



National Museum of  
Modern and Contemporary Art  
Korea

Communication and Media Team  
30 Samcheong-ro, Sogyeok-dong,  
Jongno-gu, Seoul, Korea

mmcapress@korea.kr  
+82-2-3701-9674



## MMCA HYUNDAI MOTOR SERIES 2018: CHOJEONGHWA – Blooming Matrix

5 September 2018 – 10 February 2019

MMCA Seoul

The National Museum of Modern and Contemporary Art will present **MMCA Hyundai Motor Series 2018: CHOJEONGHWA - Blooming Matrix** from Wednesday, 5 September through Sunday, 10 February 2019, in Museum Madang and Gallery 5 of MMCA Seoul.

**Artist CHOJEONGHWA**(b. 1961) works in a wide range of installations utilizing common, cheap, or discarded goods from everyday life, such as plastic baskets, piggy banks, brooms,

and balloons. Choi's methodology gives everyday consumable goods new life as works of art, breaking the boundary between high-end art and popular culture. Choi's work is a metaphor for post-1990s Korean society, borne of rapid economic growth.

CHOIJEONGHWA's works were featured in such group exhibitions as *Museum* (1987), *Sunday Seoul* (1990), and *Show Show Show* (1992). Throughout the 1990s, Choi designed spaces for youth that blended food, music, exhibitions, performances, and seminars: Bar Ollo Ollo (1990), Space Ozone (1991), and SAL Bar (1996) and Ggool(2010). Surrounded by Korean consumer culture, which underwent dynamic changes in the 1990s, CHOIJEONGHWA drew the club scene and popular culture into art, thereby weaving an intimate relationship between contemporary art and popular culture. The unique sculpting principles of the artist, who deciphered an era, were unfettered by mainstream discourses, which were polarized between Minjung art and Modernism. The artist not only expanded the limits of contemporary Korean art, but also garnered attention in the international arena for works that captured both regionality and universality.



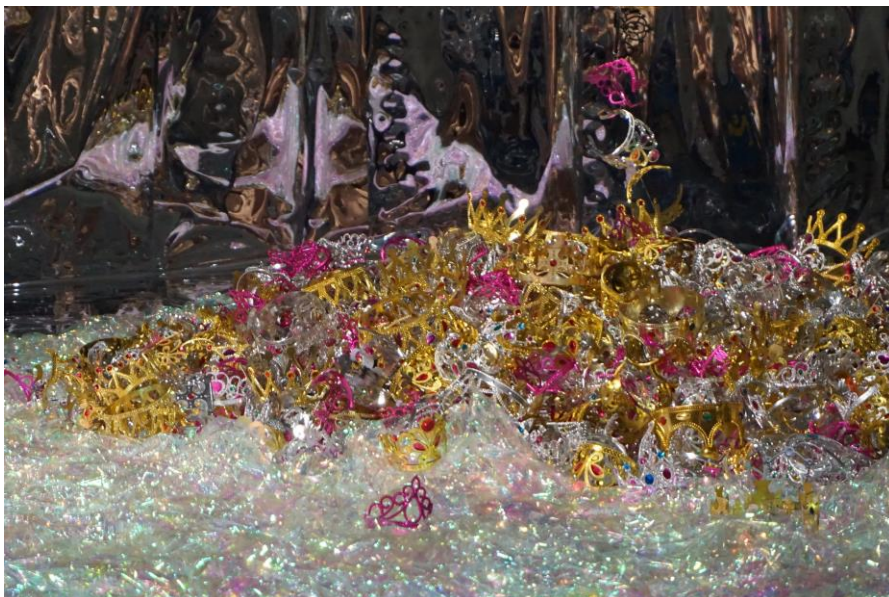
*Blooming Matrix*, 2016-2018, Mixed media, Dimension Variable

Along with the eponymous piece ***Blooming Matrix***, this exhibition presents *Dandelion*, *Blooming Matrix*, *Ice Flower*, and *Young Flower*. Each work is a manifestation of the artist's intention to give meaning to objects that have lost their functions and sublimate them into art. Working in wood, steel, and cloth in addition to plastic, which has been representative of his work thus far, the artist reveals an expanded materiality of objects. *Blooming Matrix* is a spatial installation wherein the artist brings together objects that he has collected from different places to exist in harmony. Through a forest of some 120 erect towers of flowers, in a space where light and darkness contrast, the artist blends time and space and connects heaven and earth, transforming the gallery into a space of silence and memory.



*Dandelion, 2018, Used Kitchenware, Steel structure, 9MØ*

*Dandelion*, which will be installed in Museum Madang, is the result of a project that elicited viewer participation. Starting in March, the artist went around Seoul, Busan, and Daegu for *Gather Together*, a public art project for which he received donations of everyday objects from residents, who joined to make art. The project accumulated approximately 7,000 pieces of tableware that were no longer in use. These comprise the colossal sculpture *Dandelion*, which measures 9 meters in height, and weighs 3.8 tons. The pots and pieces of tableware in *Dandelion* were no longer useful at home, but through public participation, these mass consumer goods were transformed into material for art. *Dandelion* elicits communication between the viewer and contemporary artwork.



