Hyundai Motor Announced as Major Partner for

20th Biennale of Sydney

* Hyundai Motor supports Asia Pacific’s largest contemporary visual arts event
* Partnership continues Hyundai’s global commitment to bringing creative experiences to people in all areas of the world
* Hyundai Motor to support Festival Days on Cockatoo Island

March 4, 2016 – Hyundai Motor has been named as a major partner for the 20th Biennale of Sydney, the largest contemporary visual arts exhibition in Asia Pacific. Under the theme of The future is already here — it’s just not evenly distributed, the biennale (18 March - 5 June 2016) is expected to articulate Hyundai Motor’s unwavering dedication to supporting global art communities. The exhibition will take place at seven iconic venues across Sydney.

During the biennale, Hyundai Motor is supporting a program of major exhibitions and projects, including Festival Days at historical Cockatoo Island, one of the main venues presenting the seven ‘Embassies of Thought’ collections. The embassies are inspired by the unique locations and individual histories of each venue, with the World Heritage-listed island hosting the *Embassy of the Real*. The former convict settlement and shipyard offers a space for artists to explore how we perceive reality in our increasingly digitized era.

Won Hong Cho, Chief Marketing Officer, Hyundai Motor said, “Art has the power to shape the way we see ourselves. As a major partner of the Biennale of Sydney, our mission is to create paths for more people to explore the international landscape of current discourses on art and humanity.”

Festival Days on Cockatoo Island – supported by Hyundai is a new program for this year’s biennale, inviting families and people of all ages to take a free ferry trip from Campbell’s Cove Wharf (The Rocks) to Cockatoo Island, for three Sundays during the exhibition (April 3, May 1, May 29). On these days, visitors are able to take part in guided tours, including art insight talks or art-making stations inspired by artists.

In total, there will be 83 artist teams exhibiting at the seven venues across Sydney, including Korean artists Lee Bul and Minouk Lim, both of whom are also global artists outside of Korea. In addition to the seven main exhibitions, the biennale also offers various other ‘in-between projects’ around the city, including site-specific projects, forums, seminars and training programs to provide visitors from around the world access to discussions on contemporary art for the three-months of the biennale.

The partnership continues Hyundai’s global commitment to creating better access to art for people and is part of a unique series of long-term relationships that the company has established with leading art institutions around the world. Hyundai Motor has also initiated partnerships with the National Museum of Modern and Contemporary Art Korea (MMCA), the Los Angeles County Museum of Art (LACMA) and Tate Modern in the United Kingdom.

With MMCA, Hyundai Motor’s ‘MMCA Hyundai Motor Series’ offers a decade-long platform along with international forums, archives, and publishing for Korean artists. LACMA’s ‘Art + Technology’ collaboration continues with the Rain Room installation created by London-based artist collective Random International and a comprehensive exhibition by ground breaking artist Diana Thater. At Tate Modern in London, artist Abraham Cruzvillegas was selected for the Hyundai Commission’s inaugural exhibition, followed by French video artist Philippe Parreno who will take on for the second annually commissioned exhibition project at Turbine Hall in late 2016.

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About Hyundai Motor

Established in 1967, Hyundai Motor Company is committed to becoming a lifetime partner in automobiles and beyond. The company leads the Hyundai Motor Group, an innovative business structure capable of circulating resources from molten iron to finished cars. Hyundai Motor has eight manufacturing bases and seven design & technical centers worldwide and in 2015 sold 4.96 million vehicles globally. With more than 110,000 employees worldwide, Hyundai Motor continues to enhance its product line-up with localized models and strives to strengthen its leadership in clean technology, starting with the world’s first mass-produced hydrogen-powered vehicle, ix35 Fuel Cell and IONIQ, the world’s first model with three electrified powertrains in a single body type.

More information about Hyundai Motor and its products can be found at:

<http://worldwide.hyundai.com> or <http://globalpr.hyundai.com/>

Further information about Hyundai Motor’s global art partnerships and its various activities is available at

http://brand.hyundai.com

Contact

Global PR Team

Globalpr@hyundai.com

[www.hyundaiglobalnews.com](http://www.hyundaiglobalnews.com)

+82 (0)2 3464 2152 ~ 2160