

# StART

SEOUL, 1-6 SEP 2022



Kian 84, *Self-portrait*, 2021, Oil on canvas, 162.2 x 112.1 cm

**Keeping its finger on the pulse of the emerging global art scene, StART Art Global, together with StART Art Korea, are honoured to launch the inaugural StART Art Fair Seoul this September.**

**GALLERIA FORET**

SEUNG DONG GU, SEOUL SUP 2 GIL, 32 GALLERIA FORET, G FLOOR

**THURSDAY 1-TUESDAY 6 SEPTEMBER**

**VIP PRIVATE VIEW WEDNESDAY 31 AUGUST 2022**



Banksy, *Peckham Rock postcard*, 2015, Printed on wood

**Since its first edition in 2014, StART art fair has become known for bringing the work of lesser-known artistic communities into the global consciousness - to both established collectors and those 'starting' out on their collecting journey.**

Coinciding with the first FRIEZE Seoul, the inaugural StART Art Fair Seoul, held over seven days at Galleria Foret in the city's fashionable Song Dong-gu district, will bring together a roster of emerging and established international artists.

Serenella Ciclitira, StART and Global Eye Founder, curator and author of nine acclaimed Global Eye publications including *Korean Eye: Contemporary Korean Art* (2009), *Korean Eye 2012: Contemporary Korean Art* (2012), *Korean Eye 2020: Creativity and Daydream* (2020), commented *"I am very excited to be able to work with so many incredible Korean artists again and I feel that by bringing StART Art Fair to Seoul, showing both Korean and international artists alongside each other, reinforces the city's status as the epicentre of global art in Asia."*

Visitors will be able to see and purchase artworks by exhibitors who span the continents, from Cape Town based photographer and conservationist Chris Fallows' powerful wildlife images, to Seoul's own "walking pop artist" Nancy Lang's varied and vibrant acrylics, oils and collage. Those looking to add affordable blue-chip artists to their collections will find special and limited editions by the likes of Banksy.

Many of the artworks presented by galleries and artists selected to participate at the art fair will be exhibited internationally in the future, with further collaborations planned to provide more opportunities.





Byun Ung Pil, *Self portrait as someone-Pink Glove 1*, 2001, Oil on canvas

In complement to the fair, from 31 May for three months, official hotel partner the Grand Intercontinental, Coex will host a selling exhibition of constantly rotating artworks that will include Banksy, Byun Ung Pil, Kim Tschangyeul, Kim Tae-Ho, Gammanzi, and Kian84 to name a few.

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Outside Saatchi Gallery during StART art fair 2021

## Notes to Editors:

### About StART Art Fair:

Since its founding in 2014 by David and Serenella Ciclitira, StART art fair has helped to springboard the careers of many emerging artists from around the globe. In 2021 over 15,000 people came to explore our showcase of more than 70 emerging and established artists hailing from 25 countries including South Africa, Ecuador, Portugal, Colombia, India, Austria, Korea, Thailand and Ireland, providing collectors and art enthusiasts alike with the opportunity to discover the most exciting works from both established and developing global markets. To complement the fair, 2021 saw the launch of a new art e-commerce platform StARTart, as well as a series of pop-up selling exhibitions called StART+. The inaugural StART+ opened in Knightsbridge, November 2021, followed by Cape Town, March 2022 with more editions planned for this year.

[www.startartfair.com](http://www.startartfair.com) / Instagram @start.art.global / Facebook @start.art.global

### About StART Founders, David and Serenella Ciclitira:

David and Serenella Ciclitira are passionate collectors of contemporary art and are dedicated supporters of young and emerging artists and the global art scene.

On a 2007 business trip to Karlsruhe, Germany, David and Serenella attended an art exhibition *Termocline of Art: New Asian Waves*, which left them with a thirst to learn more about the Asian contemporary art scene. In 2009, they founded Parallel Contemporary Art (PCA) and launched the Global Eye Programme.

In January 2014, the Global Eye Awards were launched and PCA held the first StART art fair at Saatchi Gallery. The fair continues to celebrate established and emerging artists and galleries from around the world. For more than 25 years, David and Serenella awarded the Parallel Prize and the Serenella Ciclitira Sculpture Prize to graduates of the Royal College of Art, London. Additionally, since 2014, the Ciclitira Prize has been presented annually to one graduate of The Prince's Foundation School of Traditional Arts, London. The Global Eye Award was relaunched in 2020 and the prize now includes exhibition space at StART art fair for the winner.





ChimPom, Solo Exhibition, StART 2016, Saatchi Gallery, London

### **Previous projects include:**

Korean Eye: Moon Generation presented by Standard Chartered (2009)  
 Korean Eye: Fantastic Ordinary presented by Standard Chartered (2009-2010)  
 Korean Eye: Energy & Matter presented by Standard Chartered (2011)  
 Indonesian Eye: Fantasies and Realities presented by Prudential (2011)  
 Korean Eye 2012 presented by Standard Chartered (2012)  
 Korean Eye Singapore (2010), New York (2011) and Abu Dhabi (2012)  
 Hong Kong Eye presented by Prudential (2012)  
 Malaysian Eye presented by Prudential (2014)  
 Singapore Eye presented by Prudential (2015)  
 Thailand Eye presented by Prudential (2015)  
 Vietnam Eye presented by AIA (2017)  
 Korean Eye 2020: Creativity & Daydream presented by Hana Bank (2020-2021)



**GLOBAL EYE PROGRAMME**

### **About the Global Eye Programme:**

Established in 2008 by David and Serenella Ciclitira, the Global Eye Programme is an initiative that nurtures artistic talent. The programme aims to develop arts infrastructure in territories where this is lacking, in order to provide artists with the platforms, support and recognition they need to develop their careers. It works to build networks and opportunities for artists and galleries through strategic partnerships and a variety of platforms.

