

2012



[www.aboutartproject.com](http://www.aboutartproject.com)

[blog.naver.com/hanart24](http://blog.naver.com/hanart24)

HAN SEONG MIN  
I'M UR FAN  
Open UR HAPPINESS



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SEONG  
MIN

2012

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Open UR HAPPINESS



Hanseongmin

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- 2010
- MFA, Kookmin University, Visual Communication Design, Seoul, Korea
- 2002
- BFA, KvB Institute of Technology, Digital Media, Sydney, Australia  
(Raffles College of Design and Commerce, AU) / Full-time Scholarship Student

AWARD

- 2010
- HAUS& International Design Competition, Winner Selected, Korea
- 2010
- MAPO Art Center-Visual Art Competition, Winner Selected, Korea
- 2009
- The 19th Korea Tourism Poster Competition, Winter Selected, Korea
- 2007
- Seoul Tourism Souvenir Contest Winners, Bronze Prize Winner, Korea
- 2007
- “Hello, Chelsea! 2007, Winner Selected, NY, USA
- 2005
- The 40th Korea Industrial Design Exhibition, Winner Selected, Korea
- 2004
- The 2nd Korea International Poster Biennale, Winner Selected, Korea
- 2002
- “D-EXPOSURES International Visual Art Competition, Best of Best 6, Australia

SOLO EXHIBITION

- 2012
- CIGE2012, Mapping Asia Solo Show, Beijing China
- 2010
- Hillton Hotel, Invitational Exhibition(Graphic Art), Korea
- 2010
- Gallery Seed, Invitational Solo Exhibition(Graphic Art), Korea
- 2010
- Gallery Namugeuneul, Invitational Solo Exhibition(Graphic Art), Korea
- 2010
- Gallery of Road to the Museum, Invitational Solo Exhibition(Graphic Art), Korea
- 2007
- Gallery INSA, Solo Exhibition(Graphic Art), Korea
- 2005
- Gallery of INSA Art Center, Solo Exhibition(Graphic Art), Korea

GROUP EXHIBITION

- 2012
- “Art Edition 2012” COEX B-hall, Seoul, South Korea
- 2010
- GAGA Contemporary Art Exhibition, GAGA Gallery, Korea
- 2010
- MAPO Art Center-Visual Art Winner Exhibition, MAPO Art Center, Korea
- 2008/7
- Seoul Gift Show, Coex, Korea
- 2007
- “Hello, Chelsea! 2007, PS35 Gallery, NY, USA
- 2007
- International Fan Design Invitational Exhibition. China
- 2006
- X-power 2006 International Poster Exhibition, Wuxi Expo, China
- 2005
- The 40th Korea Industrial Design Exhibition, Korea Design Center, Korea
- 2004
- The 2nd Korea International Poster Biennale, Korea Design Center, Korea
- 2004
- FUN & PUN Exhibition, IDAS, Seoul, Korea



ARTIST NOTE

“Open your happiness”

Han’s artworks are saying that ‘ I am your fan, so be smile’.

We know that FAN is the means of cooling people and it has a little bit aesthetic sense of beauty from its curve and line of Asian originality. But, before han, there was no one who think about the meaning of “Open your mind: open your happiness” Because it was just a FAN. People don’t care about meaning of it. Just see as a cooling object or beautiful mask because of its beauty.

Han always think that if human and parachute would not open perfectly, they can’t fly “

So He decided the keywords of artworks as a title “I am your FAN  
Open your happiness”

Interestingly, as well as of his choice of object has meaning of Open he try to express his art works’s world as the way of expression based on semiology

Simply says, han is searching for “The Objects of Shape Re-Mixed the Korea Traditional Objects”

So far, those creating patterns with the motive of depicting traditional Korean design have largely adopted aes–thetic elements from architecture or other ornamental figures. Artist han would like to propose a new style of designing patterns that re-organizes and re-constructs traditional patterns—one that could be differentiated from the ex-isting method, which faithfully reproduces traditional design for practical uses. Another objective of this study is to improve Korea’s image (using re-constructed patterns) to better

promote its culture, based on the study of character design at the communication level. This study examines the background and concept of expression and the method of pattern design in the context of art history and philosophy. Based on the analysis, the process of expression is developed. The study proposes pattern design and message-oriented character design by selecting cultural prototypes from traditional Korean objects, stylizing their forms and shapes, and disassembling parts of the design to combine the elements in a new fashion.

