
Readymaker

The invincible anxiety about the zero marginal cost society

Ha Seok-Jun solo show

Title: Readymaker

- The invincible anxiety about the zero marginal cost society | Ha Seok-Jun solo show

Opening Reception: 5pm/ 2016. 7. 9.

Date: 2016.July 9 -28 (Wed, Thu, Fri, 1-6pm, Sat12-5pm)

Venue: Hanmi Gallery-Seoul

Curated by: SPACE_BA421 + 10AAA



Creating an artwork is a process of achievement technology has a power of religion and incantation relationship between technology and artist in this era. It is the way to finding myself in hallucinating between the past and the future in taking the development of technology rapidly for granted. - Ha Seok Jun

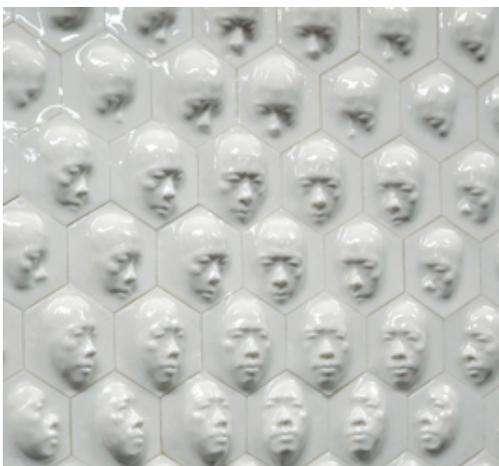
Hanmi Gallery is pleased to announce the exhibition, titled **Readymaker**, by Interactive Media artist **Ha Seok-Jun** working with 3D printing sculpture and interactive video installation. This exhibition is organized in collaboration with *Space_BA421 & 10AAA*. This exhibition starts from economist Jeremy Rifkin's *The Zero Marginal Cost Society*'s notion : This society has been running to Zero for making object addmore.

Rifkin focus on the foresight that the capitalism will be faded out soon and we will receive new paradigm. As the result, we will meet a cooperative society of common ownership due to a development technology network swiftly. Artist suggests the attempt to look into the relationship between artwork, and economical product through his *Readymaker Series No.2*. This artwork has

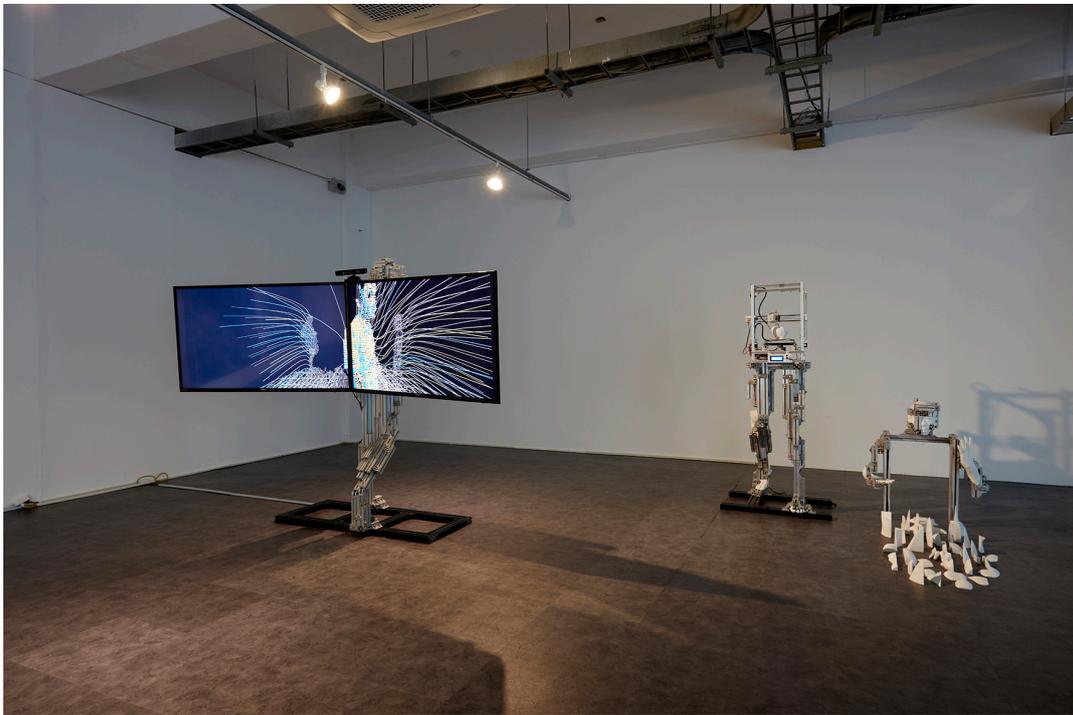
many faces(artist's portrait), made of 3D printing and covered with PLA Plastic, become faint gradually from center to edge. In this point, HA is asking the question that artwork, artist make an object by hand, can't avoid this situation like as the economical value is getting lower and lower. As an One-Person Business - Entrepreneur, how artist should prepare the sharing economy society in the future? Or do not need to prepare? HA treats an artist as the main agents of economic activity at the same time he has lots of questions and realistic concern.

