

# KIAF/10

Korea  
International  
Art  
Fair

PRESS RELEASE

**2010. 9. 9-13**

HALL A,B (COEX)

GUEST COUNTRY , UK 

## KIAF, Asia's leading art fair

Launched in 2002 by Galleries Association of Korea, KIAF has grown into Asia's leading art fair by offering a wide variety of subsidiary programs, going beyond its function as a trade venue for art. This year's KIAF will see participation by 193 galleries from 16 countries, including Korea. It will be Asia's largest art festival, showcasing around 5,000 high-quality works of art. The participating galleries will feature a wide range of works, ranging from those created by rising artists who are active all across the globe to the works of world-renowned artists. They will thus attempt to promote the art market and expand the foundation of art.

The UK, a country that is performing leading roles in contemporary art, was chosen as the guest country for KIAF2010. Galleries from the UK and the planned academic program will enable visitors to understand the present of British art and identify its future direction of development. In addition, KIAF seeks to considerably strengthen measures to support promising new artists through its Artist Support Program, which is offered for the development of the art industry and the future of the art market, in addition to performing basic functions as an art fair. It thus seeks to propose new trends in art. The wide variety of programs KIAF provides, such as the Docent Program and KIDS in KIAF, will allow the audience to take a step closer to modern art. Above all, a special media art exhibition will be held to give more diversity to the event, whose exhibited works will mainly be paintings. The exhibition will further expand the roles of the art fair by showcasing the works of PAIK Nam Jun as well as Korean media artists who are distinguishing themselves in the field of media art by effectively leveraging Korea's image as an IT power.

This year will mark KIAF's advancement from Asia's leading art fair to a global art fair as an arena for learning and an art festival. In 2008, KIAF witnessed participation by 218 galleries from 20 countries and an audience of more than 60,000, thus fully establishing itself as Asia's largest art fair. In 2009, the number of visitors reached around 56,000 despite the economic downturn. In stark contrast to overseas art fairs that had a poor record, KIAF saw its artwork sales stand at KRW 13.6 billion, and thus received favorable reviews as Asia's leading art fair. Against the backdrop of the steady recovery of the global economy, there are unprecedentedly high expectations towards KIAF2010. To satisfy such expectations, KIAF will provide an opportunity to take a detailed look at the present art market and to consider the desirable future direction of the art industry. It will also offer a variety of connected programs to demonstrate the great potentials of the Korean art market as a leading art event in Korea. KIAF is going further by strengthening PR and VIP programs through cooperation with other art fairs. It is cooperating with Art Taipei and other art fairs to engage in joint PR activities and to invite VIPs of other art fairs. KIAF2010 will faithfully perform its roles as a 'sample market' that shows the art market of today and predicts the market of tomorrow, and also serve as Asia's leading multifunctional cultural event that focuses on art.

## Taking a look at British contemporary art through the Guest Country Program

KIAF's Guest Country Program was first launched in 2004. Countries that have been exerting great influence on contemporary art were chosen and invited as guest countries. Such countries include Japan, France, Germany, Spain, Switzerland, and India. Galleries from a guest country are invited to showcase artworks that effectively embody the unique aspects of the respective guest country, and to meet with art collectors in Korea as well as from all across the globe through KIAF. The guest country for KIAF2010 is the UK, a country that led Pop Art in the 1950s. In the 1990s, the Young British Artists (YBAs) surprised the world with their shocking artworks. Since then, Britain has been performing a leading role in contemporary art. A total of 14 galleries from the UK will take part in KIAF2010 to showcase various aspects of British contemporary art. The participating galleries range from those with a rich tradition of 40 years to newly emerging galleries. The galleries are offering a wide variety of programs that strengthen the experimental spirit of young artists.

An academic program is also planned to take a look at the present of British art and the art market as well as to identify a future direction. The academic program will be held on September 6, before the main event is launched, based on the theme, '**British Contemporary Art in the Midst of a Changing Paradigm**'. Leading officials with great influence on British contemporary art will explain about the present and future of British art as well as the relationship between art fairs and biennales. Such officials include Hans Ulrich Obrist, at the Serpentine Gallery, Frances Morris, Head of Collections at Tate Modern, and Daniel Birnbaum, Director of the most recently held La Biennale di Venezia and director of Moderna Museet in Stockholm. The audience will enjoy a meaningful experience where they will examine the flow of contemporary art by reviewing various aspects of British art and think about the future art market.

