

Kiaf SEOUL

Kiaf 2024: Booth Highlights, Special Programming & Exhibitions



Eunjin Kim, *Locations of God Hordes of People 5*, 2022.



Jiwon Choi, *A Nocturnal Village*, 2024.

(Seoul, Korea, August 16, 2024) – Kiaf is pleased to announce the booth highlights and expanded special programming for its 2024 edition, including the second annual Kiaf HIGHLIGHTS award; a curated Talks Program in collaboration with Frieze Seoul and Korea Arts Management Service (KAMS); and the special exhibition Kiaf onSITE, which explores the intricate relationship between human nature and technology. Additional Kiaf programming will extend beyond the main COEX venue, reaching prominent cultural hubs across South Korea through collaborations with partners like the Arts Council Korea (ARKO), Seoul Metropolitan Government, and Gwangju Media Art Platform (G.MAP).

Kiaf SEOUL 2024 will take place at COEX from September 5 to 8, 2024, with a VIP preview on September 4. In total, Kiaf will showcase 206 galleries from across the globe in the fair's newly expanded layout, spanning both the main exhibition Halls A and B, as well as a new venue, The Platz, on the second floor of COEX.

Booth Highlights

Reinforcing its mission to showcase Korean art and emerging Korean artists to a global audience, Kiaf 2024 will showcase more than 130 domestic galleries, providing a vibrant overview of Korea's flourishing art scene and newest developments. The fair will present works by Korean masters like Kim Whanki, Park Seo-Bo, Chun Kwang Young and Kim Tschang Yeul, alongside prominent mid-career artists who have recently gained global attention, such as Gwon Osang, Woo Kuk-won, and Toh Yun-hee. Hakgojae Gallery will showcase a diverse range of emerging artists from its program, including Kang Yo Bae and Park Gwangsoo. Art Space 3's robust presentation will feature Lee Fi Jae and Park Miwah's mixed-media works, exploring the natural and unintentional development of art by reducing personal intent and technique. Meanwhile, Johyun Gallery's booth will highlight Bosco Sodi's practice of mixing soil, sawdust, glue, and pigment to create vibrantly textured paintings.

Alongside a strong representation of Korean exhibitors, numerous international galleries will bring works reflective of the global contemporary art scene. New York's Sundaram Tagore Gallery will bring works by Kenny Nguyen, whose compositions of silk and acrylic paint draw on his personal experience working with textiles, while STANDING PINE from Nagoya will showcase Abdoulaye Konaté's dynamic textile works depicting motifs based on African tradition and culture. Albarran Bourdais from Madrid will present works by the acclaimed Danish artist group Superflex, known for their thought-provoking installations that explore the underlying issues of contemporary society. Additionally, Sydney-based first-time exhibitor PIERMARQ* will showcase a series of Ben Crase's uplifting self-depictions in his thickly textured impasto paintings. Tokyo-based SNOW Contemporary,

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another first-time exhibitor, will present works by digital artist David Stenbeck, whose use of Cinema 4D software facilitates the creation of photo-surrealistic landscapes.

In the Kiaf SOLO section, fourteen galleries will dedicate their booths to a single artist. Regensburg-based Galerie Isabelle Lesmeister will spotlight Nico Swatzki, who combines spray paint and acrylic to convey deeply felt realities and childhood memories. London gallery Waterhouse & Dodd will present Elitsa Ristova's portraits, which explore the complex identities of diasporic communities from Eastern Europe, former Yugoslavia, and the Balkans. Additionally, Hong Kong-based WOAW Gallery will bring Charlie Roberts' latest works of his signature elongated figures depicted in bizarre settings that teeter on surrealism and naturalism.

The 2024 iteration of Kiaf PLUS will include 27 presentations highlighting emerging artists and galleries, primarily focusing on media exhibitions and new media works. This year, Kiaf PLUS will take place in a newly expanded format that sees the sector spread across both the fair's main exhibition halls and a new venue, The Platz, at COEX. La Heen Gallery from Seoul will feature Jungin Kim's works that illustrate the ambiguity and fragmentation of memory using oil on canvas. Another local exhibitor, the Seoul-based THEO will spotlight Congolese artist Jack Kabangu, whose works draw from New York's 1980s graffiti movement and contemporary urban life. SARAHCROWN NEW YORK's booth will showcase Alice Yaelin Yang's self-reflective works that explore her dual roots in New York and Seoul. Additionally, the Madrid Gallery WE COLLECT will present Nuria Mora's works, combining organic elements of oil, gesso, sand, and oil bars on linen to create vibrant geometric compositions.

