

[Press Release]

KOREAN EYE: FANTASTIC ORDINARY
KOREA'S LEADING CONTEMPORARY ARTISTS SHOWCASED IN LATEST KOREAN EYE
EXHIBITION SPONSORED BY STANDARD CHARTERED

EMBARGOED UNTIL MAY 25th 2010

- July 3rd - July 18th: Saatchi Gallery, London
- September 24th – October 10th: Singapore (Venue TBC)
- November 1st – November 30th: Jeil Building, Seoul
- November 1st – November 15th: Seoul (Venue TBC)
- November 16th – November 30th: Korea Foundation, Seoul

Seoul and London, May 25, 2010 – Korean Eye, sponsored by Standard Chartered, today announced their latest exhibition: Korean Eye: *Fantastic Ordinary*. Building on the huge success of last year's Korean Eye: *Moon Generation*, Korean Eye seeks to create a legacy of Korean contemporary art by supporting emerging and more established Korean artists by exhibiting their work internationally. The launch of this new exhibition in London provides a unique opportunity for education and the appreciation of Korea's rapidly developing art scene, which until recently had little exposure outside of Korea.

In 2009 Korean Eye attracted over 250,000 visitors to the Saatchi Gallery. *Fantastic Ordinary* brings together this year's selection of leading and emerging Korean artists, and deals with everyday life.

Fantastic Ordinary will feature around 30 works by the following 10 artists: Bae Chan Hyo; Bae Joon Sung; Gwon Osang; Hong Young In; Jeon Joon Ho; Ji Yong Ho; Kim Dong Yoo; Kim Hyunsoo; Park Eun Young; and Shin Meekyoung. In addition, *Fantastic Ordinary* will also include the 2009 JoongAng Fine Art Prize Winner Jeon Chae-gang and Perrier Jouet nominated artist Lee Rim.

The selection of work has been made by an international curatorial board, including Director of Hanart TZ Gallery and Chinese Curator Tsong-zung Chang, Royal College of Art Honorary Fellow Serenella Ciclitira, Art Consultant and Curator Amelie von Wedel, renowned contemporary art specialist Rodman Primack, Curator/Art Historian Jiyeon Lee and last year's Curator Daehyung Lee.

As leading partner and sponsor of Korean Eye, Standard Chartered continues to promote Korea overseas, and is supporting contemporary Korean artists acting as a bridge to the international art world. Dr Tim Miller, Director of Standard Chartered and Chairman of Standard Chartered First Bank Korea, said "We are delighted to be supporting Korean Eye once again. The diverse range of talent and expression on display as part of the exhibition this year is truly exceptional. Standard Chartered is committed to the long term development of the communities in which we operate, as a demonstration of our commitment to be Here for good." He added, "We are proud to be here for Korean contemporary artists and to use our global network to support them."

David Ciclitira, the founder of Korean Eye, said "After such an amazing response last year we are delighted to be working directly with the Saatchi Gallery who have invited us to exhibit within their

space. I am incredibly excited about this year's selection and am expecting it to cause a real buzz. Yet again we have managed to discover some true talent."

Nigel Hurst, CEO of the Saatchi Gallery, said "After the success of Korean Eye in 2009, the Saatchi Gallery is delighted to support this year's exhibition and have greater involvement in Korean Eye going forward. This year's exhibition offers another outstanding selection of fresh and arresting work."

Fantastic Ordinary continues Korean Eye's mission to promote Korean art globally and with an annual exhibition, charting a path for an impressive cultural contribution to the London Olympics in 2012. Korean Eye is proud to expand the exhibition to Singapore this year and expects to expand further each year to include additional international cities. An accompanying catalogue featuring each of the artists work will be available.

This summer also sees the publication by SKIRA of the Korean Eye book, "**Korean Eye: Contemporary Korean Art**", which will be launched during the Korean Eye Exhibition in London at the Saatchi Gallery on July 5th. The first major global work to promote Korean Contemporary Art in English Korean Eye: Contemporary Korean Art will become a definitive point of reference for the Korean Contemporary art scene.