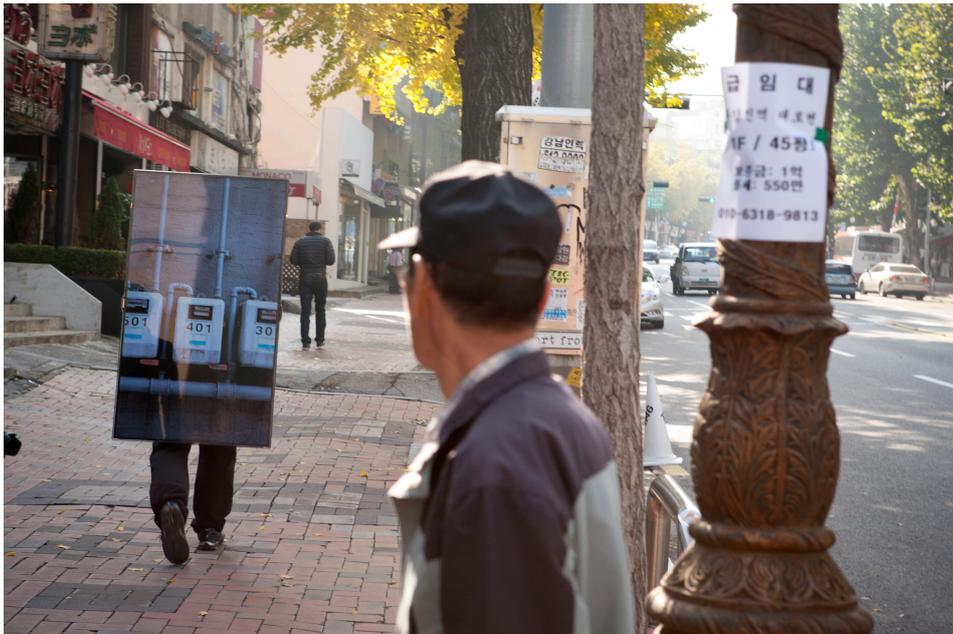
The recent artwork, *Readymaker No.2(2016)*;a human body colored in red by 3D printing, is connected to previous artwork *Platform of Suffering and The Monk*. Furthermore, he presents new media art sculpture, *Readymaker No.3(2016)*, effected by a future novel named *A Brave New World*(Aldous Huxley, 1932) for this exhibition. The novel described the civilized society and not

a civilized society. HA asked what is our dreaming society in the future. This is shaped from Venus statues 2meter-long and using various colors by 3D printer. And put into the 3D printer in the middle of the valley, it can produce sculpture itself as a main body of production. Artist said that it is uncertain to predict our future but the world changes faster than we expected. HA would like to present this exhibition to remind the thought of human life and development of technology through the images of working as a media artist in this high technology era.



HA Seok-Jun(b.1971) is artist and director of BNW(Brave New World) Interactive Art Studios. He studied at SADI Samsung Art & design institute and Parsons Design School in New York. HA received MFA School of visual art(Video art) at Korean National University of Arts. He has presented media performance based on interactive video in Seoul and Italy. At the same time he developed his idea through new video platform such as interactive video sculpture titled, 'The Digital Monk as a painful platform'. He features his art works by combining interactive art, performance, and sculpture in many ways. HA directed art project 'Finding E-waste' in 2014, performing art program <Replica> at LG Art Center in 2013 and <Fransisca> at Sejong Culture Center in 2010. He award <New Hero> artist in 2015, the first prize in ASIAF HIDDEN ARTIST in 2015. He is teaching interactive art part in Korean National University of Arts. He is one of director of n on-profit art organization 'Space_ba421' in Sewoun Sangga. He had a solo show, titled *Read-ymaker Series*, at Space_BA421 in Seoul. (<http://www.archisis.net/>)





