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WIDEWALLS

FROM THE FEEL-GOOD ANIMAMIX MOVEMENT,
EDDIE KANG INVITES YOU TO JOIN HIS HAPPY PLACE



The Animamix movement is one of the fastest growing “movements” in the world of video and comic art, and within the field of animation. The term “animamix” was coined by Viktoria Lu, the artistic director of the first Animamix Biennial at the Museum of Contemporary Art in Shanghai (many famous artists participate at this Biennial, such as Takashi Murakami and Yoshitomo Nara). That was back in 2007. From then on, the practices of many artists have been described as “animamix”, among them the one by Eddie Kang. This Korean artist has embraced the movement, while SANDRA GERING INC. is organizing the exhibition of the artist that is entitled Big City Life Loveless.

Eddie Kang was born in Seoul, Korea and studied fine art, film, animation and video in the United States, at the Rhode Island School of Design. Kang lives and works in Seoul, and he has collaborated with a number of important art institutions in Asia. And how Eddie Kang ended up in animamix movement? As an urban artist, he was confronted with huge competitiveness, and exacting pressures, so he finally found inspiration in childhood memories of purity and entertainment. He actually embraced animamix. As Viktoria Lu explains, the main characteristics of this movement are: bright colors and/or light deriving from electronic media; art derives from popular culture worshipping youth; images have a strong narrative character (sometimes even bizarre); and the movement is an interaction of different sectors: animation, comics and video games. All these characteristics can be noticed in the art of Eddie Kang. For example, he uses a comic bear as his main theme, robots can often be seen in his works representing the negative dark-side, while little dolls, 3D figures also find their place in Kang’s art.

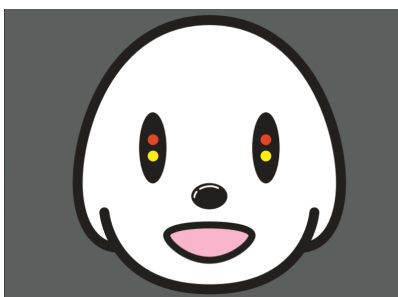
In a world full of stress, pressure and animosities, many artists have decided to create works that would simply symbolize happiness. And that’s the case with Eddie Kang as well. His “happy place” – a world Kang creates through his art is a place without malice. This Korean artist actually became known for his feel-good themes. He is a multimedia artist, creating paintings, sculpture, video, toys, sound and light works. But, he often combines the media as well. For example, a viewer can see a doll attached to a painting of dolls, or humorous anthropomorphic forests in shopping malls. This variety, an animamix hallmark of sorts, has found footing in a post-Superflat, social media and retail-saturated world.

Pereira, Lorenzo. ‘From The Feel-Good Animamix Movement, Eddie Kang Invites You To Join His Happy Place.’ *Widewalls*, June 26, 2016.



Animamix Movement Exhibition at SANDRA GERING INC.

SANDRA GERING INC. is run by Sandra Gering, who has maintained an influential presence in the New York art world for over twenty-five years. The gallery promotes and exhibits emerging and mid-career talent, simultaneously expanding its focus to include the management of activities outside of the gallery environment. The exhibition of Eddie Kang, Big City Life Loveless, was curated and organized with generous support by Christina Kang/Paradigm Art Company. It will be on view from July 8 until August 26, 2016 at SANDRA GERING INC. in New York.



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