

News Release

Hyundai Motor launches Hyundai Motorstudio Global Art Project ‘Human (un)limited’

- Exhibition celebrates the intersection of humanity and technology through art
- Global project held in three Hyundai Motorstudios located in Beijing, Seoul and Moscow
- Co-curated by the Austrian media art institution, Ars Electronica, the exhibition will display approximately 20 works by 18 international artists

Seoul, 20 November 2019 – Hyundai Motor Company announced the launch of the Hyundai Motorstudio Global Art Project ‘Human (un)limited’, which will be displayed at Hyundai Motorstudios in Beijing, Seoul and Moscow from November 19, 2019 to February 29, 2020. The exhibition is co-curated by Martin Honzik, Director of Ars Electronica Festival, Prix, Exhibitions, and Fei Jun, Professor of the China Central Academy of Fine Arts (CAFA) and Director of the CAFA Media Lab. The exhibition will display approximately 20 compositions of sculpture, interactive installations, and media art by 18 international artists.

As a second collaborative exhibition by Hyundai Motor Company, Ars Electronica and CAFA, Hyundai Motorstudios will be utilised for a global presentation of ‘Human (un)limited’, which celebrates the essence of humanity and its nature of overcoming human limitations through technology by envisioning a future where humans and new technology co-exist together. In all of the works in the exhibition, artists have utilised technologies from humanity’s fourth industrial revolution, including artificial intelligence, 3D printing, robotics and biotechnology. The fourth industrial revolution is noted for merging the physical, digital and biological worlds to create new potential, which is captured throughout the exhibition.

“As implied in our vision, ‘Progress for Humanity,’ Hyundai Motor Company celebrates humanity through art and believes that this understanding is strongly reflected in our products,” said Wonhong Cho, Chief Marketing Officer and Executive Vice President at Hyundai Motor. “The future of Hyundai Motor seeks to be a lifestyle choice, not just another automotive brand, by providing

customers with new cultural experiences that will enrich their lives and make their time more valuable.”

The launch of ‘Human (un)limited’ began with the opening ceremony of the Beijing exhibition held on November 19 (CST). To celebrate this occasion, the Hyundai Motor Studio Beijing debuted an exterior mural by David Huang and presented its third-annual Hyundai Blue Prize, an award given to outstanding up-and-coming art curators.

Chen Jiaying and Chen Min & Zhang Yehong were announced as winners of this year’s Hyundai Blue Prize and given the opportunity to be paired with established mentors within the arts community. Chen Jiaying won Sustainability Award, and Chen Min & Zhang Yehong won Creativity Award as a team. They will design their own showcase, which will exhibit under the theme of ‘Social Intelligence’, at Hyundai Motorstudio Beijing next year.

“In the age of fast-developing technology, it has become ever more important to understand the essence of humanity. Art is the medium that will improve our understanding,” said Martin Honzik, Head of Ars Electronica Festival/Prix/Export. “I am looking forward to a continuous collaboration between Ars Electronica and Hyundai Motor.”

With a strong commitment to supporting the arts and its communities, the Company has initiated long-term partnerships with many global art institutions, including the Los Angeles County Museum of Art (LACMA) and London’s Tate Modern, and launched a new video series, ART + TECHNOLOGY with Bloomberg to offer all individuals a new way to access and experience art.

Hyundai Motorstudios are located in Seoul, Beijing, and Moscow, acting as brand experience zones for customers to experience Hyundai Motors’ design language and artistic direction. Various projects have been conducted at each location to showcase Hyundai Motor’s brand value and increase communication with visitors.

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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.

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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.

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