

**EMBARGOED UNTIL 18 APRIL, 23:00 KST**

**Hyundai Motor to Present**

**Christie’s 2019 Art+Tech Summit: The A.I. Revolution**

**SEOUL, April. 18, 2019** — Hyundai Motor Company announced that it will present the ‘2019 Art +Tech Summit: The A.I. Revolution’ hosted by Christie’s in New York on June 25. The summit will lead the conversation about the intersection of art and technology, with a conference featuring insights from industry leaders around the world.

Produced in collaboration with Christie’s Education, the summit will bring together opinion leaders, industry experts, academics, and artists for a series of panel discussions and presentations to explore the impact of artificial intelligence (AI) on the art world.

“As a leading mobility technology company, it is our responsibility to constantly question and reflect upon the meaning of humanity amid the fourth industrial revolution. Our vision includes our mobility technology distilled into meaningful human exchange and cultural experiences,” said Wonhong Cho, Executive Vice President of Hyundai Motor. “Through this summit, we hope to provoke respectful debate that leads people to imagine a more inclusive and sustainable future.”

“As the world’s leading art business, Christie’s is committed to be at the forefront of the conversation around the intersection of art and technology,” said Guillaume Cerutti, CEO of Christie’s. “For our second annual Art+Tech Summit, we are honored to bring together leading experts, influencers, and creative minds, who together, are redefining the art world with respect to technology, and changing the way art is created, experienced, and circulated.”

Selection of Hyundai models will also be displayed on-site for a specially curated experience:

* NEXO, Hyundai’s dedicated fuel-cell electric SUV
* Palisade, Hyundai’s flagship SUV model
* All-new Sonata, one of Hyundai’s best-selling models, just made its North America debut in New York yesterday.

Topics addressed during the conference will include:

* The way artists are utilizing machine learning and innovations
* The impact of AI technology on collecting and museums
* Tools for the art industry
* The legal implications of AI
* The ethical and social implications of AI
* The use of data analytics
* Trends and predictions about the future of AI

Participating speakers are from: Hyundai ARTLAB, Google, Pace Gallery, MIT Technology Review, Pace, The Metropolitan Museum of Art, The New Museum, and many more. Artists include Robbie Barrat and Martha Fiennes.

Further information, including the full speaker list and agenda together with details of ticket payment and venue location, is available at <https://www.christies.com/art-and-tech>

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**About Hyundai Motor’s Art Projects**

Hyundai Motor has been supporting art initiatives driven by long-term partnerships with global museums―the National Museum of Modern and Contemporary Art, Korea (MMCA), Tate Modern and the Los Angeles County Museum of Art (LACMA) since 2013. The aim is to support the development of the global art scene and contribute to the establishment of a sustainable art environment, delivering inspiration and unique experiences to the world. Hyundai extended the partnership with global media group, Bloomberg and launched a new series, ART+TECHNOLOGY, which connects the international audience with artists exploring the convergence of art and technology. Also, Hyundai has been a major sponsor for the Korean Pavilion at the Venice Biennale 2015, 2017 and the 20th and 21st Biennale of Sydney.

**About Hyundai Motor**

Established in 1967, Hyundai Motor Company is committed to becoming a lifetime partner in automobiles and beyond, offering a range of world-class vehicles and mobility services in over 200 countries. Employing more than 120,000 staff worldwide, Hyundai has sold about 4.6 million vehicles globally. Hyundai Motor continues to enhance its product line-up with vehicles built on solutions for a more sustainable future, such as NEXO -- the world’s first dedicated hydrogen-powered SUV.

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

<http://worldwide.hyundai.com> or [http://globalpr.hyundai.com](http://globalpr.hyundai.com/)

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**About Christie’s**

Christie’s, the world's leading art business, had global auction, private and digital sales in 2018 that totaled £5.3 billion / $7 billion. Christie’s is a name and place that speaks of extraordinary art, unparalleled service and international expertise. Christie’s offers around 350 auctions annually in over 80 categories, including all areas of fine and decorative arts, jewelry, photographs, collectibles, wine, and more. Prices range from $200 to over $100 million. Christie's also has a long and successful history conducting private sales for its clients in all categories, with emphasis on Post-War & Contemporary, Impressionist & Modern, Old Masters and Jewelry.

Alongside regular sales online, Christie’s has a global presence in 46 countries, with 10 salerooms around the world including in London, New York, Paris, Geneva, Milan, Amsterdam, Dubai, Zürich, Hong Kong, and Shanghai.

**About Christie’s Education**

Christie’s Education is a wholly owned subsidiary of the world’s leading art business, Christie’s. It is an international postgraduate institution devoted to preparing graduates for entry into the art world through the advanced study of art business, art world practice and the acquisition of connoisseurship skills. By offering Master’s degrees in London and New York, we immerse students in all areas of the art world, focusing on business analysis, object-based study, history of art, art market studies, supported by rigorous professional development courses. All Master’s degrees have an integrated work placement at Christie’s auction house as an accredited part of these programs. Christie’s Education online courses provide a fully immersive experience of the art world. Christie’s Education also offers also offer a vast range of continuing education opportunities in London, New York and Hong Kong, designed to introduce enthusiasts to the fundamentals of art and the art market.

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