

# News Release

## Hyundai and the Los Angeles County Museum of Art (LACMA) Connect Art and Technology In *3D: Double Vision* Exhibition

**FOUNTAIN VALLEY, Calif., July 11, 2018** – As a part of [The Hyundai Project: Art + Technology](#), *3D: Double Vision*, presented by Hyundai, will make its debut at the Los Angeles County Museum of Art (LACMA) today. It is the first American exhibition to survey a full range of artworks, dating from 1838 to the present, that produce the illusion of three dimensions. The exhibition is open from July 15, 2018 – March 31, 2019.

“3D: Double Vision has been an ongoing project since the very beginning of Hyundai and LACMA’s partnership in 2015. The exhibition will invite the audience to trace how technology and science has been unlocked within the history of art, and also, how art has been progressed through the application of technology,” said Wonhong Cho, Chief Marketing Officer of Hyundai Motor. “It provides a very interesting and at the same time scholastic approach to review the genealogy of 3D technology through art and mass culture.”

“*3D: Double Vision* invites the audience to dissect the complexities of vision and perception. Throughout history artists have experimented with theories of vision and perception to represent, distill, and reinvent objects and the emotions they engender,” said Michael Govan, LACMA CEO and Wallis Annenberg Director. “This exhibition underscores LACMA’s longstanding commitment to exploring art and technology in the museum’s exhibitions and programming. *3D: Double Vision* brings together the realms of art, science, mass culture, and entertainment, and is a microcosm of Los Angeles itself.”

“At Hyundai Motor, we share LACMA’s vision for innovation as we believe the process of car creation



is a convergence of art and technology,” said Jim Trainor, director, Communications, Hyundai Motor America, who spoke at the exhibit’s media preview event today. “This partnership aims to encourage artists to invent captivating art and concepts through future technology, as well as build emotional connections with people around the globe.”

### **3D: Double Vision**

Featuring artifacts of mass culture alongside historic and contemporary art, *3D: Double Vision* addresses the nature of perception, the allure of illusionism, and our relationship to accompanying technologies and apparatuses. The optical principle underlying all 3D media is binocular vision—the process by which our brains synthesize the information received by our two eyes into a single, volumetric image. More than 60 artworks featured in the exhibition activate this process by means of mirrors, lenses, filters, or movement—requiring active participation on the part of spectators to complete the illusion. For more information on the LACMA exhibition visit:

<http://www.lacma.org/art/exhibition/3d-double-vision>.

### **The Hyundai Project: Art + Technology**

The Hyundai Project: Art + Technology is a decade-long partnership—the longest and largest programmatic commitment from a corporate sponsor in LACMA’s history. Alongside a series of exhibitions exploring the convergence of art and technology, another part of the partnership, the Art + Technology LAB develops artist projects that engage emerging science and technology in collaboration with innovators in private industry. The lab provides grants, in-kind support, and facilities at the museum to support new projects that take purposeful risks and foster innovation and collaboration across disciplines. Hyundai’s support encompasses acquisitions, exhibitions, and publications through 2024.

### **About LACMA**

Since its inception in 1965, the Los Angeles County Museum of Art (LACMA) has been devoted to collecting works of art that span both history and geography, mirroring Los Angeles’s rich cultural heritage and uniquely diverse population. Today LACMA is the largest art museum in the western



United States, with a collection of over 135,000 objects that illuminate 6,000 years of art history from new and unexpected points of view. A museum of international stature as well as a vital cultural center for Southern California, LACMA shares its vast collection with the Greater Los Angeles County and beyond through exhibitions, public programs, and research facilities that attract over 1.5 million visitors annually, in addition to serving millions more through community partnerships, school outreach programs, and creative digital initiatives. LACMA's main campus is located halfway between the ocean and downtown, adjacent to the La Brea Tar Pits and Museum and the future home of the Academy Museum of Motion Pictures. Dedicated to serving all of Los Angeles, LACMA collaborates with a range of curators, educators, and artists on exhibitions and programs at various sites throughout the County. Location: 5905 Wilshire Boulevard, Los Angeles, CA, 90036. [lacma.org](http://lacma.org)

### **Hyundai Motor America**

Hyundai Motor America is focused on delivering an outstanding customer experience grounded in design leadership, engineering excellence and exceptional value in every vehicle we sell. Hyundai's technology-rich product lineup of cars, SUVs and alternative-powered electric and fuel cell vehicles is backed by Hyundai Assurance—our promise to deliver peace of mind to our customers. Hyundai vehicles are sold and serviced through more than 830 dealerships nationwide and the majority sold in the U.S. are built at U.S. manufacturing facilities, including Hyundai Motor Manufacturing Alabama. Hyundai Motor America is headquartered in Fountain Valley, California, and is a subsidiary of Hyundai Motor Company of Korea.

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