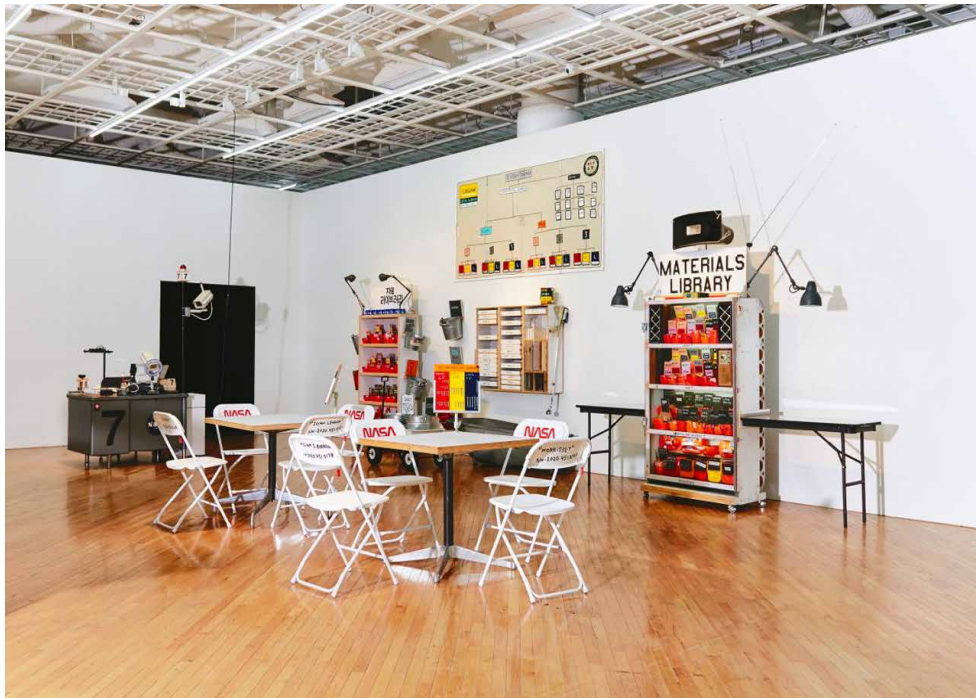


HYPEBEAST

Tom Sachs Presents Three Concurrent Exhibitions in Korea

by Shawn Ghassemitari
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Installation view of 'Tom Sachs Space Program: Indoctrination' at Art Sonje Center
Seunghoon Jeong/Hypbeast

Tom Sachs is showcasing three concurrent exhibitions in Korea centered around his affinity for space, music, Western consumer culture and the burgeoning field of the metaverse.

In the first, *Tom Sachs: Rocket Factory Paintings*, held at Thaddaeus Ropac Seoul, the acclaimed American artist returns to an NFT project he embarked on last summer, where he invited the community to reconfigure 30 branded Component NFTs into unique artworks. In the exhibition, Sachs presents a suite of 14 paintings that are directly inspired by some of the rocket NFT artworks created by the global community.

Apparent on each canvas are numerous branded symbols and characters – from Lisa Simpson and Brian Griffin, NASA and Atari, 7-Eleven and Budweiser – the list goes on. “In my childhood, at the kitchen table we would discuss dad’s new car or mom’s new dress. Brands are the foundation of the dominant religion of our era - consumerism,” said the artist in a statement.

Originating as simple iPad drawings, Sachs referred to the process of creating the NFTs as “comburning” – a first of its kind he noted – where these fan-made rockets would be translated into physical sculptures in Sachs’s Manhattan studio. Operating somewhere between the metaverse and the real world, Sachs challenges our perception of art by pulling the burgeoning digital realm back into the tactile nature of the handmade.

As the name implies, *Tom Sachs: Boombox Retrospective*, held at the BTS-inspired museum HYBE INSIGHT, displays 13 works all centered around the boombox. Each work is made over the past 30 years using the artist’s signature bricolage technique and is inspired by the boombox’ many cultural associations spanning hip-hop, fashion, science and mythology.

Apart from the work on view, the music emitted throughout the space sets itself apart from the other two shows, including past Boombox-inspired exhibitions, in that “it offers the best

TOM SACHS

sound quality among the three exhibitions of the Boombox series so far," said the artist in a statement.

Lastly at the Art Sonje Center, *Tom Sachs Space Program: Indoctrination* presents the artist's fascination with American do-it-yourself culture, particularly focusing on today's overconsumption and society's insatiable need for instant gratification.

Emblematic of his past work, each of the sculptures on view is noticeably inspired by Sachs' affinity for space, along with an emphasis on the human hand in reshaping the world. In this way, *Space Program* can be seen as a glimpse into mankind's existence on Earth and the trajectory in which we of explore and colonize new environments in search of new resources.

Tom Sachs: Rocket Factory Paintings is on view at Thaddaeus Ropac Seoul until August 20. Meanwhile, *Tom Sachs Space Program: Indoctrination* will be on display at Art Sonje Center until August 7 and *Tom Sachs: Boombox Retrospective* is on view at HYBE INSIGHT until September 11.