

# HONGJIYOON STYLE

hongjiyoon  
style

홍지연의  
스타일

2022-2023 Artist  
Artist Research -  
Study -  
Critique

HongJiyoon Style seeks to reflect on the traditional values of oriental painting through an Artist Research-Study-Critique on Hong Jiyoon and explore a new future for contemporary oriental painting.

By attempting a new transformation of the Oriental Painting Group with 'Fusion oriental painting,' transformative contemporary oriental painter Hong Jiyoon, based on paper-delivered ink and color, has constructed a world of works that maintains a multilayered aesthetic discourse and utilizes various media. From the 1990s to the present in 2023, she has actively engaged in her work through more than 113 exhibitions and has steadily expanded her work to the European region, primarily in Asia.

Based on the results of this study on the artist's work, which presents various research methodologies, we hope that it will further expand the scope of domestic and international activities and serve as an opportunity to revitalize amid the dual situation of the slump in creation and research among Korean oriental painters.

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This brochure is created to commemorate and promote the HongJiyoon Style.

Scan the QR code on the right and find the HongJiyoon Style.



## Exhibitions

1995-2022 22 Solo Exhibitions held

- 2022 *Prayer for Life : Special Exhibition of Korean Polychrome Painting*, MMCA (Gwacheon, Korea)
- 2018, 2021 *International Su-Muk Biennale*, Mokpo Culture & Arts center (Mokpo, Korea)
- 2020 *Exhibition of Remembrance, Gratitude and Peace for UN Veterans of Korean War*, Incheon International Airport Terminal 1 (Incheon, Korea)
- 2019 *10th Anniversary Commemorative Exhibition <Overdrive 2009-2019>*, Incheon Art Platform (Incheon, Korea)
- 2017 *PyeongChang culture Olympic Gwanghwamun Media Fasade Project*, Gwanghwamun (Seoul, Korea)
- 2016 *Changwon Sculpture Biennale*, Yonggi Lake Sculpture Park (Changwon, Korea)  
*DNA of Coreanity*, Exhibition hall, Milad Tower (Tehran, Iran)
- 2015 *Korea Tomorrow*, Sungkok Art Museum (Seoul, Korea)  
*Beyond the Borders*, Culture Station Seoul 284 (Seoul, Korea)  
*History and Zeitgeist of Northeast Asia*, Xi' an Art Museum (Xi' an, China)
- 2014 *Garden*, MMCA (Seoul, Korea)  
*K-P.O.P. : Korea- Process' Otherness*, Play, Museum of Contemporary Art Taipei (Taipei, Taiwan)  
*Special Exhibition, Asia Top Gallery Hotel Art Fair Hong Kong*, Marco Polo Hotel (Hongkong, China)  
*Exhibition of Contemporary Ink Art*, Fringe Club (Hongkong, China)

## Public Collection

MMCA Art Bank, MMCA Government Art Bank, Hongik Museum of Art, Seoul gangnam-gu office, Seoul Eastern District Court, KIM DALJIN ART RESEARCH AND CONSULTING, Hellomuseum, Munich Culture department, Mandarin Oriental Taipei, Hong Kong Fringe Club etc.





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# Artist Statement

My name, Hong Jiyeon, means Broad (洪 Hong), Meaning (志 Ji), and Roundness (倫 Yoon). After 30 years as an artist, I have come to understand the meaning and power of words. I have only barely comprehended the meanings behind of the characters that make up my name. I have also barely begun to realize that I have been living and attempting to live up to this name from the time I started to grow up until now.

There is a unique point here in relation to this awareness. It is that the consciousness of letters, names, and beings is accompanied by visionary perception, leading to poetic sensitivity, and thus to synesthesia. In this way, the letter, the work, becomes synesthetically realized, with its transmitting of meanings and sculptural functions, as well as its aesthetic lyricism. ...

The belief that my work can be new is because of me. Because I am unique. Because it is a record of a unique moment in time, found inside and outside at various times in a unique way. This belief comes from an oriental mindset that has never separated humans from nature, with its ever-changing and cyclical properties and forms. This is clear to me as a person who hails from the oriental part of the world. It is also in line with the art of the future, which aims for fusion and circulation. I explore and search for the essence of my work, compose the ultimate poem, and write. I paint. Synesthetically. Until I'm back to being a child again within the flow. Lonely and unfamiliar until the end.

I am a dazzlingly colorful, uncomfortable, and soft polyhedron.  
“In Hong Jiyeon style.”

*Cheers!*

## Hollyhocks

Choi Chiwon

At a corner of the hill, forlorn and rugged,  
charming blossoms bloom on bent branches.  
As the rain of plum flowers ends, the scent spreads  
and a shadow flickers in the wind.  
Who will look at this man on the wagon?  
Swarms of bees and butterflies idly fly in  
Ashamed of being born in a lowly land,  
he does nothing but endure, forsaken by man.

## Standing on the Hollyhock Field

Hong Jiyeon

Every time I recall your round face  
my red heart swells up  
I would fly in the blue sky if I could see you  
I would swim in the blue ocean if I could see you  
I would run through the field if I could see you  
  
Every time I recall the field of round hollyhocks,  
my ruddy eyes naturally fall shut  
Should I die flying if I can't find you anymore?  
Should I die swimming if I can't find you anymore?  
Should I die running if I can't find you anymore?

Every time I cycle endlessly in tears  
Your round face on every red blossom  
You have come instead of me with my red eyes

Every time I kiss endlessly in tears  
My red face on every red blossom  
Steeped in blue, you have returned



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