

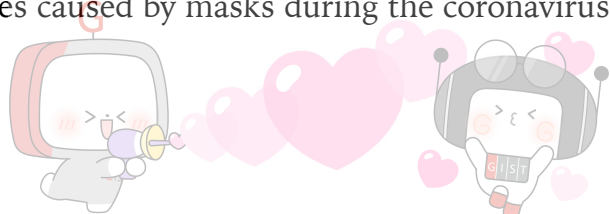
# Gwangju Institute of Science and Technology

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## GIST SCI lab team selected for the 2021 New Media Art Competition: Tomorrow's Art Exhibition

- GIST (Gwangju Institute of Science and Technology) School of Integrated Technology Culture Technology Program's YouJin Choi's student team (name: SCI, advising Professor Jin Hyuk Hong) was selected for the "2021 New Media Art Competition: Tomorrow's Art Exhibition," which will be open to the public and use interactive media art works using artificial intelligence (AI) technology.
  - The contest, hosted by Seoul Arts Center and KEPCO, selected the works of 12 new media arts teams on the theme of a non-face-to-face society and digital culture in order to contemplate the future convergence of art with a new perspective and communicate with the public. Selected works will be displayed at the Hangaram Design Museum, Seoul Arts Center.
- GIST student YouJin Choi (integrated master's and doctoral course in the School of Integrated Technology), together with Dae-Ho Lee (integrated master's and doctoral course in the School of Integrated Technology), JuChan Seo (integrated master's and doctorate in the AI Graduate School), and Sooyeon Ahn (master's course in the School of Integrated Technology), formed the SCI team formed to create interactive media art work using artificial intelligence (AI) technology on the theme of communication difficulties caused by masks during the coronavirus



pandemic: "Please note that if you do not wear a mask, you may be restricted to ()."

- The work highlights how masks have influenced existing communication methods by using artificial intelligence technology, and, furthermore, it questions how communication will change in the no-contact era. This is a creative work that projects the faces of the audience's masks onto the screen using artificial intelligence, and shows how losing half of everyone's facial expressions because of masks affects our lives.
  - It was implemented by using lip modeling technology using interactive artificial intelligence (Generative Adversarial Network, GAN). As the voice data and images of the participating audiences are collected, the faces and movements inside the mask are generated by artificial intelligence with the appearance of the audience displayed through beam project mapping.
- SCI team leader YouJin Choi said, "Team members with diverse backgrounds, such as digital art, architectural design, mechatronics, and computer engineering, planned to demonstrate another meaningful value of technology for 'people' by finding a point of reference in the 'art' field. We hope that this work will make the audience ask questions about communication in the non-contact era by confronting others in a non-face-to-face fashion created by artificial intelligence."
- The 12 selected works, including SCI's "Please note that if you do not wear a mask, you may be restricted to ()." will be exhibited for free at the Hangaram Design Museum, Seoul Arts Center from March 31 to April 19, 2021.