Kiaf HIGHLIGHTS Award: 10 Semi-finalists Announcement

Following its successful debut in 2023, the esteemed Kiaf HIGHLIGHTS Award returns for its second year, spotlighting 10 emerging and mid-career artists under the theme "New Discoveries & Fresh Encounters." A jury of industry experts has selected an exclusive group of 10 semi-finalists—seven Korean and three international artists—among the 110 artists nominated by galleries exhibiting at the fair. Leading up to the fair's opening, in-depth interviews with the selected artists will publish on the fair's social media channels and in the Kiaf SEOUL 2024 catalog. On Kiaf's preview day, the jury of professors, curators, and institutional experts will select and announce three Kiaf HIGHLIGHTS finalists, each to be awarded KRW 10 million.

The 10 semi-finalists for the Kiaf HIGHLIGHTS Award are Jiwon Choi of ThisWeekendRoom (SEOUL), Jin Han of Gallery SP (SEOUL), Cheolgyu Kang of Arario Gallery (SEOUL), Xi'an Kim of Artside Gallery (SEOUL), Eunjin Kim of KEUMSAN GALLERY (SEOUL), Sejun Lee of Space Willing N Dealing (SEOUL), Betty Muffler of Jan Murphy Gallery (BRISBANE), Paige Jiyoung Moon of Steve Turner (LOS ANGELES), Jochen Pankrath of Bode Galerie (NUREMBERG), and Wonmi Seo of Laheen Gallery (SEOUL).

Special Exhibition – Kiaf onSITE: Invisible Transitions

Curated by multimedia specialist and curator Seungah Lee, Director of Urban Art Lab Seoul, Kiaf onSITE: Invisible Transitions will examine the complex relationship between human nature and technology through large-scale media art and immersive audiovisual and virtual reality experiences. Seven Korean and international artists will showcase works that address alternative narratives emerging from multi-layered technological changes, such as decentralization, transboundary interactions, and hyper-connectivity. Under the special exhibition's theme, "Invisible Transitions," Kiaf onSITE will be divided into three sections: *Changes in Technology*, *Changes in Experience*, and *Changes in Space*. The exhibition offers a unique perspective on the shifting societal dynamics driven by rapidly advancing technology while proposing alternative ways to nurture and strengthen human connection.

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The first section, *Changes in Technology*, features large-scale installations by prominent Korean media artist Min-ha Yang, reexamining humanity's essence and our relationship with nonhuman entities through AI-based systems. Min-ha's piece, *Closed-loop Life System 2409*, utilizes light beads to represent the birth, death, reproduction, and decay of artificial life forms, encapsulating the infinite life cycle within a closed system. Meanwhile, Wonjung Choi's installation draws inspiration from her migratory experiences, exploring themes of multiculturalism and heterogeneity.

In *Changes in Experience*, featured artists will engage fairgoers with interactive, boundary-transcending experimental performances through visual communication. Artist duo Jin Dallae & Park Woohyuk's work will examine the subtle changes between the seen and the unseen realms to showcase how repeated actions and behaviors contribute to the evolution of human nature. Also featured in the section will be Kat Austen's *Empty Fields*, in which the artist will collaborate with designers of AI-enhanced wearable technology to capture and broadcast dynamic environmental soundscapes derived from territories uncharted by humans.

The third section, *Changes in Space*, explores futuristic symbiotic relationships within hyper-connected virtual spaces, providing immersive experiences that spur a reflection on life's cyclical nature and humanity's role in the ecosystem. Winslow Porter & Elie Zananiri's installation uses advanced technologies like time-lapse photography and photogrammetry to engage participants in a virtual reality ecosystem that reveals the complex life cycle of fungi. Bosul Kim's virtual environment highlights the climate crisis and genetically modified life forms, while Marlene Bart integrates CT scans and artificial objects to examine historical causality and the nature-human connection.

For more information about Kiaf onSITE, please visit [here](#).

