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FRIENDSWITHYOU UNVEILS MONUMENTAL PUBLIC ARTWORK *SUPER MOON* IN SEOUL, KOREA

On View September 1–October 3, 2016 at Seokchon Lake



Seoul, Korea, September 8, 2016—The Los Angeles-based artist collective FriendsWithYou presents *Super Moon*, a new public art installation on view at Seokchon Lake in Seoul, Korea, from September 1–October 3, 2016. The centerpiece of the work is a 60-foot opalescent moon sculpture installed in the eastern portion of Seokchon Lake. Eight symbolic planetary elements surround the moon, together creating a vivid celestial space across the water. The inflatable sculptures enliven at night with internally programmed LEDs. The moon's gradient colors shift and move serenely around its spherical surface, while the surrounding figures glow brightly in their individual hues, inviting visitors into a unifying cosmic experience. Commissioned by Lotte World Tower & Mall, *Super Moon* is located near the Lotte lifestyle complex, a popular destination featuring an amusement park, concert hall, shopping mall, and the landmark Lotte World Tower set to open winter 2016.

Daytime activations of *Super Moon* include a cloud bounce house in the surrounding park area and cosmic character mascots interacting with visitors around the lake. An accompanying indoor exhibit located in AVENUEL Art Hall of the Lotte World Mall features an animated film, history of FriendWithYou's previous installations, interactive experiences with *Super Moon*, and

limited edition collectables. *Super Moon* coincides with the major Korean holiday Chuseok (September 15), celebrating the autumn harvest when the full moon appears during the fall equinox.

“*Super Moon* is a symbolic manifestation of the immense power and serenity of our cosmos, connecting each one of us to our very cells. When we gather around the moon as a community, we all orbit together in its gravitational nature that transcends ages and cultures,” say FriendsWithYou artists Samuel Borkson and Arturo Sandoval III. “With *Super Moon*, we hope viewers can experience this sense of unity and peace.”

Known for immersive installations and interactive artworks, FriendsWithYou invites viewers of their work to reconnect with and reinterpret their lives through shared experiences.

FriendsWithYou often fuses minimalism with the aesthetic of pop art, promoting “magic, luck, and friendship.” By incorporating animism, the healing arts, modern rituals, and unified symbols, they explore the human need to relate to a communal experience as well as the importance of the internal connection and the development of consciousness. Their sculptures, paintings, inflatables, and objects are meant to prompt a wide range of the viewers’ untapped emotions, from playfulness to self-reflection, enabling both personal and collective experiences.

Super Moon is made possible by Lotte World Tower & Mall. Support has been provided by Embassy of the United States, Seoul, Korea and Make-A-Wish Foundation of Korea. Naver is the media sponsor.

About FriendsWithYou

FriendsWithYou is the fine art collaborative of Samuel Borkson and Arturo Sandoval III who have worked collectively since 2002. The artists work in a variety of mediums including painting, sculpture, large-scale experiential installations, and live performances, and strive to cultivate moments of spiritual awareness and powerful, joyous interactions. Their work has been exhibited at Albright-Knox Art Gallery, Buffalo; Art Basel in Miami Beach; Dallas Contemporary; Galerie Perrotin, New York; Haus der Kulturen der Welt, Berlin; The High Line, New York; The Indianapolis Museum of Art; Marine Projects, Los Angeles; Museum of Contemporary Art Santa Barbara; and most recently at the Santa Monica Pier in Los Angeles.

Photo credit: Byeong Ho Kim

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