

## **Opening up New Global Possibilities for Korean Contemporary Art**

### **KOREAN EYE 'MOON GENERATION' CONTEMPORARY ART EXHIBITION & AUCTION SHOWCASE OF KOREA'S PREMIER ARTISTS FOR THE FIRST TIME ON AN INTERNATIONAL SCALE**

FOR IMMEDIATE RELEASE

Seoul and London – March 10 2009 – Standard Chartered First Bank, Korean Eye and Phillips de Pury & Company today announced the Korean Eye 'Moon Generation' Exhibition and Auction. The exhibition is a world first, bringing together a group of leading Korean contemporary artists and galleries to create the first-ever international exhibition and sale of Korean contemporary art.

The exhibition previews in Seoul in May and will unveil a selection of approximately 30 pieces. Korean Eye's: Moon Generation, curated by Lee Daehyung, then travels to London to be staged in two of the world's most prestigious art venues, the sensational Phillips de Pury & Company's space at Howick Place and the globally renowned Saatchi Gallery. The London exhibition takes place in June and additional works from the artists will be sold in the Phillips de Pury & Company Contemporary Art sales in July.

Korean Eye seeks to create a legacy of Korean contemporary art and the launch this exhibition in London provides a unique backdrop for education and appreciation for this rapidly developing art scene which until now has had little exposure outside Korea. A yearbook featuring each of the artists' works will be available and will become a definitive point of reference for Korean contemporary art. Founder of Korean Eye David Ciclitira explained his passion for the project "I first visited Korea several years ago and was amazed at the richness and vibrancy of the country's contemporary art scene. It became my mission to ensure that the work and artists enjoy the recognition they deserve on the international stage. It has been fantastic to work in partnership with both Standard Chartered and with Phillips de Pury & Company. I would like to thank them for the support which has made the Korean Eye initiative possible."

As the main sponsor of the Korean Eye Moon Generation Exhibition, Standard Chartered is promoting Korea overseas, and is supporting Korean contemporary artists to open up New Possibilities in the international art world. David Edwards, CEO of Standard Chartered First Bank said "As one of Korea's largest foreign investors, we are

delighted to open up new possibilities and leverage our international network - not only for our customers, but also for Korean artists and culture.”

Rodman Primack, Phillips de Pury & Company’s Chairman in London says: “We are proud to offer such quality work that is fresh to the international market where we have witnessed a strong appetite for works from unchartered areas. Phillips has excelled in bringing new artists to the forefront of the contemporary art scene and there is no question that these artists will soon become major names.”

Korean Eye will organise an annual exhibition for the next four years with the aim to create an enduring legacy for Korean contemporary art and chart a path for an impressive cultural contribution to the London Olympics in 2012. Korean Eye expects to expand the exhibition each year to include additional international cities.

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Moon Generation Exhibition

May 18-23: Korean Eye “Moon Generation” Preview, Seoul  
 June 20-July 5: Korean Eye “Moon Generation” Exhibition, Saatchi Gallery, London  
 June 20-July 1: Korean Eye “Moon Generation” Exhibition,  
 Phillips de Pury & Company, London  
 July 2-3: Phillips de Pury & Company Contemporary Art Sales, London  
 preceded by preview

*Exhibition Enquiries*

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Full list of sponsors

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## Korean Eye

Korean Eye is an international initiative founded by David Ciclitira, to highlight the very best of Korean contemporary art. Korean Eye recognises the need to create a long-term programme for Korean contemporary art in order to establish a legacy for this emerging art market as Korean art is largely unknown outside of Korea.

Phillips de Pury & Company alongside David and Serenella Ciclitira, will establish a scholarship fund, The Korean Eye Prize, from the proceeds of the exhibition and auction. This fund will award a promising Korean artist, the opportunity to study at The Royal College of Art. The artist will be selected from the short list of candidates for the highly acclaimed JoongAng Contemporary Art Prize. JoongAng Ilbo will contribute to the artist's travel, living expenses and accommodation whilst studying in London.

A state of the art website (KoreanEye.org) and reference archive of Korean artworks and artists is to be established. A new Korean Eye logo has been created by the international brand specialists, Corporate Vision Strategists.

