




STREET MUSEUM SEOUL
UNDER CONSTRUCTION CHAOSMOS
Choi Jeong Hwa



Land in Korea is twice as expensive as in Canada

Canadian territory is 99.6 times bigger than Korea and 8,505.5 times bigger than Seoul.



3,578
billion USD.
South Korea



1,556
billion USD.
Seoul-Incheon

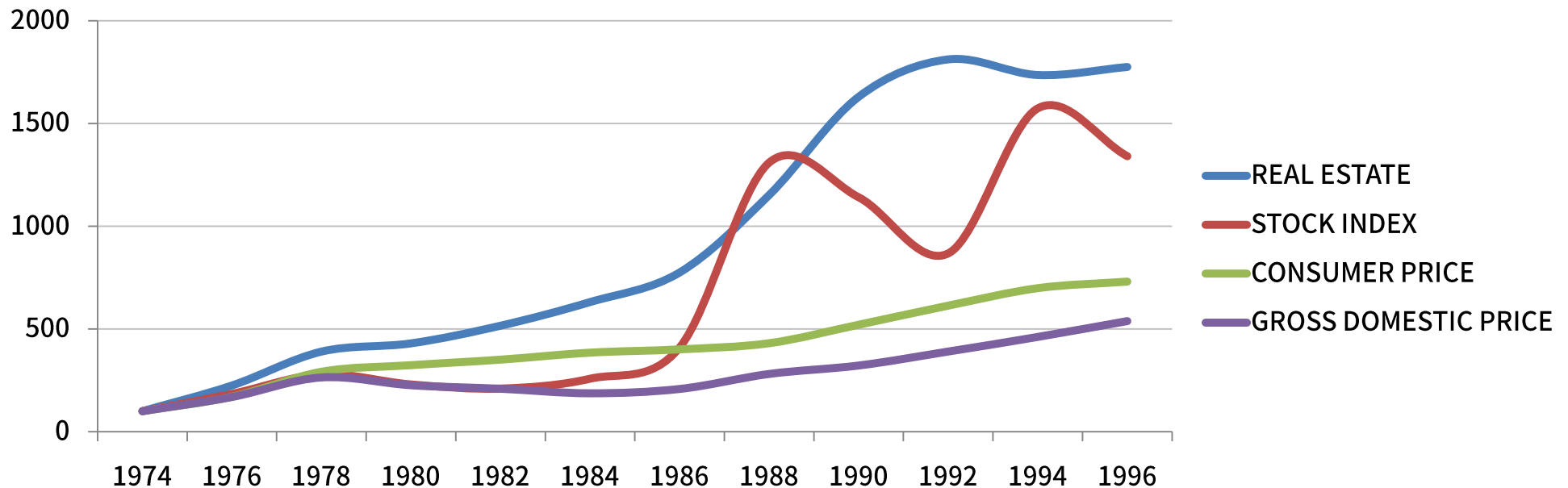
1,941
billion USD.
Canada

Land of land

From 1964 to 2004, Seoul's real estate price skyrocketed by 954 times.

