

COLD PITCH | FEBRUARY 19 - APRIL 2, 2022

Featuring Jeongsu Woo, Sinae Yoo, Hyangro Yoon, and Goen Choi

ABOUT THE EXHIBITION

BB&M is pleased to present COLD PITCH from February 19 to April 2, 2022, an exhibition featuring key works by four young artists, Jeongsu Woo, Sinae Yoo, Hyangro Yoon, and Goen Choi, who have forged their own distinctive artistic visions in the fast-changing environment of contemporary Korean art. Organized jointly with Serena Sungah Choo, an independent curator noted for her discovery and advocacy of new Korean art, the exhibition is conceived as a way to discover the potential of young Korean artists and support their artistic experimentation. COLD PITCH shows the four artists at a stage when they are compelled to confront their art in a "cold," dispassionate, objective light, "pitching" their ideas in new ways, presenting questions and possibilities surrounding their practice.

Jeongsu Woo has established himself as one of the most watched next-generation Korean painters, having been included in major institutional shows such as Young Korean Artists 2021 (National Museum of Modern and Contemporary Art, Korea) and the 2018 Gwangju Biennale. For this exhibition, he presents new work from the *Protagonist* series of paintings that he began in 2018. Human figures and sailing boats are depicted in the style of copperplate etching from the 14th and 15th centuries, with canvases realized in Woo's distinctive free brushstrokes. Recalling episodes from mythology and fiction, the images reveal the dystopian aspects of contemporary society in cynical yet humorous ways.

Exploring subcultural sensibilities through video, installation, and sculpture, Sinae Yoo has actively exhibited in Europe. She recently took part in an online project organized by Serpentine Galleries with NOWNESS (2020); in London's East End Film Festival(2018); and was invited to participate in the main exhibition of the Swiss Art Awards (2018), an annual competition to select notable young artists in Switzerland. She employs a hybrid approach combining religious and kitsch elements, drawing on traditional techniques and painting forms that conflict with the images in her work. In this exhibition, her key video work *Petrichor* (2021) is presented alongside new paintings based on the colorful transcription techniques used for medieval prayer books. In the process, she offers a fresh take on the everyday ironies of an age of digitally-mediated consumption.

Hyangro Yoon creates work based on images taken from superhero comics, which she renders abstract through the use of both digital editing technology and more manual instruments like oil sticks and airbrush. This is her artistic exploration of the ways in which today's sleek, screen-based images of popular culture are produced and appropriated. Her experiments garnered her attention at the 2018 Gwangju Biennale and exhibitions such as *O philoi, oudeis philos* (Atelier Hermès, Seoul, 2017) and Young Korean Artists 2014 (National Museum of Modern and Contemporary Art, Korea). The present exhibition brings together work from the series *Blasted (Land) Scape* and *Screenshot*, which represent two primary axes in her work. She also unveils an all-over wall installation as the background to her abstract paintings.

Goen Choi has emerged as a promising young Korean sculptor through inclusion in important group shows such as the 21st SongEun Art Award (SongEun Art Space, Seoul, 2021) and *Refrigerator Illusion* (Asia Culture Center, Gwangju, 2021). Her chief material is a very contemporary product: home appliances. Focusing on them not as mere products of industrial systems but as distillations of the contemporary aesthetic and social context, she produces works that deconstruct and rebuild the forms and structures of iconic products from different eras. This approach can be seen in her series *CHEMICAL*, which reinterprets the forms and material aspects of the cassette player as an item that has become both a relic and a symbol of a "retro" sensibility, and in her *TORSO* and *TROPHY* series of sculptural work, which appropriates the external forms of public art installations as minimalist sculpture.

The work presented by each of the participating artists in this exhibition signals a new inflection point in their respective careers and a deeper exploration of the forms and ideas surrounding their mediums. The present exhibition offers a chance to discover an expanding field of possibilities through a close examination of the experimental stance of a younger generation of artists who have remained committed to their individual artistic visions amid the fast-changing currents of contemporary Korean art.

