

[PRESS RELEASE]

CAVA.CITY Project Series #1

@Arcon, Opificio 31, Via Tortona 31, Milano

2019.04.09 - 2019.04.14

CAVA LIFE is a new art commerce brand created for easy and tasteful art consumption. Launched in 2018, we had 532 artworks made by 128 artists registered on our online platform store (www.ca-va.life) and we opened up 3 pop-up stores in Seoul--at a residence, a hotel, and an art museum. After these series of events, we have arrived here in Tortona, Milan. As of this Spring, we will begin our tour to various different cities, setting new records together.

New Art

We are seeking new ideas and creativity, and that “something else,” which can make you reflect about the present, including works that you can see, sit on, hear, wear, and eat. While all created works that touch our human senses are considered, we are engaged with gathering the most innovative and beautiful works- from painting, furniture, ceramic, graphic design, fashion, video, music, performance art and more. This is how we are challenging the thin line that exists between “one man’s trash” and “another man’s treasure.”

10 to 10,000

We do not only deal with works valued at a specific price range and we do not target a small group of consumers. Rather, by placing \$10,000 works beside \$10 works, we create harmony and emphasize each others’ presence.

Digital and Physical

The act of carving and fabricating works by hand is an expression of humanism in and of itself. At the very same time, it is beautiful to see an idea printed in 3D or glide through a screen. The works we deal with reach people in various forms. For instance, a work may come wrapped in bubble wrap, or it may be sent by ticket or email. And some pieces are even made to be used as material to make yet another creation.

Empirical Value

The fourth pop-up show as well as the first exhibition of CAVA.CITY series, the space will be filled with images of collage, reinterpreted by graphic artist May Kim, serves as a device for viewers to look at the art works with new eyes and a catalog for self-docent service. Visitors can check the serial number of the work that was placed with the collage and check and buy it directly with their mobile device. But the highlight comes along with our interactive program 'Find Your Perfect Match' developed in collaboration with CAVA LIFE artists Donghoon Lee, Eobchae Nahee Kim. This service offers each person an art

piece that fits their different audiences' tastes and lifestyles based on an algorithm, to accentuate the needs of uniqueness that every person should have.

New CAVA LIFE is moving forward incorporating online galleries, editing stores, mobile shopping apps and agencies, lead to Paris, New York and Melbourne as of 2019 and 2020.

For More Infos :

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