



**Hyundai Motor and Rhizome of the New Museum Premiere
“World on a Wire” exhibition at Hyundai Motorstudio Beijing
and Online**

- Exhibition presents leading global artists who have presented work in immersive, hybrid analog-digital lifeforms
- Online exhibition can be found at worldonawire.net beginning January 28



New York, NY...Hyundai Motor Company and Rhizome of the New Museum announce the launch of “World on a Wire,” a global art exhibition for the gallery and the web. “World on a Wire” represents the first collaboration in the recently announced partnership between Hyundai Motor and Rhizome to create platforms worthy of innovative, emergent digital art practices.

“World on a Wire” features 11 works, of which 7 are commissions, by global artists who have expressed themselves through a variety of digital mediums. Their work explores the possibilities and poetics of simulation as artistic practice. The inaugural edition of “World on a Wire” features curatorial and program contributions by the Central Academy of Fine Arts in Beijing.

“The exhibition aims to explore artistic practices engaged with emergent born-digital technologies,” said Cornelia Schneider, Vice President and the Head of Global Experiential Marketing at Hyundai Motor. “Through our partnership with Rhizome, we hope to offer new way of experiencing digital art and connect people through inspiring cultural experiences at the three Hyundai Motorstudios around the globe and in the online space”

“Creating ‘World on a Wire,’ and this new partnership with Hyundai Motor, was an opportunity for Rhizome to support artists working with new technologies at the very highest level,” said Michael Connor, Rhizome’s Artistic Director. “In this exhibition, we were able to bring together installations that mix traditional artistic techniques with high-tech methods to respond to critical issues in today’s digital culture.”

Among the highlights of the exhibition are works that involve mixed reality technologies, such as augmented reality (AR) and virtual reality (VR). These include *I’m my loving memory* (2020–2021), new plexiglass sculptures with AR interaction from New York-based **Rachel Rossin**; *Nike* (2018/2021) by Los Angeles-based **Theo Triantafyllidis**, a trompe l’oeil sculpture of the artist’s Ork avatar at work in their studio, viewed through a movable, large-scale flat-panel screen; and *Dungeon: Maximalism HyperBody* (2021) by Beijing-based **Pete Jiadong Qiang**, a vivid mixed-reality architecture, comprising a physical installation as well as virtual environments experienced through a VR headset.

Other artists have leveraged AI and other forms of generative simulation in their work. New York-based **ZZYW** (Zhenzhen Qi & Yang Wan) will present *ThingThingThing* (2019), a computational system in which entities generated by user submissions interact in an infinite three-dimensional world. “World on a Wire” will also include *Those Who* (2019) by **Sascha Pohflepp** (1978-2019), **Matthew Lutz**, and **Alessia Nigretti**, a self-aware 3D ecosystem built on the collection of the State Darwin Museum in Moscow; and *Butterfly Room: Special Edition* (2014/2021) by New York-based **Tabor Robak**, a work of speculative biology in the artist’s sculptural, pristine, super-saturated CGI aesthetic.

Artists that have deployed interdisciplinary hybrid formats include: Moscow-based **Mariia Fedorova**’s *Pandemic Chronotope* (2021), a web project and installation on the impact of Covid-19 on daily life in Russia; Seoul-based **JooYoung Oh**’s *Unexpected Scenery* (2019) a sci-fi retro-seeming videogame on AI; and — (2021) by **Lu Fei & Lei Jianhao**, a kinetic sculpture driven by an AI system responding to the electrical signals emitted by three potted plants.

Two sculptural works that incorporate digital technologies in distinct ways round out the exhibition. **Ye Nan**’s *Breeze Life* (2020) is a kinetic sculpture that offers a synchronous simulation of the artist’s movement, speed, and trajectory—an artwork that simulates the artist. *Juniper* (2019), by **Timur Si-Qin**, is a 3D-printed replica of a tree from the ranch of Georgia O’Keeffe. Though it uses digital techniques, the work evokes a long artistic tradition of using simulation as a means to give form to a complex and spiritual relationship with the natural world.

A full program of talks and workshops related to “World on a Wire” are also available on the website, designed and developed by Yehwan Song. These events include a virtual curatorial walkthrough from Michael Connor; artist talks with Rachel Rossin and Pete Jiadong Qiang; and creative workshops on AI and mixed reality architecture by ZZYW and Qiang respectively.

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>

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Caption: Pete Jiadong Qiang, Dungeon: Maximalism Hyperbody (2021). Mixed media installation: 3D-printed materials, plastic sheets, carpet, spray foam, paint, VR device, computer Dimension variable. Image Credit: Hyundai Motor.
