



Hyundai Motor and Rhizome of the New Museum Partner to Showcase Leading Digital Art Globally

- Hyundai Motor and Rhizome of the New Museum will collaborate on platforms purpose-built to exhibit digital art by leading international artists
- The partnership will be anchored by "World on a Wire," a new group exhibition premiering in Hyundai Motorstudio Beijing and online, January 28, 2021
- Additional exhibitions will be held at Hyundai Motorstudio Seoul and Moscow



New York, NY...Hyundai Motor Company and Rhizome of the New Museum today announced a partnership that will see both entities supporting innovative digital art endeavors and exhibitions through 2022. This joining of these creative forces will be anchored by "World on a Wire," a new group exhibition premiering on January 28, 2021, simultaneously at the Hyundai Motorstudio in

Beijing and on the "World on a Wire" official website, <http://worldonawire.net>.

"World on a Wire" explores artistic practices engaged with emergent born-digital technologies such as augmented reality (AR), virtual reality (VR), and artificial intelligence (AI). The exhibition presents what could be considered artist-made synthetic life forms and explores the possibilities and poetics of computational simulation.

"Hyundai's vision of 'Progress for Humanity' has always driven everything we do. Our partnership with Rhizome reflects this guiding principle, and we hope this initiative inspires and uplifts those with a passion for the creative arts, especially in these difficult times," said Wonhong Cho, Executive Vice President and Head of Customer Experience Division at Hyundai Motor. "We would like to invite you to experience this exhibition from wherever you are and witness the infinite possibilities when art meets technology."

Founded in 1996 and affiliated with the New York City's iconic New Museum since 2003, Rhizome is the leading art organization dedicated to digital art and culture. Rhizome has played an integral role in the history, definition and proliferation of art engaged with networked technologies, and in the exhibition of experimental and leading-edge digital art.

"Rhizome's expertise in identifying digital art trends meets an ideal partner in Hyundai Motor Company," said Lisa Phillips, *Toby Devan Lewis Director* of the New Museum. "Together, we look forward to supporting visionary artists and creators by providing them vivid online and offline spaces to showcase their distinctive talents."

Gallery exhibitions will be held at Hyundai Motorstudio locations across the globe—creative spaces that convey the company's innovative views of future mobility and lifestyles. The online exhibition will kick off simultaneously with the launch in Beijing.

- Hyundai Motorstudio Beijing (January 28 – April 5, 2021)
- Hyundai Motorstudio Moscow (April 1 – July 4, 2021)
- Hyundai Motorstudio Seoul (May 7 – August 8, 2021)

This collaboration is an extension of Hyundai's art and culture initiatives, built upon long-standing partnerships with global art institutions, such as Tate Modern in the UK and the Los Angeles County Museum of Art in the U.S. The partnership with Rhizome of the New Museum allows Hyundai to tap into the cultural institution's unique focus in championing digital art and online exhibitions.

ABOUT RHIZOME

Rhizome champions born-digital art and culture through artist-centered programs that commission, present, and preserve art made with and through digital networks and tools. Online since 1996, the organization is an affiliate of the iconic New Museum in New York City. For more information, visit rhizome.org.

ABOUT NEW MUSEUM

The New Museum is the only museum in New York City exclusively devoted to contemporary art. Founded in 1977, the New Museum is a center for exhibitions, information, and documentation about living artists from around the world. From its beginnings as a one-room office on Hudson Street to the inauguration of its first freestanding building on the Bowery designed by SANAA in 2007, the New Museum continues to be a place of experimentation and a hub of new art and new ideas.

ABOUT HYUNDAI MOTOR COMPANY

Established in 1967, Hyundai Motor Company offers a range of world-class vehicles and mobility services in more than 200 countries. Hyundai Motor sold more than 4.4 million vehicles globally in 2019, and currently employs some 120,000 personnel worldwide. The company is enhancing its product lineup with vehicles designed to help usher in a more sustainable future, while offering innovative solutions to real-world mobility challenges. Through the process Hyundai aims to facilitate 'Progress for Humanity' with smart mobility solutions that vitalize connections between people and provide quality time to its customers.

More information about Hyundai Motor and its products can be found at: <http://worldwide.hyundai.com> or <http://globalpr.hyundai.com>

PRESS CONTACTS

NEW MUSEUM

Paul Jackson, Director of Communications and Marketing

press@newmuseum.org

HYUNDAI MOTOR

Jin Cha, Global PR Team / Hyundai Motor Group

sjcar@hyundai.com

+82 2 3464 2128