

FOR IMMEDIATE RELEASE

NFT PIONEER KEVIN MCCOY'S NEW GENERATIVE ARTWORK UNVEILED ON LG OLED DIGITAL CANVAS AT FRIEZE NEW YORK

NEW YORK, May 16, 2022 – **LG Electronics (LG)** is pleased to collaborate with artist and NFT pioneer **Kevin McCoy** and present new works by the artist on LG's cutting-edge digital canvas at Frieze New York 2022. The ever-evolving generative works explore how technology enables new ways of creating and experiencing art – from traditional to digital to generative to programmatic artwork.

The exhibition will be on view from May 18-22 in the LG OLED Lounge (Level 8) at Frieze New York at The Shed. These new works will be displayed on LG OLED TVs, including new OLED evo and transparent models, which all use millions of self-lit pixels to deliver the deepest blacks, incredibly realistic colors and an infinite contrast ratio.

McCoy said, "Collaborating with LG and its cutting-edge self-lit OLED technology enhances the integrity of my work and offers viewers a new way to experience art in a way that wouldn't be possible on conventional displays. This digital canvas allows my abstract, code-based work to manifest physically in space as a tangible canvas within a museum-like architecture that gets out of the way and lets art happen."

"Kevin McCoy is an artist who transcends genres and disciplines, and he'll lead the discourse around art and technology at Frieze New York this year," said Kate Oh, head of home entertainment marketing communications at LG Electronics. "LG OLED technology will bring Kevin's works to life in an unprecedented way for the fair visitors."

The presentation will see the unveiling of McCoy's latest work co-created with Jennifer McCoy titled *Quantum Leap: Primordial Star 3 (2022)*. This new NFT (non-fungible token) from the

series *Quantum Leap* is inspired by Kevin McCoy's 2014 work *Quantum*, the first artwork ever to be tokenized on a blockchain and also on view at the LG OLED Lounge. In *Quantum Leap: Primordial Star 3*, several levels of code-based systems interact. Visually, each token from *Quantum Leap* produces a mandala that changes and evolves, inspired by the lifecycle of the stars, which shift colors as they age. These tokenized "stars" also change their form and color as the code-generated images mature, evolving from three to twenty sides over the span of their lifetimes.

Alongside *Quantum Leap: Primordial Star 3*, visitors will experience *Quantum Leap 3: Dark Star (2022)* by Jennifer and Kevin McCoy, which showcases the *Dark Star* produced as each *Quantum Leap: Primordial Star* slowly loses its color over the course of its lifespan. This token is a "memento mori," an animated ghost of what was once living. After producing this token, *Quantum Leap: Primordial Star* is reborn in full color with a new central shape and palette, replicating and generating new tokens autonomously.

The LG OLED Lounge will also showcase *Quantum Entanglement (2022)* by Jennifer and Kevin McCoy, a new hybrid work of drawings and NFTs that place in dialogue "drawing" as performative act and "the drawing" as physical document of that performance. Both the physical drawings and the digital animations of *Quantum Entanglement* are created with software and a robotic drawing machine that are designed and fabricated by the artists. Though computer-driven, the machine uses conventional materials such as ink and paper to physically create the drawings.

LG was named Global Partner of the Frieze art fair, and this exhibit in New York "exemplifies LG's commitment to innovation within the arts and supporting artists to push their creative boundaries," said Oh. "We look forward to continuing our efforts on leveraging our industry-leading technologies to enable new possibilities in digital art and beyond."

EDITOR'S NOTE:



Kevin McCoy | LG OLED at Frieze New York 2022

Thursday, May 19 to Sunday, May 22

VIP Preview: Wednesday, May 18

LG OLED Lounge, 8TH Floor

The Shed

545 West 30th Street (between 10th and 11th Avenue)

New York, N.Y.

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About LG Electronics USA

LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$63 billion global innovator in technology and manufacturing. In the United States, LG sells a wide range of innovative home appliances, home entertainment products, commercial displays, air conditioning systems, energy solutions and vehicle components. LG is 2022 ENERGY STAR® Partner of the Year-Sustained Excellence. The company's commitment to environmental sustainability and its "Life's Good" marketing theme encompass how LG is dedicated to people's happiness by exceeding expectations today and tomorrow. www.LG.com.

About LG OLED ART

Advanced technology enriches our lives and drives changes in the world, leading us to a better place. Art inspires us and changes the way we see the world. LG has long recognized the truth of these statements and is committed to making life better through the power of art and technology. LG's recent projects represent this commitment and celebrates the merging of technical essence and artistic creativity that has come to define LG and the unique value it continues to deliver.

LG OLED becomes a digital canvas for artists, with 'self-lit' being the core value of LG OLED. Through this technology, LG believes artists can express their imagination and create a new generation of digital art that were never before available. As a bridge that connects lifestyle with art, LG OLED will keep building a society where more people can relish art. To follow the journey of LG OLED ART, visit www.LGOLEDART.com.

About Kevin McCoy

Kevin McCoy is an artist working and exhibiting internationally with his partner Jennifer McCoy, with whom he often works collaboratively. An artist who is trailblazing the intersections between art and technology, McCoy co-founded monegraph.com, a platform that uses Bitcoin technology to provide a mechanism for validating, owning, and trading digital media assets. Monegraph was presented at The New Museum as part of Rhizome's seven on seven conference and at [Tech Crunch Disrupt](#) in New York. McCoy's work has been exhibited extensively in New York, including at the Metropolitan Museum of Art, Museum of Modern Art, MoMA PS1, New Museum, and Smack Mellon. McCoy has also exhibited internationally, at the Pompidou Center, the British Film Institute, ZKM, the Hanover Kunstverien, the Bonn Kunstverein, and F.A.C.T. (Liverpool, UK). McCoy has received a number of grants, including a Creative Capital Grant for Emerging Fields (2002), Wired Rave Award (2005), and a Guggenheim Fellowship (2011). McCoy's residencies include the Headlands Center for the Arts, and the Lower Manhattan Cultural Council. His work is represented by Postmasters Gallery in New York and Gallerie Guy Bartschi in Geneva and is included in the permanent collections of the Metropolitan Museum of Art and Museum of Modern Art in New York, the Milwaukee Art Museum, and MUDAM—The Contemporary Art Museum of Luxembourg. <https://www.mccoyspace.com/>



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