

APMAP 2014 Jeju **BETWEEN WAVES** amorepacific museum of art project 2

APMAP Amorepacific Museum of Art Project

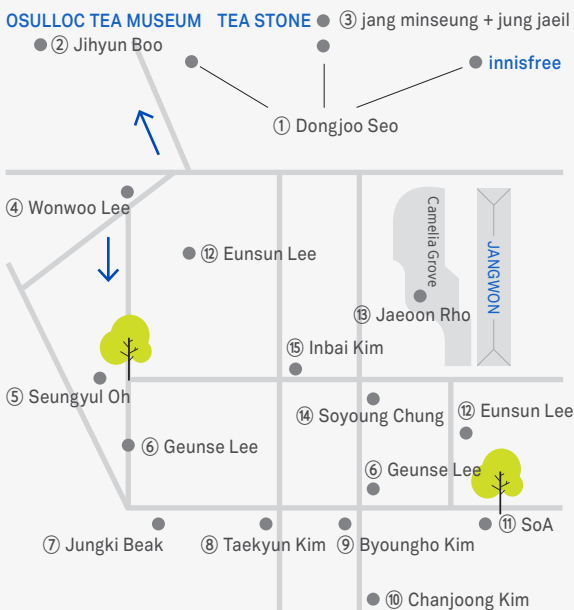
The second show of APMAP Part I, "BETWEEN WAVES" redefines the green tea garden into a field where nature, art, and man come together for a close rapport "between" them by installing the works of art inspired by the natural settings of Seogwang tea garden throughout the garden's surroundings. These natural scenes can be well characterized by the word "wave" such as the waves at the sea around Jeju Island, the waves green tea plants are making, and the waves of tourists.

BETWEEN WAVES

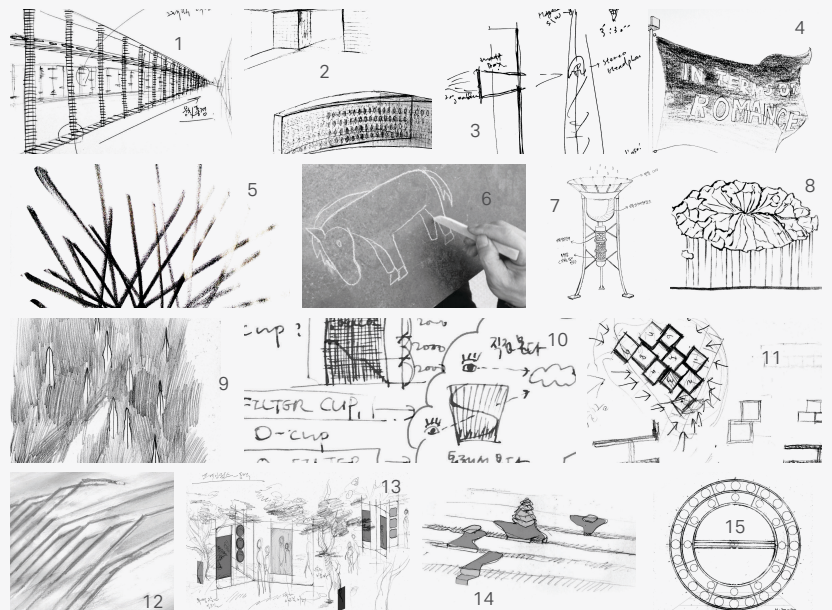
BETWEEN WAVES is presented at Seogwang tea garden/OSULLOC, located at the mid-mountain area on the southwest part of Jeju Island. The spatial and temporal contexts of the exhibition are the place where tea cultivation is carried out and the summer months when green tea leaves grow most luxuriantly. BETWEEN WAVES expands the definition of the place into "a field of artistic possibility" where art and people can interact with each other.

