

For immediate release

## ***Korea: Cubically Imagined*, an immersive Korean pop culture exhibition, opens in New York City**

*On view from May 2 to 14, 2022, the free and open to the public exhibition will feature K-Pop group BTS and Bong Joon-ho's Oscar-winning film Parasite, among other Korean creative forces*

*15 unique installations engaging AR, VR, projection mapping, and the Metaverse will invite visitors to experience the works of today's leading artists and creatives in Korea*



Installation view of *Dynamic Seoul* by Design Silverfish (2021) during *2021 Delight Seoul* at Insa Central Museum, Seoul, Korea. © Design Silverfish

(New York, NY)—The Korea Creative Content Agency (KOCCA) and the Ministry of Culture, Sports, and Tourism of the Korean Government, with shared vision for innovation and creativity, are pleased to present ***Korea: Cubically Imagined***, a showcase of today's leading creative voices from Korea. The exhibition features a diverse range of experiences within 15 installations – including **BTS**' performances, the film set of Bong Joon-ho's ***Parasite***, as well as digital design studio **Design Silverfish**'s augmented reality (AR) installation inspired by Korean folklore and the city life of Seoul, among others – proposing new cultural narratives that transcend boundaries between past and future, tradition and innovation. *Korea: Cubically Imagined* will be on view in New York, NY from May 2 to 14 and subsequently in Washington, DC from May 27 to June 9, following its successful world tours in Paris, Hong Kong, Moscow, and Beijing in 2021.

The exhibition's various immersive environments invite visitors to explore highlights From Korean pop culture across art and design, music, film, and more through digital technologies including AR, virtual reality (VR), projection mapping, the Metaverse, and other interactive media.

Jo Hyun-rae, president of KOCCA, said "We are thrilled to introduce Korean creative content to audiences in New York and Washington, DC. We hope the exhibition will be an opportunity for visitors to have a unique experience with groundbreaking works by Korean creatives that are powered by new technologies. KOCCA will continue to support creative minds for diverse content creation and build a mutual network for future collaboration."

The exhibition include extended reality (XR) experiences of **BTS** performing *Dope* and *DNA* from the group's online concert 'Map of the Soul ON:E' in 2020. With VR head gear and 'Unreal Engine' 3D technology, visitors can experience the performance as if present on site. Scenes from director **Bong Joon-ho's** film *Parasite* will unfold in a multisensory VR environment with hidden metaphors from the film, while the **National Museum of Korea** will present *Royal Procession and with the People* and *Climbing Mt Geumgang* through projection mapping, showcasing historic scenes and the natural landscapes of the Joseon Dynasty (17th–19th century). **Design Silverfish** will bring together three AR experiences based on Korean folklore stories of 'household gods', bustling scenes of city life in Seoul, and the vibrance of *Cheongsachorong*, traditional Korean lanterns.

*Korea: Cubically Imagined* will also feature digital design innovator **d'strict**, whose projection mapping media art reimagines nature into digital landscapes; **ROOMTONE**, a media artist collective specializing in VR and immersive games, who will present a surreal VR narrative about human and artificial intelligence; new media production company **EASYWITH's** reinterpretation of two historical landscape paintings from the Joseon Dynasty into digital artwork; and a multimedia sound performance by **Tacit Group** based on *Hangeul*, the Korean alphabet. Visual artists **YeSeung Lee** and **Yiyun Kang** will each present works that draw heavily from contemporary Korean culture to explore the interplay between art, technology, and experience.

## **NOTES TO EDITORS**

### ***Korea: Cubically Imagined***

May 2–May 14, 2022

549 West 28th Street, New York, NY

Monday to Sunday, 10am to 7pm

Free and open to the public

May 27–June 9, 2022

2370 Massachusetts Ave NW, Washington, DC

Monday to Sunday, 10am to 7pm

Free and open to the public

For more information, please visit <https://cubicallyimagined.kr/>.

Follow us on Instagram [@cubicallyimagined](https://www.instagram.com/cubicallyimagined)

#CubicallyImagined

## **MEDIA CONTACT**

FITZ & CO

Yun Lee / [ylee@fitzandco.com](mailto:ylee@fitzandco.com)

Laura Schwarz / [lschwarz@fitzandco.com](mailto:lschwarz@fitzandco.com)