

The Museum of Modern Art

MoMA ANNOUNCES NEW PROGRAMMING WITH LONG-TIME PARTNER, HYUNDAI CARD, TO SUPPORT EXCHANGE, INNOVATION, CREATIVITY, AND ARTISTS' PROJECTS

NEW YORK, NY, April 9, 2024—MoMA announces new programming with long-time partner, Hyundai Card, to support cultural and professional exchange, innovation, creativity, and artists' projects through digital and on-site programs in both New York and Seoul.

MoMA will inaugurate Hyundai Card First Look on June 1, 2024. This biannual series will spotlight a key recent acquisition from MoMA's collection in dedicated public spaces on the Museum's second and third floors. New works from the Museum's collection of architecture, design, drawing, film, media, painting, photography, print, and sculpture will be featured, and supported with robust digital offerings on both MoMA's website and Hyundai Card's digital platform, DIVE, to share more contexts and a deeper understanding of these works with audiences. Among the first artists featured will be Lee Seung Jio (Korean, 1941-1990) and Martine Gutierrez (American, born 1989).

"For nearly twenty years, Hyundai Card has been an integral partner to The Museum of Modern Art," said Glenn D. Lowry, The David Rockefeller Director, MoMA. "We are grateful for Hyundai Card's long-standing support and thrilled that, in this new chapter, we're able to expand our work together to connect more people from around the world to the art of our time."

The partnership also creates opportunities for MoMA to commission new site-specific digital works by innovative contemporary artists for display on The Hyundai Card Digital Wall in the Museum's Agnes Gund Garden Lobby. This marquee space has recently showcased groundbreaking works supported by Hyundai Card, including *Unsupervised — Machine Hallucinations — MoMA* (2022) by Refik Anadol and *HANDMADE* (2023), by Leslie Thornton, which is currently on view.

"Hyundai Card has strived with MoMA to contribute to the art sector based on long-established trust and partnership," said Ted Chung, Vice Chairman of Hyundai Card. "Leveraging our close collaborative partnership with MoMA, Hyundai Card will continue to work to promote the growth and advancement of the Korean art world."

This new phase of the partnership also furthers The Hyundai Card Exchange Program, creating new opportunities for MoMA curators and staff to travel to Korea, to support a deeper understanding and awareness of Korean art and artists, and for MoMA to welcome Korean art world professionals to New York to further enhance shared connections and foster our international network.

Hyundai Card will serve as lead sponsor for the 2024 exhibition *Thomas Schütte*, the first museum survey of the German sculptor's work in the United States in over 20 years, opening on September 29.

Hyundai Card will also support the upcoming MoMA publication, *Modern and Contemporary Art in Korea: Primary Documents*. This anthology will be the first publication outside Korea to compile primary sources on modern and contemporary Korean art, making them accessible to English-language readers. It will also offer contextual material and critical frameworks for these historical documents, pushing the understanding of Korean art beyond what has been explored in existing sourcebooks.

A partner of the Museum since 2006, Hyundai Card has provided key support for over 50 transformative exhibitions including *Bauhaus 1919-1933: Workshops for Modernity* (2009-2010), *Picasso Sculpture* (2015-2016), *Judson Dance Theater: The Work Is Never Done* (2018-2019), *Haegue Yang: Handles* (2019-2021), *member: Pope.L, 1978–2001* (2019-2020), *Judd* (2020-2021), *Adam Pendleton: Who is Queen?* (2021-2022), and *Wolfgang Tillmans: to look without fear* (2022-2023). Most recently, Hyundai Card made possible MoMA's most groundbreaking media and performance programs through the Hyundai Card Performance Series. Established in 2019 to enable the Museum's unparalleled commitment to media and live arts, the series supports experimental projects in the Kravis Studio, the galleries, and beyond.

Hyundai Card is a leading premium credit card company based in Seoul, Korea, that aims to provide customers with unparalleled access to premium products and cultural services through a philosophy of inspiration through design, music, and the arts.

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