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For Immediate Release

Bang-Geul Han, *Baguette Hell*

June 21 - July 15, 2012

Opening Reception: Thursday, June 21 6:00pm - 8:00pm

Artist Talk: Thursday, June 21, 6pm

DUMBO 1st Thursday, July 5 6:00pm – 9:00pm



Brooklyn, NY June 2012 - A.I.R. Gallery is proud to announce ***Baguette Hell***, an exhibition of an interactive installation and artist-designed apps by A.I.R. Fellowship Artist Bang-Geul Han.

In her first solo exhibition in New York City, Korean conceptual artist Bang-Geul Han focuses on two popular digital media platforms – iPhone Apps and Twitter. Han's latest interactive projects explore changing modes of communication and shifting boundaries of personal and public space.

Playing on the word “bagatelle” (meaning a trifling or inconsequential thing), *Baguette Hell* features a series of interactive iPad and iPhone apps toying with images of its namesake French bread. Reminiscent of Dadaist exercises, the apps are seemingly impractical or pointless, but are also playful and delightfully strange. Han's interactive project directs our attention to the simultaneously virtual yet tactile, intimate yet global, subjective and interpersonal relationships and spaces emerging from “app culture”. Viewers will be able to interact with the apps in the gallery and ultimately download them from Apple's App Store.

In the interactive video installation *Conversation*, Han presents viewers with the image of a couple sitting at a small table. Despite underlying themes of love and yearning, as the oddly disjointed conversation meanders and bifurcates, it becomes apparent that there is more at work than a simple video playback. Scanning the constant stream of public messages on Twitter for keywords such as “love”, “desire”, and “donut”, the custom-coded software behind Han's video translates these real-time, text-based “tweets” into the verbalized utterances of the couple. Through robotic sequences of articulated words and subtle body gestures, the work becomes a voyeuristic and hypnotic theater of fragmented yet very human attempts at communicating thoughts and desires.

Bang-Geul Han (b. 1978, S. Korea) lives and works in Brooklyn and Potsdam, NY. Han earned an MFA in Electronic Integrated Arts from NYSCC in Alfred, NY and has a BFA in Painting from the Seoul National University in Korea. She works across a variety of media ranging from watercolor to digital video and computer programming. Based in the US since 2003, Han has participated in the Skowhegan School of Painting and Sculpture, the MacDowell Colony, the Triangle Artist's Workshop, and the Artist Alliance Inc's Lower East Side Rotating Studio Program. Currently, she is an artist-in-residence in the Lower Manhattan Cultural Council's Workspace program (2011-2012). For more information please visit www.banggeulhan.net

A.I.R. Gallery – Celebrating 40 years of advocating for women in the visual arts.

A.I.R. Gallery is located at 111 Front Street, #228 in the DUMBO neighborhood of Brooklyn. Gallery hours: Wed. – Sun., 11am to 6pm. For directions please visit www.airgallery.org. For more information please contact Gallery Director, Julie Lohnes at 212-255-6651 or jlohn@airgallery.org.

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