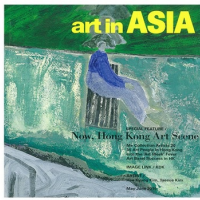


**PRESSBOOK**

PARK Seo-Bo

*art in ASIA*

*June 2016*



SPECIAL FEATURE ㉔

## “I Want to Be Called the Magician of Colors”

Park Seo-Bo, March 21–May 5, Galerie Perrotin Hong Kong

Galerie Perrotin Hong Kong hosts Park Seo-Bo’s solo exhibition “Ecriture” to coincide with Art Basel Hong Kong 2016, presenting the art of the ‘representative’ of Dansaekhwa in the hottest season of the year. All the paintings in the show are all from the Ecriture series, composed of having pasted Korean traditional paper on top of canvas and pushed paint in regular intervals. The opening of the exhibition was a great hit with people from all over the world visiting Hong Kong for the Art Basel season. There is great anticipation in regards to how this solo exhibition coinciding with the biggest art fair in Asia will unfold. We met with the artist in Hong Kong and discussed the exhibition.

**Art** You have had a very tight schedule since the beginning of this year, visiting all over Europe. Now it seems to be Asia’s turn. You have another solo exhibition at the Tokyo Gallery+BTAP scheduled right after the Hong Kong solo show opening.

— I am actually on the verge of exhaustion. But I’m thinking, it won’t be long before I am able to forever rest. Why rest now. There are many appointments with gallerists and curators that I have met through exhibitions. This morning, I met a collector from Boston. As soon as I return to Seoul, I will be meeting the director of London’s White Cube. All the 16 pieces that I presented at the White Cube were sold out before the opening, and it seems to have quite unsettled its people.

**Art** This is your third solo exhibition with Galerie Perrotin, after Paris (2014) and New York (2015). Your popularity has already been proven in the Hong Kong auction market. How do you think this

solo exhibition will be received?

— It always feels good to meet great collectors that like my work. In particular, Greek ‘king ship-owner’ and collector George Economou follows all my exhibitions at the Kukje Gallery or White Cube and such, to see more of my paintings. Renowned art institutions around the world have collected my works, such as the Museum of Modern Art in New York, the Guggenheim in both New York and Abu Dhabi, and the Hirshhorn Museum.

**Art** At the Hong Kong autumn auctions in 2015, your *Ecriture No. 65-75* and *Ecriture No. 2-80-81* were all sold at over a billion KRW, each at Christie’s and Seoul Auction. You’ve entered the so-called ‘million dollar club’.

— There was a time when a size ten painting would not sell for even three million KRW. I’m dazzled now that the price is a million dollars. I hear that one becomes a global ‘museum-class’ artist only when the price exceeds a million dollars. Last year in The New Yorker’s November 30th article, I was introduced as an artist whose price saw the steepest rise in the U.S. I want to see my work surpass 10 million dollars, and I believe it can happen within my lifetime.

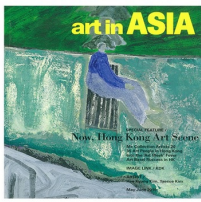
**Art** You’ve produced different atmospheres for each of the three or four spaces in the gallery, as if they were the exhibition spaces of a museum. In the small room behind the main space, the light sky blue Ecriture series is gathered. The peaceful scene was very impressive. The wall is colored a lighter blue, presenting a subtle mood.

— It is a very peculiar color. The color was made with not oil paint, but water acrylic. When mixing the paint, I did not calculate any ratio and only depended on my senses. The more peculiar the color, the bigger the difference between when it is wet and when it is dry, and thus bigger the difficulty in producing it. A long period of training is required. I have a wish that I will, at some point in future, be referred to as the ‘magician of color’. (Laughter) I call this sky blue hue the “air color”. I made this color because I hoped people would look at my painting in this breathtakingly busy world and take a slow moment to breathe. / Tiffany Chae

