



**TITLE OF WORK:** Obsession / Love Forever

**ARTIST:** Hye Rim Lee

**YEAR PRODUCED:** 2007

**MEDIUM:** Eight individual High Definition 3D Animation Pieces with Sound,  
Looped DVD

**DURATION:** 11 min 27 sec

**EDITION:** One edition of each, out of an edition of five

*Obsession*, named in part after a Calvin Klein perfume by the same title, reflects on two ideas also common to the perfume market: love and eternity. Subversively humorous, these 3D animations avoid cliché, mass-market depictions of obsession in favor of unsettlingly simplistic designs. By interweaving the pop and fashion industry's vision of beauty with modern myths created through gaming and cyber platforms, Lee tackles technologized modes of perception in contemporary culture. As digital tools and scientific progress alter the visual vocabulary of beauty standards, how might our language concerning time-tested concepts like love simultaneously evolve?

Initially exhibited at MOMENTUM Sydney, *Obsession / Love Forever* has since been donated and shown on Sky Screen Berlin, the Collegium Hungaricum and Istanbul.

## ARTIST'S CV

Hye Rim Lee's work questions new technology's role in image making and representation. Her work is consistent with recent international developments in contemporary art, e.g., reviewing aspects of popular culture in relation to notions of femininity and looking at the way fictional animated identities are propagated within contemporary culture. Her work has developed through the critical and conceptual evolution of her animated character TOKI, the principal component of her ongoing TOKI/Cyborg Project (2002-present).

Lee has positioned her work at a progressive interface between East and West by exploring areas of computer gaming, cyber culture, contemporary myth-making and animamix. She has exhibited in major international exhibitions, including the Incheon Women Artists Biennale (2009), Glasstress, 53rd Venice Art Biennale (2009), Kukje Gallery, Max Lang Gallery NY, MoCA Shanghai, Millennium Museum, Beijing, Art Basel, and the Armory Show NY.

## EDUCATION

### 2003 Bachelor of Fine Arts (Intermedia)

Elam School of Fine Arts, The University of Auckland, New Zealand

### 1985 Bachelor of Music (Voice)

Ewha Women's University, Seoul, Korea

## SOLO EXHIBITIONS (SELECTION)

### 2013 Animation Revelation

Sir Paul Reeves Building, AUT, Auckland, New Zealand

#### **The James Wallace Arts Trust**

The PAH Homestead, TSB Bank Wallace Arts Centre, Auckland New Zealand  
(upcoming)

### 2011 Crystal City Spun

Starkwhite, Auckland, New Zealand

**2010 Crystal City Candyland**

Berengo Akatsu Collection, Tokyo, Japan

**Crystal City, Candyland**

Art Edition, Kukje Gallery, Busan, Korea

**Crystal City**

Venice Project, Venice, Italy

**2008 Candyland, Crystal City**

Galerie Volker Diehl, Diehl Projects, Berlin Crystal City, Max Lang Gallery, New York

**2007 BOOM BOOM: super heroine super beauty**

24HR ART -The NT Centre for Contemporary Art, Darwin, Australia

**Obsession/ Love Forever**

Starkwhite, Auckland

**2006 Candyland**

Starkwhite, Auckland

**2005 Super Toy**

Show, Wellington

**Powder Room**

The Gus Fisher Gallery, Auckland

**BOOM BOOM: super heroine super beauty**

St Pauls Gallery outdoor screen, AKO5, Auckland

**2004 BOOM BOOM: super heroine super beauty**

Starkwhite, Auckland

**2003 The Birth of TOKI: hundreds and thousands**

Starkwhite, Auckland

**Bunny Boom**

Rip Shit and Bust Gallery, Auckland

**2002 Hello Toki ;)**

Moving Image Centre, Auckland



## **GROUP EXHIBITIONS (SELECTION)**

### **2013 A Different View: Pornography in the Public Eye**

The Gus Fisher Gallery, Auckland, New Zealand  
(upcoming)

#### **Lips Painted Red**

Trondheim Kunstmuseum, Trondheim, Norway (upcoming)

