

FOR IMMEDIATE RELEASE

SUNDARAM TAGORE BEVERLY HILLS PRESENTS KOREAN ARTIST KIM JOON'S TATTOO IMAGERY

Exhibition Dates: April 8 - May 2, 2010

Opening Cocktail Reception: Thursday, April 8, 6 - 8 pm



Left: *Bird Land-Breitling*, 2008, digital print, 47 x 47 inches

Right: *Fragile-Dragon*, 2010, digital print, 47 x 82.5 inches

Beverly Hills, Calif., March 10, 2010—A fascination with tattoos lies at the core of Kim Joon's work. Following debut exhibitions in Hong Kong and New York, the Korean artist presents new work for his first solo show in Beverly Hills. Using three-dimensional computer graphics, Kim creates digital prints and videos of undulating nude bodies covered in ink. Supine figures are enveloped by bold logos and prints from luxury brands such as Ferragamo, Montblanc, and Vivienne Westwood forming a surreal landscape. Kim's tattoo imagery provokes questions about the impact of consumerism on society. The artist says, "I am interested in tattoos as a metaphor for hidden desire or a kind of compulsion engraved into human consciousness. Tattoos can reflect individual and collective reality or displaced desire."

Kim's exploration of tattoos stems from his experiences tattooing his peers while in the Korean military. In his earliest works, Kim grappled with the notion of tattoos as socially taboo in present-day Korean society. He created sculptures that mimicked tattooed portions of flesh. Using water-based markers, he embellished latex-coated sponges, creating vivid, anthropomorphic parts divorced from the human form.

(continued)

new york 547 WEST 27TH STREET, NEW YORK, NEW YORK 10001

beverly hills 9606 SOUTH SANTA MONICA BOULEVARD, BEVERLY HILLS, CALIFORNIA 90210

hong kong 57-59 HOLLYWOOD ROAD, CENTRAL, HONG KONG

WWW.SUNDARAMTAGORE.COM

The artist's recent work neatly overturns the negative connotations surrounding tattoos. In his hands, not only do tattoos reflect social habits and desires but they're also a vehicle for transforming the body into a highly aestheticized object. Using animation software, Kim renders three-dimensional bodies onto which he meticulously grafts photographs of human, animal, and artificially created skin. He then superimposes tattoos of colorful brand logos and patterns. The close-range photographs expose skin pores and pigmentation heightening the immediacy of ink entering flesh. Vibrantly colored, Kim's entangled tattooed figures are suggestive and sensual, fluid and erotically intimate.

Kim Joon was born in 1966 in Seoul, Korea, where he currently lives and works. He has exhibited his work at the Total Museum, Seoul, Korea; The National Museum of Contemporary Art, Kwachon, Korea; the National Taiwan Museum; Canvas International Art gallery, Amsterdam; Alexander Ochs Galleries, Berlin; Gallery Hyundai, Paris; Sabina Lee gallery, Los Angeles; Walsh Gallery, Chicago; Sundaram Tagore Gallery, Hong Kong; and Sundaram Tagore Gallery, New York.

For more information please email press@sundaramtagore.com or call 310.278.4520.

###

Sundaram Tagore Galleries

BEVERLY HILLS

9606 South Santa Monica Blvd

Beverly Hills, CA 90210

t: 310 278 4520

f: 310 278 4525

beverlyhills@sundaramtagore.com

NEW YORK

547 West 27th Street

New York, NY 10001

t: 212 677 4520

f: 212 677 4521

gallery@sundaramtagore.com

HONG KONG

57-59 Hollywood Road

Central, Hong Kong

t: 852 2581 9678

f: 852 2581 9673

hongkong@sundaramtagore.com