

# News Release

## Hyundai Motor to Present Christie's 2019 Art+Tech Summit: The A.I. Revolution

**SEOUL, April. 18, 2019** — Hyundai Motor Company announced that it will present the '2019 Art +Tech Summit: The A.I. Revolution' hosted by Christie's in New York on June 25. The summit will lead the conversation about the intersection of art and technology, with a conference featuring insights from industry leaders around the world.

Produced in collaboration with Christie's Education, the summit will bring together opinion leaders, industry experts, academics, and artists for a series of panel discussions and presentations to explore the impact of artificial intelligence (AI) on the art world.

"As a leading mobility technology company, it is our responsibility to constantly question and reflect upon the meaning of humanity amid the fourth industrial revolution. Our vision includes our mobility technology distilled into meaningful human exchange and cultural experiences," said Wonhong Cho, Executive Vice President of Hyundai Motor. "Through this summit, we hope to provoke respectful debate that leads people to imagine a more inclusive and sustainable future."

"As the world's leading art business, Christie's is committed to be at the forefront of the conversation around the intersection of art and technology," said Guillaume Cerutti, CEO of Christie's. "For our second annual Art+Tech Summit, we are honored to bring together leading experts, influencers, and creative minds, who together, are redefining the art world with respect to technology, and changing the way art is created, experienced, and circulated."

Selection of Hyundai models will also be displayed on-site for a specially curated experience:

- NEXO, Hyundai's dedicated fuel-cell electric SUV
- Palisade, Hyundai's flagship SUV model
- All-new Sonata, one of Hyundai's best-selling models, just made its North America debut in New York yesterday.

Topics addressed during the conference will include:

- The way artists are utilizing machine learning and innovations
- The impact of AI technology on collecting and museums
- Tools for the art industry
- The legal implications of AI
- The ethical and social implications of AI
- The use of data analytics
- Trends and predictions about the future of AI

Participating speakers are from: Hyundai ARTLAB, Google, Pace Gallery, MIT Technology Review, Pace, The Metropolitan Museum of Art, The New Museum, and many more. Artists include Robbie Barrat and Martha Fiennes.

Further information, including the full speaker list and agenda together with details of ticket payment and venue location, is available at <https://www.christies.com/art-and-tech>

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### **About Hyundai Motor's Art Projects**

Hyundai Motor has been supporting art initiatives driven by long-term partnerships with global museums—the National Museum of Modern and Contemporary Art, Korea (MMCA), Tate Modern and the Los Angeles County Museum of Art (LACMA) since 2013. The aim is to support the development of the global art scene and contribute to the establishment of a sustainable art environment, delivering inspiration and unique experiences to the world. Hyundai extended the partnership with global media group, Bloomberg and launched a new series, ART+TECHNOLOGY, which connects the international audience with artists exploring the convergence of art and technology. Also, Hyundai has been a major sponsor for the Korean Pavilion at the Venice Biennale 2015, 2017 and the 20th and 21st Biennale of Sydney.

### **About Hyundai Motor Europe HQ**

Hyundai Motor Europe HQ was formally established in 2000 with its main office in Offenbach, Germany. Hyundai currently sells cars in 41 European countries through 3,000 outlets and in 2018 achieved registrations of 543,292 vehicles in the region – an increase of 3.9 percent compared to 2017, a higher rate than the market average. 2018 was the fourth consecutive year with a record sales result. 75 percent 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 600,000 units. Hyundai is proud to offer the youngest product line-up in Europe: 90 per cent of the models are less than two years old. Hyundai 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 HQ and its products is available at [www.hyundai.news](http://www.hyundai.news).

Follow Hyundai Motor Europe HQ on Twitter [@HyundaiEurope](https://twitter.com/HyundaiEurope) and Instagram [@hyundainews](https://www.instagram.com/hyundainews)

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### **About Hyundai Motor**

Established in 1967, Hyundai Motor Company is committed to becoming a lifetime partner in automobiles and beyond with its range of world-class vehicles and mobility services offered available in more than 200 countries. Employing more than 110,000 employees worldwide, Hyundai sold more than 4.5 million vehicles globally. Hyundai continues to enhance its product line-up with vehicles that are helping to build solutions for a more

sustainable future, such as NEXO – the world's first dedicated hydrogen-powered SUV.

### **About Christie's**

Christie's, the world's leading art business, had global auction, private and digital sales in 2018 that totaled £5.3 billion / \$7 billion. Christie's is a name and place that speaks of extraordinary art, unparalleled service and international expertise. Christie's offers around 350 auctions annually in over 80 categories, including all areas of fine and decorative arts, jewelry, photographs, collectibles, wine, and more. Prices range from \$200 to over \$100 million. Christie's also has a long and successful history conducting private sales for its clients in all categories, with emphasis on Post-War & Contemporary, Impressionist & Modern, Old Masters and Jewelry.

Alongside regular sales online, Christie's has a global presence in 46 countries, with 10 salerooms around the world including in London, New York, Paris, Geneva, Milan, Amsterdam, Dubai, Zürich, Hong Kong, and Shanghai.

### **About Christie's Education**

Christie's Education is a wholly owned subsidiary of the world's leading art business, Christie's. It is an international postgraduate institution devoted to preparing graduates for entry into the art world through the advanced study of art business, art world practice and the acquisition of connoisseurship skills. By offering Master's degrees in London and New York, we immerse students in all areas of the art world, focusing on business analysis, object-based study, history of art, art market studies, supported by rigorous professional development courses. All Master's degrees have an integrated work placement at Christie's auction house as an accredited part of these programs. Christie's Education online courses provide a fully immersive experience of the art world. Christie's Education also offers a vast range of continuing education opportunities in London, New York and Hong Kong, designed to introduce enthusiasts to the fundamentals of art and the art market.