

First Reflection:

Nurturing The Community Through Art

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For this reflection I decided to talk about a team of Korean artists that goes by the name *Everyware*. They produce stunning interactive artworks by experimenting as much as they can and pushing the lines between the physical and technological world. I also love *Everyware* because they educate the youth and sensitize the population to certain realities with their art. I think that artists have a huge role to play when it comes to education because they are the ones who nurture culture and that culture is the greatest way to transfer a message to a large amount of citizens. I think that just the story of how this art collective got creating demonstrates well *Everyware's* values. The collective started when Hyunwoo Bang, a mechanical engineer, and his wife Yunsil Heo, an art designer, founded the company and did an exposition together. They quickly realised that they would need help to bring their project to fruition so they teamed up with both of their fathers as well as Yunsil's cousin. Now they all work together as a family and own their own studio in Seoul. Simply for that, I think that it shows well how much they nurture community. That theme of community is also still portrayed and emphasized throughout their art project. For instance, they do a lot of artworks intended for kids. Those artworks are simple, interactive pieces that can easily be manipulated by kids. They help them to become excited about art and technology, which is very important nowadays in my opinion. But most importantly, they reuse a lot of materials in their artwork and actually try to create beauty with old materials that aren't useful anymore or old sites that aren't in service anymore. A perfect example of this is the artwork they did in 2017 called *ReRecycle*.

As mentioned before, the artwork I decided to analyse today is called *ReRecycle* and was executed in 2017. I chose this piece out of all the ones in their portfolio because it is the first one that caught my attention. I was instantly captivated by its message, simplicity, visual treatment, interactivity and beauty. For context, this artwork was commissioned for the *Art & Eco Cube* project, which has the goal to preserve the history of idle sewage treatment facilities by adding art installations to them instead of destroying them. I think that this initiative is great, because I grew up in a very ecologically conscious household and have always been told that reusing instead of throwing away is the best someone could do. So seeing artist reusing old abandoned sewage treatment site and treating them as canvases for their artworks is heartwarming. So to embellish this site, *Everyware* decided to hang many different white and black "paintings" all around an infrastructure. But they were not merely paintings. Actually, each of these pieces were done by putting balls painted with different shades of gray in transparent acrylic tubes and then using those

tubes as rows for the final artwork. This created a style very similar to retro pixel art. They made various designs in the same way and hung them all around the abandoned infrastructure. But here comes the best part: Every spectator can interact with these pieces by using the Advanced Reality feature in their phone. Effectively, the artists of *Everyware* created a specific application that recognizes each designs of the artworks hung on the old sewage infrastructure and plays a little animation when the phone's camera is pointed at them. In more details, the app scans the artwork and proceeds to take a selfie of the spectator. Then, it plays a little colored animation of the artworks (which is different for every "painting") that finishes by showcasing the selfie that was taken earlier in a funny and joyful way. Those little pixel animation, that looks like retro games, accentuates the theme of technology and puts into light how the physical artworks became "virtual". I think that it is a great artwork because it embellishes an old sewage treatment site, because the black and white "paintings" creates a really nice harmony with the white finish of the infrastructure and, finally, because the AR technology literally makes the sewage site more colorful and joyful. It is a beautiful artwork that also has a great impact on the community as well, and that is great.

### Bibliography

"Everyware." *Everyware*, [everyware.kr/home/cv/](http://everyware.kr/home/cv/). Accessed 20 Feb. 2025.

"ReRecycle." *Everyware*, [everyware.kr/home/portfolio/re-recycle/](http://everyware.kr/home/portfolio/re-recycle/). Accessed 20 Feb. 2025.