



Philippe Parreno Named as Next Artist for Tate Modern's Hyundai Commission

- French artist Philippe Parreno is appointed to lead the Hyundai Commission 2016
- Hyundai Motor's contribution to the art community continues as the Hyundai Commission enters its second year

Offenbach, 28 January 2016

French artist Philippe Parreno has been revealed as the artist who will take on the Hyundai Commission in 2016 for Tate Modern's Turbine Hall. Hyundai Commission 2016 will be the second in the new series of annual commissions, introducing work by renowned international artists.

With the next Hyundai Commission due to open on October 4, 2016, Parreno's latest work is eagerly anticipated. A prominent artist of his generation, Parreno works across the fields of film, video, sound, sculpture, performance and information technology, exploring the borders between reality and fiction. He is known for investigating and redefining the gallery-going experience and sees his exhibitions as choreographed spaces that follow a score, during which a series of different events unfold. By creating kaleidoscopic environments, Parreno treats exhibitions as one coherent whole, rather than a series of objects within a space.

Having collaborated with many visual artists as well as musicians, architects, scientists and writers, Parreno continues a tradition as an avant-garde artist engaged with many cultural disciplines. The feature-length film *Zidane: A 21st Century Portrait*, which he co-directed with Douglas Gordon in 2006, was met with critical acclaim. More recently in 2015, the artist presented the vast installation, *H(N)Y P N(Y)OSIS*, at Park Avenue Armory, New York, which fused film, light, sound and performance to create a dramatic sensory journey. In 2013, at the Palais de Tokyo, Paris, he was the first artist to fill the entirety of the gallery's expanded space of 22,000 square metres.

Hyundai Motor said: “The focus of the Hyundai Commission is to create better access to art and its aim is to make a difference in the way we look at and understand the world. We believe passionately that the originality and significance of Philippe Parreno will reshape the Turbine Hall with all-encompassing visual surprises. We are thrilled to see him develop his ideas for the second Hyundai Commission to open in October.”

Philippe Parreno lives and works in Paris. He is represented in several major museum collections, including Tate, London; MoMA, New York; and the Centre Pompidou, Paris. He has participated in multiple Venice Biennales since the early 1990s and in recent years, has exhibited at Hangar Bicocca, Milan (2015); Park Avenue Armory, New York (2015); Palais de Tokyo, Paris (2013); The Garage Centre for Contemporary Culture, Moscow (2013); The Serpentine Gallery, London (2010); and the Centre Pompidou, Paris (2009).

The Hyundai Commission is the pinnacle of an 11-year partnership between Tate and Hyundai Motor. The partnership is part of the longest initial commitment from a corporate sponsor in Tate’s history. Contemporary artists of our time will deliver dramatic experiences to an audience of millions through site-specific installations for Tate Modern’s unique Turbine Hall.

Chris Dercon, Director, Tate Modern said: “We are delighted that Philippe Parreno will be taking on Tate Modern’s Hyundai Commission in 2016. Throughout his career, Parreno has sought to transform how art can work, and his desire to create new immersive experiences makes him the perfect choice for the Turbine Hall. We look forward to seeing how he uses this iconic space when the commission is unveiled in October.”

As a first step in building the partnership with Tate, Hyundai Motor supported the acquisition of nine key works by the South Korean artist Nam June Paik (1932–2006), a figure widely recognized to be the founder of video art. In collaboration with Tate, Hyundai Motor is helping to expand the imaginations of the artists, curators and audiences as international artists take on the challenge of interpreting the unique atmosphere of the Turbine Hall throughout the coming years.

The series began in October 2015 with Abraham Cruzvillegas' *Empty Lot*, a vast sculpture consisting of 240 wooden planters filled with over 23 tonnes of soil from parks and gardens across London. Intended to provoke questions about chance, change and hope, the work has come alive with grass, weeds, flowers and other plants, which have emerged from the soil through the winter months. It is on display at Tate Modern until April 3, 2016.

Since Tate Modern opened in 2000, the Turbine Hall has hosted some of the world's most memorable and acclaimed works of contemporary art, reaching an audience of millions. The way artists have interpreted this vast industrial space has revolutionised public perceptions of contemporary art in the twenty-first century.

Hyundai Motor has also initiated partnerships with the National Museum of Modern and Contemporary Art Korea (MMCA) and the Los Angeles County Museum of Art (LACMA). The 'MMCA Hyundai Motor Series' offers a decade-long platform along with international forums, archives, and publishing for Korean artists. The second of the series by Ahn Kyu Chul is on view until February 14, 2016 at MMCA Seoul. Hyundai Motor and LACMA's 'Art + Technology' collaboration continues with the Rain Room installation created by London-based artist collective Random International and the comprehensive exhibition by ground breaking artist Diana Thater.

The Hyundai Commission: Philippe Parreno will be curated by Andrea Lissoni, Senior Curator, International Art (Film), Tate Modern with Vassilis Oikonomopoulos, Assistant Curator, Tate Modern.

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About Hyundai Motor

Established in 1967, Hyundai Motor Company is committed to becoming a lifetime partner in automobiles and beyond. The company leads the Hyundai Motor Group, an innovative business structure capable of circulating resources from molten iron to finished cars. Hyundai Motor has eight manufacturing bases and seven design & technical centres worldwide and in 2014 sold 4.96 million vehicles globally. With almost 100,000 employees worldwide, Hyundai Motor continues to enhance its

product line-up with localised models and strives to strengthen its leadership in clean technology, starting with the world's first mass-produced hydrogen-powered vehicle, ix35 Fuel Cell.

About Hyundai Motor Europe

In 2015, Hyundai Motor achieved registrations of 470,130 vehicles in Europe – an increase of 10.9% compared to 2014 – and replaced 80% of its model line-up to create the youngest car range in Europe. 90% of the vehicles Hyundai sold in the region are models designed, engineered, tested and built in Europe to meet the needs of European customers, served by the company's extensive European infrastructure. This includes two factories in the Czech Republic and Turkey, which have a combined annual capacity of 500,000 units. Hyundai Motor sells cars in 31 European countries through 2,500 outlets.

Hyundai Motor offers its unique Five Year Unlimited Mileage Warranty package with all new cars sold in the region, providing customers with a five-year warranty with no mileage limit, five years of roadside assistance and five years of vehicle health checks.

More information about Hyundai Motor Europe and its products is available at www.hyundai.news. Follow Hyundai Motor Europe on Twitter [@HyundaiEurope](https://twitter.com/HyundaiEurope) and Instagram [@HyundaiEurope](https://www.instagram.com/HyundaiEurope).

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