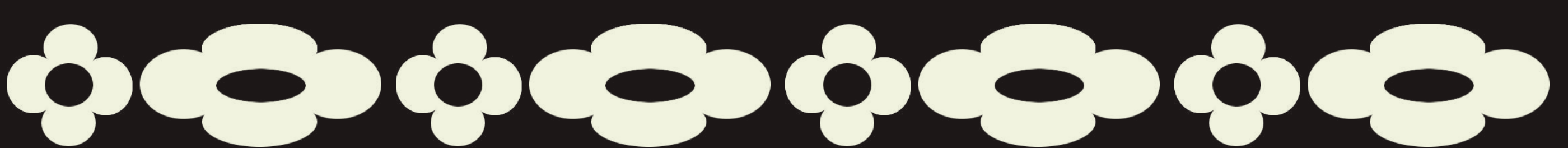


F L O W E R
P O W E R



조영주, 손광주, 윤교녕,
아눅 세발트, 코파 & 소데스, 올가 타이투스

Youngjoo Cho, Kwang-Ju Son, Gyo Yoon,
Anouk Sebald, Copa & Sordes, Olga Titus



Korea

Flower Power

2023

Exhibition Locations

2023

Art Busan

CONNECT F-4, Exhibition Center1, BEXCO
55, APEC-ro, Haeundae-gu, Busan, Korea
<https://artbusan.com>

Songeun

LED screen

441 Dosan-Daero

Gangnam-Gu, Seoul, Korea

<https://songeun.or.kr>

2024

Lā āu

64gil5 Bongeunsa-ro

Gangnam-Gu, Seoul, Korea

W O R L D C I T Y

Korea

Flower Power

2023

Videocity

Videocity is a public art project founded in Basel, Switzerland in 2013. Its aims are to support video artists and to mediate video art to diverse audiences free of charge, both indoors and outdoors, and especially in unusual locations. The project was initiated by Dr. Andrea Domesle and is currently composed of an international team. In 2019, Videocity was awarded the recognition of Swiss audio-visual heritage. This was the first time that a curatorial project received such a designation in Switzerland. Since the beginning of the project, over 200 video works have been presented to the public.

Website: www.videocity.org

Facebook: [videocity.bs](https://www.facebook.com/videocity.bs)

Instagram: [videocity_bs](https://www.instagram.com/videocity_bs)



Introduction

Videocity's special exhibition "Flower Power" is supported by the Embassy of Switzerland in the Republic of Korea to celebrate the 60th anniversary of diplomatic relations between Switzerland and the Republic of Korea.

Videocity presents "Flower Power" to share cultural exchange between Korea and Switzerland with visitors and to encourage a continuous connection with diverse art forms.

The exhibition is curated by Gyo Yoon and Dr. Andrea Domesle from Videocity.



Six works, mostly by women artists, speak of “Utopia” in their experiences – a strong yet sophisticated message translated into intriguing visual languages. The videos examine the social norms and shifts caused by technology, while reflecting on the implications for the understanding of ourselves and the world around us. Utopia could be realised by sharing each other’s points of view.

Each video guides the viewers to explore the inner and outer perception of self-awareness in their own unique way. Following this invitation, we can take the time to reflect on what we can do now to make the world better. “Flower Power” creates new connections and inspires us to be connected to ourselves and with others.

Three Korean artists and three Swiss artists participate in “Flower Power”.

Youngjoo Cho

<http://youngjoocho.com>



Floral Patterned Romance 2014, 06:51, Sound

The project films the dance of thirteen women working at a complex in Busan, searching for beauty in themselves and reminding ourselves about the lives of our mothers and their generation.

Olga Titus

<https://cargocollective.com/OlgaTitus>



Guardians

2021, 10:00, Sound

The lavender landscapes take us into a dreamlike garden inspired by Claude Monet. Nature in the garden intertwines together, creating painting-like scenery.

