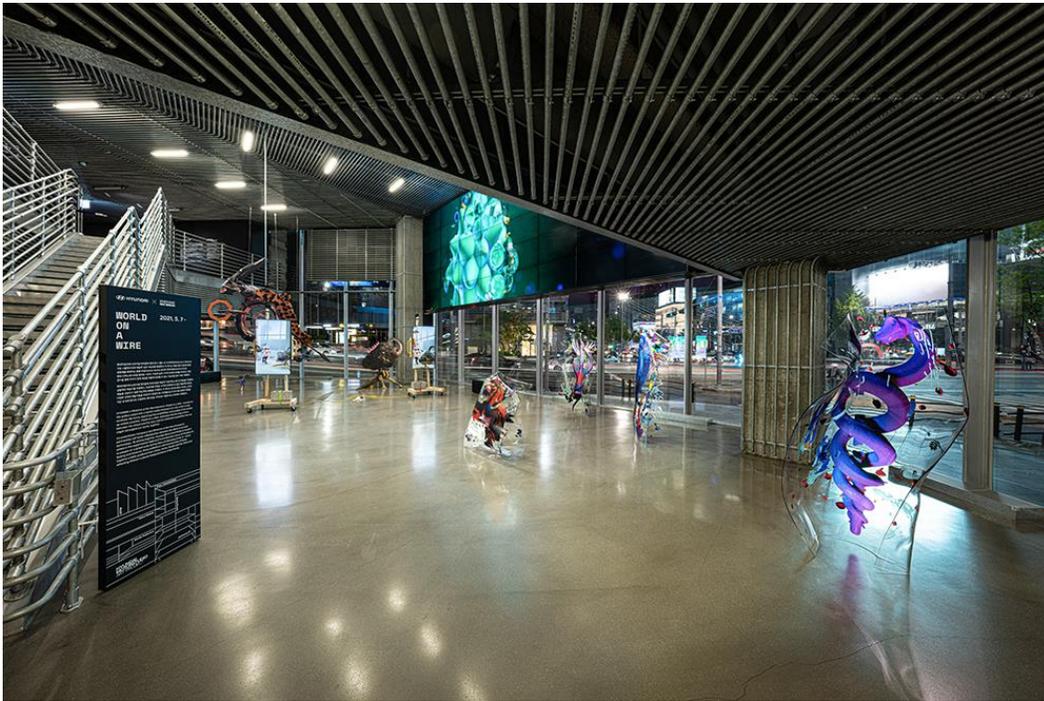




Hyundai Motor and Rhizome of the New Museum Present “World on a Wire” at Hyundai Motorstudio Seoul

- Exhibition features Mariia Fedorova, JooYoung Oh, Tabor Robak, Rachel Rossin, Theo Triantafyllidis, ZZYW
- Discursive program anchored by multi-event exploration of the metaverse
- Online hub of worldonawire.net hosts the full set of “World on a Wire” works, as well as all public programming



New York, NY...Rhizome of the New Museum and Hyundai Motor Company announce that “World on a Wire,” a global art exhibition for the gallery and the web, will be on view at the Hyundai Motorstudio Seoul beginning May 7, 2021. “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.

The Seoul edition of “World on a Wire” features six works by global artists in a variety of analog and digital mediums: augmented reality (AR), digital and practical animation, simulation, gaming, and more. Many of the works in this edition each create their own virtual space and ecosystem such as the evolving simulation of ZZYW’s *ThingThingThing* (2019-), the speculative lifeforms of Tabor Robak’s *Butterfly Room: Special Edition* (2014/2021), and even the generative “living” exhibition platform created by designer Yehwan Song at worldonawire.net. Other works depict bridged spaces between virtual and real: Rachel Rossin’s layering of physical and digital skins in the sculpture series *I’m my loving memory* (2020-2021), Theo Triantafyllidis’s *Studio Visit* (2018), comprising a tromp l’oeil artwork brought to life through AR intervention, and Mariia Fedorova’s *Pandemic Chronotope* (2021) which utilizes early moving image technology to enliven vivid animations related to this pandemic moment. *BirthMark* (2021) by JooYoung Oh is an AI system that attempts to interpret documentation from the Beijing exhibition of “World on a Wire.” Its interpretations of the imagery and descriptions are technically precise, but often at odds with those of a human viewer.

Alongside this presentation, the partners will host “Welcome to the Metaverse,” a pair of programs exploring an emerging framework for understanding communal virtual spaces and their nature, uses, and markets. The first event, on May 19, will feature exhibition curator Michael Connor in conversation with designer David Rudnick and artist/curator Aria Dean to discuss ways of understanding the relationship between the physical and the digital at a moment in which cryptocurrency allows “virtual space” to act as a repository of meaning and value. The second event, on June 16, will be a panel addressing the new forms of social practice emerging between “real” and “virtual” space, enabled by cryptocurrency and the blockchain.

“We are delighted to be presenting the ‘World on a Wire’ exhibition as we continue to share new and innovative approaches to bring art to people on a global scale,” commented DooEun Choi, Art Director of Hyundai Motor. “Hyundai Motor actively supports artistic initiatives that embrace art and technology through various platforms, such as this exhibition.”

“We are thrilled to bring ‘World on a Wire’ to Seoul together with Hyundai Motor,” said Zachary Kaplan, Rhizome’s Executive Director. “Moreover, we’re excited to use this presentation as a frame to discuss the new virtual spaces being created around digital art, the blockchain, and their online communities and markets.”

“World on a Wire” is being presented at Hyundai Motorstudios across the globe—experimental spaces that convey the company’s innovative views of future mobility and lifestyles. Following the inaugural Beijing and Seoul presentations, the exhibition will open at the Hyundai Motorstudio Moscow in September 2021.

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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