

INTERNATIONALLY-ACCLAIMED EXHIBITION 'KOREAN EYE: ENERGY AND MATTER' COMES TO ABU DHABI

ABU DHABI, UNITED ARAB EMIRATES: 18th MARCH 2012

Parallel Contemporary Art is launching a major art exhibition at the Fairmont Bab Al Bahr, Abu Dhabi. "Korean Eye: Energy and Matter" is sponsored by Standard Chartered Bank in Korea, and will take place from 18 March to 25 April 2012 under the patronage of H.E. Sheikh Nahyan bin Mubarak Al Nahyan, Minister of Higher Education and Scientific Research, and the auspices of The Embassy of the Republic of Korea. Following the success of the exhibition at the Museum of Arts and Design in New York, "Korean Eye: Energy and Matter" in the UAE will feature key works from 19 contemporary Korean artists in a range of mediums including painting, sculpture and photography.

Richard Hill, President and CEO of Standard Chartered Korea Financial Group and Standard Chartered Bank Korea, said "Korean Eye is a fantastic opportunity for Standard Chartered to leverage its unique international footprint to showcase Korea. Exhibitions in London, Singapore and New York have drawn over a half a million people, raising awareness and deepening understanding of Korean art. We are proud to serve as a bridge between Korea and the rest of the world not only in business but also culture."

Residents and visitors to the United Arab Emirates will have the opportunity to join more than 200,000 people who have already experienced this exhibition following its recent show at the National Congress in Seoul and in New York.

Serenella Ciclitira, Chief Curator, hopes that the 21 art works that will be on show at the Fairmont Bab Al Bahr will add to the artistic landscape of the Emirates. Ciclitira says, "our aim is to bring to the world, through the selected works on show, a rich pallet displaying and presenting images with the ability to engage and surprise; and also through a more rational approach, a statement on life and reality and a sense of shared history and culture." Highlights include photo-sculptures by Seung Hyo Jang; embroidery and acrylic paintings by Young In Hong; a large, imposing Bull Man fabricated from reclaimed, repurposed automobile tires by Yong Ho Ji; and Meekyoung Shin's astonishing "antique" porcelain vases, rendered in soap.

Serenella co-founded Korean Eye with her husband David in 2009. She also edited the book *Korean Eye: Contemporary Korean Art* and *Indonesian Eye: Indonesian Contemporary Art*. Serenella Ciclitira has an Honors Degree in Art History from Trinity College, Dublin and is an Honorary Fellow of the Royal College of Art in London. Over the last 21 years, Serenella and David have been awarding the Parallel Prize for Painting and the Serenella Ciclitira Scholarship for Sculpture.

This is the second major exhibition to be hosted by the Fairmont Bab Al Bahr in 2012. "As the cultural gateway to Abu Dhabi, Fairmont Bab Al Bahr is delighted to be the official host hotel of this exhibition," Henning Fries, General Manager of the Hotel said. "This is a natural fit for our flagship property, with an architectural design based on minimalistic and organic features, including a translucent glass façade and unfettered views of the iconic Sheikh Zayed Grand

Mosque, the backdrop is set of for a stunning showcase of contemporary Korean art."

"Korean Eye: Energy and Matter" will feature the key works from 19 contemporary Korean artists and will take place from 18 March to 25 April at the Fairmont Bab Al Bahr in Abu Dhabi. Admission daily to the exhibition is free of charge.



(L-R) Lee Rim, Hong Youngin, Ji Yong Ho

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Editor's note: High resolution images for publication are available upon request.

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ABOUT KOREAN EYE

Founded by David and Serenella Ciclitira in 2009 as a not for profit project, Korean Eye has staged 3 major art exhibitions at 9 international venues to date. In 2009, over 300,000 people visited 'Korean Eye: Moon Generation' the inaugural Korean Eye exhibition which opened in Seoul and then debuted at the Saatchi Gallery in London. Following its public success, 'Korean Eye: Moon Generation' was extended at Saatchi's request from an initial 2 week period to be displayed for almost 4 months. Building on its previous following, a second exhibition 'Korean Eye: Fantastic Ordinary' opened in 2010 at Saatchi Gallery in London, followed by exhibitions in Singapore and Seoul. 'Korean Eye: Energy and Matter' is the third edition which opened in 2011 in Seoul and was recently exhibited in New York at the Museum of Arts & Design, where it attracted approximately 100,000 people in just under four months. 'Energy and Matter' finales in Abu Dhabi at the Fairmont hotel from 18 March- 25 April, 2012.

In 2012 to coincide with the Olympic Games in London, there will be a new Korean Eye exhibition curated by Charles Saatchi opening from 25 July -23 September and will occupy the entire 70,000 sq ft gallery. It is expected to attract up to 1,000,000 visitors.

To accompany its exhibitions, Korean Eye launched the first book on Korean Contemporary Art in English "Korean Eye: Contemporary Korean Art", published in 2010 by SKIRA and distributed globally by Thames & Hudson. This book has sold out and a new edition "Korean Eye 2" is due to be published in Summer 2012.

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