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For immediate release
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ST International and SongEun Art & Cultural Foundation Announce Details of New Space Opening and Inauguration Exhibitions

*The first realized project of internationally renowned architecture firm
Herzog & de Meuron in Korea.*



ST / SongEun Building
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ST International Corporation and SongEun Art & Cultural Foundation have announced the opening of their new office building and cultural site – ST / SongEun Building – designed by the internationally acclaimed Swiss architecture firm, Herzog & de Meuron, launching this September in Seoul. This project is the architecture firm’s first realized project in Korea, and their hope and aim is to establish this building to become a new and significant landmark in Seoul. The inaugural programming of the new building will comprise of two exhibitions: the first curated by Herzog & de Meuron (opening September 28, 2021), followed by the 21st edition of the SongEun ArtAward (opening December 10, 2021).

Herzog & de Meuron was selected to design the new building due to their carefully considered and organically crafted approach to their design process. The building pays an homage to a plethora of architectural motifs whilst maintaining a strong and harmonious connection to local contexts, cultures and environments. Located in the heart of Cheongdam Dong, the building will be nestled in one of the busiest commercial and luxury fashion epicenters in Seoul. The project aspires to become a cultural anchor that will further attract visitors and broaden the exposure around Korean artists as well as the international contemporary art scene.

One of the most prominent design features of the project is the concrete surface that is textured by using formwork of rotated wooden boards. This motif is an ode to the meaning behind the name SongEun, which is translated as “hidden pine tree”, in which the patterns and veins of these wooden boards add a tactile quality to the volume. This design element is sharply contrasted, yet seamlessly integrated with the building’s sharp, geometric, minimal, monolithic structure, which is 11 stories high and 5 floors underground and spans more than 8,000 square meters. The art spaces on the lower floors open up towards the main street through a long window. The upper floors are dedicated office spaces with another long window at the top.

SongEun will have a two-pronged approach to the opening exhibition. Scheduled to open on September 28, 2021, the first show will be a presentation curated by architects Herzog & de Meuron in collaboration with the SongEun Art and Cultural Foundation to celebrate the new building. The concept invites visitors to explore the new site, foregrounds the building itself as a primary exhibit, and offers a first introduction to the different art spaces above and below ground. The exhibition, beyond reflecting on the new building and its development, also presents selected artists collaborations.

The second part of the opening, which will be a celebration of the 21st SongEun ArtAward, is one of the most important initiatives and missions of the SongEun Art and Cultural Foundation, which is expected to open on December 10, 2021. To mark the opening of the new venue, the art award will expand its eligibility criteria, encouraging a wider group of emerging Korean artists to apply (the only prerequisites are that artists must be under the age of 45 years and a Korean national). The 20 finalists in the running for the award will be commissioned to create a new work for the exhibition in December, during which the jurors will vote to select the grand prize winner, who will receive a cash award of KRW 20,000,000. The winner’s work will also be acquired by the SongEun Collection. In partnership with Seoul Museum of Art, the winning artist will be given the opportunity to attend the Nanji residency program for one year. After the residency program, another work will be acquired for the Seoul Museum of Art collection. Within 2 years of receiving this award, the artist will also be given the chance to have a solo exhibition at SongEun.

Following the passing of the founding chairman in 1999, his son Sang-Duck Yoo continued to

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support his father's mission of endorsing Korean artists. His steadfast commitment and motivation to improve the foundation has provided artists with greater opportunities. At a time where top international galleries and art fairs are opening outposts in Korea, SongEun aims to play a vital role in the growth of the art scene here. In addition to inviting and encouraging public access to the contemporary art scene, all exhibition entrances and programs will continue to be free of charge.

Chairman **Sang-Duck Yoo** said, "We commissioned this groundbreaking building with culture at its core to emphasize the need and importance of the arts in our contemporary society. As an architecture firm, Herzog & de Meuron has often looked to artists for inspiration. We hope that our building will also be a source of inspiration for our community and will attract even more attention and visitors to the promising contemporary artists we earnestly try to promote."

Herzog & de Meuron commented: "Our experience designing contemporary art museums has increasingly focused on how we can bring art and people together. How can we make a space that works for the art and the artist, for the collector and the public? Many different needs have to be factored in to make a whole that works for everyone. Only then can such a place become a new attractor for urban life in a city.

The new building for SongEun is remarkably our first realized project in Korea, offering non-commercial art spaces within one of the most commercial areas of Seoul. A sharp triangular volume distinguishes the architectural project. A tall front facade faces the main street and a low back facade faces the garden, where a more intimate scale defines the surrounding neighborhood. The triangular shape results from the building envelope specified for the site, maximizing the floor area and exploiting the sculptural potential of the zoning laws. An experimental and unexpected mix of gallery spaces, offices, and public areas unfolds above and below ground, creating a complex that invites the public to engage with contemporary art in Seoul. This new site will certainly strengthen SongEun's presence within the city. But more importantly, we hope this new space will be an inspiring addition to the cultural topography and diversity of Seoul."