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Korean Eye “Fantastic Ordinary” Exhibition

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Korean Eye

Korean Eye is an international initiative founded by David Ciclitira, to highlight the very best of Korean contemporary art. Korean Eye recognises the need to create a long-term programme for Korean contemporary art in order to establish a legacy for this emerging art market as Korean art is largely unknown outside of Korea.

For more information, please visit: www.KoreanEye.org info@koreaneyeye.org

To download images and further information please visit:
<http://d140891.u45.jumphk2.net/2010%20Korean%20Eye%20Fantastic%20Ordinary/>

David Ciclitira

David Ciclitira is Chairman of Parallel Media Group plc (“PMG”), the international sports and events company responsible for initiating the Ballantine’s Championship, Korea’s largest golf tournament.

David is an Honorary Fellow of the Royal College of Art. Over the last 20 years David and his wife Serenella, who is also an Honorary Fellow of the RCA, have funded the Parallel Prize and the Serenella Ciclitira Scholarship for Sculpture.

David brought together a group of leading Korean artists and galleries to create Korean Eye’s initial exhibition of Korean contemporary art ‘Moon Generation’ which attracted over 250,000 visitors during its 16 week exhibition in the Saatchi Gallery in 2009.

Curatorial Board

Johnson CHANG Tsong-zung, curator, guest professor of China Art Academy in Hangzhou, director of Hanart TZ Gallery in Hong Kong. Chang has been active in curating exhibitions of Chinese contemporary art since the 1980s, both in China and internationally. Recent curatorial work includes The 3rd Guangzhou Triennial (2008), and “Spiritual Space: A Dimension in Lacquer” (Hubei Province Museum of Art, 2009). Current project is a Sino-Indian exchange, “From the West Heaven”, (satellite programme of Shanghai Biennial, 2010).

Serenella Ciclitira has an Honours Degree in Art History from Trinity College, Dublin. She is the co-founder of Korean Eye and leads its curatorial board. She has worked extensively with artists and galleries throughout the world. Since 1990 she has been an Honorary Fellow at the Royal College of Art in London, and has awarded the ‘Parallel Prize’ for painting and the ‘Serenella

Ciclitira Scholarship' for sculpture. One winner was later nominated for the 'Turner Prize' and three of her choices went on to win the prestigious 'Jerwood Sculpture Prize'.

Daehyung Lee was the Director of the Asia-Pacific Development Society at Columbia University in 2007. He heads the curating company Hzone and the BlueDot-Asia Project, which began in March 2008. Based in Seoul, he has been promoting Korean artists locally as well as in Tokyo, London and Beijing for the past eight years. Daehyung was the Curator of the first Korean Eye Exhibition and is one of the curator's of this year's Korean Eye which is now a nonprofit foundation dedicated to presenting contemporary Korean art throughout the world.

Jiyoon Lee is an independent curator, critic and lecturer based in London. She is the Director of the SUUM Contemporary Art Project, with a focus on cultural engagement between Asia and Europe. Her exhibition projects include, Seoul: Until Now!, Charlottenborg Exhibition Hall, Copenhagen (2005), A Tale of Two Cities: Busan-Seoul, co-curated for the Busan Biennale (2006), Through the Looking Glass: Korean Contemporary Art, Asia House, London (2006), Good Morning Mr. Paik Nam June, Korean Cultural Centre, London (2007), Fantasy Studio, A Foundation, Liverpool Biennale (2008) and AttaKim: ON-AIR, Venice Biennale (2009).

Rodman Primack has recently returned to New York after serving as Director and Senior Specialist in Contemporary Art at Phillips de Pury & Company. He previously led the renowned auction house as London Chairman and was responsible for the West Coast development of Phillips de Pury & Company and oversaw the development of the business in London. Primack has also served as the Director at Gagosian Gallery in Los Angeles and was a Head Specialist in Latin American Art at Christie's, New York. He continues to work with leading post-war and contemporary art collectors as well as maintaining close ties with international institutions, curators, and artists.

Amelie von Wedel is an art historian, curator and art consultant based in London where she set up Wedel Fine Art in 2006 with offices in London, New York and Beijing. Wedel Fine Art specialises in modern and contemporary art and works with private and corporate clients. Amelie von Wedel is involved in a wide range of curatorial projects and publications, including having advised on the recent China Art Book.

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