



MMCA Cheongju Opens!

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The National Museum of Modern and Contemporary Art, Korea (MMCA; Acting Director Park Wijin) will open its new Cheongju venue on Thursday, December 27. The museum was constructed on the site of a historic tobacco factory. Cheongju is MMCA's fourth location, after Gwacheon, Deoksugung, and Seoul. Under the keywords "open," "communication," and "renewal," the new museum will be dedicated to storing and conserving national art assets, as well as its functions of exhibition and education.

A historic tobacco factory repurposed as a museum

After signing an MOU with the city of Cheongju, MMCA remodeled the 20,000-square-

meter site of a historic tobacco factory in Cheongwon-gu, Cheongju into a museum. From its establishment in 1946, immediately following Korea's liberation, until it halted operation in 2004, this major industrial facility was a source of livelihood for Cheongju residents and led the region's economy. Employing over 3,000 workers at its peak, the factory played a major part in the region's economic development. Deemed obsolete, the site was neglected for 14 years before being transformed into MMCA Cheongju, a cultural institution with the capacity to store and exhibit 11,000 works of art.

The MMCA Cheongju building has five stories, each of which has specialized functions and facilities. The first floor houses the open storage for sculptures and large works, the lobby, and the Art Zone. The second floor comprises the paper and media art conservation room, a visitor rest area, and visible storage. The third floor comprises the oil works conservation room, open storage, and the Larchiveum. The 4th floor houses the photographic art conservation room and special storage. The 5th floor is the special exhibition hall.

Balanced regional development through special exhibitions and customized education

The first MMCA location to be opened outside of the capital area, MMCA Cheongju will organize special exhibitions from its collection and exhibitions that highlight art trends in Korea and abroad. Through the development of various programs, including projects linked to the region's international biennale, art organizations, and artist residencies, and projects tailored to rooftop and outdoor spaces, the museum will increase opportunities to enjoy art and culture in the central region and aid balanced regional development.

A special opening exhibition titled *A Day for Counting Stars: The Story of You and Me* will be held at the special exhibition hall on the fifth floor, from Thursday, December 27, 2018, through Sunday, June 16, 2019. The exhibition will feature 23 works of painting, sculpture, and video art from the museum's collection, representing fifteen artists who are exhibiting their work actively in Korea and abroad, including Kang Ikjoong, Kim Sooja, Kim Eull, Im Heungsoon, and Jung Yeondoo. From the second half of 2019, another exhibition from the museum's collection will present works by Lee Jungsup, Kim Whanki, and other modern masters.

Along with exhibitions, MMCA Cheongju will offer highly specialized education programs. The museum will utilize its open storage, conservation laboratories, state-of-the-art equipment, and specialized technicians to develop and operate customized education programs focusing on the museum's functions of storage and conservation. Making use of the area's rich cultural infrastructure, including local universities, the museum will provide hands-on art education and serve as a space for the training and reeducation of art professionals.

The Larchiveum is a subsidiary facility of MMCA that merges the functions of a library, archive, and museum. The Larchiveum is a storehouse of books and other various resources, including MMCA's publications to date, an artist database, single-channel videos, and documents. It is also a space to collect, organize, and record information on key contemporary artists, including artists in the Cheongju area. The Larchiveum will open its doors to the general public in the second half of 2019.

Public access to the storage and conservation laboratories, which are behind closed doors in most museums

As Korea's first storage-style museum, MMCA Cheongju provides a new art experience, allowing visitors to enter and look around the 'open storage' and to examine the 'visible storage' through windows. Until now, storage areas have been closed, restricted spaces where artworks were stored and managed. The storage at MMCA Cheongju is an open storage with exhibition space and public access. Visitors can enter and view the numerous artworks within the storage area and see the entire storage area through windows

The museum will also operate a viewable conservation lab where visitors can observe the process of restoring damaged art. The museum plans to educate the public on conservation of precious art by opening specialized spaces, such as a conservation room and organic and inorganic analysis rooms, and demonstrating the restoration process.

Beginning in 2019, MMCA Cheongju will not only conserve and restore items in MMCA collections, but extend its services to collections of other public and private art museums, strengthening its role as a comprehensive art conservation center and a base of conservation science.

"With the opening of MMCA Cheongju, MMCA will begin operating a system of four venues," said an MMCA representative. "In time for MMCA's 50th anniversary in 2019, the opening of the Cheongju location will serve as a milestone of MMCA's expansion from the capital region to the rest of the country. The newly constructed MMCA Cheongju will communicate with local residents and serve as a central institution dedicated to enriching the culture of Cheongju and the surrounding areas."

For more information, please visit the MMCA website (<http://www.mmca.go.kr/eng>).

□ General Inquiry: 02-3701-9521 (Preparation committee for the opening of MMCA Cheongju)