Expansion & Collaborations beyond COEX

In addition to the fair's expanded layout with Kiaf PLUS spanning the fair's main exhibition halls and The Platz, at COEX, Kiaf SEOUL 2024 will broaden the reach of its programming beyond the fair walls, collaborating with esteemed arts organizations to present collateral activations at various sites across South Korea.

From September 3 to 8, Kiaf will join forces with the Arts Council Korea (ARKO) to feature part of its special exhibition, Kiaf onSITE, during the 2024 ARKO Young Artists Day at ARKO Center. Themed "Neo-Meta-Trans," the event will explore the layers of Korean art through archive displays, artist presentations, and discussions. A special performance by Kiaf onSITE artist duo Jin Dallae & Park Woohyuk will mark the opening of the main event on September 5 at the ARKO Art Theater as part of the collaboration.

September 5 also marks the debut of Kiaf's Hongdae Excursion, the inaugural night event curated by Seungah Lee as part of Seoul Metropolitan Government's Fun City Project "Playable Seoul." Held at the Hongdae Red Road Power Plant area and KB Youth Center, the event will feature live graffiti art of emerging local artists, laser performances by Jeho Yun, innovative Digital artworks by Genesis Kai, and a networking party exclusively for young artists and Kiaf VIPs.

From September 5 to December 5, Kiaf's presence will reach Gwangju with the 2024 G.MAP×Kiaf×C-Lab Immersive Exhibition, hosted in collaboration with Gwangju Media Art Platform (G.MAP) and Taiwan's C-LAB. Taking place on the Media Facade Wall of G.MAP's 4th Exhibition Hall, the exhibition features media art by Robert Chang-Chien, Saint Orlan, and Jang Seunghyo that explores environmental issues and addresses the contemporary crisis of the Anthropocene era. For more details, please visit [here](#).

Talks Program in association with Frieze Seoul and Korea Arts Management Service (KAMS)

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The Talks Program, hosted in collaboration with Frieze Seoul and KAMS, features an ambitious three-day program from September 5 to September 7 at Studio 159 at COEX. This year's program delves into some of the most prevalent issues in the international art world today, fostering and deepening connections between artists, curators, and cultural luminaries through spirited debates and insightful discussions.

Amidst a year rich in Biennales, the 2024 Talks Program will begin with an exploration of the pivotal role of Biennales in shaping the contemporary art market. Featured participants include curators and artistic directors of leading events such as the Hawai'i Triennial 2025, Busan Biennale 2024, Dhaka Art Summit, and Sharjah Biennial. In another panel discussion, Lin Han, founder of M WOODS Museum, and Josie Thaddeus-Johns, editor at Artsy, will join forces to discuss the evolving dynamics of art fairs and their pivotal role in the art market. The Talks Program will also examine feminism's intersection with Asian art, coinciding with the upcoming exhibition at MMCA, in a panel featuring Clara Kim from The Museum of Contemporary Art in Los Angeles, Myung Ji Bae from MMCA, and a diverse group of curators and academics.

For the full program schedule and list of speakers, please visit [here](#).

2024 Korea Arts Festival

Kiaf will further enrich its offerings by aligning with the 2024 Korea Art Festival, supported by the Ministry of Culture, Sports, and Tourism. Reflecting the festival's goal of fostering a global art celebration, Kiaf partners with major art museums and cultural institutions nationwide concurrent to events such as the Gwangju Biennale and Busan Biennale, creating a vibrant space where commercial and non-profit exhibitions intersect. From September 3 to 5, The Gallery Nights, featuring local exhibitors of Kiaf and art institutions, will offer extended exhibition hours and networking opportunities in Hannam, Samcheong, and Cheongdam districts.

For more information about events during Kiaf SEOUL 2024, please visit [here](#).