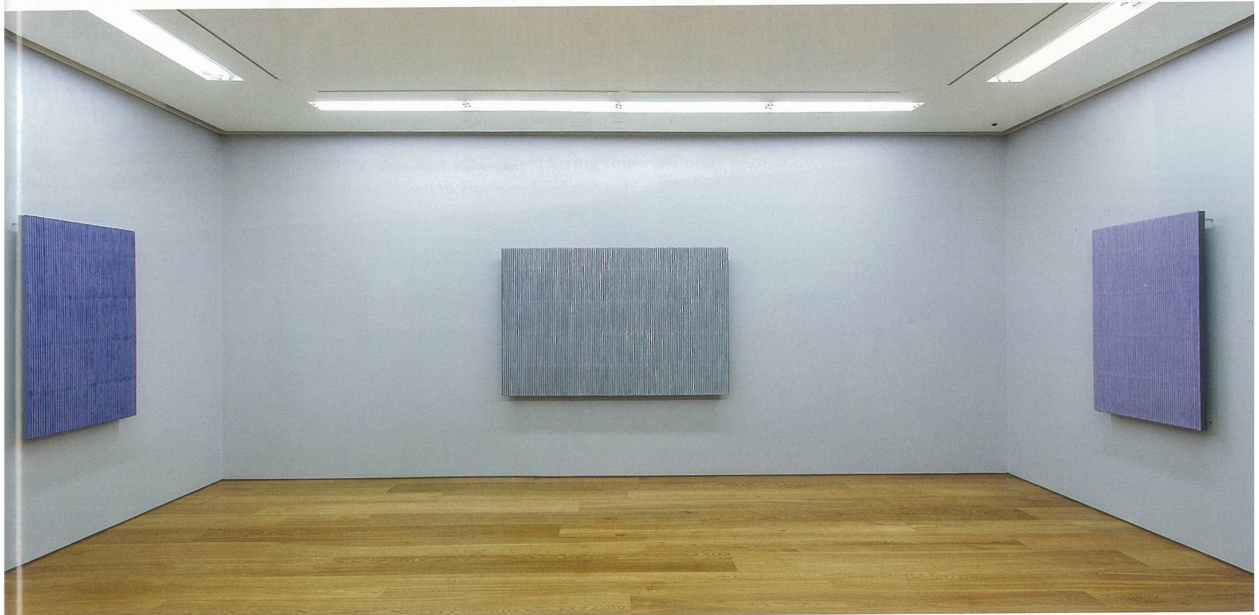
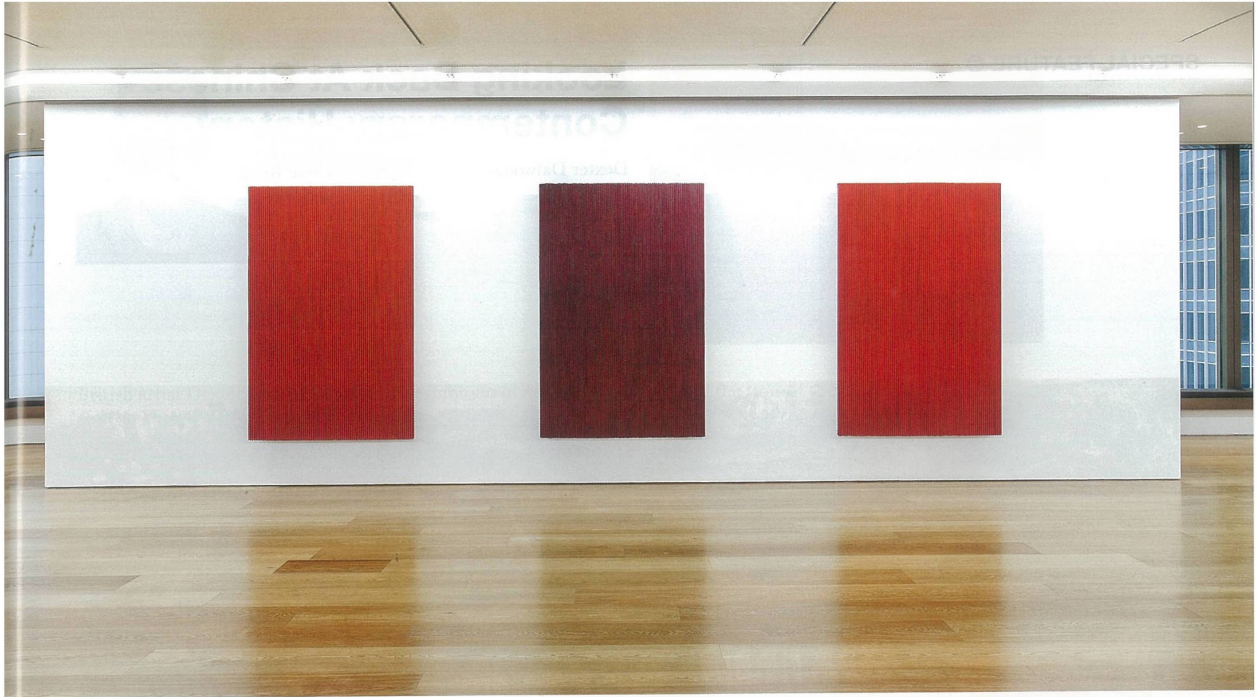


Recently, Park Seo-Bo also organized the exhibition “Origin: Choi Myoung-Young, Lee Seung-Jio, Suh Seung-Won”(January 9-February 27) in Galerie Perrotin, Paris.

Right page Installation views of Park’s solo exhibition “Ecriture” in Galerie Perrotin, Hong Kong, 2016.



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