



PRESS RELEASE

## **KOREAN EYE: MOON GENERATION**

### **EXHIBITION TO SHOWCASE KOREA'S PREMIER CONTEMPORARY ARTISTS FOR THE FIRST TIME ON AN INTERNATIONAL SCALE**

FOR IMMEDIATE RELEASE

Seoul and London – May 6 – Standard Chartered, Korean Eye and Phillips de Pury & Company today announced the Korean Eye Moon Generation exhibition. The exhibition brings together a group of leading Korean contemporary artists and galleries to create an international selling exhibition of Korean contemporary art.

After previewing in Seoul in May, Korean Eye's: Moon Generation will travel to London to be staged at the Saatchi Gallery. The London exhibition will open on June 20 and run through July 5.

Korean Eye seeks to create a legacy of Korean contemporary art and the launch of this exhibition in London provides a unique backdrop for education and appreciation for this rapidly developing art scene which until now has had little exposure outside Korea. The accompanying catalogue will feature each of the artist's works available and will become a definitive point of reference for Korean contemporary art.

Founder of Korean Eye David Ciclitira explained his passion for the project "I first visited Korea several years ago and was amazed at the richness and vibrancy of the country's contemporary art scene. It became my mission to ensure that the work and artists enjoy the recognition they deserve on the international stage. It has been fantastic to work in partnership with both Standard Chartered and with Phillips de Pury & Company. I would like to thank them and the artists for the support which has made the Korean Eye initiative possible."

As the main sponsor of the Korean Eye Moon Generation Exhibition, Standard Chartered is promoting Korea overseas, and is supporting Korean contemporary artists to open up new possibilities in the international art world. Tim Miller, Director of Standard Chartered, and Chairman of Standard Chartered First Bank Korea said "As the largest foreign investor in the Korean financial services industry, Standard Chartered can serve as a bridge between Korea and the rest of the world in promoting Korean contemporary art in the international arena."

Rodman Primack, Phillips de Pury & Company's Chairman in London says: "We are proud to offer such quality work that is fresh to the international market where we have witnessed a strong appetite for works from uncharted areas. Phillips has excelled in bringing new artists to the forefront of the contemporary art scene and there is no question that these artists will soon become major names."

Korean Eye will organise an annual exhibition for the next four years with the aim to create an enduring legacy for Korean contemporary art and chart a path for an impressive cultural contribution to the London Olympics in 2012. Korean Eye expects to expand the exhibition each year to include additional international cities.

-END-

Moon Generation Exhibition

May 18-23: Korean Eye: Moon Generation Preview, Seoul  
June 20-July 5: Korean Eye: Moon Generation Exhibition, Saatchi Gallery, London

Exhibition Enquiries  
Phillips de Pury & Company  
www.phillipsdepur.com  
Tel: + 44 20 7318 4010

Sales Enquiries  
Rodman Primack  
Email: rprimack@phillipsdepur.com  
Tel: + 44 20 7318 4017

Full list of sponsors

Standard Chartered	Philips de Pury & Company
JoongAng Ilbo	The City of Seoul
Visit Korea Committee	Korean Air
Pernod Ricard	Parallel Media Group
Corporate Vision Strategists	

**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.

A state of the art website (KoreanEye.org) and reference archive of Korean artworks and artists is to be established. A new Korean Eye logo has been created by the international brand specialists, Corporate Vision Strategists.

Korean Eye will also establish links to help build numbers of international art lovers visiting Korea by hosting a luncheon with art travel agents in London in partnership with Visit Korea.

For more information, please visit: [www.KoreanEye.org](http://www.KoreanEye.org)

To download images and further information please visit: [www.koreaneye.org/artists](http://www.koreaneye.org/artists)

**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 a Honorary Fellow of the Royal College of Art, have funded the Parallel Prize and the Serenella Ciclitira Scholarship for Sculpture.**

David has brought together a group of leading Korean artists and galleries to create Korean Eye's initial exhibition of Korean contemporary art 'Moon Generation'. The exhibition, of paintings and sculptures, will be curated by Dae Hyung Lee, the curator of Blue Dot Asia.

## Standard Chartered

Standard Chartered PLC, listed on both London and Hong Kong stock exchanges, ranks among the top 25 companies in the FTSE-100 by market capitalisation. The London-headquartered Group has operated for over 150 years in some of the world's most dynamic markets, leading the way in Asia, Africa and the Middle East. Its income and profits have more than doubled over the last five years primarily as a result of organic growth and supplemented by acquisitions.

Leading by example to be the right partner for its stakeholders, the Group is committed to building a sustainable business over the long term and is trusted worldwide for upholding high standards of corporate governance, social responsibility, environmental protection and employee diversity. It employs more than 70,000 people, nearly half of whom are women. The Group's employees are of 125 nationalities, of which 68 are represented among senior management.

The Standard Chartered Private Bank works with clients and their families to understand not just their financial goals but also their fundamental beliefs and values. The Standard Chartered Private Bank is ideally placed to help clients achieve what they want from their wealth, and has been named 'Global Best Private Bank' by Euromoney in 2008. Euromoney cited risk management, a focus on growth markets, achievements in performance, growth in client base and a commitment to service and advisory as success factors.

For more information, please visit: [www.standardchartered.com](http://www.standardchartered.com)

## Phillips de Pury & Company

Phillips de Pury & Company is a leading contemporary art company specializing in the sale of contemporary art through four selling platforms: auctions, private treaty sales, building private collections and selling exhibitions. Phillips de Pury & Company's Chairman, Simon de Pury is one of the most renowned auctioneers in the field and celebrated for his long-standing knowledge and passion for art of all ages. Phillips de Pury & Company has excelled in selling art from new markets such as China and Russia –incorporating non-Western artists into its global contemporary art sales in London and New York with tremendous success.

For more information, please visit: [www.phillipsdepury.com](http://www.phillipsdepury.com)

### Media Contacts

#### *Phillips de Pury & Company*

Ariel Childs

Email: [achilds@phillipsdepury.com](mailto:achilds@phillipsdepury.com)

Tel: + 44 20 7318 4028

#### *Standard Chartered*

HyoJin Park

Email: [hyojin.park@scfirstbank.com](mailto:hyojin.park@scfirstbank.com)

Tel: +82 2 3702 3532

Eva Ang

Email: [eva.ang@standardchartered.com](mailto:eva.ang@standardchartered.com)

Tel: +65 6530 3452

#### *Korean Eye*

[info@koreaneye.org](mailto:info@koreaneye.org)

Frances Quigley

Email: [f.quigley@parallelmediagroup.com](mailto:f.quigley@parallelmediagroup.com)

Tel: +44 7879 447 340

Rory Renwick  
Email: r.renwick@parallelmediagroup.com  
Tel: +852 984 35700

## Artists

Works by the following artists will be included:

Choi TaeHoon  
Park SeungMo  
Bahk SeonGhi  
Lee Dongwook  
Kim Inbai  
Debbie Han  
Cho Hoon  
Lee Rim  
Kang Hyung Koo  
Jeon Junho  
Lee Ufan  
Sim SeungWook  
Park SungTae  
Koh MyungKeun  
Lee LeeNam  
Whang Inkie  
Kim Joon  
Park JungHyuk  
Yi HwanKwon  
Lee Yong Baek  
Kwon KiSoo  
Hong KyongTack  
Jang SeungHyo  
Lee YongDeok  
SeungMin Lee  
Yoon Jong Seok  
Choo JongWan  
Han KiChang  
Boomoon  
Ayoung Kim  
Lee HyungKoo