*Young Flower, 2016-2018, Plastic crown, Steel structure, Dimension Variable*

*Young Flower*, exhibited in Gallery 5, features ornate silver and golden plastic children's crowns. Installed over a shiny mirrored surface, the object strains to climb seven meters and falls repeatedly. The artist created the large crown that never quite reaches the top to immortalize the young victims of the sinking of the *Sewol* ferry. The crown, placed on a sheet of shiny mirror, is a motif that conveys the artist's wish to honor the young souls. The commemoration, which contains sorrow and regret, is revealed without mention of specifics or modification, but through Choi's unique method of expression.

In October, in conjunction with the exhibition, the educational workshop *Flower, Forest, Flower* will be held for families and groups of children. In another program, elderly Alzheimer's patients will meet the artist Choi Jeonghwa.

From Friday, 7 September through Sunday, 30 September, ARTernoon Tea by CHOIJEONGHWA: Your Heart is my ART, a promotional event hosted jointly by the MMCA and Grand Hyatt Seoul, will be held at the Gallery in the lobby lounge of Grand Hyatt Seoul. The concept of the event is the meeting of art and food, by the artist Choi Jeonghwa and the hotel's chefs. In conjunction with the MMCA exhibition, the hotel will replace its existing Afternoon Tea Buffet menu with a menu inspired by the works of CHOIJEONGHWA.

Director Bartomeu Marí of MMCA said, "In this exhibition, which blurs the boundaries between the everyday and art, between art and non-art, the viewer can explore the true nature of the creative world of artist CHOIJEONGHWA. The familiar materials that comprise the artworks will allow wide communication with the public, at the same time providing an opportunity to expand the boundaries of contemporary Korean art."

### **MMCA Hyundai Motor Series**

Hosted by the MMCA and sponsored by Hyundai Motors, the MMCA Hyundai Motor Series is a decade-long annual project. Starting in 2014, the project has sponsored one influential Korean artist each year. The series was planned to present new attitudes and potential of contemporary Korean art and bolster a class of prominent Korean artists.

By supporting influential artists who are developing original worlds of creativity, the project seeks to reinforce creative drive and provide promotional aid in Korea and abroad. At the end of the ten years, viewers will have encountered the works of ten artists who have different attitudes and senses, and they will be able to see for themselves the current state and dynamism of contemporary Korean art.

The MMCA Hyundai Motor Series has established itself as an important example of corporate sponsorship leading to collaboration between culture and corporation, contributing greatly to the prospects of Korea's art scene.

□ General Telephone Inquiries: MMCA Seoul 02-3701-9500



CHOIJEONGHWA

### **Selected Exhibitions and Projects**

#### **2018**

*Breathing Flower*, Annecy Paysage, Annecy, France

*Forest*, Seongbuk Museum of Art, Korea

#### **2017**

*Happy Happy*, Lausanne Olympic Museum, Switzerland

*Micro Macro Cosmos*, Eunpyeong Hanok village Public Art Project, Seoul

*Culture City of East Asia 2017 Kyoto: Asia Corridor Contemporary Art Exhibition*, Kyoto Art Center, Kyoto, Japan

*Junk X User's guide*, National Folk Museum of Korea, Seoul

*Gather Together*, Honolulu Biennale, Hawaii, USA

*Qi Baishi*, Seoul Calligraphy Art Museum, Seoul Art Center, Seoul

#### **2016**

*The Gateless Gate*, Anyang Pavilion, Anyang Public Art Project, Anyang

*Happy Together*, Kiasma -Museum of Contemporary Art, Helsinki, Finland

*Tongil!*, Seoul Calligraphy Art Museum, Seoul Art Center, Seoul

#### **2015**

*Transformers*, MAXXI | Museo nazionale delle Arti del XXI secolo, Rome, Italy

*'ON'-Choi Jeong Hwa Solo Exhibition*, Parkview Green, Beijing, China

*With*, Onyang Folk Museum, Onyang

#### **2014**

*CHOI JEONG HWA- Tathata*, Park Ryu Sook Gallery, Seoul

*The choi. jeong hwa-natural color, multiple flower show*, Culture Station Seoul 284, Seoul,  
*Bul-ssang*, National Theater of Korea, Main Hall 'Hae', Seoul  
*Fukuoka Asian Art Triennale 2014*, Fukuoka Asian Art Museum, Fukuoka, Japan  
*The birth of taste for the arts-Choe Chi Won*, Seoul Calligraphy Art Museum, Seoul

## **2013**

*KABBALA*, Daegu Art Museum, Daegu  
*321 Art Community Project*, Tainan, Taiwan  
*Whatchamacallit : Things Varying in Form-from Things to Beings*, Gwangju Museum of Art,  
Gwangju  
*Present of the Sun*, Setouchi Triennale 2013, Shodojima, Japan

