

# News Release

## Hyundai Motor and MMCA Present ‘PROJECT HASHTAG 2022’ Exploring the Expanded Real and Virtual

- ‘PROJECT HASHTAG 2022’ to run at National Museum of Modern and Contemporary Art, Korea through April 9, 2023
- The annual program promotes interdisciplinary collaborations among next-generation creators while providing a platform for experimental discussion
- This year’s two finalist teams, ‘Lost Air’ and ‘Crypton,’ examine today’s political and socio-cultural issues while exploring the underground music scene as well as a virtual ecosystem

**SEOUL, November 6, 2022** – Hyundai Motor Company and the National Museum of Modern and Contemporary Art, Korea (MMCA) announced the opening of the ‘PROJECT HASHTAG 2022’ exhibition at MMCA Seoul. The exhibition will run from today through April 9, 2023.

Launched in 2019 and now in its third annual iteration of a five-year partnership, PROJECT HASHTAG promotes interdisciplinary collaborations between next-generation artists, writers, producers and researchers from diverse fields while providing a platform for exhibition and discussion.

“Through our partnership with the National Museum of Modern and Contemporary Art, we hope to provide a platform for experimentation and collaboration for emerging creators and consistently contribute to the development of the domestic culture and art scene,” said DooEun Choi, Vice President of Artlab at Hyundai Motor Company. “‘PROJECT HASHTAG 2022’ will archive the present and offer a new perspective on the future based on an extended worldview that transcends the real and the virtual.”

Taking its name from the symbol widely used on social media platforms to facilitate the search and organization of user-generated content, PROJECT HASHTAG embraces the open spirit of the hashtag(#) that generates an infinite number of unpredictable contexts. Moreover, this program centers on the value of expandability, which transcends the boundaries of traditional media and genres.

Selected out of more than 108 applicant teams, this year's finalists are teams 'Lost Air' and 'Crypton'. They submitted works that examine today's political and socio-cultural issues while exploring the underground music scene as well as a virtual ecosystem through various mediums, including installments, performance, videos and more.

'Lost Air' (a team comprised of Lee Woogyong, Lee Dayoung, Park Juyeong and Park Minju) explores the spatial and geopolitical meaning of parties in the Korean underground club scene through the tags #underground #parties #clubs #subculture and #community. The project consists of a series of four parties held throughout Seoul between July and September and a pre-performance in October held in collaboration with Hyundai Motor Group's ZER01NE DAY, before presenting at MMCA Seoul, where the exhibition and closing party will be held. Each member of the team questions the point of intersection between art and technology in their own ways based on their different specialties and explores the expansion of subcultures and their communities.

'Crypton' (a team comprised of Hwang Sukyung, Yeom Inhwa and Jeong Minju) explores the tags #generation #aging #disability #ecology and #accessibility. The team created a virtual environment, a fictional tourist destination called Koko Killing Island. The island's empty center reflects today's ecological topography, a landscape with no local specialty unique to a particular region, like coconuts and tangerines are no longer unique to certain regions. It's also a metaphorical agora, a central public space where discussions about the issues of the past, present and future take place. The ecological approach and philosophical concept that run through their project are integrated into real-life objects, such as a tourist center and food court, as well as virtual objects, such as 3D digital images based on extended reality (XR), animations and interactive images.

"As we enter the end phase of the pandemic, the exhibition will present interesting perspectives through which young creators are analyzing and resolving the issues of the times," said Youn Bummo, Director of MMCA.

'PROJECT HASHTAG 2022' will also include seven side events to be carried out throughout the exhibition period, such as creator talk, workshop, and performance. The last week of the exhibition (April 3-9, 2023) will be 'PROJECT HASHTAG 2022 WEEK', during which Lost Air's closing party and Crypton's performance 'Goodbye Koko' will be presented. Please visit the official PROJECT HASHTAG website ([projecthashtag.net](http://projecthashtag.net)) for more information.

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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 partnerships for the Korean Pavilion at the 56th, 57th, 58th, and 59th Venice Biennale 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.

Visit <http://artlab.hyundai.com> or follow @hyundai.artlab #HyundaiArtlab to learn more about these projects.

**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 Advanced Air Mobility (AAM) 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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