Exhibition Site

The exhibition showcases site-specific artworks by the fifteen participating teams who explore diverse art forms such as architecture, sculpture, installation, design, and media to give form to their inspirations from the natural attributes of Seogwang tea garden. Twelve works are installed along the walkways at Seogwang tea garden, and the rest three are in either the inside or the outside of the buildings. The visitors are provided with an opportunity to have sensory experiences as they stroll around this beautiful natural and artistic space.



- ① Dongjoo Seo Season 2014 / PVC sheet, film, line tape / dimensions variable
- ② Jihyun Boo Net-Being 2014 / Used fishing lamps, LED, mirrors, salt / dimensions variable
- ③ jang minseung + jung jaeil A night: seogwang 2014 / Mixed media / dimensions variable
- ④ Wonwoo Lee in terms of Romance 2014 / Flagpole, flag / 1800cm, 400x800cm
- ⑤ Seungyul Oh Gogogoo 2014 / 2k epoxy paint on stainless steel / 290x350x300cm
- ⑥ Geunse Lee asoniskrota-oriented horse 2014 / FRP, stainless steel, 92x150x34cm (2 pcs), 106x148x300cm (2 pcs), 85x140x30cm
- ⑦ Jungki Beak Sweet Rain Maker 2014 / Stainless steel, acrylics, stones, charcoal, sugar / 380x250x250cm
- ⑧ Taekyun Kim Sign 6: Time of Awakening 2014 / Stainless steel / 140x450x240cm
- ⑨ ByoungHo Kim Fifteen Landscapes 2014 / Transparent urethane and fluorine coating on brass / 200x25x25cm (15 pcs)
- ⑩ Chanjoong Kim AIR-CUP 2014 / Steel plate, steel pipes, urethane coating, 596(h)x540(upper dia), 434(bottom dia), cm
- ⑪ SoA 25steps 2014 / Steel pipes, super-mirror stainless steel, crushed volcanic stone of Jeju Island, epoxy resin / 150x330x180cm (25 pcs)
- ⑫ Eunsun Lee Tone Hill 2014 / Rubber bands, stainless steel supports / dimensions variable
- ⑬ Jaeon Rho Frame Works - Camellia 2014 / Aluminum, acrylics / dimensions variable
- ⑭ Soyoung Chung Stepping Stones 2014 / Powder coated steel / 130x150x120cm (9 pcs)
- ⑮ Inbai Kim clock 2014 / Stainless steel, plastic / 380x380x10cm



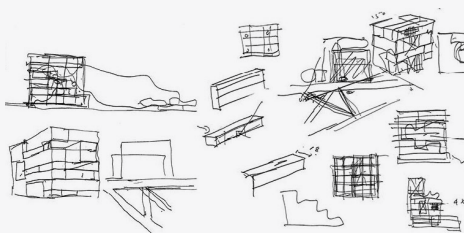
APMAP(amorepacific museum of art project)

APMAP is an art project of Amorepacific museum of art. Such attempts of APMAP facilitate the manifestation of the value of beauty that APMA believes and advocates and the formation of a plaza where artists and viewers can communicate and establish close rapport with each other. As a project that takes place at ordinary workplaces, APMAP intends to open up a new field through a simple, yet experimental attempt to blur the boundary between everyday life and art. APMAP aims to “map” the future of contemporary art by discovering and supporting new artists whose artistic possibilities are worthy of our attention and by channeling the newly emerging tendencies of the ever-changing and multifaceted scene of contemporary art.

Seogwang tea garden

BETWEEN WAVES is presented at Seogwang tea garden located in Jeju Island. Seogwang tea garden was established in 1983 by Seoghwan Seo, the founder of AMOREPACIFIC by transforming the barren rock fields of the area into a green tea plantation. The garden is the largest tea plantation in South Korea whose area is approximately 800,000m². This place has ideal conditions for growing tea; its annual average temperature near 15°C, the annual precipitation around 1,800mm, and just the right amount of daylight. After decades of efforts, the abandoned wasteland was reborn into a land of green. And together with the cedar windbreak and subtropical plants in its surroundings, the garden of a million green tea trees evokes an exotic atmosphere. With *BETWEEN WAVES*, Seogwang tea garden will be given a new look where people, art come together in harmony.

