

Byung Hoon Choi
at
Design Miami/Basel
FRIEDMAN BENDA
Booth G45
June 15 – 21, 2015



Byung Hoon Choi, afterimage of the beginning 015-426
2015, Basalt, 24.41 x 144.09 x 27.17 in
62 x 366 x 69 cm



Byung Hoon Choi, afterimage of beginning 015-429
2015, Basalt, 19.69 x 161.42 x 62.99 in
50 x 140 x 160 cm

New York, NY, April 15, 2015 – Friedman Benda is proud to present a solo-installation by Korean designer and master craftsman, Byung Hoon Choi at Design Miami/Basel, on view June 15 - 21, 2015. This will mark the introduction of Choi's monumental work in Europe. It also marks Friedman Benda's debut appearance at the fair.

Choi's Basel presentation offers an experience of entering a landscape or place for meditation, where visitors pause and take a moment to engage and reflect, recalling that of a Zen garden. Entering Choi's environment creates a layered experience, transcending the boundaries of mere functionality, addressing sensory and emotional levels.

The works, cut from singular pieces of Basalt, are massive and complex, and they marry diverse surfaces—raw with refined, smooth with polished—to create remarkably balanced forms. While replete with references to the gestural brushstrokes of traditional ink painting, and the ancient Dolmens of his native Korea, Choi's personal signature can be seen in the contrast of lightness to mass, and the tension between crafted and natural elements. These relationships are inherent to his work and recall the duality of yin and yang.

Choi holds a singular position in the history of recent Korean Art. He embraces the arc of history while eroding traditional boundaries of sculpture, object, and space. Celebrated for the precarious play between natural and fabricated elements, Choi sets rough beside polished, old against new. This work thrives on tension, balance, humor and the implausible wholeness of each work.

About Byung Hoon Choi

Byung Hoon Choi's work is held in numerous collections throughout Korea, including the National Museum of Contemporary Art and the Korean Culture and Art Foundation. His work is in the permanent collection of the Vitra Design Museum, Weil am Rhein, Germany and in the Metropolitan Museum of Art, New York. In 1989 he was honored with an award from the Korean Craft Council, and in 2007 he received the Grand Prize at the Seoul Living Design Fair. He is currently a Professor at the College of Fine Arts at Hongik University, Seoul.

About Friedman Benda

Friedman Benda is a gallery dedicated to presenting established and emerging designers who create historically significant work and are at the forefront of their practice. Founded in 2007 by Marc Benda and Barry Friedman, the gallery's exhibitions and publications have played a vital role in the rise of the design market and education, and take a comprehensive approach to work that intersect the fields of design craft and art. Friedman Benda represents an international roster of designers and spanning four continents and multiple generations.

For Further Information, please visit. www.friedmanbenda.com

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