#### **Intermodel curated by Number 8 Collective**

Octagon. the Dunedin Fringe Festival 2013, Dunedin, New Zealand

### **2012 A.T.E. (Art+technology=Experiment)**

Amelie A Wallace Gallery, SUNY College, New York

#### **Foodies**

Westport Arts Center, Connecticut, USA

#### **The Double Dirty Dozen and Friends**

Freight+Volume, New York

#### **Glasstress Beirut**

Beirut Exhibition Center (BEC), Lebanon

#### **Kate Shin Waterfall Mansion Project**

New York, USA

#### **The Art On Your Wall**

Artclub1563, Seoul, Korea

#### **Te Ata Tu: The New Light**

Gus Fisher Gallery. Auckland, New Zealand

#### **The MOMENTUM Collection**

Musraramix Festival, Jerusalem, Israel

#### **Sky Screen**

Momentum|Berlin, Berlin, Germany

#### **Future Pass**

The National Taiwan Museum of Fine Arts, Taipei, Taiwan

#### **Indomitable Women**

Festival Miradas de Mujeres, Madrid, Spain

#### **MIE**

Freight+Volume, New York, USA

**Toy Stories**

Westport Arts Center, Connecticut, USA

**2011 Slap Happy**

Wynwood Walls, Miami

**Future Pass**

Wereld Museum, Rotterdam

**Glasstress Stockholm**

Millesgarden Museum, Stockholm

**Dream\_Whitenight, Samsung Media Art Exhibition**

The Square of Daegu City Hall, Daegu, Korea

**Mr. Rabbit in Artland**

Geonggi Museum of Modern Art, Korea

**Crystal City: Contemporary Asian Artists**

The Dowse Art Museum, Wellington, New Zealand

**Glasstress2011**

Collateral Event- 54th Venice BiennalePalazzo Cavalli Franchetti, Venice

**Future Pass**

Collateral Event- 54th Venice Biennale, Palazzo Mangilli-Valmarana, Venice

**Momentum Collection**

Collateral Event- 54th Venice Biennale,Palazzo Albrizzi, Venice

**Group exhibition**

Starkwhite, Auckland, New Zealand

**2010 Group Exhibition**

Kukje Gallery, Seoul, Korea

**Open This End, Air Tree, Madrid Pavilion**

The World Expo 2010 Shanghai, China

**Nice Work, Starkwhite**

Auckland, New Zealand

**Indomitable Women, Off Loop**

Francesca Bonnemaison Cultural Centre, Barcelona, Spain

**The Fantastic Garden**

Changwon Asia Art Festival, Korea

**Mediators**

National Museum in Warsaw, Poland

**Beyond Mediations**

II Mediations Biennale, Poznan, Poland

**New Stories from the Edge of Asia: Plastic Life**

San Jose Museum of Art, San Jose, USA

**Desirable Fairytale, KORUS House**

Embassy of the Republic of Korea, Washington DC, USA

**Restricted**

Monte Clark Gallery, Vancouver

**2009 Recent Acquisition**

Adam Art Gallery, Wellington, New Zealand

**Indomitable Women**

Barcelona Contemporari Art Festival (BAC 10.0), Fundacio Joan Miro,  
Montjuic Park and CCCB: Centre de Cultura Contemporana de Barcelona,  
Barcelona, Spain

**Animamix Biennial- Visual Attract and Attack**

MOCA Taipei, Taiwan, MoCA Shanghai, Shanghai, MoCA Kaohsiung,  
Taiwan, Today Art Museum in Beijing, China

**In Bed Together**

Royal/T, Los Angeles, USA

**Mind Topology**

National Taiwan Museum of Fine Arts, Taipei, Taiwan

**Garden of Desire**

KT&G, Daegu, Korea

**The International Incheon Women Artists' Biennale**

Incheon, Korea

**Glasstress, a collateral exhibition, The 53rd Venice Biennale**

Istituto Veneto di Scienze Lettere ed Arti, Palazzo Cavalli Franchetti,  
Venice, Italy

