

News Release

Hyundai Motor Presents MMCA Hyundai Motor Series 2021 with Moon Kyungwon and Jeon Joonho

- *NEWS FROM NOWHERE, FREEDOM VILLAGE* exhibition to be held from September 3, 2021 at the MMCA Seoul
- Moon and Jeon are 8th artists selected for *MMCA Hyundai Motor Series*, a ten-year project
- Exhibition to present new video works and a large-scale painting based on an isolated village in DMZ

SEOUL, September 2, 2021 – Hyundai Motor Company today announced the opening of the *MMCA Hyundai Motor Series 2021* exhibition with the National Museum of Modern and Contemporary Art, Korea (MMCA). The exhibition, entitled *MMCA Hyundai Motor Series 2021: MOON Kyungwon and JEON Joonho – NEWS FROM NOWHERE, FREEDOM VILLAGE*, will run from September 3, 2021 through February 20, 2022 at the MMCA Seoul.

MMCA Hyundai Motor Series, created as one of the long-term partnership programs with MMCA, is a ten-year art project that has been organizing annual exhibitions of esteemed Korean artists since 2014. In line with one of the main objectives of the *MMCA Hyundai Motor Series* to support artists in the global art scene, *NEWS FROM NOWHERE, FREEDOM VILLAGE* will also be presented at the 21st Century Museum of Contemporary Art, Kanazawa in Japan starting April 29, 2022.

Moon Kyungwon and Jeon Joonho, who were also featured in the Korean Pavilion at 2015 Venice Biennale sponsored by Hyundai Motor, are the eighth artists selected for this project. They have worked together since 2009, exploring the relationship between society and art by posing the fundamental question, “What role can art play?”. Through the exhibition, the duo will present new video works, a large-scale painting, photographs, archives, and installations that explore the role of art in times of crisis.

"Hyundai Motor is excited to present *NEWS FROM NOWHERE, FREEDOM VILLAGE* as a part of the *MMCA Hyundai Motor Series* this year. Our art initiatives continue to expand access to art and connect people beyond boundaries." said Thomas Schemera, Executive Vice President and Global Chief Marketing Officer at Hyundai Motor. "We believe art empowers our understanding of the future of humanity. Through our partnerships with art communities around the world, we aim to open up conversations for a better tomorrow in line with our vision 'Progress for Humanity'."

The exhibition presents the latest episode in Moon and Jeon's *NEWS FROM NOWHERE* project that premiered in 2012. The new episode, *NEWS FROM NOWHERE, FREEDOM VILLAGE*, is based on the only village that sits on the southern side of the heavily fortified demilitarized zone (DMZ), Daeseong-dong, also known as 'Freedom Village.' Through this focus on a village that has been long isolated due to conflicts in human history, the artists reflect on the reality of the isolation brought forth by the pandemic.

In addition to the exhibition, *MMCA Hyundai Motor Series* will also include the 'Mobile Agora' panel discussion on issues related to the exhibition. Experts from a wide range of fields, such as architecture, science, design, and humanities, will examine the current state of humanity and explore alternatives for the future over five sessions.

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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 is present in over 200 countries with more than 120,000 employees dedicated to tackling real-world mobility challenges around the globe.

Based on the brand vision 'Progress for Humanity,' Hyundai Motor is accelerating its transformation into a Smart Mobility Solution Provider.

The company invests in advanced technologies such as robotics and Urban Air Mobility (UAM) to bring about revolutionary mobility solutions, while pursuing open innovation to introduce future mobility services.

In pursuit of sustainable future for the world, Hyundai will continue its efforts to introduce zero emission vehicles equipped with industry-leading hydrogen fuel cell and EV technologies.

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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