

Press Release

Title	2018 Random Access Vol.1 <i>Selfie-Upload</i>	
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2018 Random Access Vol.1

Selfie-Upload by 'Ga Ram Kim'



- ▶ Nam June Paik Art Center Launches the '2018 Random Access Project' that dismantles the power and hierarchy of existing museums in response to a new paradigm shift in Media Art
- ▶ A new project that enables random access to young artists' thoughts and passions with keywords such as impromptu, irrational, interactive and participatory.
- ▶ Beginning with the '2018 Random Access Project' from August 24, 2018 to September 26, 2018, Ga-ram Kim's exhibition and performance, *Selfie-Upload*
- ▶ Ga-ram Kim presents issues that are up/down to social media and change every minute as a fun experiment using elevator space, giving us a sense of empathy for our one-man media era.

Overview

- **Exhibition Title:** 2018 Random Access Vol.1 *Selfie-Upload*
- **Period:** 24 August, 2018(Fri) - 26 September, 2018(Wed)
- **Venue:** Nam June Paik Art Center 1F Mezzanine Space
- **Opening:** 24 August 2018 (Fir) 5pm
- **Artist:** Ga Ram Kim
- **Organized and Hosted by** Nam June Paik Art Center, Gyeonggi Cultural Foundation
- **Supported by** SEC

Performance Dates

- **Title:** *Selfie-Upload*
 - **Date:** 24 August PM 5.00 (Opening)
26 August AM 10.30, PM 2.00
1 September AM 10.30, PM 2.00
2 September AM 10.30, PM 2.00
 - **Venue:** Nam June Paik Art Center Elevator
 - **Participants:** Public
 - **Organized and Hosted by** Nam June Paik Art Center, Gyeonggi Cultural Foundation
 - **Supported by** SEC
- * For more information and reservation, please check the homepage. (www.njpartcenter.kr)

Random Access Project Introduction

Nam June Paik Art Center presents the Random Access Project aimed at introducing promising artists who share Nam June Paik's experimental artistic spirit and understanding trends of contemporary media art with the object of fulfilling Paik's wish to make the Nam June Paik Art Center a space for young artists. The project will be presented in a new format different from previous group exhibitions in 2010 and 2015. This year, random accesses to young artists are available in multiple places of the Nam June Paik Art Center, including the mezzanine and Eum Space. The title of this project comes from Paik's work *Random Access* that he showcased in his first solo exhibition entitled *Exposition of Music: Electronic Television* (1963). In this work, the tapes of the audio cassette exposed outside of the case are attached to the wall randomly and visitors can use and handle the metal head to make sound. The 2018 Random Access Project begins its experimental journey of locating the coordinates of life

with visitors through works by young artists based on such keywords as spontaneity, indeterminacy, interaction and participation like Nam June Paik's *Random Access*.

■ Random Access Project Vol.1 Selfie-Upload

The 2018 Random Access Project opens with *Selfie-Upload* consisting of a performance by Ga Ram Kim and an archival exhibition. The artist presents work that invites visitors to engage in cultural and social issues through an array of installations, performances and media work, thereby providing artistic opportunities to intermingle sympathy and antipathy and to exchange various perspectives on these issues.

Selfie-Upload comprises a performance making use of the space of the elevator and related archival exhibition on display at the mezzanine space of the Nam June Paik Art Center. *Selfie-Upload* is an audience participatory performance in which the audience take selfies under the guidance of the elevator operator and upload them on social media, while thinking about the characteristics of the elevator as well as SNS. This work focuses on expressions of individuals as well as influences of smartphone and social media in an era of one-person media in which exposing oneself doing an act is as important as the act itself. The artist got the idea from the elevator that keeps moving up and down from space to space to describe the world of social media where issues constantly change with uploads and downloads of feeds, someone can exist and disappear, and anyone can be a protagonist. Unlike surveillance, to show only what one wants to show has power. On social media, individuals create a timeline of power. Smartphone, social media and selfie that have become part of our everyday life are now means of communicating and expressing ourselves in a crowd, making us pay attention to 'seeing and being seen.'

She herself plays the role of an elevator operator and guides visitors to the world of selfie. In this exhibition, visitors take selfies (records of special moments and of daily life / a way of expressing oneself) following the instructions inside the elevator - a device connecting floors as well as spaces while moving up and down and a connected and closed space at the same time - and upload them onto SNS. We hope it will offer an opportunity to explore the mechanism as well as influences of selfie, smartphone and social media as part of our daily

routine on our life and the way our communications and opinions are expressed in the era of one-person media.

The archival exhibition in connection with the performance *Selfie-Upload* on view at the mezzanine space features a broad range of archives produced by the artist, including visual designs, costumes and materials about performance.

■ Artist



*Previous work, Ga-Ram Kim, *#SELSTAR*, 2017 (Courtesy the artist and SAVINA MUSEUM)

Ga RAM KIM (b. Seoul, South Korea, 1984, lives and works in Seoul) received her B.A. in Fine Arts from Ewha Womans University, Seoul. In 2011, she completed her M.A at Chelsea College of Art and Design in London. KIM has worked on a variety of socially engaging, interdisciplinary projects that focus on raising some key issues between morality and entertainment.