22.85% annual interest rate

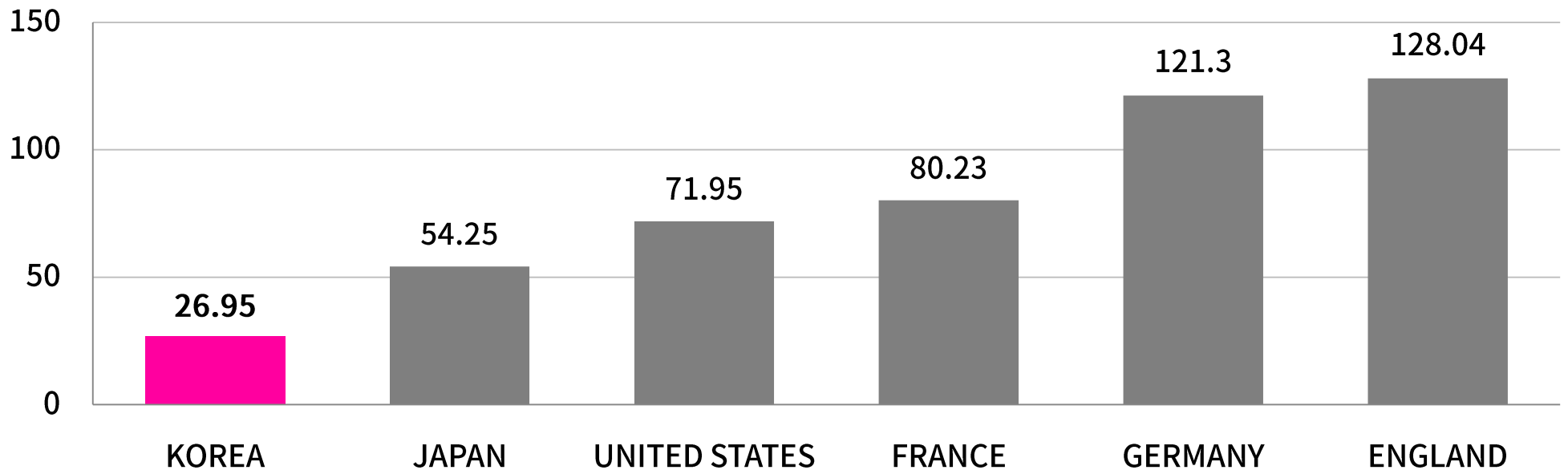
Land and buildings are most efficient way to make money since Korean War.




Korea macroeconomic variable, 1974 to 1996 - The Korea National Statistical Office

Short-lived buildings

Average lifespan of a building in Korea is 27.



Average lifespan of an apartment - The Korea Ministry of Land, Infrastructure and Transport. 2014.



