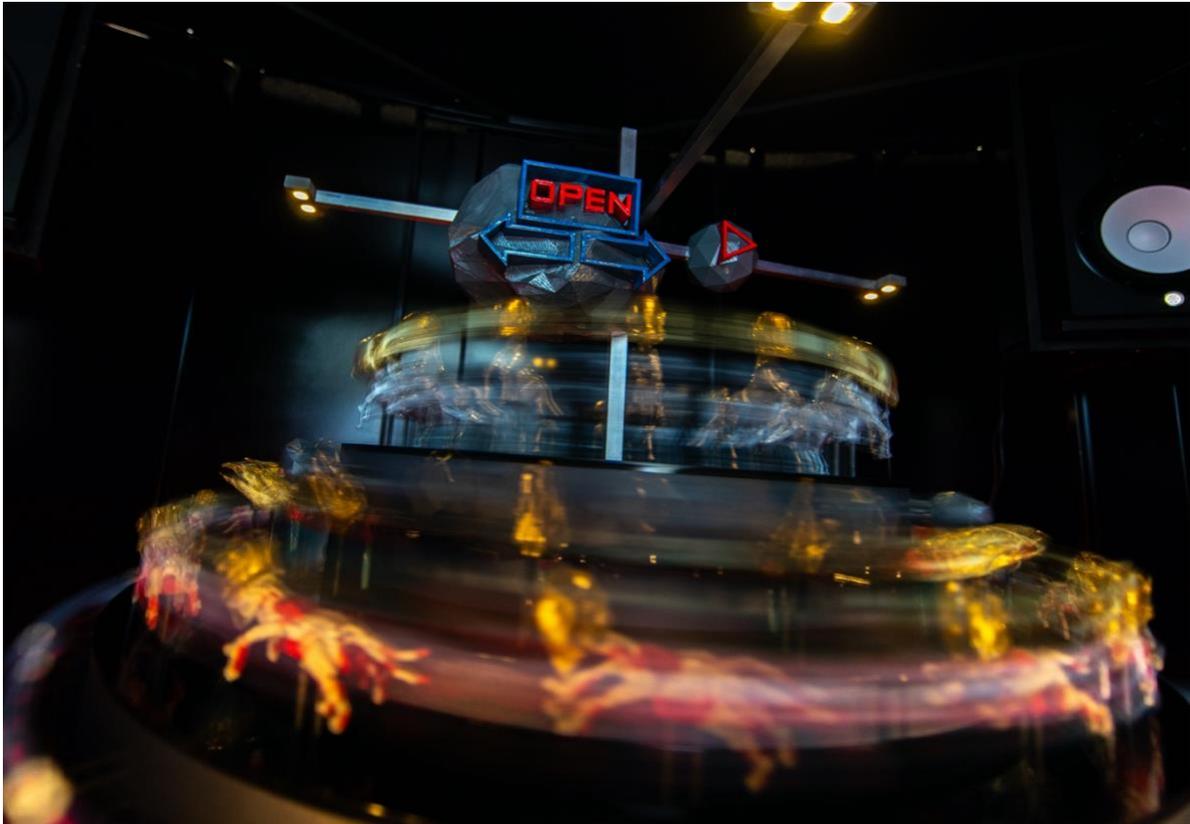




## **Digital Art Exhibition “World on a Wire” Opens at Hyundai Motorstudio Moscow**

- Hyundai Motor and Rhizome of the New Museum will present the “World on a Wire” exhibition in Moscow from October 19 until December 12, 2021
- The third and final event in the series, which follows exhibitions in Beijing and Seoul, will feature unique programming in partnership with Garage Museum of Contemporary Art in Moscow
- “World on a Wire” will display innovative art incorporating technologies, created with applications of modern digital tools
- Works by four artists from the United States and Russia—Mariia Fedorova, Tabor Robak, Rachel Rossin, and Theo Triantafyllidis—will be featured in the exhibition



**New York, NY...** "World on a Wire," organized by Rhizome's Artistic Director Michael Connor, opens today at Hyundai Motorstudio Moscow. The exhibition is a collaboration between Hyundai Motor Company and Rhizome of the New Museum in New York, as part of a partnership which began earlier this year, devoted to amplifying new modes of born-digital artmaking.

