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HYUNDAI MOTOR AND LACMA'S FIRST PROJECT 'RAIN ROOM' EXHIBIT OPENS IN LOS ANGELES



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- Hyundai Motor and LACMA share vision of innovation, exploring convergence of art and technology
- Interactive experience enables visitors to make an emotional connection with the artwork
- Rain Room, the first of The Hyundai Project with LACMA, is part of the corporation's global effort to enable better access to experiencing art

October 29, 2015 – Hyundai Motor and Los Angeles County Museum of Art (LACMA) held a special opening ceremony for Rain Room exhibition at the LACMA on October 28. The Rain Room is the first of Hyundai Motor and LACMA's decade-long partnership program. The new exhibit opens to the public on November 1, running until March 6, 2016. The project is part of Hyundai Motor's continuous efforts to making emotional connections while enabling better access to experiencing art.

Making its West Coast debut, the 230 square metre Rain Room installation created by London-based artist collective Random

International, sees a continuous downpour of water falling like rain from an enormous 1,500-litre tank. Sensors detect people as they walk through the space, enabling them to stay dry despite the rain falling all around.

Hyundai Motor's partnership with LACMA is part of a unique series of long-term relationships that the company has established with leading art institutions around the world. Running until 2025, the inventive and engaging exhibits aim to build connections with people around the globe.

Euisun Chung, Hyundai Motor Company Vice Chairman said, "At Hyundai Motor, we share LACMA's vision for innovation as we believe cars are a collage of multifaceted forms of art and technology. Over the next decade, the Art + Technology program at LACMA will continue to surprise people with its groundbreaking experimentation."

Chris Hosford, Executive Director at Hyundai Motor America, said, "At Hyundai Motor, we believe that the process of car creation is connected to that of art creation, because both cars and art are connecting technology and art in a noble way. The partnership between LACMA and Hyundai Motor and its inaugural Art + Technology exhibition clearly demonstrates our shared vision that art and technology are both of utmost importance to understanding humanity and defining technology in the future."

Michael Govan, LACMA CEO and Wallis Annenberg Director said, "Random International produces artworks at the intersection of art and technology. This makes Rain Room a perfect fit for LACMA as part of The Hyundai Project at LACMA, which supports exhibitions, acquisitions, and programs at the intersection of Art + Technology. In Rain Room, the artists who are part of the Random International collective have created a wondrous experience, achieved in an environmentally sensitive manner."

Rain Room was previously exhibited at The Curve, Barbican, London (April 2012 – March 2013); EXPO 1 at MoMA, New York (May – July 2013) and Yuz Museum, Shanghai (September – December 2015).

To offer better access to experiencing art, Hyundai Motor has also initiated partnerships with the National Museum of Modern and Contemporary Art Korea (MMCA) and Tate Modern in Great Britain. With MMCA, Hyundai Motor's "MMCA Hyundai Motor Series" offers a decade long platform along with international forums, archives, and publishing for Korean artists. At Tate Modern in London, a decade-long series titled the Hyundai Commission will see artists from around the world bring fresh interpretations to the unique context of the Turbine Hall. Hyundai Motor will continue its support for the global art communities with a strong belief in the need to provide creative experiences in all areas of the world.

About Hyundai Motor

Established in 1967, Hyundai Motor Company is committed to becoming a lifetime partner in automobiles and beyond. The company leads the Hyundai Motor Group, an innovative business structure capable of circulating resources from molten iron to finished cars. Hyundai Motor has eight manufacturing bases and seven design & technical centres worldwide and in 2014 sold 4.96 million vehicles globally. With almost 100,000 employees worldwide, Hyundai Motor continues to enhance its product line-up with localised models and strives to strengthen its leadership in clean technology, starting with the world's first mass-produced hydrogen-powered vehicle, ix35 Fuel Cell.

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