ABOUT THE GALLERY

Established as an art consultancy in 2009 by James B. Lee, BB&M initially worked in partnership with PKM Gallery, Seoul, to create an exhibition program which quickly positioned the gallery at the forefront of the contemporary art sector in Asia.

BB&M was responsible for bringing into PKM and cultivating the careers of such prominent and critically relevant contemporary Korean artists as Lee Bul, Bae Young-whan, Minouk Lim, Park Chan-kyong, Bek Hyunjin, and Ham Jin. BB&M was also the first to organize shows in Korea of Hernan Bas and Katie Paterson, two of the most acclaimed artists of their generation.

BB&M's newest incarnation as an independent gallery is a collaborative effort between James B. Lee and Si Young Hur, who brings decades of experience in the commercial sector as Director at Gallery Hyundai and PKM Gallery and as Partner at Gallery Baton. In her previous posts, Ms. Hur was responsible for organizing and overseeing exhibitions of such artists as Liam Gillick, Olafur Eliasson, Thomas Struth, Robert Rauschenberg, and Yun Hyong-keun, a key figure in *Dansaekhwa*.

Encompassing over 2,500 square feet (233 square meters, 70 pyeong) of exhibition space over two levels, including a double-height space with a 17.5-foot (5.4 meters) ceiling, BB&M is located in the culturally storied district of Seongbuk-dong, in the vicinity of Gansong Art Museum, the first private modern art museum in Korea established in 1938.

BB&M inaugurates its gallery space on October 15, 2021, with a solo exhibition dedicated to Lee Bul, widely recognized as the foremost Korean artist of her generation and among the most internationally prominent contemporary artists to emerge from Asia. Notable forthcoming exhibitions include solo presentations of other artists represented by BB&M: Bae Young-whan, recognized as a central figure in contemporary Korean art for his incisive melding of vernacular Korean beauty with neo-conceptual strategies and a social consciousness informed by the legacy of *Minjoong Misool* (a politically charged genre that emerged amid the pro-democracy movement in the 1980s); and Heecheon Kim, a young artist whose meteoric rise has been fueled by video works that appropriate the post-Internet language of online video games, identity-altering apps, and augmented and virtual reality to delve into the blurred boundary between reality and pseudo- and parallel realities in the technologically-charged urban environment of Seoul.

ABOUT THE PRINCIPALS

James B. Lee, Founding Principal, brings decades of varied experience in the art world, as a writer for such international magazines as *ARTnews* (New York), *Flash Art International* (Milan), and *Art AsiaPacific* (Hong Kong); in institutions, as the Head of Exhibitions at Artsonje Center, Seoul, and the Director of Exhibitions at the Gwangju Biennale Foundation; and in the commercial sector as Partner at PKM Gallery, Seoul. Mr. Lee was trained in finance at the Wharton School, University of Pennsylvania, before earning a master's in writing from Columbia University, New York.

Si Young Hur, Principal, earned a BFA in painting from the Rhode Island School of Design and an MFA from Hong Ik University, Seoul, where she studied with major figures in the *Dansaekhwa* movement, notably Park Seo-bo. Ms. Hur went on to study art management at ICART, Paris, and embarked on a career in the commercial art world, first working at a Paris gallery that exhibited Lee Ufan. Upon returning to Seoul, she served as Director at Gallery Hyundai and subsequently at PKM Gallery.

For further press inquiry, please contact:

Goeun Song, Senior Associate

song@gallerybbm.com +82 10 3434 3674



Exhibition views, *COLD PITCH*, BB&M, Seoul, 2022. Works by Hyangro Yoon (left) and Goen Choi (right).