2017 New Museum in Yongsan



Amorepacific museum of art will settle in a new nest at AMOREPACIFIC's headquarters in Yongsan, Seoul whose construction will be completed in 2017. APMA is excited to offer exhibitions of diverse works of art and projects at not only its spacious galleries but also such multipurpose spaces as its lobby and open-air garden and even its roof garden located in the center of the building. Another ambition of APMA is the diversification of the depths and methods of the communication through art. This will be materialized by opening its auditorium, art library and art archive to both the public and art professionals. Among the activities of the museum are included the organization and presentation of exhibitions, projects and educational programs in which traditional art and contemporary one are orchestrated in harmony.

Information

Periods : July 5 ~ August 31, 2014

Location : 425 Sinhwayeoksa-ro, (1235-3

Seogwang-ri), Andeok-myeon, Seogwipo-si, Jeju-do

Hours : Monday through Sunday, 10:00 AM ~ 7:00 PM

(Last admission 6:00 PM),

Opens everyday during exhibition periods.

Free Entry!

Location and Operating Hours

Seogwang tea garden : 10:00 AM ~ 7:00 PM

OSULLOC TEA MUSEUM : 8:30 AM ~ 7:00 PM

OSULLOC TEASTONE : 9:00 AM ~ 7:00 PM

innisfree JEJUHOUSE : 9:00 AM ~ 7:00 PM

* Last admission is 30 minutes before closing.

Art Making Experience Program

Art Trek Guided Tours

Hours : Everyday 10:00 AM, 5:00 PM

Location : Entrance of Seogwang tea garden

Art Making Experience Program

I Am an Artist!!

Available to all visitors

Location : OSULLOC TEA MUSEUM 1F

1. Coloring on plastic films, displayed on the *BETWEEN WAVES* Wall.
Periods : First Session - 2014. 7. 7 ~ 7. 12
Second Session - 2014. 8. 4 ~ 8. 9
2. Drawing on paper cups, on display in the museum lobby.
Periods : First Session - 2014. 7. 14 ~ 7. 31
Second Session - 2014. 8. 11 ~ 8. 31

Events

1. Blog Post Competition
Post your shot of the exhibition view on your blog
Periods : 2014. 7. 5 ~ 8. 31
2. Facebook Share Competition
Visit APMAP's website, share the images of the exhibits, which are available at '2014 Highlights', on your Facebook.
Periods : 2014. 7. 5 ~ 7. 31
3. Facebook Check-In Competition
Visit the exhibition, check into a location on Facebook, post a photograph of you at the exhibition on your Facebook.
Periods : 2014. 8. 1 ~ 8. 31
Send us an e-mail with your name/Blog URL or Facebook ID/uploaded date/contact number.

E-mail : museum@amorepacific.com

Homepage : museum.amorepacific.com

Tel : 031 280 5587

① **Donggioo Seo Season**
The buildings are covered with graphic elements through which Donggioo Seo attempts to engender the effects corresponding to each place. The spaces are recreated by the harmony between nature and abstraction on the thematic basis of seasons, the optical illusions that change depending on the location of visitors, and the sense of movement.

② **Jihyun Boo Net-Being**
The imagery of the sea along the shores of Jeju Island at night is represented by the light emanating from fishing lamps, the illusions created by mirrors, and sails laid down on the floor. In the respect that this work breathes vitality into throw-out fishing lamps, it shares a spatial trait of Seogwang tea garden, which was transformed from a barren land into a tea plantation.

③ **Jang minsung+Jung Jaell A night seogwang**
Jang and Jung combine the images and a piece of music that remind one of a night at Seogwang tea garden into a video work. The images of a night sky and the music composed using it as a theme enable visitors not to subject themselves to the spatial and temporal limitations of the place so that they can immerse themselves in their own experience of the place.

