksugung Palace

● A contemporary art festival conceived as a contact-free event

- The main exhibition of Art Plant Asia 2020 entitled Hare Way Object takes place in the open air at Deoksugung Palace
- The exhibition brings together pivotal figures of modern and contemporary Korean art, such as Lee Ufan, Yun Hyong Keun, Lee Bul, Yang Haegue, and Suki Seokyeong Kang
- The exhibition will take place from Oct. 23-Nov. 22, encompassing works of promising artists from Asia

● An alternative proposal for the future of K-ART envisaged by artists, galleries, and scholars

- Two online seminars are held inviting distinguished scholars from Korea and abroad to share relevant discourses with the public via Youtube Live and Zoom
- An online game will be created with 3D scan data of the exhibition offering easy access and educational tools for the public
- Diverse stakeholders will gather for events like the ‘Gallery Day’ to explore the potential of K-ART

<Art Plant Asia 2020> (hereinafter AP Asia) held by Art Plant Asia Artistic Committee (Chairman Yoon Hoon Yul) in association with Jung-gu Office (District Mayor Seo Yang-Ho) is currently(November 2nd) on view at Deoksugung Palace. Hare Way Object, the main exhibition of AP Asia 2020, showcases a total of 11 Korean modern masters including Park SooKeun and the Juho Club, Kim HongJoo, Yun Hyong Keun, and Lee Ufan; 19 notable Korean contemporary artists and collectives including Suki Seokyeong Kang, Kim Heechoen, An Jungju+Jun Sojung, Yang Haegue, and Lee Bul. In addition, in cooperation with Ob/Scene Festival(Kim Seonghee, Artistic Director of Ob/ Scene Festival) the exhibition invites some of the most prominent Asian artists; Royce Ng, Ho Rui An, and Ho Tzu Nyen.

An essential feature of the exhibition is that it is conceived as a thoroughly contact-free event, responding to the social distancing measures under the COVID-19 pandemic. While taking advantage of the relatively flexible access to the open air space of the Deoksugung Palace, Hare Way Object harmoniously blends the traditional beauty of the Korean cultural asset with the charms of contemporary art. During the opening hours of the palace(9 am-9 pm), the artworks installed throughout the palace come into view according to their designated schedules that correspond to the artworks' surrounding environment. Although most works are accessible regardless of time, the 'Good Time Zone for Viewing' indicated in the leaflet suggests particular ways of experiencing the artworks, an opportunity exclusively offered by an open-air exhibition that interacts with the ever-changing environment.

In partnership with TechCapsule—an enterprise established by the Department of Architecture at the University of Seoul—AP Asia 2020 will create an online game based on the 3D scan data of the exhibition. The gamer will be invited to experience the artworks and the architecture of Deoksugung Palace visualized in intricate 3D scan imagery. The game will guide the gamer to explore and learn the exhibition. In contrast to conventional contact-free materials that employ advanced technologies mainly for a realistic representation of the content and information delivery, AP Asia 2020 proposes a model that makes use of easily accessible technology but invigorates it with ideas and storytelling. The game will be released on the AP Asia 2020 website (<http://artplantasia.org>) and can be played even after the exhibition closes.

The 'Gallery Day' event will be held on November 7th (Kukje Gallery), 14th (Jeongdong 1928 Art Center), and 17th (PKM Gallery). The event will feature a live artist talk with Kim Hongjoo, an online conversation on Korean modern art by artist Jong Oh and gallerist Sabrina Amrani(Sabrina Amrani Gallery, Spain), a screening of interviews on Asian contemporary art with 10 major local and international galleries (Hyundai Gallery (Korea), ROH (Indonesia), Fulfill (Taiwan), FOST (Singapore), Jhaveri (India), BANK (China), etc.), and a special live lecture by Ahn Soyeon(director of Atelier Hermes). While the COVID-19

pandemic continues to restrict international exchange in the art world, AP Asia 2020 will come together with international galleries to brainstorm alternative ways of collaboration and to share a rich discussion on the present and the future of Korean art.

