### **REBECCA KAO PRESENTS:**

# HEAVING-HAE CHANG HEAVING HEAVING HAE CHANG HA

### BIO I: The Company

- Seoul-based web art duo
- Est. 1999

"We formed our company in 1999, for practical reasons—net art is relatively cheap to make, and you don't need a studio for all your unsold works"

### BIO II: The Creators

Young-Hae Chang

Korean artist and translator with a Ph.D in aesthetics from Pantheon-Sorbonne University (Universite de Paris 1 Pantheon-Sorbonne)

• Marc Voge

American poet living in Seoul

### BIO III: The Name

#### YHCHI

"YHC for Young-Hae and HI for Marc. We changed Marc into 'HEAVY INDUSTRIES,' because Koreans love big companies and Marc doesn't mind being objectified and capitalized on."

"We live in a country -- South Korea -- that loves its big, powerful companies. We wanted to get some of that love."

### WORK I: The Medium

- Time-based media
- Text-based animation

Adobe Flash

"a software program (Flash) and a medium (the Web) [imposes the difference between our work and work on the printed page]"

"our role was to make the decision to adopt [Flash and the Web] and adapt language to fit them"

### WORK II: The Text

- "Monaco" typeface
   Used in early web programming
- Presented in 20 languages with the help of translators
   English, Korean, French, Japanese, Spanish,
   Portuguese, Dutch, Turkish, Italian, Galician,
   Swedish, Russian, German, Chinese, etc.
- Synchronized to a musical score
   Jazz

### WORK II: The Style

- "Digital literature" or "net art"
- Cinema
- Concrete poetry

INTERVIEWER: Your work, which uses only words as a material for expression, resembles the concrete poems popular in the last century.

YHCHI: The comparison seems inappropriate. We've never found much enjoyment or meaning in concrete poetry.

• Propaganda

### WORK III: The Concept

#### • Political themes

Power, freedom, equality, racism, xenophobia, etc.

INTERVIEWER: How aware are you of what you're saying
in your work?

YHCHI: Not very aware.

### INTERACTIVITY: The Missing Piece

• No distinct interactivity

INTERVIEWER: In his interview, Reinhard Doehl mentioned that it's a pity that YHCHI doesn't use interactivity. Why don't you?

YHCHI: Because we don't know how.

### IDE0L0GY: The Undefined

INTERVIEWER: How would you define the work of YHCHI? Digital poetry or more, digital art? Or something completely new?

YHCHI: Actually, we wouldn't pin it down. No use making it easy on guys like you.

WARNING: READING THIS MAY OR MAY NOT CHANGE YOUR LIFE

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### THE STRUGGLE CONTINUES: Public Art



SAMSUNG: English



### **OPERATION NUKOREA: English**

### YOUNG-HAE CHANG HEAVY INDUSTRIES **PRESENTS OPERATION NUKOREA** THREE

DAKOTA: English

## DAKOTA

### CUNNILINGUS IN NORTH KOREA: English



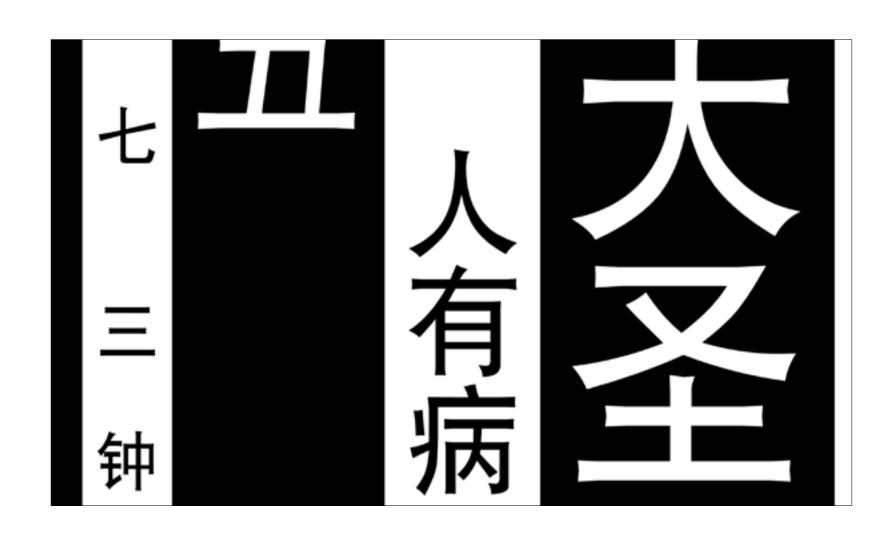
### THE CULTURAL REVOLUTION: TOKYO SHADOWS



RIVIERA: English

### YOUNG-HAE CHAI HEAVY INDUSTR: PRESENTS RIVIERA

### RIVIERA: Chinese



### TRAVELING IN UTOPIA: English/Korean



### WORKS CITED: The Sources

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