**Shoes Or No Shoes?**

SONS, Belgium

**Leisure, A Disguised Labor?**

Sinn Leffers Department Store, Hannover, Germany



**Paradise is elsewhere**

ifa-Galerie Stuttgart, ifa-Galerie, Berlin, Germany

**BOOM BOOM: super heroine, super beauty**

Govett-Brewster Art Gallery, New Plymouth, New Zealand

**2008 The Subject Now**

Adam Gallery, Wellington, curator; Tina Barton

**Mirror States**

Campbelltown Arts Center, Sydney, curator: Kathy Cleland

**Luxury of Love**

Vanina Holasek Gallery, New York, curator: Davide Centineo

**2007 ISCP Open Studio Weekend**

International Studio & Curatorial Program, New York, curator: Sara Reisman

**Business and Pleasure volume 2**

International Studio & Curatorial Program, New York, curator: Rita Palma

**The New Media Festival 07**

Hardcore Art Contemporary Space, Miami

**Shall We Smell?**

Space C, Coreana Museum of Art, Seoul, Korea, curator; Myung Jee Bae

**Videoteque**

Art Unlimited, Art Basel, Basel

**Group Show Part 2**

Kukje Gallery, Seoul

**2006 The sea that has two names, video art from Korea**

Casa Asia, Barcelona, curator: Cristina de la Fuente, Manu Park

**Trust Waikato National Contemporary Art Award**

Waikato Museum of Art and History, Hamilton

**OFF LOOP '06 Festival, New Zealand Scapes**

Espai Liceu, Barcelona, curator: Mercedes Vicente

**Power Ball 6**

The Power Plant Contemporary Art Gallery, Toronto

**OFF LOOP '06 Festival**

Busan Biennale 2006, Casa Asia, Barcelona, curator: Manu Park



**The Original Neo Aesthetics of Animamix**

MoCA Shanghai, China, curator: Victoria Lu

**EXPOSED: black box & crystal ball**

cross-cultural contemporary media art project in public sites, London,  
curator: Ji Yoon Lee

**Animamix**

Hangzhou The 2nd China International Cartoon and Animation  
Festival, Hangzhou, China

**Open Studio Exhibition**

SSamzie Space, Seoul, Korea

**Fiction@Love / Forever Young Land**

MoCA Shanghai, China, curator: Victoria Lu

**2005 Paradiso D'amore: New Aesthetics of Animamic Age**

The Hangzhou West Lake Expo Museum, Millennium Museum, Beijing,  
Guangdong Museum of Art, Guangzhou, China, curator: Victoria Lu

**MadeKnown**

UTS gallery, Sydney

**The TSB Collection Show**

Govett-Brewster Art Gallery, New Plymouth

**2004 Break/Shift**

Govett-Brewster Art Gallery, New Plymouth, curator: Greg Burke, Simon Rees

**Intersculpt**

Snowwhite Gallery, Auckland

**Telecom Prospect 2004: New Art New Zealand**

City Gallery Wellington, Mediaplex, NZ Film Archive, Wellington, curator:  
Emma Bugden, Water Works, RM 103, Auckland

**2003 ICECA - Initiative for Cultural Exchange and Computer Arts,  
CHIANGMAI FIRST NEW MEDIA ART FESTIVAL**

CMU Art Museum, Chiang Mai, Thailand

**Extra Lives**

a selection of works from Arcadia exhibition at Govett-Brewster Art Gallery,  
the Gus Fisher Gallery, Auckland



**Sublime Metaphor**

Oxford Museum, England, Leedy Voulkos Gallery, Kansas City, USA,  
curator: Jan White

**Portraiture**

te tuhi - the mark gallery, Auckland

**Upfront: the foyer art project**

AKO3, Generator Bates office and Price Waterhouse Coopers building foyer,  
Auckland, curator: Derrick Cherrie, Hanna Scott

