

**EMBARGOED UNTIL SEPT. 28, 08:30 (KST)**

**Hyundai Motor and MMCA Announce the Opening of the**

***MMCA Hyundai Motor Series 2020* with Haegue Yang**

* Haegue Yang, the seventh artist for the MMCA-Hyundai Motor partnership, presents *MMCA Hyundai Motor Series 2020: Haegue Yang – O₂ & H₂O* exhibition
* *MMCA Hyundai Motor Series* is a ten-year art project that aims to support Korean contemporary arts
* The exhibition runs from Sept. 29, 2020 through Feb. 28, 2021

**SEOUL, September 28, 2020** — Hyundai Motor Company today announced its seventh *MMCA Hyundai Motor Series* exhibition with acclaimed artist Haegue Yang. The *MMCA Hyundai Motor Series 2020: Haegue Yang – O2 & H2O* will run from Saturday, September 29, 2020 through Sunday, February 28, 2021, at the National Museum of Modern and Contemporary Art, Korea (MMCA) in Seoul.

The MMCA Hyundai Motor Series is a ten-year partnership that mounts an exhibition of an esteemed Korean artist each year. Through the art projects in partnership with MMCA, Hyundai strives to contribute to the diversification and development of Korean contemporary arts in line with the company’s vision of ‘Progress for Humanity’. Previously featured artists include Lee Bul (2014), Ahn Kyungchul (2015), Kimsooja (2016), Im Heung-soon (2017), Choi Jeonghwa (2018) and Park Chan-kyung (2019).

Regarded as one of the most influential artists in contemporary art, Yang has been active on the international art scene since the mid-1990s. She has dealt with subjects such as the relationship between narrative and abstraction, domesticity, migration and borders through a diverse array of everyday industrial materials with quasi-folk characteristics. The vast amount of cultural references deployed by the artist, including characters, events and phenomena, finds expression in a fascinating visual language through complex sculptures and large installations.

The *MMCA Hyundai Motor Series 2020: Haegue Yang – O2 & H2O* is a major solo-exhibition of Yang’s sculptures, presenting 40 works including “*Sonic Domesticus,”* which reflects relationship between organisms and machines, objects and humans; “*Genuine Cloning,”* a sound project of artificial intelligence; and “*Silo of Silence – Clicked Core,”* a ten-meter-high sculpture installed in Seoul Box.

In the exhibition, Yang takes a leap forward on the subject of the “abstraction of reality.” The symbols O2 and H2O in the exhibition title reflect the artist’s persistent interest in tracing sensorial experiences with the abstract language of art.

“Hyundai is one of the most committed supporters of contemporary arts and culture on the scene today, having established long-term partnerships with various museums around the world since 2014. We aim to connect people through inspiring cultural experiences and open up purposeful conversations for a better future,” said Cornelia Schneider, Vice President and Head of Global Experiential Marketing. “We are excited to show Haegue Yang’s works as part of the *MMCA Hyundai Motor Series*. It is a great opportunity to celebrate the role of creativity in contemporary Korean society, especially in the age of uncertainty with the current global pandemic.”

Accompanying the exhibition, the first domestic Korean language anthology on the artist, “*Air and Water: Writings on Haegue Yang 2001-2020,”* will be published for providing deeper understanding of the artist’s attitudes. Moreover, various programs will be presented during the exhibition such as a musical performance with artworks, online seminar with global art institutions and lecture series which talk about the exhibition.

Meanwhile, clothing and design brands will collaborate with the artist to launch clothing, accessories, and art products bearing major works by the artist at the opening of the exhibition.

In addition to the ongoing *MMCA Hyundai Motor Series*, Hyundai supports next-generation creators in Korea through *PROJECT HASHTAG.* The first exhibition of the *PROJECT HASHTAG* was held at the MMCA this year.

Hyundai Motor seeks inspiration from all realms to create new values and make progress towards a shared future. The company’s commitment to supporting art and its global communities has led to long-term partnerships with museums and organizations around the world. The aim is to encourage exploring of innovative and creative ideas while enabling better access to experiencing art. Through its global art initiatives, Hyundai Motor supports the development of a sustainable art environment with the belief that art can act a lens through which we expand our understandings of the world and move forward with the right questions.

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**About Hyundai Motor’s Art Projects**

Hyundai Motor Company has been supporting art initiatives driven by long-term partnerships with global museums―the National Museum of Modern and Contemporary Art, Korea (MMCA), Tate and the Los Angeles County Museum of Art (LACMA) since 2013, along with major sponsorships for the Korean Pavilion at the Venice Biennale 2015, 2017, 2019 and the 20th and 21st Biennale of Sydney. The newly established Hyundai Tate Research Centre: Transnational encourages innovative ways of thinking about art and global art histories, and in partnership with global media group Bloomberg, Hyundai Motor Company connects international audiences with artists exploring the convergence of art and technology.

**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](http://globalpr.hyundai.com/)

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