Inauguration Exhibitions

Herzog & de Meuron Inauguration Exhibition: 2021. 9. 28 – 11. 20

The 21st SongEun ArtAward Exhibition: 2021. 12. 10 – 2022. 2. 12

Address: 441 Dosan-daero, Gangnam-Gu, Seoul 06016

Website: www.songeunartspace.org

Press Enquiries

David Yu, Sutton, davidy@suttoncomms.com

Haeni Park, Laurence Geoffrey's Ltd, haenipark@gmail.com

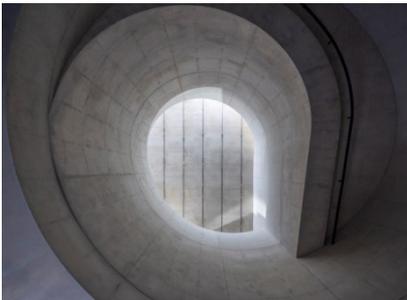
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Please click the following link to download the press kit and images:

<https://egnyte.suttoncomms.com/fl/4OEV01yTGj>

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* Any modification of work images has to be checked and confirmed in advance with the SongEun PR team.

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NOTES TO EDITORS

About SongEun Art and Cultural Foundation

The SongEun Art and Cultural Foundation was established by the late honorary Chairman of ST International (previously SAMTAN), Mr. Sung-Yeon Yoo in 1989. He dreamed of becoming an artist in his youth which unfortunately could not be realized under the harsh circumstances of the Korean War. However, later in Chairman Yoo's life and career that was driven by his strong aspirations for art, the SongEun Art and Cultural Foundation was created to support talented Korean contemporary artists. The name of the foundation is derived from Chairman Yoo's nom de plume, Song Eun, which translates beautifully as 'hidden pine tree' and appropriately captures his spirit and wish to be a hidden, yet solid foundation for aspiring artists.

Since 1999, his son Sang-Duck Yoo has led the family business and foundation. In honor of his father as well as his own passion for art, Chairman Sang-Duck Yoo established the annual SongEun ArtAward in 2001 and the SongEun ArtCube in 2002. In November 2010, the expansion into a new building specifically designed for art exhibitions and events not only reflects the current chairman's steadfast commitment to arts and culture, but further provides the foundation with the necessary infrastructure to elevate and expand its ability to give artists greater opportunities to show their work and to provide the public more access to the contemporary art scene.

About ST International

Established in 1962, ST International (previously SAMTAN) has cemented position as the leading company of energy resources in Korea for more than a half century. The company has made a foray into Indonesian market since the 1980s and escalated through various business projects related to the production and sales of bituminous coal, coal power generation, LPG gas, and palm oil plantation. Nowadays, the company is expanding its business area to renewable energy which deals with wind and solar power generation and energy infrastructure business that are in line with the change of the current energy paradigm. In 2020, Samtan Corporation changed its name to ST International and turned over a new leaf as an investment company based on the company's new vision.

About Herzog & de Meuron

Established in Basel in 1978, Herzog & de Meuron is a partnership led by Jacques Herzog and Pierre de Meuron together with Senior Partners Christine Binswanger, Ascan Mergenthaler, Stefan Marbach, Esther Zumsteg, and Jason Frantzen. With an international team of nearly 500 collaborators, the practice has designed a wide range of projects across Europe, the Americas and Asia. The main office is in Basel with additional offices in London, New York, Hong Kong, Berlin and Copenhagen.

Herzog & de Meuron has established itself internationally with projects such as the Tate Modern in London, Prada Aoyama in Tokyo, and the National Stadium in Beijing. Many projects are highly recognized public facilities, including museums, stadiums, and hospitals, and they have completed distinguished private projects including offices, laboratories, and apartment buildings. Awards received include the Pritzker Architecture Prize (USA) in 2001, the Praemium Imperiale (Japan) in 2007, and the Mies Crown Hall Americas Prize (USA) in 2014.

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PROJECT TEAM

- **Design Consultant: Herzog & de Meuron**
Partners: Jacques Herzog, Pierre de Meuron, Andreas Fries, Martin Knüsel (Partner in Charge)
Project Managers: Eduardo Salgado Mordt, Florian Stroh, Keunyoung Ryu, David Nunes Solomon
Project Team: Valentin Abend, José Amorim, Pablo Garrido, Jorge Guerra, Jeff Jang, Ludwig Kissling, Alonso Mortera, Nicolas Mourot, Sorav Partap, Anna Salvioni, Ga In Sin, Andre Vergueiro
- **Construction Management: HanmiGlobal Co., Ltd.**
CEO: Jong Hoon Kim
Project Director: Kook Heon Lee
Project Manager: Yeon Hee Choi, Ji Kwon Ryu, Yong Se Kim
Project Team: Kyung Ho Kim, Hwi Chan Cho, Ho Su Kim, Wha Soo Han, Eun Gyu Choi
- **Executive Architect: Junglim Architecture Co., Ltd.**
CEO: Kihan Kim
Design Principal: Hyoyoung Bang
Project Director: Mokjo Chung
Project Manager: Namkyu Ji
Project Designer: Minju Park
Project Team: Junghun Lee, Cheolho Heo, Kyuhyuk Park, Minhyun Jo, Jinwook Park, Sujin Lee, Sanggi Lee
- **Construction Company: Janghak E&C · Janghak Design Co., Ltd.**
CEO: Saehack Chung
Project Manager: Kwanhyouk Choi
Design Coordinator: Doyeon Cho
Project Team: Hyunghwan Bak, Sangyong Ha, Jongdeok Hwang, Jaewoo Kim, Juntae Kim, Hyungmin Kwon, Dongjin Lee, Myungkyun Shin, Junghun Yun