UNDER CONSTRUCTION CHAOSMOS



빨리 빨리
QUICK QUICK
대충 대충
ROUGH AND READY



**FABRICATION + FORGERY +
MUTATION + CREATION
= SEOUL**



生 market



死 dumping ground



生生活活 LIFE, LIVE



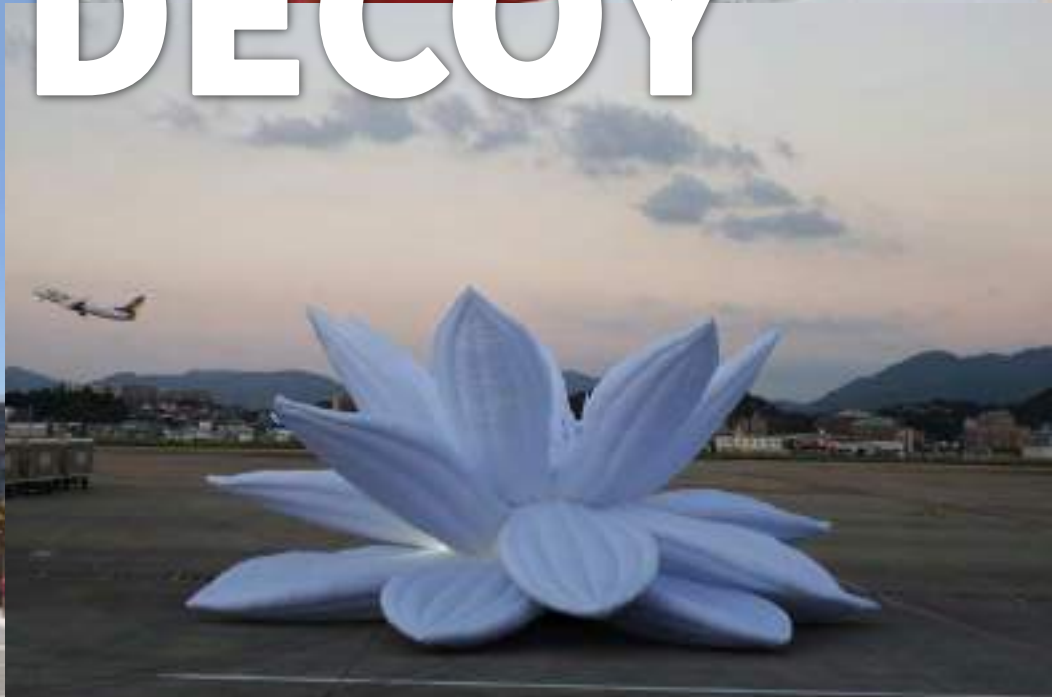
Spectacularly trivial



Impeccably
careless



ART IS DECOY

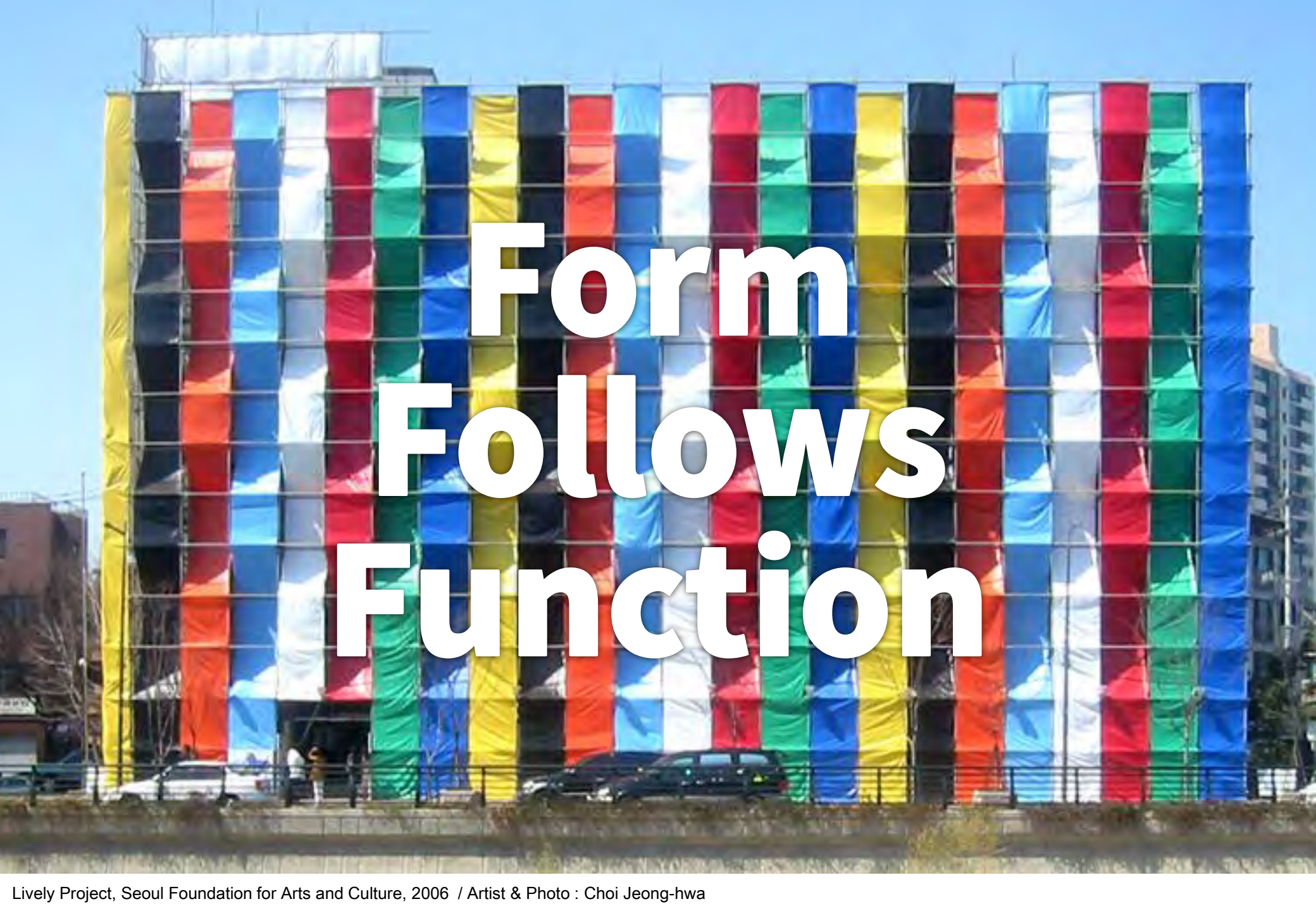


A large, black, lotus-shaped sculpture dominates the foreground. It has several large, pointed petals that curve upwards and outwards. A group of people, mostly seen from the back, are gathered at the base of the sculpture, looking up at it. In the background, a city skyline is visible under a cloudy sky, with a prominent blue skyscraper (the Bank of China Tower) standing out. The overall scene is outdoors on a grassy area.

AND TOUTER.



