

CHRISTIE'S

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CHRISTIE'S 2019 ART+TECH SUMMIT:

The A.I. Revolution

Presented by Hyundai



CHRISTIE'S AND HYUNDAI MOTOR LEAD THE CONVERSATION ABOUT THE INTERSECTION OF ART AND TECHNOLOGY

Conference will feature industry leaders from Google, MIT Technology Review, Pace Gallery, New Museum, The Metropolitan Museum of Art

An exhibition will present the New York premiere of *Yugen*, a moving-image artwork created by the filmmaker and artist Martha Fiennes, featuring actor Salma Hayek Pinault. *Yugen*, made possible with generous support by Gucci, will be on view throughout the week.

New York – On June 25th, Christie's New York will host the 2019 [Art + Tech Summit: The A.I. Revolution](#), affirming our commitment to lead the conversation about the intersection of technology, art and the art market. Produced in conjunction with **Christie's Education** and presented by **Hyundai**, the Summit will bring together thought leaders, industry experts, and artists for a series of lectures and panel discussions that will explore the impact of artificial intelligence (A.I.) on all aspects of the art world.

The Summit will include a public exhibition on view from June 26-28 at Christie's Rockefeller Galleries. The exhibition will present the New York debut of *Yugen*, a moving-image artwork created by filmmaker and artist **Martha Fiennes** which features the actor **Salma Hayek Pinault**. *Yugen* explores the boundaries of a radical

new media in which art and A.I. are combined to fuse new possibilities of creative expression. This exhibition is made possible with generous support by Gucci.

The exhibition will include an immersive presentation of The TRANSFER Download, showcasing artworks in emerging technologies by six artists, curated by **Kelani Nichole**. A selection of Hyundai cars will also be on view in a specially curated experience.



Still frame from *Yugen* by Martha Fiennes

Topics addressed during the conference will include: the impact of A.I. on collecting and museums; the legal, ethical and social implications of A.I.; data analytics; and a discussion of trends and predictions about the future of this emerging technology.

Participating speakers are from: **Google, Hyundai ARTLAB, Pace Gallery, MIT Technology Review; The Metropolitan Museum of Art; New Museum**, and many more. Artists include **Robbie Barrat** and **Martha Fiennes**.

Guillaume Cerutti, CEO of Christie's comments: *"As the world's leading art business, Christie's is at the forefront of the conversation about the intersection of art and technology. For our second annual Art+Tech Summit, we are honored to bring together leading experts, influencers, and creative minds, who are redefining the art world with respect to technology, and changing the way art is created, experienced, and circulated."*

Wonhong Cho, Executive Vice President, Hyundai Motor, remarks: *"As a technology company, it is our responsibility constantly to question and reflect upon the meaning of humanity amid the 4th industrial revolution. We believe that our mobility technology should be distilled into meaningful human exchange and cultural experiences. It is our hope that this Art+Tech Summit will provoke respectful debate and lead people to imagine a more inclusive and sustainable future."*

Further information, including the full speaker list and agenda together with details of ticket payment and venue location, is available here <https://www.christies.com/art-and-tech>

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Yugen: <http://www.yugen.art> Yugen was produced by Tendercapital and SLOimage Ltd.

About Christie's

Christie's, the world's leading art business, had global auction, private and digital sales in 2018 that totalled £5.3 billion / \$7 billion. Christie's is a name and place that speaks of extraordinary art, unparalleled service and international expertise. Christie's offers around 350 auctions annually in over 80 categories, including all areas of fine and decorative arts, jewellery, photographs, collectibles, wine, and more. Prices range from \$200 to over \$100 million. Christie's also has a long and successful history conducting private sales for its clients in all categories, with emphasis on Post-War & Contemporary, Impressionist & Modern, Old Masters and Jewellery.

Alongside regular sales online, Christie's has a global presence in 46 countries, with 10 salerooms around the world including in London, New York, Paris, Geneva, Milan, Amsterdam, Dubai, Zürich, Hong Kong, and Shanghai.

About Christie's Education

Christie's Education is a wholly owned subsidiary of the world's leading art business, Christie's. It is an international postgraduate institution devoted to preparing graduates for entry into the art world through the advanced study of art business, art world practice and the acquisition of connoisseurship skills. By offering Master's degrees in London and New York, we immerse students in all areas of the art world, focusing on business analysis, object-based study, history of art, art market studies, supported by rigorous professional development courses. All Master's degrees have an integrated work placement at Christie's auction house as an accredited part of these programmes. Christie's Education online courses provide a fully immersive experience of the art world. Christie's Education also offers also offer a vast range of continuing education opportunities in London, New York and Hong Kong, designed to introduce enthusiasts to the fundamentals of art and the art market.

About Hyundai Motor Company

Established in 1967, Hyundai Motor Company is committed to becoming a lifetime partner in automobiles and beyond with its range of world-class vehicles and mobility services offered available in more than 200 countries. Employing more than 110,000 employees worldwide, Hyundai sold more than 4.5 million vehicles globally. Hyundai Motor continues to enhance its product line-up with vehicles that are helping to build solutions for a more sustainable future, such as NEXO – the world's first dedicated hydrogen-powered SUV.

About Hyundai Motor's Art Projects

Hyundai Motor has been supporting art initiatives driven by long-term partnerships with global museums—the National Museum of Modern and Contemporary Art, Korea (MMCA), Tate Modern and the Los Angeles County Museum of Art (LACMA) since 2013. The aim is to support the development of the global art scene and contribute to the establishment of a sustainable art environment, delivering inspiration and unique experiences to the world. Hyundai extended the partnership with global media group, Bloomberg and launched a new series, ART+TECHNOLOGY, which connects the international audience with artists exploring the convergence of art and technology. Also, Hyundai has been a major sponsor for the Korean Pavilion at the Venice Biennale 2015, 2017 and the 20th and 21st Biennale of Sydney.

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