

Sylvia Wald & Po Kim Gallery Presents Technoimagination: the 2019 Korean Media Arts Festival (KMAF)

Exhibition on View Thursday, August 8 through Saturday December 14, 2019

Sylvia Wald and Po Kim Gallery (SWPK), 417 Lafayette Street, New York, NY 10003

KMAF festival website: kmaf.us

FOR IMMEDIATE RELEASE July 30, 2019 – The Korean Media Arts Festival, **Technoimagination**, arrives at SWPK in New York City on August 8th, with three floors of groundbreaking Korean new media artists taking over the gallery's location at 417 Lafayette Street. Opening August 8th, the festival features internationally prominent Korean new media artists such as Beikyung Lee, Cheol-Woong Sim, Chan Sook Choi, Hahkyung Darline Kim, Haru Ji and Graham Wakefield, Yoon Chung Han and Eunsu Kang and collaborators, all exhibiting for the first time in tandem on the contemporary art world stage in New York City. The 2019 KMAF is organized by the Donghwa Cultural Foundation and sponsored by the Korea Foundation. Co-curators of **Technoimagination**, Odelette Cho of SWPK and Kyung Ran Joo of FUSE Art Project, have selected the most compelling emerging, talented new media artists for this inaugural edition of a groundbreaking festival celebrating Korean Media Art that will be held biennially in New York.

"Korea has been recognized as the world's highest level in the field of media art since the pioneering work of the late Nam June Paik. The Korean Media Arts Festival is intended to introduce the unique situation and characteristics of media art in Korea, as a global leader of technological innovation, by presenting groundbreaking works by outstanding Korean new media artists to the US contemporary art world," explained festival organizer, Young Cho, Chairman of the Donghwa Cultural Foundation.

Already attracting a high level of interest, KMAF supports Donghwa's mission to broaden and deepen the collaborative exchange between Eastern and Western cultures, said Cho. "We are excited by the great response we have already received here in New York, including more than 600 attendees who registered for the opening

reception. We look forward to continuing the dialogue within the artistic community and beyond in the upcoming programs scheduled to take place throughout the festival.”

Probing the nature of psychological and physical space, these artists will exhibit immersive projects arranged according to two themes related to **Technoimagination: Memories in Time and Space** and **Living Data**. Each theme arranges works by Beikyong Lee, Cheol-Woong Sim, Chan Sook Choi, and Hahkyung Darline Kim, Haru Ji and Graham Wakefield, Yoon Chung Han and Eunsu Kang and collaborators, respectively. **Memories in Time and Space** offers multi-sensory environments for experiencing sensations which have charted the evolution of South Korean history, while **Living Data** balances a multidisciplinary approach to interactive media, charting both objective and subjective responses to stimuli across arts and science in a gallery environment.

Artists on view in the Korean Media Arts Festival in New York City represent thought leaders in the field of contemporary art and interactive / new media, and regularly exhibit across the US, Asia and Europe. Following trends such as the Gwangju and Busan biennials, Korean art stands at the forefront of art and technology on the international stage. The 2019 Korean Media Arts Festival, **Technoimagination**, at SWPK in partnership with Harvestworks, presents luminaries working across new media art in the Korean diaspora to New York City’s SWPK for a bright, shining moment from August 8 through December 14, 2019. The KMAF festival website is kmaf.us. For more information, please contact Alex Fanning – alex@alexandrafanning.com