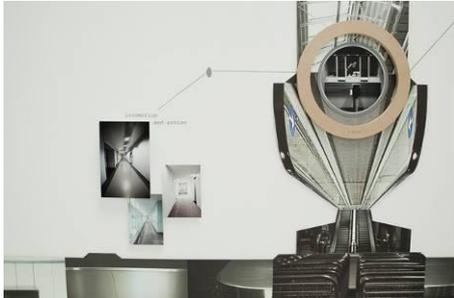




ALPHA ART ASSOCIATION PRESENTS

## ***ID, please.***

AN EXHIBITION OF CONTEMPORARY KOREAN ART WORKS QUESTIONING IDENTITIES  
BY JIEUN KIM, HAYOUNG KIM AND JUNG YUN ROH



Jieun Kim, *Untitled*, Installation, 2011



HaYoung Kim, *Ribbon Man*, Painting, 2011



Jung Yun Roh, *I Am A...*, Video, 2011

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EXHIBITION TITLE: *ID, please.*

VENUE: New Gallery London (92 Peckham Road, London, SE15 5PY)

DATES: 9 - 14 April 2012 (Monday to Saturday)

PRIVATE VIEW: 6 - 9pm, Monday, 9 April 2012

CURATED BY: Dani Daeun Kim & Yovi Jisun Song

ORGANISED BY: Alpha Art Association, London

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Alpha Art Association is proud to announce *ID, please.*, a first-time exhibition curated by Dani Daeun Kim and Yovi Jisun Song at New Gallery London. *ID, please.* features the most recent works of art by **Jieun Kim**, **HaYoung Kim** and **Jung Yun Roh**. This three-person exhibition of contemporary Korean art is comprised of Jieun Kim's photographs and installation, HaYoung Kim's paintings and Jung Yun Roh's video work and installations.

*ID, please.* highlights the discordance of identity between the external world and the inner self of the individual. In general, the lexical meaning of 'identity' is conceived as the fact of being who or what a person or thing is or the characteristics that determine who or what a person or thing is. The true nature of existence, however, in relation to one's identity is deeply rooted in the cognitive ability by which we identify ourselves within the status quo. One might discover one's identity by situating oneself independently within a series of social circumstances. Often, identity is shaped through the process by which a person re-constructs answers to simple questions such as 'who am I?' and 'where do I belong?' This repetitive process of defining identity may seem an evaluation of the intrinsic self, however, it occurs only within the context of pre-existing social structures.

In this exhibition we present artworks in different media and form by three Korean female artists based in London, each expressing the 'in-betweenness' and ambiguity of identity through their distinctive visual languages. **Jieun Kim's** installation is an airport mapping, in which the airport is conceived as a space wherein individuals enter with their ID (a passport). Yet, this space it is in the utmost location of the non-national and stateless. In **HaYoung Kim's** paintings, emotionless figures in vibrant colours popping from the screen-like drafting film canvas conjure up a multiple self or an unrealistic character of oneself inhabiting a virtual environment. Through the use of various media for her artworks, **Jung Yun Roh** interrogates the ways in which gender and sexual identity are explicitly prescribed by the criteria of tacit social categorization.

**Jieun Kim** received her BFA in Fine Art from Dankook University, Seoul, South Korea and her MFA in Art Practice from University of London, Goldsmiths in 2011.

**HaYoung Kim** obtained her BFA in Painting Hongik University in Seoul, Korea and completed her Post Graduate Diploma in Fine Art at the Royal Academy of Arts, London in 2011.

**Jung Yun Roh** has a BFA and MFA in Painting from Hongik University, Seoul, South Korea and obtained her MA in Fine Art at Chelsea College of Art and Design, London in 2011.

**Alpha Art Association** is a project-based group which consists of art enthusiasts. Our aim is to share innovative ideas and to organize and present a series of artistic events in collaboration with creative people so that we could provide a bridge between people, culture and knowledge.

FOR FURTHER INFORMATION PLEASE CONTACT

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