Founded in 1996 and affiliated with New York City's iconic New Museum since 2003, Rhizome is a 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 network technologies and the exhibition of experimental and leading-edge digital art. It is this commitment that forms Rhizome's synergistic foundation with Hyundai's art and culture initiatives that focus on supporting innovative artists and long-standing partnerships with global art institutions.

The first exhibition by Hyundai and Rhizome debuted early this year at Hyundai Motorstudio Beijing and online on [worldonawire.net](http://worldonawire.net). The Moscow edition of "World on a Wire" is the third and final event in the series, following Beijing and Seoul, and will bring new artistic elements not seen at the previous presentations.

Garage Museum of Contemporary Art will be supporting the "World on a Wire" exhibition at Hyundai Motorstudio Moscow as part of its Garage Digital program, which brings together artists, scientists, programmers, and art historians to explore and support new languages of visual culture that are emerging under the influence of advanced technologies and new media.

**"World on a Wire" Exhibition in Moscow: Works and Artists**

The exhibition will feature four unique installations by participating artists Mariia Fedorova (Russia), Tabor Robak (United States), Rachel Rossin (United States), and Theo Triantafyllidis (United States). Located around the world, these artists express themselves through a variety of digital

mediums and explore the possibilities and poetics of simulation as artistic practice.

Moscow-based Mariia Fedorova's *Pandemic Chronotope* (2021) melds 3D animation, traditional Russian iconography, and early moving-image technology to narrate an abstracted, population-level experience of the COVID-19 pandemic. Tabor Robak's *Butterfly Room: Special Edition* (2014/2021) immerses viewers in a vivid ecosystem of new biological forms created through generative animation. Rachel Rossin's *I'm My Loving Memory* (2020/2021) comprises a set of plexiglass sculptures printed with visuals from popular video games, shaped to the artist's body, that interact with augmented reality. And Theo Triantafyllidis's newly presented *Seamless* (2017–) is a live, 3D-animated simulation of a world inhabited by wild animals and intelligent machines.

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### **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](http://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>

### **HYUNDAI MOTORSTUDIO – A Unique Platform for Interaction with the Brand**

Located across several countries, Hyundai Motorstudios are creative spaces embodying Hyundai Motor's innovative vision of future mobility and lifestyle and offer various opportunities for interaction with its brand. Hyundai Motorstudio Moscow is the first Hyundai Motorstudio outside of Korea and the first brand space by a foreign automaker established in Russia. It has become a platform for hosting impactful exhibitions and events addressing important topics in innovations and the arts.

In addition to the new "World on a Wire" exhibition, another futuristic exhibition titled "Future Mobility" is ongoing at the gallery. It showcases advanced solutions by Hyundai Motor in the field of personal and public mobility as well as cutting-edge developments by the company in the sphere of hydrogen energy and sustainable technologies.

### **GARAGE MUSEUM OF CONTEMPORARY ART**

Founded in 2008 by Dasha Zhukova and Roman Abramovich, Garage is the first philanthropic institution in Russia to create a comprehensive public mandate for contemporary art. Providing opportunities for dialogue, as well as the production of new work and ideas, the Museum's extensive program of exhibitions, events, education, research, and publishing reflects current developments in Russian and international culture. Central to these activities is the Museum's collection, which is the only public archive in the country related to the development of Russian contemporary art from the 1950s through to the present. <https://garagemca.org/en>

### **GARAGE DIGITAL**

Garage Museum's program bringing together artists, scientists, programmers, and art historians, aims to explore and support the new languages of visual culture that are emerging under the influence of advanced

technologies and new media on everyday life and on artistic and research practices. <https://garage.digital/en>

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**Caption:** Mariia Fedorova, *Pandemic Chronotope* (2021), mechanical installation, text, sound. Technical support by Andrey Fedorov and Vlad Elektronik. Music by Andrey Sviridov. Photo courtesy