Previous projects from the Eye Programme, a series of international touring exhibitions and publications providing emerging artists with opportunities to showcase their work include: Korean Eye (2009 to 2012); Indonesian Eye (2011); Hong Kong Eye (2013); Malaysian Eye (2014); Singapore Eye (2015); Thailand Eye presented by Prudential (2015); AIA Vietnam Eye (2016) and Korean Eye 2020 (2020).

In January 2014, the Global Eye Programme launched the Prudential Eye Awards in Singapore, honouring the accomplishments of emerging artists throughout greater Asia and launching a creative education programme with the British Council. The second edition of the Prudential Eye Awards was held in Singapore on 20 January 2015, at Marina Bay Sands and the Japanese collective Chim↑Pom were awarded the Overall Best Emerging Artist prize, winning USD\$50,000 and a solo show at Saatchi Gallery, London.

The Prudential Eye Awards returned in 2016, featuring 15 artists who an eminent panel of judges believe have the potential to go on and develop significant careers on the international art world stage. The awards ceremony was held at Marina Bay Sands, Singapore, on 19 January 2016. A public exhibition of works by the shortlisted artists ran at ArtScience Museum, Marina Bay Sands between 16 January and 27 March 2016. Sareth Svay from Cambodia won The Overall Best Emerging Artist award as well as the Best Emerging Artist using Sculpture award.

AIA Vietnam Eye, the 8th project in the Eye exhibition series featured a two-month exhibition in Hanoi from 14 November 2016 to 13 January 2017. Two satellite exhibitions, curated by artist-curator Tran Luong, were staged at “Nest by AIA” in Hanoi. Artist Ha Tri Hieu was featured in the first satellite exhibition held on 19 November to 11 December 2016, and artist Nguyen The Hung was featured in the second satellite exhibition held on 17 December 2016 to 8 January 2017. AIA Vietnam Eye travelled to StART 2017 at Saatchi Gallery, in September 2017.

Korean Eye 2020 presented by Hana Bank marked the project’s 10th anniversary. The exhibition *Creativity and Daydream* launched digitally, due to the global pandemic at the State Hermitage Museum, St Petersburg in March 2020. The virtual opening was live-streamed and attracted more than 5,000 live attendees. 40,000 people from all over the globe virtually visited the exhibition which was extended by more than two months to allow the Hermitage and the exhibition to open to physical visitors. In late September until 25 October 2020, the exhibition was expanded to include additional artists and travelled to London’s Saatchi Gallery, where it was installed at StART art fair. Ahead of the London leg of the exhibition tour, K-pop musician and artist Mino of band WINNER became the exhibition’s Ambassador. Five of his original artworks were included in the expanded presentation to great acclaim. The final Seoul homecoming opened in June 2021. The accompanying book published by SKIRA featuring 75 artists launched on 21 October at Saatchi Gallery during StART art fair. The opening ceremony and book launch were presided over and attended by H.E. Enna Park, Republic of Korea Ambassador to the United Kingdom and H.E. Andrei Kelin, Russian Federation Ambassador to the United Kingdom. On 23 June 2021, *Creativity and Daydream* opened at the Lotte World Tower Mall. This homecoming became the last leg of the touring exhibition. Comprising a carefully-curated selection of Korean Contemporary artworks, showcasing some of the country’s most exciting talent and featuring a fascinating array of painting, sculpture, installation, embroidery, ceramics, performance, video and photography.

Today, the Global Eye Programme involves exhibitions, books, prizes and art fairs that take place around the world. As of late, it has hosted more than 36 exhibitions that have been viewed by more than three million people.

### **About the Grand Intercontinental Seoul**

Nestled in the center of Teheran-ro, the most modern district of the buzzing metropolis of Seoul, Grand InterContinental Seoul Parnas presents True Hospitality based on 30 years of hotel management and service experience.

The renovated exterior and 550 guest rooms of 2020 boast stunning vistas of Gangnam through floor-to-ceiling windows and exhibit traditional Korean elegance with a refined contemporary twist. The Club InterContinental, located on the top 34th floor, is a leading private lounge in Korea pursuing a sophisticated top-notch service.





Fifteen state-of-the-art banquet halls of varying sizes, including the largest banquet hall in Korea, Grand Ballroom, are perfectly designed for elegant private weddings, family gatherings, small and medium-sized meetings, and large-scale conventions.

A variety of international cuisines await at five distinctive restaurants, including an award-winning Japanese restaurant. Hotel chefs specializing in different fields create high-quality dishes from fresh ingredients and ensure exceptional dining experiences. Adjacent to Starfield COEX Mall, Parnas Mall, department stores, duty-free shops, World Trade Center, COEX Convention Center, and Airport Terminal, the hotel promises enriching experiences for both leisure and business travelers.

[www.seoul.intercontinental.com](http://www.seoul.intercontinental.com) / IG: grand\_intercontinental

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