- art work list

<Readymaker Series No.2>, 60 x 160 x 60 cm, 2016, Aluminum frame, PLA plastic

<Readymaker Series No.3>, 60 x 100 cm, 2016, resin coating on PLA plastic

<Plaform of Suffering>, Performance Video

<The Monk_ The Plaform of Suffering>

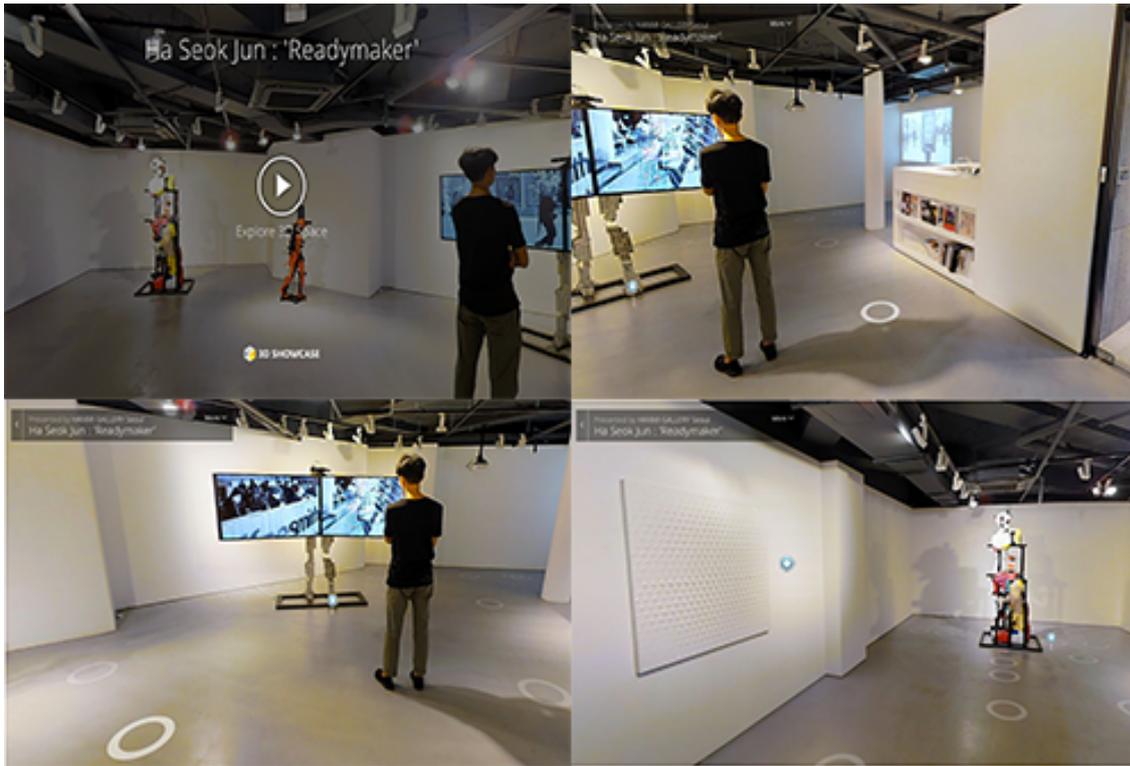
<Readymaker No.2>, 2016

<Readymaker No.3>, 2016

Space_바 421(Director_Justina Gwak) is non-profit-organisation located in Sewoon SangGa in Seoul. This space has managed by 7 creators; 4 artists, WURI, Im Do One, Ha Seok-Jun, Shin Kiwoun. Production Manager(Lyra Seungok Seo and 2 curators Hyeyoung Justina Gwak, Song Yovi since 2014. it starts from artist's life and studios problem and they are runing several international exchange project such as including *Art and Disaster*(Kang jeauk) using 3D printer invented by artist Im Do One and *Finding E-waste*(Ha Seok-Jun). www.facebook.com/space.ba421 | www.spaceba.org

10AAA(Director_Song Yovi) 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. www.facebook.com/10aaa | www.10aaa.co.uk

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3D Space view from the Hanmi Gallery by EAZEL. (Eazel is a medium to connect the museum experience to a global audience. Eazel uses proprietary software to virtualize art museums, art shows, and art auctions, then places the content on an online platform to be viewed with a VR device.) Visit Website: <http://eazel.io/exhibitions/12>

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