

## Press Release

<b>Title</b>	<b>Selection of artists participating in the 2018-2019 project 'Three Rooms'</b>	
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<b>Release</b>	19 June 2018	3 pages

## Selection of artists participating in the 2018-2019 project 'Three Rooms'

The artists selected for the project 'Three Rooms' aimed at promoting international exchange and support for artists.



From left Kim Hecheon, Yang Jian, Verena Friedrich(THE LONG NOW\_2015©Max Pauer)

### ✂ About project

- **Host & Organized by** Gyeonggi Cultural Foundation, Nam June Paik Art Center (Korea)
- **In Cooperation with** CAC | Chronus Art Center (China), ZKM | Center for Art and Media Karlsruhe (Germany)
- **Supported by** Goethe Institut
- **Sponsored by** Sandollcloud

Nam June Paik Art Center (Korea), CAC | Chronus Art Center (China), and ZKM | Center for Art and Media Karlsruhe (Germany) are pleased to announce that Kim Heecheon (Korea), Yang Jian (China), Verena Friedrich (Germany) and were selected as the artists of 2018–2019 *'Three Rooms'* project.

Nam June Paik Art Center in association with CAC and ZKM will present a project titled *Three Rooms* in an attempt to support young media artists. The *Three Rooms* project is intended to introduce and support young media artists selected by three media art institutions from Korea, China, and Germany through a range of exhibition and education programs offered at each institution. Starting with the exhibition opening at the Nam June Paik Art Center on July 12, 2018, the group exhibition will be held at the CAC in China from 11<sup>th</sup> November 2018 to 20<sup>th</sup> January 2019 and the ZKM, Germany from 29<sup>th</sup> June to 27<sup>th</sup> October 2019 respectively.

After signing the Memorandum of Understanding for this project in December 2016, the three institutions selected three artists to participate in the 2018-2019 *Three Rooms* project in 2017 through recommendations and joint screening processes. Those who are chosen for the project are Kim Heecheon (Korea), Yang Jian (China), and Verena Friedrich (Germany).

The selected artists, who are based in Korea, China, and Germany respectively, build up their own layers in different forms, such as media art and installations. Despite the difference in language, they have some common ground: their work is focused on expanding our perception of ourselves as well as our surroundings, including the environments, life style, values as well as change of systems influenced by technologies and media. We hope this project will provide an opportunity to explore the present, future as well as the trend of media art from the perspectives of the young generation artists from Korea, China, and Germany.

The Nam June Paik Art Center, the CAC and the ZKM, who work together for *Three Rooms*, look back on many years of cooperation for various projects. Most recently, the three institutions collaborated on the exhibition *Datumsoria. The Return of the Real*, which, after previous stops in Shanghai and Karlsruhe, will also open on 12<sup>th</sup> July at the Nam June Paik Art Center.

## ※ About artists

- ▶ **Kim Heecheon (Korea)** pays attention to the life of contemporary people based on a mix of individual experiences and the trend of the times and presents a diversity of critical views on reality by constantly deconstructing and re-combing the boundaries between the virtual and physical world, using digital media.
- ▶ **Yang Jian (China)**, primarily dealing with machine, technology and media, depicts the reflexive relations or structure between technology or media and our life as well as society and explores the position to be placed within one's own cultural relations based on his interest in the correlation between media and the 'human condition.'
- ▶ **Verena Friedrich (Germany)**, who has mainly been involved in creating media installations, addresses the issues of new or changed values or perspectives due to

technology and consequent changes that affect our life, utilizing organic or electronic media.

### ※ About institutions

#### ▶ Nam June Paik Art Center, KOREA

Opened to the public in 2008, the Nam June Paik Art Center aspires to revive the generosity, criticality and interdisciplinary nature characteristic of both Nam June Paik's work and life. To fulfill the artist's wish building 'the house where the spirit of Nam June Paik lives on', Nam June Paik Art Center develops creative and critical programs on the artist.

- Address: 10 Paiknamjune-ro, Giheung-gu, yongin-si, Gyeonggi-do, 17068 Korea  
- Weblink : <http://njpac-en.ggcf.kr/>

#### ▶ CAC | Chronus Art Center, CHINA

Established in 2013, Chronus Art Center(CAC) is China's first nonprofit art organization dedicated to the presentation, research / creation and scholarship of media art. CAC with its exhibitions, residency-oriented fellowships, lectures and workshop programs and through its archiving and publishing initiatives, creates a multifaceted and vibrant platform for the discourse, production and dissemination of media art in a global context. CAC is positioned to advance artistic innovation and cultural awareness by critically engaging with media technologies that are transforming and reshaping contemporary experiences.

- Address : Bldg 18, 50 Moganshan Rd, Shanghai, China  
- Weblink : [www.chronusartcenter.org](http://www.chronusartcenter.org)

#### ▶ ZKM | Center for Art and Media Karlsruhe, GERMANY

As a place expanding the original tasks of the museum, the Center for Art and Media Karlsruhe(ZKM) is a unique cultural institution worldwide. Founded in 1989 as a museum with the mission of continuing the classical arts into the digital age, today it is a house of all media and genres, a house of both spatial arts such as painting, photography and sculpture and time-based arts such as film, video, media art, music, dance, theater and performance. This is why it is sometimes called the "electronic or digital Bauhaus" – an expression that is traced back to the founding director Heinrich Klotz. Under the direction of Peter Weibel, the ZKM has developed into an interactive and performative center of the arts that creates new relationships between art and the public

- Address : Lorenzstr. 19, 76135 Karlsruhe, Germany  
- Weblink : <https://zkm.de>

※ For more information about the exhibition *Three Rooms* organized by each institution, please see the website of each institution.