

StART Art Global & StART Art Korea | PRESS RELEASE

StART Art Fair Seoul 2022 VIP & Press opening
32 Galleria Foret, Seouliteum, Sung Dong-gu, Seoul



START ART FAIR SEOUL

1-6 September 2022, Seoul

SUCCESSFUL LAUNCH FOR StART ART SEOUL ATTENDED BY COLLECTORS K-POP STARS AND KOREAN CELEBRITIES

StART Art Global launched its inaugural art fair in South Korea. Coinciding with FRIEZE Seoul StART Seoul brings together a dynamic mix of international artists and galleries from Europe, America and Greater Asia.



Jason Lee Vice President StART Art Korea speaking at the VIP Collector and Press preview.

Staying true to StART Art Global's ethos, the fair presents emerging and more established artists and galleries side-by-side in a museum quality exhibition-style environment. Visitors to the fair have the opportunity to view and purchase works by an array of artists; London-based Illuminati Neon is showing several of his *Queens* and two punk works, Gyeonggi-do resident Doowon LEE brings his vibrant tiger and garden mixed-media works while Seoul-based Joseon Antique are presenting Korean old-masters and cutting edge contemporary works. Pop artist Nancy LANG is showing a new series of work featuring her omnipresent 'Bubble Coco'. Several artists that have participated in the acclaimed Korean Eye exhibitions and publications are also exhibiting; Hyojin PARK, Hyung Koo KANG, Dabal KIM, Donghun SUNG and Kwang Young CHUN to name a few. While former webtoonist, turned pop-artist, Kian84 lends his artwork 'self portrait' to one of the four limited edition catalogue covers.



David Ciclitira discussing Cape Town based wildlife photographer and conservationist Chris Fallows' photography works with VIP collectors.



Artists Ohnim and Yooyeon at exhibitor booth 'The Ten' looking at Kenta Cobayashi's *Reflex Ginza Panorama*

With arguably the most vibrant contemporary culture in Asia it would be remiss not to include K-pop. Renowned rapper, singer and actor Song Min-ho, known in the art-world as OHNIM is exhibiting his current series of artworks at the fair and will debut a new series at StART Art Fair London this October (12-16 also coinciding with Frieze London). His fellow WINNER band member, Seung yoon Kang, known in the art world as Yooyeon, is also participating. Both K-pop stars took time out of their busy schedules to visit the fair in person.



Above Left-L-R: Song Min-ho (Ohnim), David Ciclitira Founder StART Art Global, Kang Seung-yoon (Yooyeon) Above Right: VIP Collectors touring the fair.

Acclaimed actor Shinyang PARK unveiled his art works at the fair. PARK was invited to participate at both StART Seoul and StART London by StART founder Serenella Ciclitira who was impressed by his varied styles when she visited his studio.



L-R: Actor and artist PARK Shin-yang with David Ciclitira.

A highlight of the fair is inclusion of a children's art competition presented by Design House founder Lee Young Hye and StART Seoul. Eight finalists were anonymously selected by the committee and will be exhibited at StART London this October.



Children's Art Competition eight finalists.

David Ciclitira, Chairman of Live Company Group and founder of StART Art Global stated, "It was tremendous to be a part of the launch of Start Art Fair Seoul, initiated to coincide with

FRIEZE and Seoul art week. The VIP event was attended by more than 500 guests. We are already planning the second edition and the visit of the key K-pop and other celebrity artists to the London edition of StART, 12-16 October, Saatchi Gallery, London’.



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 StART.art, 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 in the near future. StART Art Fair Seoul will be at the Seoulitenum in the fashionable Sung Dong Gu district 1-6 September 2022.

www.startartfair.com

Instagram @start.art.global /@start.art.seoul

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 but were thwarted by a lack of material on the subject. In 2009 they founded Parallel Contemporary Art (PCA) and launched the Global Eye Programme.

In January 2014 the Global Eye Awards were launched, added to this PCA held the first StART Art Fair at the 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, the prize now includes exhibition space at StART Art Fair.

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)