Kwang-Ju Son

<https://ksonimage.com>



Amusement Epitome
2006, 02:46, Sound

A weekday afternoon on the Everland depicts and highlights how Western representations can become a taken-for-granted visual experience in Korea.

Copa & Sordes

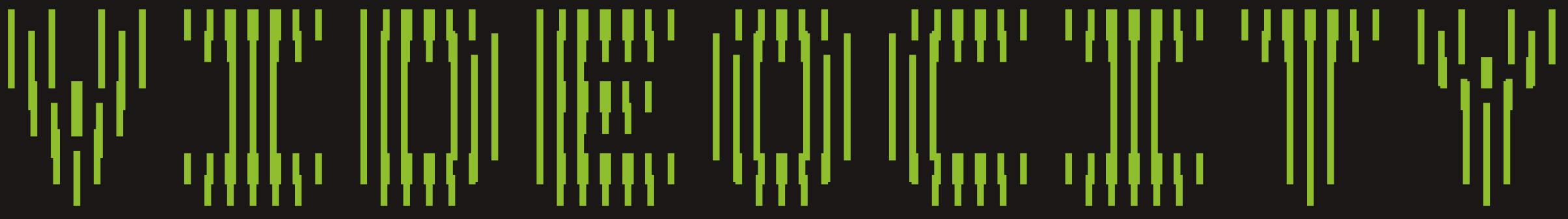
<http://www.copaetsordes.ch/>



Frogs110605_2

2011, 01:00:00 (Short version 06:00,
2023), Sound

Based on still life in the 17th and 18th centuries, the project creates a scene in which the medium of video is understood as a temporal image, not as a film with a story structure.



