



Hyundai Card is proud to sponsor *member: Pope.L, 1978–2001* at The Museum of Modern Art, New York, which surveys the singular early performance work of one of contemporary art's most influential figures. The exhibition presents a series of landmark performances, offering a rare opportunity to explore their role at the heart of Pope.L's unique multidisciplinary approach, spanning painting, drawing, street action, installation, sculpture, theater, and video.

Fully committing itself to creative disciplines, Hyundai Card seeks not only to identify important movements in culture, society, and technology but also to stimulate meaningful and inspiring experiences in everyday life. Whether Hyundai Card is hosting tomorrow's cultural pioneers at its stages and art spaces; building libraries of design, travel, music, and cooking for the members; or designing credit cards and digital services that are as beautiful as they are functional, our most inventive endeavors all draw from the creative well that the arts provide. Pope.L has always been ahead of his time, and his longstanding practice of reinventing and recontextualizing the immaterial art of performance dovetails with Hyundai Card's drive to respond to our ever-changing times through creativity and innovation.

Hyundai Card hopes this exhibition will offer viewers a chance to rethink the relationship between the arts and society, as well as between the artist and the Museum's visitors. With gratitude to Pope.L and the exhibition's curators, Hyundai Card is delighted to be able to sponsor a major show of this powerful artist's work.