**Arcadia: the other life of video games**

Govett-Brewster Art Gallery, New Plymouth, curator: Hanna Scott

**Cuckoo: Put Out More Flags!**

Moving Image Centre, Auckland

**TOKI/Cyborg, Bunny Boom**

Anna Bibby Gallery, Auckland

**2002 Break**

Govett-Brewster Art Gallery, New Plymouth, curator: Simon Rees

**Hello TOKI ;)**

Creative New Zealand office, Auckland

**Nightvision**

Freyberg Place, High Street, Auckland

**Small Time**

George Fraser Gallery, Auckland

**Pelvic Trust 2**

37 Crummer Rd, Auckland

**The Bold and the Beautiful**

Grantham Galleries, Auckland

**2001 Elamlive@SCAPA**

Kenneth Myers Centre, Auckland

**Streets Ahead Streets Apart**

NZ Film Archive, Auckland

**Goggle Box**

Light Box, Auckland



## PERFORMANCES

### 2008 **Crystal City**

a VIP event The Armory Show, Max Lang Gallery, New York

### 2007 **Pink Glitter Pantyhose**

Starkwhite, Auckland

### 2003 **TOKILAND**

Interdigitate 2003, St James Theatre, Auckland **FILM SCREENING**

### 2005 **TOKINARA**

Viewfinder, NZ Film Archive Window Project, Auckland

#### **TOKINARA**

Rear Window Project, Dunedin Public Art Gallery, Dunedin

#### **TOKI/Cyborg**

Video After Dark, Dunedin Public Art Gallery, Dunedin

### 2002 **59 men, Bunny Cubed**

I See, Channel 31, Melbourne, Australia

#### **59 men**

Film Archive Window, Auckland

#### **59 men**

ShortFuse31: A Night Of Short Film, The Classic, Auckland

## FILMOGRAPHY

### 2002 **Bunny Cubed**

short film, DV, 4mins

### 2001 **E BANG IN**

short film, DV, 4:40

#### **59 men**

animation, DV, 44sec

#### **Yang Sang Choo**

short video, DV, 40sec

**2000 Say Sexy**

short video, DV, 41sec**COLLECTION**

**2007 Obsession:Love Forever**

Coreana Art Museum, Seoul

**Crystal City**

series, Gallerie Volker Diehl Berlin

**Crystal City**

series, Eglantine de Ganay, Paris

**Crystal City**

series, Jean Pigozzi, New York

**Crystal City**

series, Candyland, Mira Ricanati, New York

**Candyland**

series, Obsession/Love Forever, Saatchi & Saatchi NZ, Auckland

**Candyland**

series, Gallerie Volker Diehl, Berlin

**Lash**

Stefan Edlis, Gael Neeson, Chicago

**2006 Lash**

National Museum of Contemporary Art, Gwacheon, Korea

**2005 BOOM BOOM: super heroine super beauty**

Govett-Brewster Art Gallery, New Plymouth

**The Birth of TOKI**

series, Ernst&Young, Auckland

**2004 The Birth of TOKI**

series, The University of Auckland, Auckland

**2003 TOKI/Cyborg**

Govett-Brewster Art Gallery, New Plymouth



## **AWARD, RESIDENCY AND COMMISSION**

**2007 International Studio and Curatorial Program artist in residence New York**

**2006 Screen Innovation Production Fund**

A partnership between Creative New Zealand and the NZ Film Commission

**Asia NZ Foundation Fund**

**Bananaland**

Auckland City CBD Project public video commission

**Ssamzie Space Studio Programme artist in residence**

Seoul, Korea

**2005 Asia NZ Foundation Fund**

**Arts Board: Creative and Professional Development**

Creative New Zealand

**2004 Screen Innovation Production Fund**

A partnership between Creative New Zealand and the NZ Film Commission

**2003 Arts Board: New Work**

Creative New Zealand

**2002 Elam Art Scholarship**

## **ART FAIRS**

**2008 Candyland**

ARCO, Madrid

**Crystal City**

The Armory Show, New York

**Candyland**

Art Dubai

**ART HK 08**

Hong Kong

**2007 Crystal City, Candyland**

Art Miami Basel, Miami

**Crystal City, Candyland, Obsession: Love Forever**

Asian Contemporary Art

**Fair, New York**

**Powder Room, Candyland**

Sh Contemporary 07, Shanghai

**Obsession/ Love Forever, Candyland**

Art Basel, Basel

**Obsession/ Love Forever**

KIAF, Seoul

**Candyland**

Art Chicago, Chicago

**Lash**

The Armory Show, New York

**Powder Room**

ARCO, Spain

**2006 Lash**

China International Gallery Exposition 2006, Beijing

**Lash**

KIAF (Korea International Art Fair 2006), Seoul

**CATALOGUE**

**2006 Powder Room**

editor: Gregory Burke, Publisher: Saatchi&Saatchi, The Gus Fisher Gallery  
The University of Auckland and TOKI Publications