Korea

Flower Power

2023

Gyonyoung Yoon

www.studiogyo.com

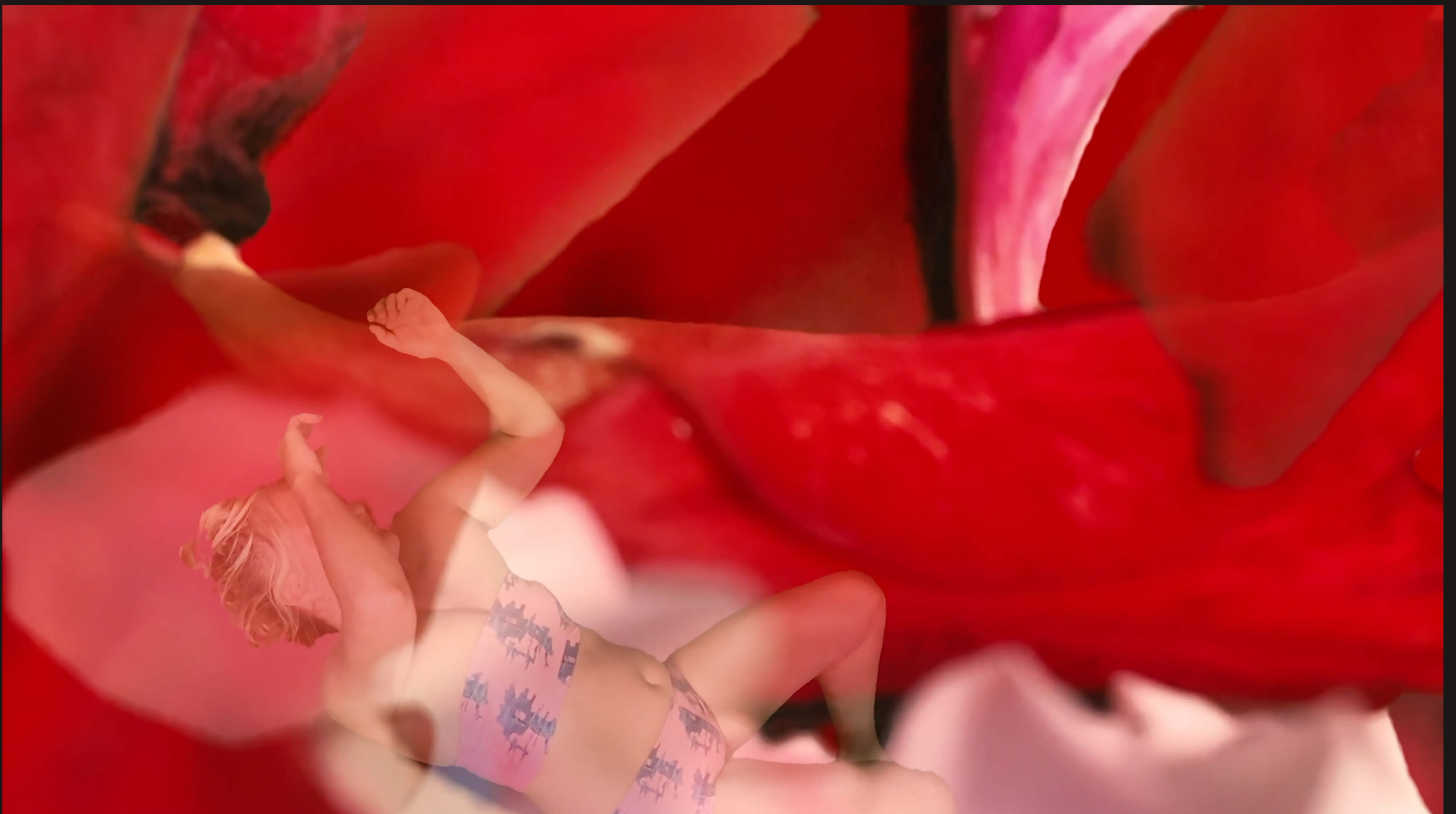


**Filling in Physical Reality, Living in
Digital Reality**
2020, 03:20, Sound

Facing with various limitations in reality, the artist recreates the "place where she belongs" in the digital space to fill the blanks in her life.

Anouk Sebald

<http://www.anouksebald.ch/>



Eutopia

2020, 03:35, Sound

Collection Carola and Günther Ketterer-Ertle

The work encounters the passage of time, nature and humans, reality, and the virtual world through colourful images that are sometimes calming and sometimes intense.



Korea

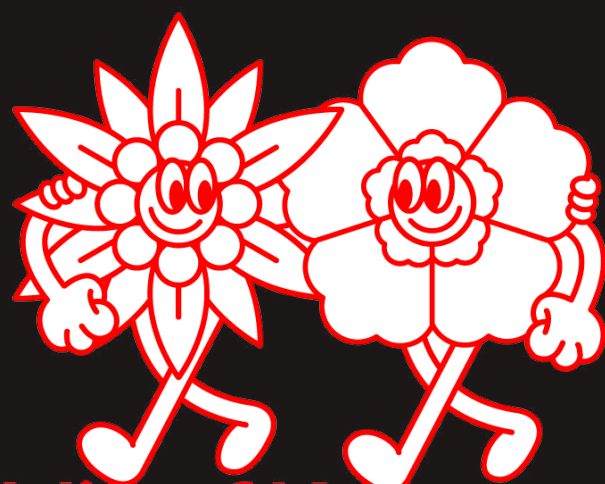
Flower Power

2023

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 1963-2023

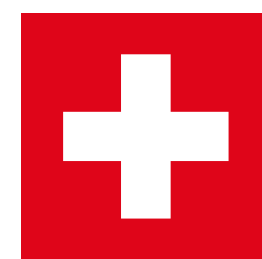
**ART
 BUSAN**

SONGEUN

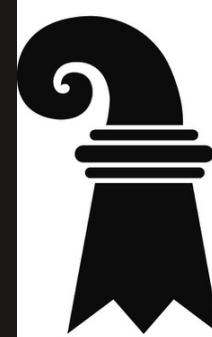


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Embassy of Switzerland in the Republic of Korea



**SWISS FUND
 KOREA**



Kanton Basel-Stadt

Kultur

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