Meanwhile, on October 8 and 29, online seminars were successfully held at 1928Jeong-dong A&C. In these two seminars, distinguished scholars and professionals such as Kim Nam-See (Professor, Ewha Womans University College of Art and Design Studies), Park Sung-Kwan (Researcher, CAS), Lee Seunghyun (AP Asia 2020 Director), Lee Jeong-woo (Professor, Kyunghee Cyber University), as well as Yuk Hui (Professor of Bauhaus, China), Koichiro Kokubun (Japan, Professor of Philosophy, University of Tokyo), Mårten Spångberg (Sweden, choreographer and thinker), and Kim Seonghee (Artistic Director of Ob/ Scene Festival, Professor of Kaywon University of Art and Design) shared presentations and questions to speculate on different ways of coexistence in today's world. Incorporating various formats such as live Q&A sessions and online conversations, the seminar was streamed live via Youtube and Zoom, welcoming over a hundred audiences. In particular, the speakers gave comments like "to use an object is not to dominate it but to become the object"(Koichiro Kokubun) or "the art's job is to generate a possibility for new and different kinds of experience so that the ways that we have pondered life until now can no longer be valid or no longer possible"(Mårten Spångberg), resonating not only with the artworks presented in Hare Way Object but also with the current reality.

While Korea's response to the global COVID-19 pandemic is recognized as a success model, the director of AP Asia 2020 Lee Seunghyun, claims that this event could also become a model that offers a different way of experiencing and appreciating art. Taking this into consideration, artists, galleries, and scholars will offer ideas and possibilities to conceptualize an alternative future for K-Art. The event further aspires to become a platform where Asian artists and citizens can interact through art. It will be held until November 22(Sun). <End of Text>

Attachment:

1. Main Exhibition "Hare Way Object" Overview
2. Artists Introduction (5 out of 33 artists)
3. Gallery Day Summary

○ **Main exhibition “Hare Way Object” overview**

- Art Plant Asia 2020: Hare Way Object
- Deoksugung Palace 99 Sejong-daero, Jeong-dong, Jung-gu, Seoul Korea
- Dates: 2020. 10. 23 (Fri) ~ 2020. 11. 22 (Sun)
- Hours: 10:00 ~ 18:00, Closed on Mondays
- Admission fees: 1,000 KRW (General admission for Deoksugung Palace)
- Artists: Cha Jeamin, Choi Goen, Chung Heeseung, , Ho Tzu Nyen, Ho Rui An, IM Youngzoo, Jung Jihyun, Jun Sojung+An Jungju, Kim Heecheon, Kim Heryun, Kim HeungSou, Kim HongJoo, Kim Whanki, Koo Donghee, Kim Tschang-yeul, Lee Bul, Lee Ufan, Lee Woosung, Nam Kwan, Oh Jong, Park Gwangsoo, Park Kyung Ryul, Park Junghae, Park Seo-Bo, Park SooKeun with Juho Club (Choi Yeong-Lim, Hwang Yoo-Yeop, Hong Jong-myung, Park Chang-Don), Royce Ng, siren eun young jung, Sulki and Min, Suki Seokyeong Kang, Woo Hannah, Yang Haegue, Yun Hyong Keun
- Director: Lee Seunghyun
- Curators: Yoon Juli, Jang Hyejung
- International Artists Commissioner: Kim Seonghee
- Hosts: Art Plant Asia, Jung-gu Office
- Organizers: Art Plant Asia, Seoul Metropolitan Government, Jung-gu Office, Jeong-dong 1928 Art Center
- Partner Organization: Ob/Scene Festival
- Sponsors: BC Card, Seoul Metropolitan Government
- Supports: Samsung Electronics, EUGENE Investment & Securities, Vitabrid C¹², D'LIVE, Dongkook Pharmaceutical