## **KIAF goes beyond its roles as an art fair to feature the works of young artists as well as media art**

KIAF, which has grown from Korea's top-notch art fair to Asia's largest art fair, has been achieving substantial quantitative growth in terms of its objective of promoting the art market. In addition to achieving such quantitative growth, KIAF launched efforts in 2007 to discover rising artists who have great potential and talent but have not yet received attention from the market and to introduce their works at the art fair. KIAF is thus providing an arena for exchange between the audience and rising artists, and serving as a bridge between galleries and rising artists. In KIAF2010, much greater practical support will be provided to artists by further strengthening such programs as the exhibition '**KIAF DISCOVERY**' and program '**Shooting Hidden Spot**', which will present an opportunity to photographers to take pictures of the KIAF exhibition halls and thus offer new, creative perspectives on the art fair.

KIAF DISCOVERY acts as a bridge between young artists, who engage in forward-looking, creative activities, and domestic and overseas galleries. It provides an opportunity for passionate, young artists in Korea to explain about their world of art, and for galleries to discover talented artists who they didn't notice before. In addition, the exhibition titled 'KIAF DISCOVERY' will enable artists to exhibit their works for general visitors as well as gallery officials. The 'Shooting Hidden Spot' is a program designed to promote the activities of photographer. The photographer will take pictures of the KIAF exhibition halls to offer new views on KIAF. The art fair will be reinterpreted through the eyes of photographers and the resulting pictures will be used for the design of various PR materials and Website of next year's KIAF. The photographer will thus have a chance to communicate with the space of the art fair.

To bring more diversity to the art fair, which mainly exhibits paintings, KIAF has prepared a special media art exhibition titled '**Creative Present: Korea Media Art**'. The works of PAIK Nam-Jun will be exhibited in addition to leading media artworks by such Korean artists as JEON Joon-ho, and PARK Hyun-ki. The exhibited works will communicate the present of media art, which first began with PAIK Nam-Jun and has grown into a leading art genre of the 21<sup>st</sup> century in combination with various other genres such as installations and sculptures.

## **Studying at KIAF – The Docent Program and KIDS in KIAF**

The Docent Program and KIDS in KIAF are leading programs that were uniquely developed by KIAF for the audience. The program introduces the art market and galleries to general visitors who are interested in art but have never been to an art fair before. It also provides explanations of the exhibition so that the audience can more effectively enjoy the art fair. The VIP Docent Program allows interested collectors and VIPs from various corporations to more effectively and comfortably experience the art fair.

Moreover, Gymboree, an education company, is preparing the KIDS in KIAF for children, who may otherwise feel left out in an exhibition that is mainly designed for adult visitors. The KIDS in KIAF will allow children to experience various elements of art, including figures, texture, patterns, composition, and balance. This program will enable children to experience an art fair and art in a more enjoyable way and for visitors with children to more comfortably experience the exhibition.

This year marks the ninth anniversary of KIAF which means that it will soon become an art fair with a history of ten years. KIAF has achieved substantial growth from Korea's top art fair to Asia's largest art fair. It is now taking steps forward to place itself at the center of the world stage. KIAF is strengthening its reputation as a leading art event in Korea by improving programs that garnered a good response and strengthening its responsibilities as an art fair that contributes to the development of the art industry. It is also striving to advance into a global art fair by engaging in increased cooperation with a greater number of overseas art fairs. Substantial investments will be made into the future of KIAF as it advances forward as an arena for introducing global art in Korea and making Korean art widely known throughout the world.

# KIAF/10

2010.9.9-9.13  
Hall A&B 1F, COEX

## KIAF2010 INFORMATION

- Title : KIAF2010 (2010 Korea International Art Fair)
- Date : 2010. 9. 9(Thur) - 9. 13(Mon) 5 days
- Venue : 1F Hall A&B, COEX, Seoul
- Vernissage : 2010. 9. 8(Wed) 5PM (Entrance of Hall A, COEX)
- Hours : 9. 9(Thur) – 9. 12(Sun) 11AM- 8PM (Entrance permitted till 7PM)  
9. 13(Mon) 11AM – 5PM (Entrance permitted till 4PM)
- Auspice : Galleries Association of Korea, COEX
- Operation : KIAF Operation Committee
- Supporters 

- Sponsors :  (MAIN SPONSOR)