NOTES TO EDITORS

Talks Program Schedule

Thursday, September 5

- **The interplay between art and society:** Choi Jong Chul (Art History Professor, Ewha Womans University), Cho Jieun – ikkibawiKrrr (Artist), Sarah Cameron Sunde (Artist), and Koki Tanaka (Artist).
- **The biennial's role in shaping the contemporary art scene and the interconnected art market:** Diana Campbell (Artistic Director, Samdani Art Foundation; Chief Curator, Dhaka Art Summit), Binna Choi (Curator, Hawaii Triennial 2025), Zeynep Öz (Curator, Sharjah Biennial 16), and Philippe Pirotte and Vera Mey (Co-artistic Directors, Busan Biennale 2024).
- **Contemporary Feminist Art in Asia:** Victoria Sung (Phyllis C. Wattis Senior Curator, Berkeley Art Museum and Pacific Film Archive), Myung Ji Bae (Curator, MMCA), Özge Ersoy (Senior Curator, Asia Art Archive), Clara M Kim (Chief Curator & Director of Curatorial Affairs, MOCA), and Kim Hong-hee (Chairperson, Nam June Paik Cultural Foundation).

Friday, September 6

- **The role of art fairs within the shifting art market** Henna Joo (Professor, Hongik University), Anthony Allen (Partner, Paula Cooper Gallery), Lin Han (Founder, M Woods Museum), Wonjae Park (Director, One & J), and Josie Thaddeus-Johns (Editor, Artsy).
- **Echoes of Tomorrow: Redefining Art in the Age of Technological Transition:** Seungah Lee (Director, Uartlab SEOUL), Myriam Achard (Chief Partnerships New Media & PR, Center PHI), Winslow Porter & Elie Zananiri (Artists), and Minha Yang (Artist).

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- **Collector's Gaze on the New Wave of Art Market:** Josh Baer (CEO, The Baer Faxt), Rajeeb Samdani (Founder, Samdani Art Foundation), and Patrick Sun (Founder, Sunpride Foundation).

Saturday, September 7

- **Artist Talk:** Pablo José Ramírez (Curator, Hammer Museum), and Kang Seung Lee (Artist) in conversation.
- **Public-Private Ventures: How Galleries and Nonprofits Collaborate Today:** Andrew Russeth (Critic), Kim Sung Woo (Director, Primary Practice), Lumi Tan (Curator), and Daisy Nam (Director and Chief Curator, CCA Wattis Institute for Contemporary Arts).
- **Artist Talk:** H.G. Masters (Deputy Editor and Deputy Publisher, Art Asia Pacific), Jesse Chun (Artist), and Minouk Lim (Artist).

About Kiaf SEOUL

Founded in 2002 by the Galleries Association of Korea, Kiaf SEOUL is South Korea's first international art fair. Today, the fair serves as a unique meeting point that bridges the Korean art scene and the international art market, showcasing over 200 galleries each year. For more information, please visit <https://kiaf.org/> and follow us on [Instagram](#).

About the Galleries Association of Korea

The Galleries Association of Korea was founded in 1976 with a mission to facilitate broader and deeper appreciation of art in Korea, contribute to fostering a healthy art market, and to advance Korean art on an international stage. Today, the Association – consisting of more than 160 galleries nationwide – organizes art fairs (Kiaf and Galleries Art Fair) and operates The Art Appraisal Committee and The Art Policy Research Centre.

About Seungah Lee

Seungah Lee is the director of Urban Art Lab in Seoul, focusing on the intersection of technology, society, and art, and issues related to digital preservation. She received her BA in Fine Art from Ewha Womans University and her MA in Cultural Studies (Interactive Media) from Goldsmiths College, University of London. She completed her Ph.D. coursework in Media Design at Ewha Womans University. Lee has curated experimental projects both domestically and internationally and served as a guest curator at Space 15th, Hanbit Media Art Gallery, and Total Museum of Contemporary Art. She was also the main operator for Inter-Art and Open Media Art Festival in Singapore.

Kiaf 2024 Opening Dates & Hours

COEX 1F, Hall A & B; 2F The Platz (513 Yeongdong-daero, Gangnam-gu, Seoul)

VIP Preview (by invitation only)

Wednesday, September 4, 2024, 11am to 3pm (Kiaf VIP cardholders only)

Wednesday, September 4, 2024, 3pm to 7pm (Kiaf or Frieze VIP cardholders)

Thursday, September 5, 2024, 11am to 3pm (Kiaf or Frieze VIP cardholders, Preview passholders)

General Admission

Thursday, September 5, 2024, 3pm to 7pm

Friday, September 6, 2024, 11am to 7pm

Saturday, September 7, 2024, 11am to 7pm

Sunday, September 8, 2024, 11am to 6pm

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