④ **Wonwoo Lee In terms of Romance**
On the way into Seogwang tea garden is erected a large-scale flag on which the phrase "IN TERMS OF ROMANCE" is written. The unfinished sentence on the surface of the flag intends to encourage visitors to construct their own illusions and romances in the non-everyday spaces of tourism.

⑤ **Seunghwan Seo Seogwang**
The cultivation process of tea, which one cannot observe at Seogwang tea garden at this moment, is embodied in the form of a plant with cut twigs. These remaining parts of a tea plant entail the circle of life and the latent promise to bud new leaves.

⑥ **Geunse Lee asoniskrotia-oriented horse**
The vast tea field recalls the ideal world that Zhiqiang Zhou described as where things are let be as they are. Named from this, asoniskrotia-oriented horse is placed on the trail at Seogwang tea garden together with footprints in the shape of an orange camellia petal while redefining the place as a paradise where visitors can take a leisurely stroll.

⑦ **Jungki Beak Sweet Rain Maker**
This work allows rainwater to be stored temporarily and then to be transformed into sweet drinkable water. By realizing the time-honored idea of much-needed rain that is so timely that people think they are kind and sweet, this sculpture is a play for the fertility of Seogwang tea garden, and through it visitors are invited to taste the sweet aesthetics of what welcome rain symbolizes.

⑧ **Taekyun Kim Sign 6: Time of Awakening**
Pieces of wood boards, reflective of the topographical traits of Jeju Island, are assembled

in the manner they can be metaphorical of leaves and their veins. The sculpture shows a bird's eye view of the entire island, and its visual affinity with a tea leaf signifies the place as the origin of life where tea leaves blossom and wither.

⑨ **Byoungho Kim Ffreen Landscapes**
Byoungho Kim measured the horizontal curves of Seogwang tea garden's scenery from a distance and transcribed them into elongated bronze sculptures, which are then installed vertically in the field of silver grass. By doing so, the artist transforms the field in a novel way that visitors can perceive it both horizontally and vertically.

⑩ **Chailong Kim Air-CUP**
This observatory is expressive of the sinuous, unbroken lines reflective of the topography of Seogwang tea garden. The walls of the observatory comprised of steel pipes facilitate the circulation of air without blocking the views. Being reminiscent to an empty cup, its design echoes the artist's intent that it embraces the wind and the surrounding landscapes.

⑪ **Soa 25steps**
The mirrors plates used for twenty five stairs expand the landscape by reflecting the natural surroundings of Seogwang tea garden and visitors so as to forge the empathic link between nature and artifacts. Enconced near trees so that visitors can take a rest on them, the stairs well exemplify the creative approach of soa to translate the attributes of a specific place into architectural terms.

⑫ **Eunsum Lee Tone Hill**
Red rubber bands are installed among the furrows at Seogwang tea garden. These hills raised along the furrows sculpt a rhythmic landscape in harmony with the field. Further, they form a musical representation of the place just like a string instrument that plays the wind.

⑬ **Jaeoon Rho Frame Works - Camellia**
Different screen formats are employed for the production of these rectangular acrylic plates placed in the camellia grove. The intent behind

this is to reveal our perspectives towards the world. The sculptures function as interspaces that enable visitors to project on them their thoughts, their impressions of the place, and themselves.

⑭ **Soyoung Chung Stepping Stones**
Soyoung Chung installed white stepping stones over tea plants so that visitors can walk up. The artist's geological perspective towards the space of life—that is, dealing it as a bare ground—and the unfamiliar experience of walking over the field offer visitors a novel aesthetic experience by generating certain tension via the conjunction of nature and artifacts.

⑮ **Inhai Kim clock**
Inhai Kim lets one have a natural perception of the time of a particular place by dismantling the concepts of time and space. The movements of the circular plate by the wind of Jeju and the accidental effects caused by the sun usher in a new passage of time to that specific space.