



# Art Radar Asia

Contemporary art trends and news from Asia and beyond

## Korean Eye exhibition in Saatchi Gallery London extended due to popularity

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### KOREAN CONTEMPORARY ART

There is perhaps no greater indicator of changing tastes in London's contemporary art scene and the West's hunger for fresh cultural and artistic influences than the masses of people who came to witness the '**Korean Eye: Moon Generation**' Exhibition, which showcases the finest contemporary Korean art at the renowned **Saatchi Gallery** in London. In fact, over 40,000 gallery-going visitors came to experience contemporary Korean art in just 2 weeks. The Saatchi Gallery originally planned to host the Exhibition from June 20th-July 5th, but the unexpected crowds inspired **Charles Saatchi** to request the exhibit continue until September 13.

'Korean Eye' is a groundbreaking show for Korean contemporary artists, who have had very little prior exposure in London and the West.

Of the choice to extend the show, **Simon de Pury, Chairman of Phillips de Pury and Company**, comments: "The interest in Korean Eye has been so great that we felt the Exhibition must be extended. Korean contemporary art is not that well known in Europe and it is a privilege to host such original and exciting work."



Kim Joon, Bird-land Donald Duck, 2008. From Korean Eye, Moon Generation. On view at Saatchi Gallery, London.

Among the honored guests at the exhibition's London opening on July 2 were **Cherie Blair**, the wife of former British Prime Minister Tony Blair, and **Sir David Tang**, the founder of Hong Kong's China Club and its acclaimed art collection. Cherie Blair was no doubt one of London's art enthusiasts who discovered the richness of contemporary Korean art that evening, saying, "I didn't realise that Korea had such a thriving modern art industry but this exhibition is extraordinary. The breadth of the works is fantastic and it has been a real privilege to meet some of the artists and view the works first hand."

The show's curator, 35 year old **Lee Dae-hyung**, came up with the idea for the show last March, and secured sponsorship and support from **David Ciclitira, president of Parallel Media Group**, the auction firm Phillips de Pury & Company, and Standard Chartered Bank. Lee is the head of the curating company Hzone, and has been promoting Korean artists in Seoul, Tokyo, London, and Beijing for the past 8 years. His next exhibitions include a showcase of experimental furniture designs titled 'Mad for Furniture', and the December exhibition 'Korea Tomorrow', both to be held in Seoul.

The show's popularity and enthusiastic London reception indicate a bright future for Korean contemporary artists on the Western and international scene, and suggest a new trend of Western fascination with Korean influence. Art enthusiasts, be aware: contemporary Korean art is certainly something to watch.



-contributed by Erin Wooters

I Miss You, by Jang Seung-hyo



Red River Flowing With Flowers  
Flame, by Kwon Ki-soo