After he studied in America from middle school to high school, he come back to korea, but with his artistic goal, enter KvB Institute of Technology, Digital Media, Sydney, Australia (Raffles College of Design and Commerce, AU) as a Top Scholarship Student. In abroad,he found the beauty of korea’s FAN, until now, he is working as a artist with smiley FAN. I am expecting his next step with open mind \_

By Jeonghwa Son, Art director of AboutART Project.

Reflection, 100 x 50cm









A Festival of happiness2  
100x50cm, digital printed on canvas  
2010

A Festival of happiness1  
100x50cm, digital printed on canvas  
2010

A Festival of happiness4  
100x60cm, digital printed on canvas  
2011

A Natural high of happiness  
150x100mm, digital printed on canvas  
2009





Beautiful World  
100x100cm  
digital printed on canvas  
2010

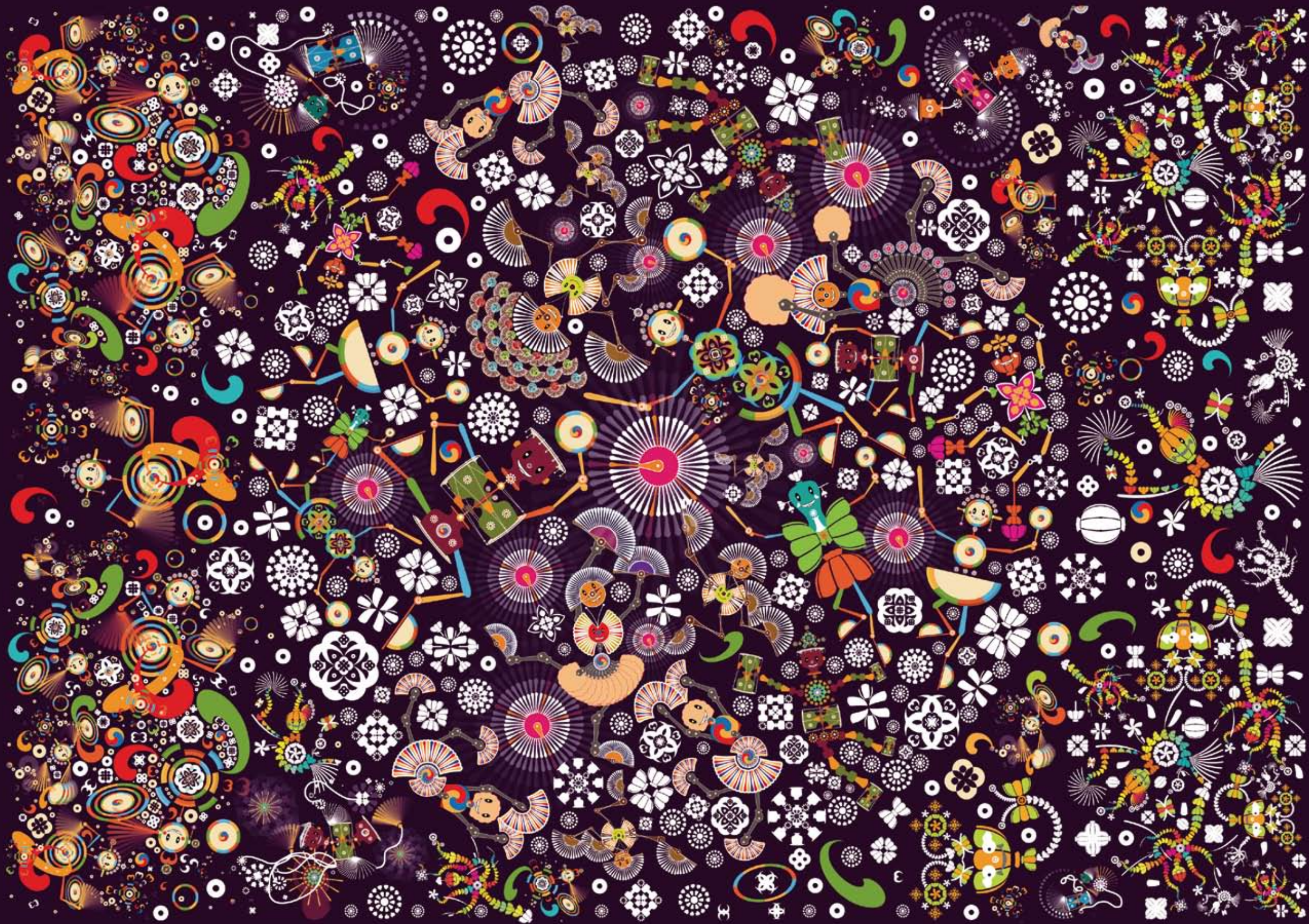




Festival of happiness  
100x140cm  
digital printed on canvas  
2009

Flower garden  
110x110cm  
digital printed on canvas  
2010





Festival of happiness  
100x140cm  
digital printed on canvas  
2009





Between emptiness and fullness

42x29cm

digital printed on canvas

2010



Between emptiness and fullness

140x70cm

digital printed on canvas

2010



