

FOR IMMEDIATE RELEASE**SUNDARAM TAGORE PRESENTS NEW DIGITAL PRINTS
BY RISING KOREAN ARTIST KIM JOON****Exhibition dates: May 14 - May 27, 2009****Opening cocktail reception: Thursday, May 14, 6 to 8 pm**

New York, NY, April 15, 2009—A fascination with tattoos lies at the core of Kim Joon's work. Having exhibited widely in Asia and Europe, this is the Korean artist's first solo exhibition in New York. The exhibition is part of Asian Contemporary Art Week 2009 (www.acaw.net), which runs from May 10 until May 18.

Using computer graphics, Kim creates digital prints of undulating nude bodies covered in tattoos. Headless figures are strewn across bold logos and patterns from luxury brands such as Ferragamo, Montblanc, and Vivienne Westwood.

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 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.

The artist's recent work neatly overturns the negative connotations surrounding tattoos. In his hands, not only do they reflect social habits and desires but they're also a vehicle for transforming the body into a highly aestheticized object. Vibrantly colored, Joon's anonymous tattooed figures are surreal and sensual, evoking a sense of fluidity and erotic intimacy.

(continued on reverse)

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

Kim Joon was born 1966 in Seoul, Korea, where he currently lives and works. He has exhibited 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; and Walsh Gallery, Chicago.

This exhibition is curated by Inhee Iris Moon and supported by a research grant from the Kongju National University in 2009.

For more information, please email: press@sundaramtagore.com or call 212.677.4520

###

Sundaram Tagore Gallery

NEW YORK
547 West 27th Street
New York, NY 10001
t: 212 677 4520
f: 212 677 4521
gallery@sundaramtagore.com

BEVERLY HILLS
9606 South Santa Monica Blvd
Beverly Hills, CA 90210
t: 310 278 4520
f: 310 278 4525
beverlyhills@sundaramtagore.com

HONG KONG
57-59 Hollywood Road
Central, Hong Kong
t: 852 2581 9678
f: 852 2581 9673
hongkong@sundaramtagore.com



www.acaw.net