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**International Press
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The 11th Seoul Mediacity Biennale announces the launch of Network



Network at PER (Jung-gu, Seoul)

One Escape at a Time, the 11th Seoul Mediacity Biennale hosted by the Seoul Museum of Art (SeMA), introduces **Network**, a citywide project that marks the launch of the Biennale's public program **Echoes**.

On view from 1 August to 31 December, **Network** brings representations of works from the Biennale exhibition to some 100 public and private locations across Seoul, including cafés, shops, bookstores, libraries, cultural institutions, outdoor media facades, and TV broadcasts. Inspired by the popular media's far-reaching distribution models, the representations are distributed throughout the city in the form of posters, short clips, soundtracks, and objects, opening the Biennale up to various modes of engagement with the people and urban landscape of Seoul. A complete list

of participating locations can be found on the Biennale website:

www.mediacityseoul.kr/en/echoes

11th Seoul Mediacity Biennale at K-Pop Square

In partnership with CJ Powercast, Network will also appear on K-Pop Square Media, the COEX Artium media facade, from 28 August to 20 November 2021. Special versions of works by Pauline Boudry / Renate Lorenz, C-U-T, Eisa Jocson, Yuri Pattison, and Tastehouse x WORKS will be screened twice an hour every Wednesday and Saturday on this renowned large-scale media facade in the center of Gangnam.

11th Seoul Mediacity Biennale on TBS

Network will also have a presence in Korean homes through a partnership with the public broadcaster TBS. A selection of moving image works from the Biennale exhibition will be presented in a special hour-long television program.

Network is a part of **Echoes**, the public program of *One Escape at a Time*, which also includes art space collaborations, performances, online projects, guided tours, artist talks, lectures, and workshops that will take place inside the exhibition, online, and throughout the city, extending the reach of the Biennale beyond the physical space of the museum to generate waves of visual and conceptual echoes across the city. Full details of the program will be announced on the Biennale website in August.

Directed by Yung Ma, *One Escape at a Time* is conceived as a proposition to reconsider and reimagine our relationship with escapism, particularly in the context of the current popular media landscape. It aims to put forward escapism as a tool for navigating our fractured realities. It embraces and utilizes this frequently misunderstood concept as a means to connect with the troubling world we live in, and to confront some of today's most pressing and human questions.

Organizer: Seoul Museum of Art

Corporate Sponsors: Hana Financial Group and Hermès Korea

Biennale Patron: RC Foundation

Media Canvas Partner: CJ Powercast

Broadcast Partner: TBS

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Images and credits



Network at Midopa Coffeehouse (Seodaemun-gu, Seoul)



Network at Bookstore the X (Mapo-gu, Seoul)