

## Koo Jeong A, *Prerequisites 7*, 2019

### About *Prerequisites 7*

Koo Jeong A's first augmented reality project *Prerequisites 7*, features a collection of her pen drawings in 2D and 3D, from the artist's book *Nomos Alpha* (2018) and her Instagram account.

Jeong A, whose ephemeral works highlight seemingly unimportant everyday items, often border on the invisible. Her precise drawings explore the poetics of everyday life in humorous ways. In the medium of AR, her sketches take on new agency and in a dimension outside our physical space they become alive.

Viewers are able to activate the geo-located works in specific areas and events around the world by downloading the Acute Art app.

### About Koo Jeong A

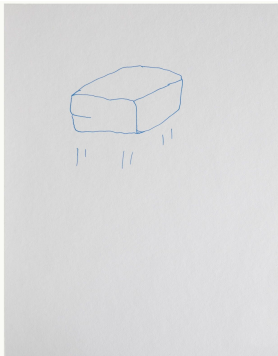
Since the early 1990s, Koo Jeong A has made works that are seemingly casual and commonplace, yet at the same time remarkably precise, deliberate, and considered. Her reflections on the senses and the body incorporate objects, still and moving images, audio elements, and aromas. Many of her works are conceived within site-specific environments that question the limits of fact and fiction, the imaginary and actuality of our world. Koo considers the connection of energies between a place and people, relying on chance to drive her encounters.

Jeong A was named '2016 Artist of the Year' by the Korean Cultural Centre UK. Recent solo exhibitions and commissions of her work include: *ajeongkoo*, Art Sonje Center, Seoul (2017); *Enigma of Beginnings*, Yuz Project Room at Yuz Museum, Shanghai (2016); Koo Jeong A x Wheelscape: Evertro, Everton Park, Liverpool (2015) and *Oussser*, Fondazione La Raia, Novi Ligure (2014).

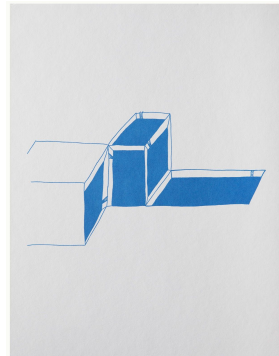
This year, the artist's AR works have been exhibited as part of *Electric* at Frieze New York, in the My Art Guides Venice Meeting Point to coincide with the Venice Biennale, and will be presented in the garden of the Fondation Beyeler during Art Basel 2019.

Koo Jeong A was born in 1967 in Seoul, South Korea. Jeong A lives and works everywhere.

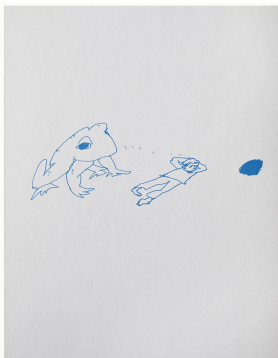
### Assets List



Koo Jeong A, drawing reference for *density*, 2019. From the series *Prerequisites 7*. Augmented Reality. Courtesy of Acute Art and the artist



Koo Jeong A, drawing reference for *complete answer*, 2019. From the series *Prerequisites 7*. Augmented Reality. Courtesy of Acute Art and the artist



Koo Jeong A, drawing reference for *abstruse*, 2019. From the series *Prerequisites 7*. Augmented Reality. Courtesy of Acute Art and the artist



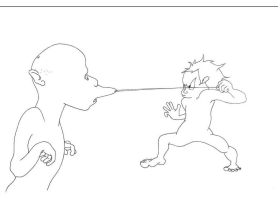
Koo Jeong A, drawing reference for *feasibility*, 2019. From the series *Prerequisites 7*. Augmented Reality. Courtesy of Acute Art and the artist



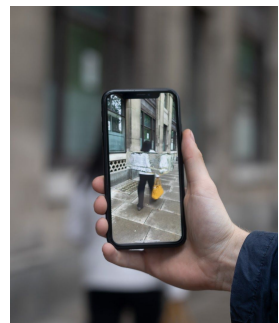
Koo Jeong A, drawing reference for *implusion*, 2019. From the series *Prerequisites 7*. Augmented Reality. Courtesy of Acute Art and the artist



Koo Jeong A, drawing reference for one should stay away from anything worldly, 2019. From the series *Prerequisites 7*. Augmented Reality. Courtesy of Acute Art and the artist



Koo Jeong A, drawing reference for *Ki In Sang Bong (eccentricities reunion)*, 2019. From the series *Prerequisites 7*. Augmented Reality. Courtesy of Acute Art and the artist



Koo Jeong A, AR visualisation of *density*, 2019. From the series *Prerequisites 7*. Augmented Reality. Courtesy of Acute Art and the artist