## **2012**

*TINA B project*, San Salvatore, Prague, Czech Republic  
*Perth International Art Festival*, Perth, Australia

## **2011**

*The REDCAT Gala*, REDCAT Gallery, Los Angeles, USA

## **2010**

*17th Biennale of Sydney*, Sydney, Austria  
*By Day By Night*, Rockbund Art Museum, Shanghai, China  
*Plastic Garden*, Minsheng Art Museum, Shanghai, China  
*Roppongi Art Night*, Mori Art Museum, Tokyo, Japan  
*Workshop*, Kirishima Open-Air Museum, Kirishima, Japan

## **2009**

*Beginning of New Era*, National Museum of Modern Contemporary Art, Seoul  
*Your Bright Future: 12 Contemporary Artists from Korea*, Museum of Fine Arts, Houston, USA  
*Shine a Light: Choi Jeong Hwa*, Korean Cultural Center, London, UK

## **2008**

*Plastic Paradise*, Point Ephemere, Paris, France  
*The REDCAT Gala*, REDCAT, Los Angeles, USA

## **2007**

*Peppermint Candy*, National Museum of Fine Arts, Santiago, Chile

## **2006**

*The First Chapter\_Trace Root: Unfolding Asian Stories*, Gwangju Biennale, Gwangju, Korea

*Vivo City Public Art Project*, Singapore Biennale, Singapore  
*Believe It or Not*, Ilmin Museum, Seoul, Korea  
*Art& Industry*, SCAPE Biennial, Christ Church, New Zealand

## **2005**

*Dressing Ourselves*, Triennale di Milano, Milan, Italy  
*Secret Beyond the Door*, the 51<sup>st</sup> Venice Biennale Korean Pavilion, Venice, Italy

## **2004**

*Kim Chong-Hak and Choi Jeong Hwa*, Garam Gallery, Seoul  
*Liverpool Biennial*, Lime Station, Liverpool, UK  
*Happy Happy Project*, Kirkby Gallery, Liverpool, UK  
*Public Communications with GASUM*, Melbourne Art Fair, Melbourne, Australia

## **2003**

*Happiness: A Survival Guide for Art and Life*, Mori Art Museum, Tokyo, Japan  
*Biennale de Lyon*, Lyon, France  
*Flower Power*, Palais des Beaux-Arts, Lille, France

## **2002**

*Happy Together*, Kagoshima Open Air Museum, Kagoshima, Japan

## **2001**

*Yokohama Triennale*, Yokohama Station, Yokohama, Japan

## **2000**

*Bar Epicurus*, Mitsubishi-Jisho Atrium, Hukuoka, Japan  
*Let's Entertain*, Walker Art Center, Minneapolis, USA / Centre Pompidou, Paris, France  
*AIR AIR*, Grimaldi Forum, Monaco

## **1999**

*The Slowness of Speed—Contemporary Korean Art*, National Gallery of Victoria, Melbourne, Australia

## **1998**

*The 26th Sao Paulo Biennial*, Ciccillo Matarazzo Pavilion, Sao Paulo, Brazil  
*Taipei Biennial - Site of Desire*, Taipei Fine Arts Museum, Taipei, Taiwan  
*Cities on the Move*, P. S. 1 Contemporary Art Center, New York, USA  
*Dislocation and Relocation*, Kukje Gallery, Seoul

**1997**

*Plastic Paradise*, Bangkok Academy Resource Center, Chulalongkorn University, Thailand

*Fast Forward*, The Power Plant, Toronto, Canada

*Promenade in Asia*, Shiseido Gallery, Tokyo

*Ancient Traditions/New Forms-Contemporary Art from Korea*, Joseloff Gallery, West Hartford, USA

**1996**

*Asia Pacific Triennale*, Queensland Art Gallery, South Brisbane, Australia

**1995**

*Asian Art Show Tokyo*, Setagaya Art Museum, Tokyo

*Territory of Mind - Korean Art of 1990's*, Art Tower Mito, Tokyo

*Bone-American standard*, Instant Gallery, Seoul

**1994**

*Asian Art Show: Realism as an Attitude*, Fukuoka Art Museum, Fukuoka, Japan

**1993**

*Across the Pacific: Contemporary Korean and Korean American Art*, Queens Museum, New York  
USA

*Plastic Spring*, Deokwon Art Gallery, Seoul

**1992**

*Show Show Show*, Space Ozone, Seoul

**1991**

*Bioinstallation*, Space Ozone, Seoul

*Made in Korea*, Sonamoo Gallery, Seoul

**1990**

*Sunday Seoul*, Sonamoo Gallery, Seoul

**1988**

*Korean Contemporary Art Festival*, National Museum of Modern and Contemporary Art,  
Gwacheon

**1987**

*Museum*, Kwanhoon Gallery, Seoul

*TA-RA*, Inkong Gallery, Gallery THAT, Daegu