**BIBLIOGRAPHY (SELECTION)**

**2007 Emma Son**

**Inside Out: Examined, Exposed, Expressed**

catalogue for Group Show Part Two: Hye Rim Lee, Kyung Jeon, Hideaki

Kawashima, YP, Kukje Gallery Seoul Korea, pp. 6-17

Whang You Mee

**Artists expose personal identities**

The Korea Herald, February 15

Park Soo Mee

**Four Artists' Twisted Takes on Reality**

Joong Ang Daily, February 16

**2006** Charlotte Huddleston

**From the powder room**

Powder Room catalogue, pp. 3-7

Ron Hanson

**Re-Channelling Desire - the Creation of Prince G**

White Fungus, issue 7 December, pp. 63-64

Dr. Barry King

**Cybernetics and Sex**

Powder Room catalogue, pp. 23-25

Jaenine Parkinson

**Beautification and Regulation**

Powder Room catalogue, pp. 19-21

**Lash, Super Toy, Powder Room**

aen journal, issue 2: creativity and ethnic communities, December, available online at [www.aen.org.nz](http://www.aen.org.nz)

John Hurrell

**Too much work - but still some treats**

**Trust Waikato National Contemporary Art Award**

Artbash, 7 Aug 06, available online at [www.artbash.co.nz/display.asp?thread\\_number=793](http://www.artbash.co.nz/display.asp?thread_number=793)

Dr. Barry King

**Orientalizing Sexism: Hye Rim Lee's TOKI**

Afterimage, vol 33, no.4, pp. 25-29

**2005** Ron Hanson

**Fantasy and Confrontation**

White Fungus, issue 5, December, pp. 22-27

T.J McNamara

**Stacks of style and horsepower**

New Zealand Herald, December 14, p. B5

Natasha Conland

**Passing Through: A Base in New Zealand Art**

Broadsheet: Adelaide, vol.34 no.2, June-August 2005, pp. 84-86

Andrew Clifford

**TOKI the alien bunny grows into a woman**

New Zealand Herald, June 15, p. B6

T.J McNamara

**Transformations are executed with elegance, yet make a powerful impact**

New Zealand Herald, June 1, p. B5

William McAloon

**The Arrival Lounge**

New Zealand Listener, vol.197, no. 3383, March 12-18, p. 48

Simon Rees

**Focus: Changing Address**

Visit, #7, Summer/Autumn, Govett-Brewster Art Gallery, New Plymouth, p. 11

**2004** Rebecca Rice

**Exhibitions, Wellington**

Art New Zealand, No 112/Spring, p. 52

William McAloon

**The grand illusion**

New Zealand Listener, July 17-23, vol. 194, no. 3349, p. 46

Jaenine Parkinson

**Hye Rim Lee**

NZ Art Monthly, July ~ August, available online at

<http://www.nzartmonthly.co.nz>

Emma Bugden

**Welcome In**

Telecom Prospect 2004 exhibition online catalogue,  
[www.telecomprospect2004.org.nz](http://www.telecomprospect2004.org.nz)

T.J.McNamara

**The galleries: Art of saying one thing and meaning another**

New Zealand Herald, March 17, p. B5

Gregory Burke

**Recent exhibitions in New Zealand**

Art & Australia, #41 no. 3, p. 478

**2003** Hanna Scott

**Arcadia: the other life of video games**

Govett-Brewster Art Gallery, New Plymouth, p. 30

Natasa Krusic

**Hye Rim Lee and The Birth of TOKI**

NZ Art Monthly, December, available online at  
[http://www.nzartmonthly.co.nz/krusic\\_001.html](http://www.nzartmonthly.co.nz/krusic_001.html)

Sue Gardiner

**AKO3, Artnotes NZ North Island**

Art Monthly Australia, #165, p. 37

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**AKO3, Artnotes NZ North Island**

Art Monthly Australia, #165, p. 37

Virginia Were

**The graduates**

Art News New Zealand, #23, p. 54

Rhoda Fowler

**'Hye Rim Lee' Portraiture**

te tuhi – the mark, p. 27

Simon Rees

**Point Break**

**Visit, #5**, Govett-Brewster Art Gallery, New Plymouth, p. 5