

FOR PRESS RELEASE

A.STYLE
12 TAI PING SHAN STREET SHEUNG WAN
TEL: +852 28030642
EMAIL: INFO@ASTYLE.COM.HK

**Into the Pinhole
by Choi Yunjung**

18th November 2014 – 8TH January 2015
Address: 12 Tai Ping Shan Street, Sheung Wan
Opening Hours: Tuesday to Saturday 11am-7pm | Sunday 12pm-6pm | Monday Closed

A.Style Gallery proudly presents
“Into the Pinhole” by Korean artist Choi Yunjung.



pop kids #75 , 53×53cm, oil on canvas, 2014

ABOUT THE SERIES

Artist Choi Yunjung places the glasses and the images reflected upon them on modern humans' faces like icons, as if she were trying to make spectators realize their rectangular frames and look into the mirror.

The young children, women or men appearing in the paintings seem to represent diverse character against the background of contemporary culture, however, they are in fact nothing but stereotypical symbolic images dominated by the power structure of the media, and mere icons of desire made by such media environment. This is what the artist is trying to demonstrate through her works.

Hence, the artist depicts modern humans' ways of seeing not only through the expressions of the figures, but also by selecting the symbolic object called glasses, and transforming them into frames resembling windows or TV monitors in an attempt to create a single context with the diverse frames, which come face-to-face with the icons of desire. By doing so, Choi is inviting the spectators to the consequent obscure and awkward situation. - Lee Seung-Hoon of Cyart Research Center



pop kids #73, 53×53cm, oil on canvas, 2014



pop kids #68, 53×53cm, oil on canvas, 2014

ABOUT THE ARTIST



Choi Yunjung

1972 Born in Seoul, Korea
Currently Lives and Works in Seoul, Korea

Education

2006 Graduate school of Education, Hongik University, Seoul, Korea, MA in Art
Education

1994 Hongik University, Seoul, Korea, BFA in Painting and Drawing

Solo Exhibition (selected)

2014 Show Me the Money (Gallery Grida, Seoul)

2013 Desire (Gail Museum, Gapyoung)

Into The Pinhole (Gallery 192, Seoul)

2010 Fantasyland (Cyart Gallery, Seoul)

Yunjung Choi Solo Exhibition (With Space Gallery, Beijing)

2009 Moderno (Busan Art Center, Busan)

Nostalgia☐ (Gahoedong 60 Gallery, Seoul)

2008 Nostalgia (Kepco Plaza Gallery, Seoul)

Mystic Frame (Mui Gallery, Seoul)

Group Exhibition (Selected)

2014

Korea International Art Fair 2014 (Coex, Seoul)

Art Kwangju 2014 (KDJ Convention Center, Kwangju)

Busan Art Show 2014 (Bexco, Busan)

Korea Galleries Art Fair (Coex, Seoul)

His Gaze (ES Gallery, Seoul)

2013

Home Table Deco Fair (Coex, Seoul)

Girls Be Ambitious! (Lotte Gallery, Seoul)

Attention Jombie! (Gallery Imazoo, Seoul)

Falling into Comics (Lotte Gallery, Deajeon)

As It Is Seen (Gallery Grida, Seoul)

Guha Gallery Grand Open 1+1=@ (Guha Gallery, Seoul)

2012

Real / Unreal (With Space Gallery, Beijing)

Real / Unreal - two realities and an interpretation in between (Cyart Gallery, Seoul)

This is the Pop Art (Sejong Museum of Art, Seoul)

Can you find me? (Ilhyun Museum, Yangyang)

The First Step in 2012(With Space Gallery/TN Gallery, Beijing)

I Like Coffee (Bupyong Art Center, Bupyong)

2011

Magic Land, Yangpyeong (Yangpyeong Art Museum, Yangpyeong)

Psychology of Desire (Gail Museum, Gapyeong)

Emerging Artists Part3 (MK2 Art Space, Beijing)

Art and Commerce (Artspace K, Seoul)

Beijing International Art Expo (World Trade Center, Beijing)

2010

New Possibilities (Art Space Loo, Seoul)

The Stream of Contemporary Korean Art 2-Pop Art (Kimhea Art Center, Kimhea)

Departopia (Lotte Gallery, Anyang)

9th Funny Painting Funny Sculpture (Sejul Gallery, Seoul)

Circulation Art Project (Shun Art Gallery, Shanghai)

Love Again (Kim Jeasun Gallery, Gwachon, Busan)

Work Collection

Yangpyeong Art Museum (Yangpyeong)

The HITEJINRO Co., Ltd (Seoul)

AnaPass, Inc. (Seoul)

YK BNC, Inc. (Seoul)

ABOUT A.STYLE GALLERY

Besides a hub for living and lifestyle, A. STYLE is now providing a space for all forms of art from both regional and international artists. We are keen to explore new aspect of art through regular exhibitions in our shop at Tai Ping Shan Street, an upcoming art and cultural area in downtown Hong Kong.



ABOUT A.STYLE

In A.Style we believe that the aspect of art can be easily transformed into part of a lifestyle. We showcase products that inspire and encourage customers to bring art, style and quality into their home.

We collect trendy designs all over the world, focusing on emerging British designers for home products that are stylish and unique alongside with masterful craftsmanship.

A.Style will be your destination to find the right pieces of furniture and home accessories with a personal touch.

Our product selection ranges from vintage-inspired furniture to quirky and playful home accessories. No matter you want to transform your current living space or impress guests with distinct art works, A.Style is full of inspiration for you.

For more about A.Style, please visit our website at: <http://www.astyle.com.hk>



For more information or any inquiry, please reach us at:

Contact Person: Jade Ngai
Title: Marketing Manager
tel | +852 28030642
email | art@astyle.com.hk
website | www.astyle.com.hk