

ASJ C Art Sonje Center www.artsonje.org	Press release 6 January, 2017	Inquiry: Yujin Na press@artsonje.org 010-2488-4219
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Seoul-based Web Artist Group YOUNG-HAE CHANG HEAVY INDUSTRIES

Solo Exhibition at the Art Sonje Center

-*LIFE IN THREE EASY VIDEO TUTORIALS*, 6 January – 12 March, 2017

-An animation piece that is easy to understand like a video tutorial

-New video, web, banner, and print-based works to be included in the exhibition

The Art Sonje Center (Director: Sunjung Kim), a private art museum dedicated to exhibiting experimental contemporary art, will hold a solo exhibition of the global web artist group YOUNG-HAE CHANG HEAVY INDUSTRIES, *LIFE IN THREE EASY VIDEO TUTORIALS*, from 6 January to 12 March, 2017.

The exhibition is composed of video installations specifically created for the Art Sonje Center's main exhibition halls on floors 1 to 3, web pieces that can be viewed on the Art Sonje Center's homepage (www.artsonje.org), printed materials distributed in the form of exhibition leaflets, and banners installed along the front and back walls of the museum building. Supplemental programs have also been organized, such as an artist talk on February 9th, and screenings on February 16th and the 23rd to highlight YOUNG-HAE CHANG HEAVY INDUSTRIES' world of artworks from various angles.

The new work, *LIFE IN THREE EASY VIDEO TUTORIALS*, to be exhibited at the Art Sonje Center for the first time, is an animation piece that presents a view of Korean society in an easy to understand way, such as a 'video tutorial,' using a combination of text and music. Composed of three parts covering the topics of 'family,' 'economy,' and 'politics,' 2-channel videos in Korean and English are installed on the first three floors of the Art Sonje Center.

Installed on the first floor is *ALL UNHAPPY FAMILIES ARE ALIKE*. Based on the opening lines of Tolstoy's *Anna Karenina*, which reads: "Happy families are all alike; every unhappy family is unhappy in its own way," the work revolves around the scene of a family dinner. The second floor installation *SAMSUNG MEANS TO DIE* examines the moment when Samsung, Korea's representative conglomerate, leads us to happiness as a pervasive lifestyle through the supply of not only manufactured products, but also hospitals, schools, and housing. And in the third floor installation, *POLITICIANS WHO DYE THEIR HAIR -- WHAT ARE THEY HIDING?* likens the deceptive behavior of politicians to the act of dyeing their hair black.

The Director of the Art Sonje Center, Sunjung Kim, who curated the exhibition stated, "This solo exhibition cuts through the subjects of capital and politics that YOUNG-HAE CHANG HEAVY INDUSTRIES have continuously engaged with in their work. As they examine a cross section of Korean society, their

speculations, which appear to expose our lives and the improprieties therein, approach us with a biting wit.

The Art Sonje Center endeavors to present the contemporary context and critical discourse through an open perspective, and is devoted to experimental and multidisciplinary practices with the exhibition as our central focus. Established in 1998 as a private museum, the Art Sonje Center is located in the Jongno district of Seoul, in Sogyeok-dong.

About the Artist

YOUNG-HAE CHANG HEAVY INDUSTRIES is yhchang.com. Based in Seoul, YHCHI has done their signature animated texts set to their own music in 26 languages and shown many of them at some of the major art institutions in the world, including Tate, London, Centre Pompidou, Paris, Whitney Museum and New Museum, New York. Young-hae Chang (KR) and Marc Voge (US), the two principals of YHCHI, were recent Rockefeller Foundation Bellagio Center Creative Arts Fellows.

Images of work

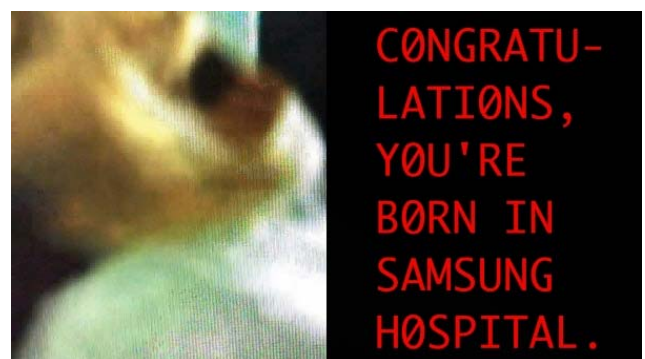
사업 구상에 대해.
먼저 먹어. 네 삼촌에게 이거 줘라.
위하여!

THAT'S WHAT I WANT TO TALK ABOUT.
A BUSINESS IDEA.
EAT FIRST. GIVE THIS TO YOUR UNCLE.
CHEERS!
DON'T DRINK SO FAST.

YOUNG-HAE CHANG HEAVY INDUSTRIES, *ALL UNHAPPY
FAMILIES ARE ALIKE*, 2016



YOUNG-HAE CHANG HEAVY INDUSTRIES, *SAMSUNG MEANS
TO DIE*, 2016



머리를 물들이는 정치인. 그건 부정직해. 설득력도 부족해. 그리고 우리를 설득하는 건 그들의 임무야. 그들은 그 직무 수행에 실패하고 있어.

POLITICIANS WHO DYE THEIR HAIR. IT'S DISHONEST. IT'S UNCONVINCING. AND CONVINCING US IS THEIR JOB. THEY'RE FAILING AT THEIR JOB.

YOUNG-HAE CHANG HEAVY INDUSTRIES, *POLITICIANS WHO DYE THEIR HAIR -- WHAT ARE THEY HIDING?*, 2016

Images of banner work



YOUNG-HAE CHANG HEAVY INDUSTRIES, *POLITICIANS WHO DYE THEIR HAIR -- WHAT ARE THEY HIDING?*, 2016, Image of banner, 4,300 x 5,400 mm



YOUNG-HAE CHANG HEAVY INDUSTRIES, *SAMSUNG MEANS TO DIE*, 2016, Image of banner, 7,500 x 11,000 mm

Installation view



YOUNG-HAE CHANG HEAVY INDUSTRIES, *ALL UNHAPPY FAMILIES ARE ALIKE*, 2016

Installation view of *LIFE IN THREE EASY VIDEO TUTORIALS* at Art Sonje Center, 2017, Photo by Sang-tae Kim



YOUNG-HAE CHANG HEAVY INDUSTRIES, *ALL UNHAPPY FAMILIES ARE ALIKE*, 2016

Installation view of *LIFE IN THREE EASY VIDEO TUTORIALS* at Art Sonje Center, 2017, Photo by Sang-tae Kim



YOUNG-HAE CHANG HEAVY INDUSTRIES, *SAMSUNG MEANS TO DIE*, 2016

Installation view of *LIFE IN THREE EASY VIDEO TUTORIALS* at Art Sonje Center, 2017, Photo by Sang-tae Kim



YOUNG-HAE CHANG HEAVY INDUSTRIES, *POLITICIANS WHO DYE THEIR HAIR -- WHAT ARE THEY HIDING?*, 2016

Installation view of *LIFE IN THREE EASY VIDEO TUTORIALS* at Art Sonje Center, 2017, Photo by Sang-tae Kim



