

Exhibition Title: The Other Face of the Moon
Exhibition Period: October 27, 2017 – February 4, 2018
Exhibition Venue: ACC Creation Space 4, Asia Culture Center

Organized by Asia Culture Center
Produced by Asia Culture Institute
In collaboration with Museum of European and Mediterranean Civilizations (Mucem), Marseille
Curated by Sungwon Kim

In collaboration with Museum of European and Mediterranean Civilizations (Mucem), Marseille, Asia Culture Center (ACC) presents exhibition *The Other Face of the Moon*, a group exhibition presenting all new works by 22 Asian artists, based on the artists' research on the Mucem collection.

This exhibition consists of new works by 22 individual and collective contemporary artists, designers, and architects, who have referenced the Museum of European and Mediterranean Civilizations' (Mucem) collection in Marseille, France, and liberally interpreted the folklore and everyday culture of Mediterranean Europe. The invited artists researched Mucem's collection, which includes more than 1 million items; their creative imagination provides an unusual read on European and Mediterranean everyday culture. This exhibition further proposes alternative readings through contemporary art on Eastern and Western folklores, traditions, exotic tastes, strangeness and familiarity.

Contemporary art has explored the other side Western modernity and its value system, drawing power from the everyday, the social, the local, and popular traditions; it has provided new prospects about exotic taste, hybrid culture, and difference. It is within this context that the current exhibition proposed Mucem's collection as a starting point for new works to the invited Asian contemporary artists. One could of course rightly argue that European tradition and culture are not unfamiliar objects to Asian artists. Perhaps Europe is to them too familiar, like the near side of the Moon, which makes it harder to consider Europe exotically and differently. Nevertheless, our proposal to the artists was based on the pursuit of a creative turn of perspectives and methods that compare and embrace differences, as well as an attention towards different perspectives about familiarity as strangeness, strangeness as familiarity.

The far side of the Moon has long stimulated humanity's curiosity and imagination, serving as a metaphor for something that is invisible yet exists. The 22 participating Asian artists look for the history hidden within European traditions and everyday culture, and attempt to initiate an intimate and creative communication with it. The works shown share the context of Lévi-Strauss' account of Japan and the East in his book *The Other Face of the Moon*, while displaying artistic and alternative approaches that fall in neither known historic views, nor rational analysis, nor scholarly research. This exhibition sheds a light on the other face of the Moon, concealed behind familiarity, knowledge, and rationality; it further aims to open up new prospects for understanding Europe and the Mediterranean area, as well as understanding ourselves.

The exhibition takes place at ACC Creation Space 4 (1100 m²) and presents works by Aslı Çavuşoğlu & Alper Maral, Chun Kaifeng, FHHH Friends, Gimhongsok, Iman Issa, Teppei Kaneuji, Koo Jeong A, Lee Kit, Sanghyeok Lee, Seulgi Lee, Lee Sukyung, Liu Ding, Luo Jr-shin, Prabhakar Pachpute, Gary-Ross Pastrana, Rho Jae Oon, Sasa [44], Hyun-Suk Seo, Asako Shiroki, Slavs and Tatars, Study O

Portable, and Trevor Yeung. Most participating artists have visited Mucem in order to conduct research for their new works, created based on the artists' observation of items that match their interest area.

This exhibition also features an infographic display of Mucem's history created by graphic designer Joon Mo Kang, as well as information about the items used as reference for the works shown. The referenced collections act as starting point and imaginative conduit for the finished pieces; therefore, these look rather different from the referenced work. Viewers will be able to enjoy the puzzle-like relationship between Mucem's collection and the exhibited pieces.

Participating artists

Aslı Çavuşoğlu & Alper Maral (born 1982 and 1969 in Turkey; live and work in Istanbul)

Chun Kaifeng (born 1982 in Singapore; lives and works in Singapore)

FHHH Friends (founded 2013, based in Seoul)

Gimhongsok (born 1964 in Korea, lives and works in Seoul)

Iman Issa (born 1979 in Egypt, lives and works in New York)

Teppeï Kaneuji (born 1978 in Japan; lives and works in Kyoto)

Koo Jeong A (lives and works everywhere)

Lee Kit (born 1978 in Hong Kong; lives and works in Taipei and Hong Kong)

Sanghyeok Lee (born 1983 in Korea; lives and works in Berlin)

Seulgi Lee (born 1972 in Korea; lives and works in Bagnolet)

Lee Sukyung (born 1985 in Korea; lives and works in Seoul)

Liu Ding (born 1976 in China; lives and works in Beijing)

Luo Jr-shin (born 1984 in Taiwan; lives and works in Taipei)

Prabhakar Pachpute (born 1986 in India; lives and works in Pune)

Gary-Ross Pastrana (born 1977 in the Philippines; lives and works in Manila)

Rho Jae Oon (born 1971 in Korea; lives and works in Seoul)

Sasa[44] (born 1973 in Korea; lives and works in Seoul)

Hyun-Suk Seo (born 1965 in Korea; lives and works in Seoul)

Asako Shiroki (born 1979 in Japan; lives and works in Berlin)

Slavs and Tatars (founded in 2006; based in Eurasia)

Trevor Yeung (born 1988 in China; lives and works in Hong Kong)