

GIST Hosts 61st GIST Academy Breakfast Forum... Invites Global Art Curator and Artistic Director Dae-hyung Lee

- Lecture on the theme of 'Infinite Space Between 0 and 1'... Illuminating the essence and value of art in the data era

- Presenting the value of art centered on human senses based on experience in the convergence of art and technology



▲ The GIST Academy held its 61st Breakfast Forum at Oryong Hall on Monday, March 30, inviting Artistic Director Dae-hyung Lee.

The Gwangju Institute of Science and Technology (GIST, President Kichul Lim) announced that it held the 61st GIST Academy Breakfast Forum at Oryong Hall on Monday, March 30.

Artistic Director Dae-hyung Lee, CEO of the global art project planning agency 'Hzone,' was invited to this forum to deliver a lecture on the theme, 'Infinite Space Between 0 and 1: What Art Has Lost and What It Must Reclaim in the Data Era.'

Director Dae-hyung Lee is a cultural and artistic planner who has planned various art projects both domestically and internationally. He is a figure who has designed new cultural experiences by crossing the boundaries between art and technology. He has

curated and overseen exhibitions featuring world-renowned artists, including BTS's global contemporary art project 'CONNECT, BTS,' British sculptor Antony Gormley, who explores the relationship between the human body and space, and Argentinian artist Tomas Saraceno, known for his installation works that combine science and architecture.

He also served as the artistic director of the Korean Pavilion at the 57th Venice Biennale in 2017, and as the art director for Hyundai Motor Company from 2013 to 2019, he led collaborations with major art institutions both at home and abroad, such as the National Museum of Modern and Contemporary Art (MMCA) and the Tate.

In this lecture, Director Lee presented profound insights into the message art must convey to humanity and its essential meaning amidst an era flooded with data and information.

In particular, citing the reality of the ceaseless production of climate and environmental data and research materials, he raised the question of whether such information is truly being conveyed to people as a practical message that "we must protect the environment."

Based on this, he shared diverse perspectives on the role and value art should fulfill in a data-driven society.

Furthermore, he introduced "Ice Watch," an installation art piece created through the collaboration of world-renowned Danish installation artist Olafur Eliasson and geologist Minik Rosing, as a representative example of raising awareness regarding climate change.



▲ *The installation art piece "Ice Watch," held at Trafalgar Square in London, UK in 2018. Danish contemporary artist Olafur Eliasson and geologist Minik Rosing conveyed a sense of urgency regarding climate change by placing 24 ice fragments brought from Greenland.*

Starting in Copenhagen, Denmark in 2014, this work was exhibited in major cities including the Paris Climate Change Conference (COP21) in France in 2015 and London, UK in 2018. It is characterized by the circular arrangement of actual ice fragments that broke off from the Arctic in the center of the city.

By allowing citizens to directly see and touch the process of the ice melting over time, it enables them to intuitively experience the reality of climate change.

Director Lee described the work as "a meaningful piece that demonstrates how messages difficult to convey through data and information alone can be delivered more intuitively through sensory experiences," explaining that "the experience of seeing and feeling things firsthand on-site is a crucial catalyst that drives changes in people's perceptions and behaviors."



▲ *Artistic Director Dae-hyung Lee delivers a lecture titled “Infinite Space Between 0 and 1: What Art Has Lost and Must Reclaim in the Data Age” at the GIST Academy March Breakfast Forum.*

Concluding his lecture, he pointed out that “while information is overflowing, human senses and experiences, which cannot be replaced by artificial intelligence (AI), are gradually becoming lacking.” He added, “What art seeks to convey is not merely the transmission of information, but human senses and perception,” and expressed his hope that “just like the infinite space between 0 and 1, we do not forget the infinite possibilities of art and human experience.”

Meanwhile, GIST Academy, which is responsible for GIST's non-degree educational programs, operates the GIST Techno Management Business Academy (GT MBA) as its flagship program and regularly hosts breakfast forums for local business leaders and alumni every March, May, June, September, and October by inviting experts from various fields.

The 62nd Breakfast Forum is scheduled to be held on Monday, May 11.