- Partners : 

- Galleries : 16 nations, 193 galleries
- Artists : 1,500 participating
- Number of exhibiting works : 5,000
- Category : Painting, Sculpture, Print, Photogpahy, Media Art
- Website : [www.kiaf.org](http://www.kiaf.org)

## KIAF2010 OUTLINE

- Main exhibition: 193 galleries (Korean 120/ Overseas 73)
- Special Exhibition : Creative Present: Korea Media Art
- Appendix Program : Lecture program | KIAF DISCOVERY | Docent Program | KIDS in KIAF
- VIP : Art Premium | Biennale and Museum collaboration | VIP CAR SERVICE

## KIAF2010 PARTICIPATING GALLERIES

| Country   | No. | Country     | No. | Country  | No. |
|-----------|-----|-------------|-----|----------|-----|
| Korea     | 120 | Spain       | 3   | USA      | 2   |
| UK        | 15  | France      | 3   | Italy    | 1   |
| Japan     | 16  | China       | 2   | Finland  | 1   |
| Germany   | 13  | Hong Kong   | 2   | Columbia | 1   |
| Indonesia | 6   | Switzerland | 2   |          |     |
| Australia | 4   | Taiwan      | 2   |          |     |

## SPECIAL EXHIBITION: CREATIVE PRESENT\_ KOREAN MEDIA ART

The works of PAIK Nam-Jun will be exhibited in addition to leading media artworks by such Korean artists as JEON Joon-ho, and PARK Hyun-ki. The exhibited works will communicate the present of media art, which first began with PAIK Nam-Jun and has grown into a leading art genre of the 21<sup>st</sup> century in combination with various other genres such as installations and sculptures.

|                |   |
|----------------|---|
| <b>Title</b>   | Creative Present: Korea Media Art                     |
| <b>Date</b>    | 9.9(Thur)-9.13(Mon)                                   |
| <b>Venue</b>   | Special Exhibition booth and VIP Lounge, Hall B, COEX |
| <b>Artists</b> | PAIK Nam-Jun, PARK Hyun-ki, JEON Joon-ho etc          |

## LECTURE PROGRAM

In view of the unprecedented flourish of British contemporary art since the final decade of the preceding century, with its impact upon the international as well as Korean art community, the 9<sup>th</sup> KIAF has chosen the United Kingdom as this year's guest country. In tandem with this occasion, a special conference has been planned to examine not only the present state of British contemporary art but the issues within and the future direction. In addition, as it becomes abundantly clear of the fact that we are living in the age of commoditization of art object, the conference attempts to look into the correlation, if any, between the international art fair and the biennales. The key players of the British art scene have been invited to discuss their ideas on these topics. They are Hans Ulrich Obrist, co-director of the Exhibitions and Programmes and director of International Projects at the Serpentine Gallery, London, and Frances Morris, the head of international collections at Tate Modern. The program will also feature a dialogue session between Daniel Birnbaum (the director of the 11th *La Biennale di Venezia* and director of Moderna Museet in Stockholm) and Hans Ulrich Obrist. Their conversations will reveal the paradigm shift in the world of contemporary international art and the controversial relationship between international art fairs and biennales.

|                       |  |
|-----------------------|--|
| <b>Title</b>          | KIAF ACADEMIC CONFERENCE < British Contemporary Art In the Midst of a Changing Paradigm >  |
| <b>Date</b>           | 9.6(Mon) 13:30 – 17:00 (2 days prior to the opening of KIAF2010)   |
| <b>Venue</b>          | Conference Room (#307), 3F, COEX   |
| <b>Keynote Speech</b> | Speaker : Hans Ulrich Obrist / Director of International Projects, Serpentine Gallery<br>Title : How to Curate International Projects            |
| <b>Guest Lecture</b>  | Speaker : Frances Morris / Head of International Collections, Tate Modern<br>Title : Britain and Beyond : Building Tate's Collection             |
| <b>Conversation</b>   | Speaker : Daniel Birnbaum / Director of Moderna Museet Stockholm<br>Title : Sleeping With the Enemy? : Biennale &/vs. International Art Fair     |
| <b>Q&amp;A</b>        | Questions by : James Lee / art critic<br>Hee-yeong Kim / Professor at Kookmin University<br>Seong-won Kim / Art director of Atelier Hermes Seoul |