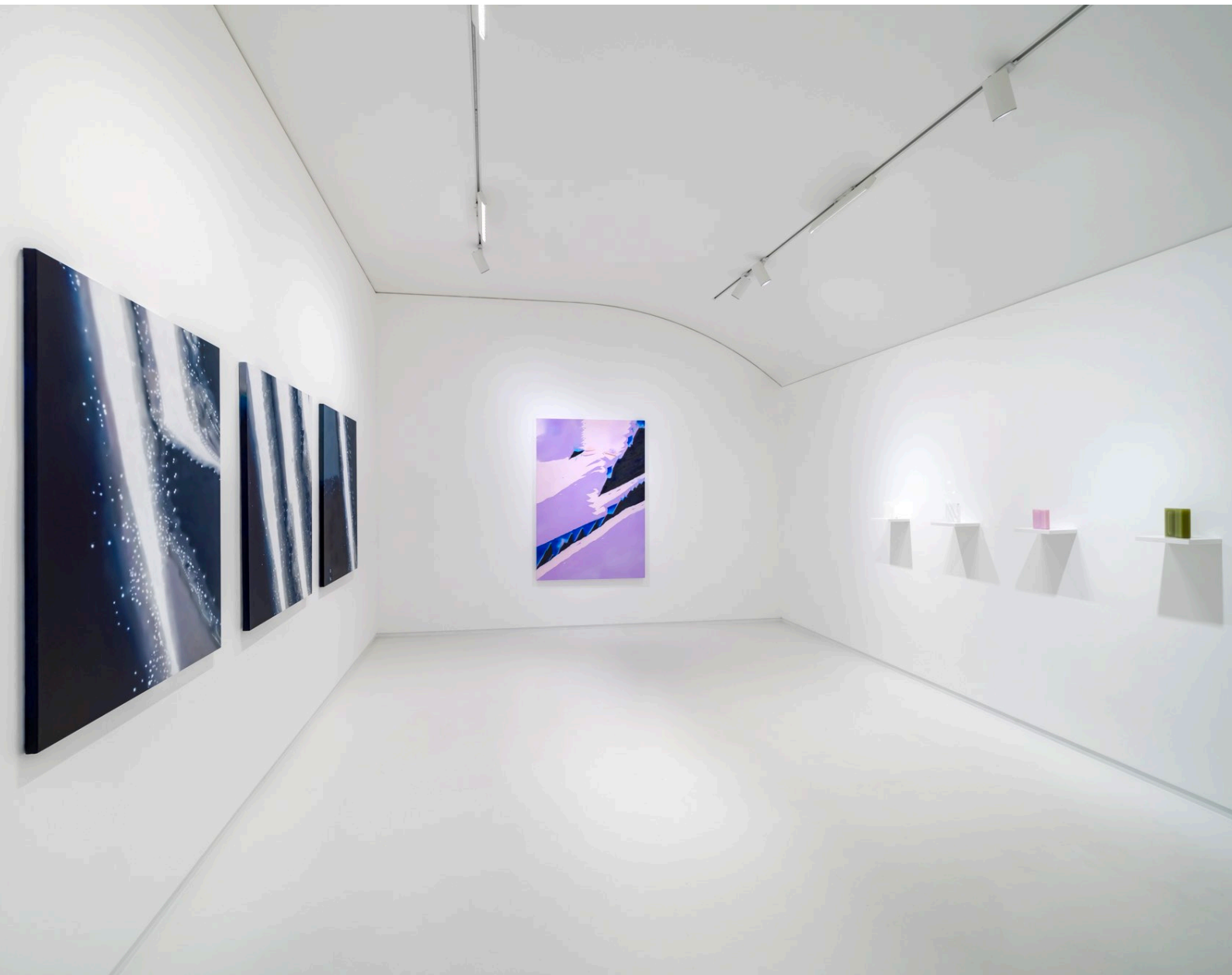
Exhibition views, *COLD PITCH*, BB&M, Seoul, 2022. Works by Hyangro Yoon.



Exhibition views, *COLD PITCH*, BB&M, Seoul, 2022. Works by Jeongsu Woo.



Exhibition views, *COLD PITCH*, BB&M, Seoul, 2022. Works by Sinae Yoo.



Exhibition views, *COLD PITCH*, BB&M, Seoul, 2022. Works by Hyangro Yoon (left and center) and Goen Choi (right).



Exhibition views, *COLD PITCH*, BB&M, Seoul, 2022. Work by Goen Choi.