Korean Eye will also establish links to help build numbers of international art lovers visiting Korea by hosting a luncheon with art travel agents in London in partnership with Visit Korea.

For more information, please visit: [www.KoreanEye.org](http://www.KoreanEye.org)

To download images and further information please visit: [www.koreaneyeye.org/artists](http://www.koreaneyeye.org/artists)

## David Ciclitira

David Ciclitira is Chairman of Parallel Media Group plc ("PMG"), the international sports and events company responsible for initiating the Ballantine's Championship, Korea's largest golf tournament.

David is an Honorary Fellow of the Royal College of Art. Over the last 20 years David and his wife Serenella have funded the Parallel Prize and the Serenella Ciclitira Scholarship for Sculpture.

David has brought together a group of leading Korean artists and galleries to create Korean Eye's initial exhibition of Korean contemporary art 'Moon Generation'. The exhibition, of paintings and sculptures, will be curated by Dae Hyung Lee, the curator of Blue Dot Asia.

### Standard Chartered

With 79 years of history and tradition, Standard Chartered First Bank was founded in 1929. With the vision to become 'Korea's best financial partner for growth' and principle of 'Customer First', the Bank is using Standard Chartered's international network to act as a bridge between Korean companies and international economies for its wholesale banking clients, while also providing innovative products and differentiated services to fulfill the needs of its consumer banking customers.

Standard Chartered PLC, listed on both London and Hong Kong stock exchanges, ranks among the top 25 companies in the FTSE-100 by market capitalisation. The London-headquartered Group has operated for over 150 years in some of the world's most dynamic markets, leading the way in Asia, Africa and the Middle East. Its income and profits have more than doubled over the last five years primarily as a result of organic growth and supplemented by acquisitions.

Bringing New Possibilities to its stakeholders, the Group is committed to building a sustainable business over the long term and is trusted worldwide for upholding high standards of corporate governance, social responsibility, environmental protection and employee diversity. It employs more than 70,000 people, nearly half of whom are women. The Group's employees are of 125 nationalities, of which 68 are represented among senior management.

The Standard Chartered Private Bank works with clients and their families to understand not just their financial goals but also their fundamental beliefs and values. The Standard Chartered Private Bank is ideally placed to help clients achieve what they want from their wealth, and has been named 'Global Best Private Bank' by Euromoney in 2008. Euromoney cited risk management, a focus on growth markets, achievements in performance, growth in client base and a commitment to service and advisory as success factors.

For more information, please visit: [www.scfirstbank.com](http://www.scfirstbank.com)

### Phillips de Pury & Company

Phillips de Pury & Company is a leading contemporary art company specializing in the sale of contemporary art through four selling platforms: auctions, private treaty sales, building private collections and selling exhibitions. Phillips de Pury & Company's Chairman, Simon de Pury is one of the most renowned auctioneers in the field and celebrated for his long-standing knowledge and passion for art of all ages. Phillips de Pury & Company has excelled in selling art from new markets such as China and Russia –incorporating non-Western artists into its global contemporary art sales in London and New York with tremendous success.

For more information, please visit: [www.phillipsdepur.com](http://www.phillipsdepur.com)

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List of Artists

Works by the following artists will be included:

Bahk, SeonGhi  
Cho, Hoon  
Choi, SoYoung  
Choi, TaeHoon  
Choo, JongWan  
Han, Debbi  
Han, KiChang  
Hong, KyoungTack  
Jang, SeungHyo  
Jeon, JoonHo  
Ji, YongHo  
Jung, YeonDoo  
Kang, HyungKoo  
Kim, Inbai  
Kim, Joon  
Koh, Myungkeun  
Kwon, KiSoo  
Kwon, BooMoon  
Lee, DongWook  
Lee, LeeNam  
Lee, Rim  
Lee, SeungMin  
Lee, Ufan  
Lee, YongBaek  
Lee, YongDeok  
Park, Junghyuk  
Park, Sungtae  
Sim, SeungWook  
Whang, Inkie  
Yi, HwanKwon  
Yoon, JongSeok