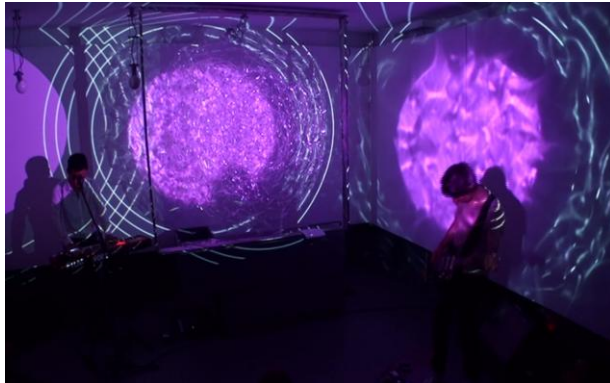


FOR IMMEDIATE RELEASE

PYO Gallery LA Presents "Life on a Loop"

Multimedia Art meets Indie Music in the Exhibition and Performance

LOS ANGELES, CA - October 6, 2010 - PYO Gallery LA, an international contemporary art gallery in the South Park area of downtown Los Angeles, will be featuring the multimedia exhibition by Jungwan Bae. The exhibition will open on October 23, 2010 and run through December 11, 2010. The opening night will feature multimedia art/live music performance by Jungwan Bae, Oan Kim, VJ Ari Kim and Benoît Perraudeau. This collaborative project between architect/video installation artist Jungwan Bae and photographer/musician Oan Kim, is a truly unique experience that navigates between a theatrical rock concert and site-specific video-art installation inspired by the 1,800 square feet of space within the walls of PYO GALLERY LA. Their respective collaborators, VJ Ari Kim from Seoul and guitar player Benoît Perraudeau from French indie rock band, Film Noir, are among the team of colleagues who enjoy working together as they bring different elements forth to create a total sensory overload experience. The purpose of this project is to tell a story through songs and images amidst the plethora of vivid projections, colored lights, and crumpled vinyl architectures. The accompanying noisy soundscapes are actually a mix of straight forward songs and experimental melodies, sometimes reminiscent of Sonic Youth, the Velvet Underground or Cold War Kids.



Jungwan Bae is an installation/video artist and design architect with degrees from MIT and Columbia University. Simultaneous with his career in architecture, he has had many performances and exhibitions involving in depth collaboration with musicians ranging from classical to indie-rock and dancers from traditional to modern. He now leads FriiH, a multi-disciplinary firm of architecture design and art music performances.

Oan Kim is a musician and photographer based in Paris, France. He is the leader of French rock band Film Noir, whose growing reputation has extended beyond the underground Parisian music scene. Their debut album I had a very happy childhood was released worldwide in 2009. Kim also has an international career as a fine arts photographer, with a dozen solo exhibitions in France, USA, Korea and China, and also works in video. He collaborates regularly with Jungwan Bae on multimedia projects.

PYO GALLERY LA

With four prestigious locations in Seoul, Korea and Beijing, China, PYO GALLERY is one of the leading art galleries in Asia. PYO GALLERY LA opened its door in July of 2008 and have since become a reputable source for contemporary art in Los Angeles and internationally. For more information please contact the gallery. Image provided by Junwan Bae and Oan Kim.

Exhibition Details:

WHEN:

October 23 - December 11, 2010

Tuesday - Saturday, 10A - 6P

OPENING RECEPTION:
Saturday, October 23, 2010, 6P - 9P

LIVE MUSIC PERFORMANCE:
Saturday, October 23, 2010, 7P

WHERE:
PYO GALLERY LA
1100 S. Hope Street, Suite 105
Los Angeles, CA 90015

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*Please contact the gallery for High-Resolution images.