## KIAF DISCOVERY

### Artists Portfolio Presentation

This program is developed to bridge galleries home and abroad with the emerging artists spotted by KIAF. Participating artists are given opportunity to freely present his or her work which will be an excellent chance for them to outreach upon global market.

|                |   |
|----------------|---|
| <b>Date</b>    | 9.11(Sat) 15:00-17:00                                   |
| <b>Venue</b>   | KIAF DISCOVERY Booth, Hall B, 1F, COEX                  |
| <b>Artists</b> | Do-Kyoung, NAM, Zie, AHN, Jinu, LEE, Boram, CHOI, Na-Ri |

### Shooting Hidden Spot

It is a program to offer artists whom are professionally engaged in photography, a chance to take pictures of each and every corner of the exhibition site with his or her unique views. KIAF uses the works of this program for PR images for the next edition.

|                |  |
|----------------|--|
| <b>Date</b>    | 9.9(Thur)-9.13(Mon)  |
| <b>Venue</b>   | All throughout the exhibition venue during the fair period |
| <b>Artists</b> | KIM, Soo-Hyun  |



## DOCENT PROGRAM

It is an educational program designed to help audiences to have more accurate understanding of the exhibited works and latent collectors to encourage in contributing in further development of the art market.

|  |  |   |
|--|--|---|
| <b>Hall A&amp;B Tour program</b>             | Online registration or on-site registration  | Combined program for Hall A and B   |
| <b>VIP Program</b>                           | Online registration only   | Program includes a short lecture at the VIP lounge before the tour and luncheon/dinner afterwards |
| <b>Date</b>                                  | Everyday 11:00 - 18:30 (Every 30 minutes, Free of charge) Language: Korean<br>English: Everyday 14:00 / 18:00 (Free of charge)<br>*Maximum capacity per session: 25 people |   |
| <b>Online Contact</b>                        | <a href="mailto:docent@kiaf.org">docent@kiaf.org</a> ( Application form can be downloaded from the website)  |   |
| <b>Onsite registration and meeting point</b> | Docent Point, Hall B, 1F COEX  |   |

## KIDS in KIAF with GYMBOREE

To children art is a way to express themselves as well as the world that surrounds them. KIDS in KIAF with GYMBOREE present children with an opportunity to create an imaginative space with their hands and beautiful colors and to experience art, a world of many discoveries. The project program is available to a limited number of visitors who make a prior online registration or onsite registration, and is based on a different theme every day. The permanent program offers experiential opportunities in addition to the project program, and consists of a wide array of art and sculpture-creating activities.

|                |                            |
|----------------|----------------------------|
| <b>Date</b>    | 2010.9.9(Thur)- 13(Mon)    |
| <b>Venue</b>   | KIDS in KIAF booth, Hall A |
| <b>Inquiry</b> | kids@kiaf.org              |

### Program List

| <b>Date</b> | <b>Permanent Program</b>                                | <b>Project Program</b>      |
|-------------|---|-----------------------------|
| 9.9(Thur)   | Decalcomanie  | Pyramid                     |
| 9.10(Fri)   | Creating a three-dimensional structure using Magformers | Exploring various materials |
| 9.11(Sat)   | Stamps  | Eco Bag                     |
| 9.12(Sun)   | Making Faces  | Frames                      |
| 9.13(Mon)   | MagFormers  | Clay work                   |

## ART PREMIUM

Every August and September, the Asian art market is heated up with dynamic excitement. It starts with Art Taipei and Shanghai art fair and KIAF carries on the heat till mid September. 3-For-VIP program, which was established in order to nurture Asian collectors amongst Art Taipei, Shanghai Art Fair and KIAF since 2008, is now called 'Art Premium', which proudly presents more upgraded services for VIPs travelling to all three fairs. (vip@kiaf.org)

## BIENNALE AND MUSEUMS COLLABORATION

This year's September is full of international art events in Korea, throughout the nation. KIAF is collaborating with the key players of the Korean art scene such as Gwangju Biennale and Busan Biennale in order to attract more attention and achieve desirable synergy effect. KIAF will also collaborate with National Museum of Korea, MoA at Seoul National University and Art Sonje Center in order to offer exciting programs.

## VIP SERVICE

|                          |                                    |
|--------------------------|------------------------------------|
| <b>VIP CAR SERVICE</b>   | Sponsored by HYUNDAI Motor Company |
| <b>Concierge Service</b> | By Quintessentially                |

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