○ LEE BUL



Lee Bul, *Chiasma*, 2005, Hand-cut polyurethane panels on aluminum armature, acrylic coating, 195x383x395cm (Installation view at Art Plant Asia 2020: Hare Way Object)

A prominent figure in Korea's contemporary art scene since the late 1980s, Lee Bul (b.1964) has been consistently infusing personal narratives to her works about social criticism, historical issues, and humanistic exploration of utopia. Lee creates powerful and unconventional works across diverse mediums including performance, sculpture, installation, drawing, and video. Lee has held solo exhibitions at world's leading art institutions such as the Museum of Modern Art (New York, USA), New Museum (New York, USA), Guggenheim Museum (New York, USA), Mudam Luxembourg (Luxembourg City, Luxembourg), and Hayward Gallery (London, England). In 2012, Lee Bul had a large-scale retrospective at Mori Art Museum, Tokyo as the first Asian female artist and is the only Korean artist who has been invited to participate at Venice Biennale's main exhibition twice in 1999 and 2019, proving her stature as a leading figure in contemporary art. Lee Bul was selected as a finalist for the 1998 Hugo Boss Prize, awarded an honorable mention at the 48th Venice Biennale in 1999, received the Noon Art Prize at the 10th Gwangju Biennale in 2014, and was the winner of the 2019 Ho-Am Prize for the Arts. Her works are included in the collections of major art institutions such as the Leeum Samsung Museum of Art (Seoul, Korea), Art Sonje Center (Seoul, Korea), 21st Century Museum of Contemporary Art, Kanazawa (Kanazawa, Tokyo), and the Museum of Contemporary Art, Los Angeles (Los Angeles).

○ AH JUNGJU + JUN SOJUNG



An Jungju+Jun Sojung, Nude model, 2015, Single-channel video, 37' 40", This rose-garland crown, Installation view at Atelier Hermès, Seoul.

A project team formed by An Jungju, who experiments with collected images and sounds by modifying and altering them into moving images with independent narratives, and Sojung Jun, who investigates the idea of "the present" through sensory examinations of media, installation, and publication. An Jungju+Jun Sojung has shown a range of work varied in medium and genre including video and music. Their solo exhibitions include *This Rose-garland Crown* (Atelier Hermès, Seoul, 2015); and *Black Night, VIDEO NIGHT* (d/p, Seoul, 2018); and, they have participated in numerous projects at venues such as the Asia Culture Center Theater and Gwangju Biennale, HIAP Pavilion Project.



Kim Heecheon, *Lifting Barbell*, 2015, Single-channel video, 21', Still cut.

Kim Heecheon (b.1989) studied Architecture at Korea National University of Arts. Based in Seoul, Kim recently had his solo exhibitions *Deep in the Forking Tanks* (Art Sonje Center, Seoul, 2019) and *HOME* (DOOSAN Gallery Seoul, Seoul, 2019). Kim's work has been included in Biennales such as the Busan Biennale (Busan, 2020); Gwangju Biennale (Gwangju, 2018); Istanbul Biennale (Istanbul, 2017); SeMA Biennale Mediacity Seoul (Seoul, 2016); and group exhibitions at the National Museum of Modern and Contemporary Art (Seoul, 2016), ZKM (Karlsruhe, 2018), and Museum of Contemporary Art and Design (Manila, 2019).



Kim HongJoo, Untitled, 1979, Oil on silk on top of wood, 80x55(cm), Source: K-Auction.