STREET MUSEUM

A tall, rectangular building facade is covered in a grid of colorful vertical banners. The banners are arranged in a grid pattern, with colors including yellow, red, blue, white, green, and black. The building is set against a clear blue sky. In the foreground, there is a low wall and some vegetation. The text "Form Follows Function" is overlaid in large white letters.

Form Follows Function



LIVELY PROJECT (2009)

Screen fence for the renovation of the Seoul Foundation for Arts and Culture



Lively Project, Seoul Foundation for Arts and Culture, 2006 / Artist & Photo : Choi Jeong-hwa

A sculpture made of yellow paper and metal rods, resembling a chair, is the central focus. The sculpture is constructed from a large sheet of yellow paper that has been folded and shaped into a chair-like form, supported by several thin, dark metal rods. The background shows a blurred outdoor setting with greenery and buildings. The text 'Reconstruction: remaking + retelling' is overlaid in large, white, bold letters across the center of the image.

Reconstruction: remaking + retelling



UNDER CONSTRUCTION = ON AIR (2008)

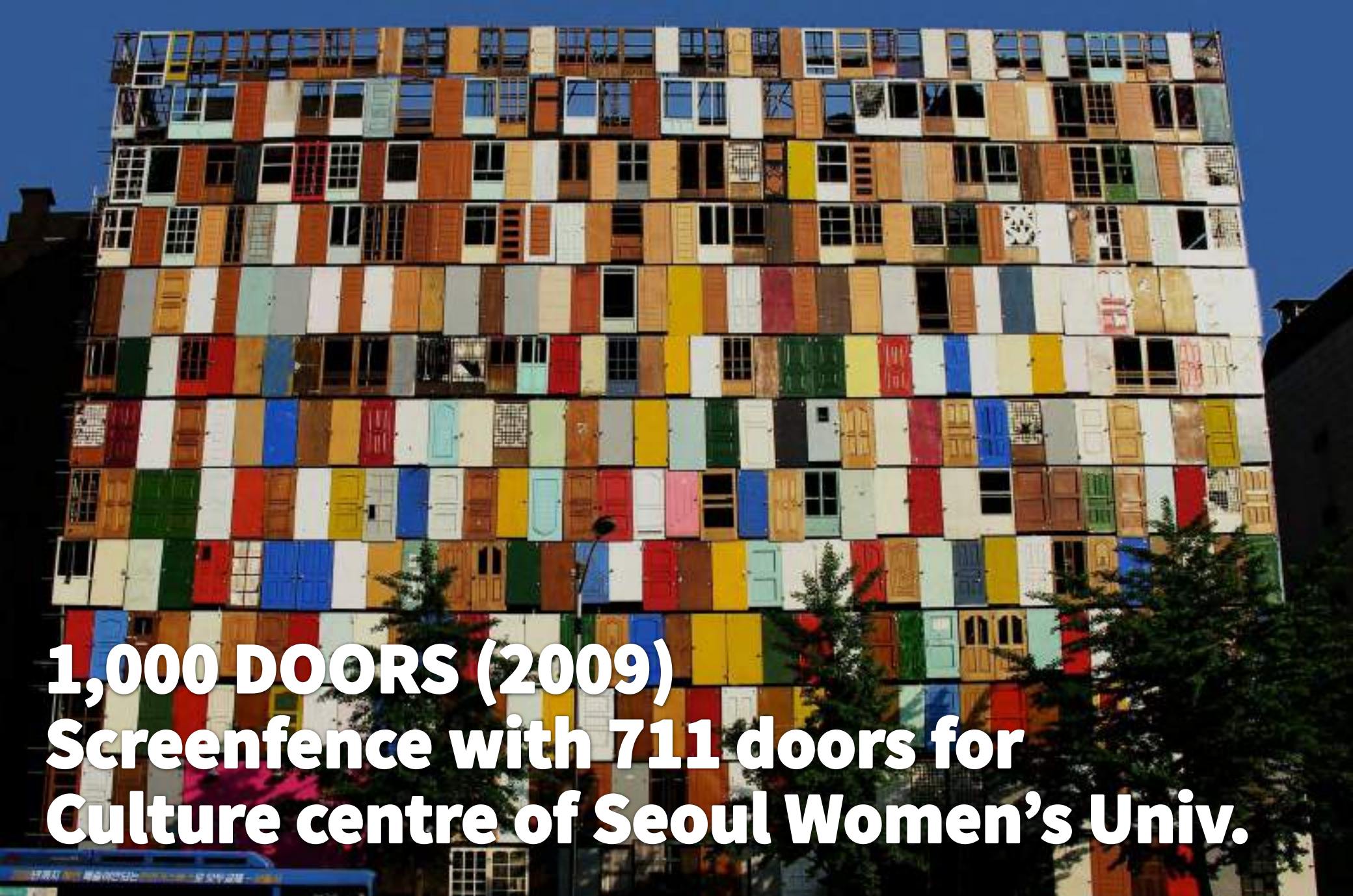
Screen fence for the reconstruction of the 70-year-old art theater



