

Exhibition Outline_ver. July 12, 2021

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Coreana Museum of Art

Exhibition Curator: Jieun Seo

Contact: curator.jieunseo@gmail.com +82-10-4310-0626

Website: www.spacec.co.kr/en

I. General Information

- Exhibition Title Multi-persona (*working title; TBD)
- Exhibition Period September 2 – November 27, 2021
- Exhibition Venue Coreana Museum of Art (827 Eonju-ro, Gangnam-gu, Seoul, Korea)
- Organized by Coreana Museum of Art
- Supported by Coreana Cosmetics Co., Ltd
- Curated by Jieun Seo
- Artists Orlan(France), Yang Zhenzhong(China), Sondra Perry(US), Laturbo Avedon, Molly Soda(US), Lu Yang(China), Song Min Jung(Korea), An Ga Young(Korea), Kim Heeuk(Korea)
**the list of participating artists is not final and subject to change.
- Genre contemporary film & video, installation, painting, photographs, etc.
- Keywords #persona #identity #multiplicity #online #persona performance
#myself #self-representation #self-construction #persona-making

II. Exhibition Concept

Multi-persona that literally refers having multiple or various identities is a phenomenon that has been intensified in recent years. As we experience, **identity is not singular and static but rather plural and dynamic.**

In 2012, the Coreana Museum of Art presented an international group exhibition titled *Masquerade* which re-illuminated artists and artistic tendencies engaging self-deformation, disguise, and role-play since the 1990s, referencing myth, history, art historical texts, and popular culture. In the exhibition, a keyword for masquerade was **the mask** that is a dramatic ritual **where I can become, embrace the other, and assume another 'I.'** Continuing our thematic exploration, the upcoming exhibition will pay attention to key questions and issues raised by **identity practices and performances in the contemporary era** through recent works by participating artists.

Over the past decade, online activities have reshaped how we understand and produce identity. In this context, the one of main focuses of the exhibition lies on **productions of identity and self-representation in a digital environment.**