Kim HongJoo (b. 1945) was introduced to conceptual art through the artist group ST, which thoroughly advocated both theory and practice. He began his delicate paintings of figures reflected on mirrors and glass windows in the 1970s. Today, Kim's paintings are evaluated to be the bold and idiosyncratic results of his free navigation among image and object, Western style and Korean tradition, high art and popular art, and theory and practice. Currently, Kim is committed to his latest style of using meticulous lines to fill shapes. Kim's recent solo exhibition *Forms that Cannot be Forms* took place at The Great Collection, Seoul (2020); and, he has held solo exhibitions at Kukje Gallery (Seoul, 2015), Arts Council Korea (Seoul, 2009), and more. Kim has also participated in *4 ID* (Gallery Naeil, Seoul, 2020), *Korea Tomorrow 2015* (Sungkok Art Museum, Seoul, 2015), *Zeitgeist Korea* (National Museum of Modern and Contemporary Art, Gwacheon, 2014) and various other group exhibitions. In 2006, Kim was awarded the Paradise Award by Art in Culture and in 2005 the 6th LEEINSUNG Art Prize.



Ho Tzu Nyen, *No Man II*, 2017, Video installation, 360'.

Ho Tzu Nyen is a Singaporean media and performance artist and film director. *Utama-Every Name in History is I* (2003), a work that is a combination of video and drawing, was exhibited at the Sao Paulo Biennale and Fukuoka Asia Triennale. His feature directorial debut piece *HERE* (2009) premiered at the Cannes Film Festival; *The cloud of Unknowing* (2011) was invited to the Sundance Film Festival. His performance piece *Ten Thousand Tigers* was played at the ACC Theater opening ceremony of the festival in 2015; and *The Critical Dictionary of Southeast Asia, Vol.1: G for Ghost(writers)* was introduced as part of the exhibition *The Principle of Uncertainty* at the National Museum of Modern and Contemporary Art (MMCA) in 2017. In 2018, Ho was selected to present *The Mysterious Lai*

○ **Gallery Day Summary**

Dates/Venue:

Day 1) 2020. 11. 7 (Sat), 13:00 - 14:30 / Kukje Gallery K3

Day 2) 2020. 11. 14 (Sat), 13:00 - 18:00 / Jeongdong 1928 Art Center Event Hall

Day 3) 2020. 11. 17 (Tue), 11:00 - 12:00 / PKM Gallery

Active distribution is essential for the development and maintenance of the art world, just as much as the production of artwork and discourse. 'Gallery day' makes the art market healthier and it is an event that takes the form of gallery presentations that embrace the vision of 'AP Asia 2020' to become a platform for coexistence and major galleries and promising galleries of Korea along with eight to ten international galleries focused on Asian artists will be invited to provide promotions for galleries and artists.

November 7th, Sat

Venue: Kukje Gallery K3

Hour: 13:00 - 14:30

Content: Kim HongJoo Artist Talk with Kwon Taehyun(Art critic) and You Jinyoung(Art critic)

November 14th, Sat

Venue: Jeongdong 1928 Art Center

Hour: 13:00 - 18:00

Content: Dialogue on the revitalization of the modern art market with Kim Yoonsub (Art critic), Choi Woongchul (Chairman of the Galleries Association of Korea), Hwang Kyusung (Former head of collection and preservation department, LEEUM Museum of Art) and more

: Screening recorded artist talk with Jong Oh and Sabrina Amrani (Co-director of Sabrina Amrani Gallery, Spain)

: Screening recorded answers from 10 asian galleries on Asian contemporary art with Hyundai Gallery (Korea), ROH (Indonesia), Fulfill (Taiwan), FOST (Singapore), Jhaveri (India), BANK (China), and more

: Dialogue on the international promotion of Korean contemporary art with Patrick Lee (Director of Gallery Hyundai), LEEAHN gallery and more, and moderated by Andy St. Louis

November 17th, Tue

Venue: PKM Gallery

Hour: 11:00 - 12:00

Content: Lecture on Lee Bul by Ahn Soyeon (Director of Atelier Hermes)

* RSVP required. Reservation will be available through the AP Asia website or SNS later.

* All related events are to be held according to social distancing guidelines, progressed through reservations for small numbers of people or through online video programs and streaming