Screen fence, fence of Myeong-dong theater, Seoul, 2008 / Artist & Photo : Choi Jeong-hwa




Retelling: win the sympathy



1,000 DOORS (2009)
Screenfence with 711 doors for
Culture centre of Seoul Women's Univ.



1,000 Doors, Screen fence for renovation of Seoul Women's University's Art Building, Seoul, Korea, 2009 / Artist & Photo : Choi Jeong-hwa



Humble Outside Healthy Inside



Whomever Whatever Whatsoever (2006) **Installation with illegal banner** **on Arco Museum**



PLASTIC STADIUM (2008)

Seoul Design Olympics



PLASTIC STADIUM, Seoul Design Olympics, Seoul, Korea, 2008 / Artist & Photo : Choi Jeong-hwa



PLASTIC STADIUM, Seoul Design Olympics, Seoul, Korea, 2008 / Artist & Photo : Choi Jeong-hwa



**All You Need
Is Love**



CONGRATULATION! (2007)

Changwon City Hall, local cultural festival



CONGRATULATION!, Changwon City Hall (local cultural festival), Korea, 2007 / Artist & Photo : Choi Jeong-hwa



WELCOME (2007)
Wolverhampton art gallery
Choi Jeong Hwa solo exhibition



WELCOME, Wolverhampton art gallery, England, 2007 / Artist & Photo : Choi Jeong-hwa



WELCOME (2009)

**Los Angeles County Museum of Art
Your Bright Future :
Korean Contemporary Art Show**



WELCOME, Los Angeles County Museum of Art Your Bright Future : Korean Contemporary Art Show, 2009 / Artist & Photo : Choi Jeong-hwa



WELCOME (2012) **Seochon** **Month of culture 2012**



WELCOME, Seochon Month of culture, Korea 2012 / Artist & Photo : Choi Jeong-hwa

瀬戸内国際芸術祭2013
チェ・ジョンファ「太陽の贈り物」ワークショップ

Your heart
is my art





GIFT OF THE SUN (2013)

Setouchi Triennale, Shodoshima



GIFT OF THE SUN, Setouchi Triennale, Shodoshima, Japan, 2013 / Artist & Photo : Choi Jeong-hwa



GIFT OF THE SUN, Setouchi Triennale, Shodoshima, Japan, 2013 / Artist & Photo : Choi Jeong-hwa



GIFT OF THE SUN, Setouchi Triennale, Shodoshima, Japan, 2013 / Artist & Photo : Choi Jeong-hwa



You are a flower



FOREST (2012)

Tainan 321 Art Village, Taiwan

FOREST, Tainan 321 Art Village, Taiwan, 2013 / Artist : Choi Jeong-hwa



EVERYDAY OF FLOWERS (2014)

Seoul Station



EVERYDAY OF FLOWERS, Choi Jeong-hwa Solo Exhibition, Culture Station Seoul 284, Seoul, Korea, 2014 / Artist : Choi Jeong-hwa / Photo : Mr. POPCON



EVERYDAY OF FLOWERS, Choi Jeong-hwa Solo Exhibition, Culture Station Seoul 284, Seoul, Korea, 2014 / Artist : Choi Jeong-hwa / Photo : Mr. POPCON



CHAOSMOS = CHAOS + COSMOS

CHAOSMOS (EVERYDAY OF FLOWERS), Choi Jeong-hwa Solo Exhibition, Culture Station Seoul 284, Seoul, Korea, 2014 / Artist : Choi Jeong-hwa / Photo : Mr. POPCON