A Natural high of happiness

110x150mm

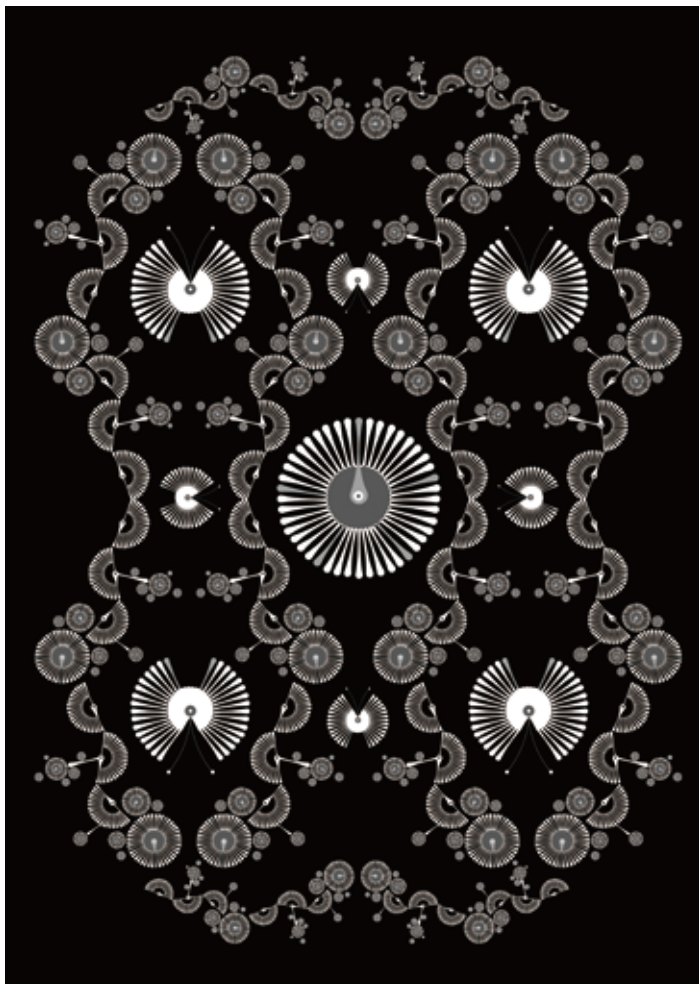
digital printed on canvas

2009





Between emptiness and fullness  
 140x70cm  
 digital printed on canvas  
 2010



Pattern of happiness2  
 110x150cm  
 digital printed on canvas  
 2009

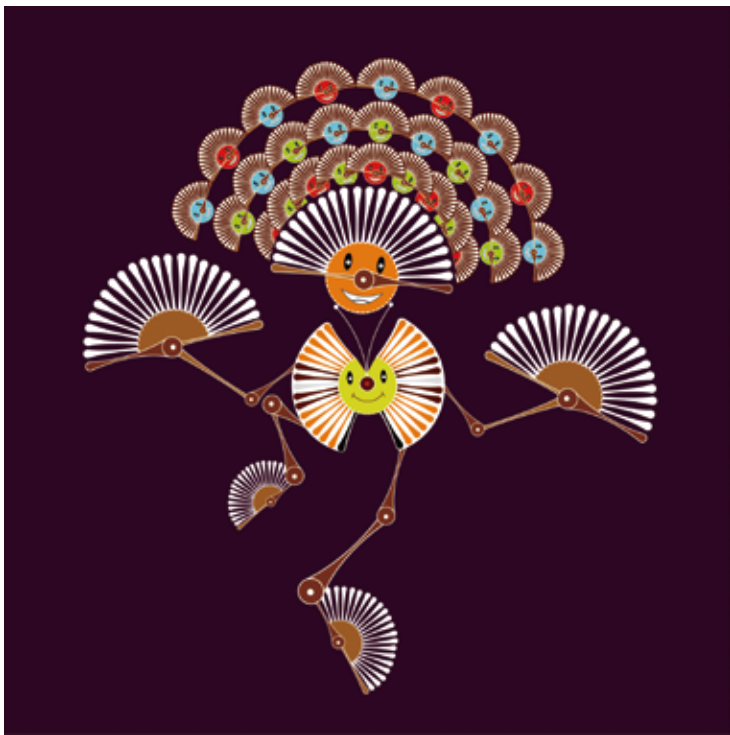


Pattern of happiness3  
 110x150cm  
 digital printed on canvas  
 2009

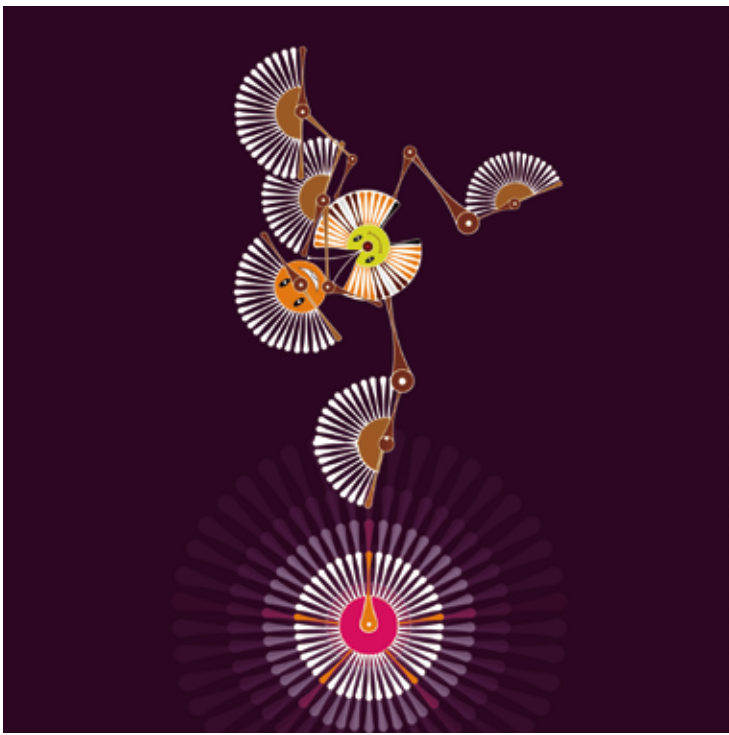


Pattern of happiness4  
 110x150cm  
 digital printed on canvas  
 2009





fan of your happiness I  
90x90cm



fan of your happiness II  
90x90cm



Blooming of your happiness I  
90x90cm

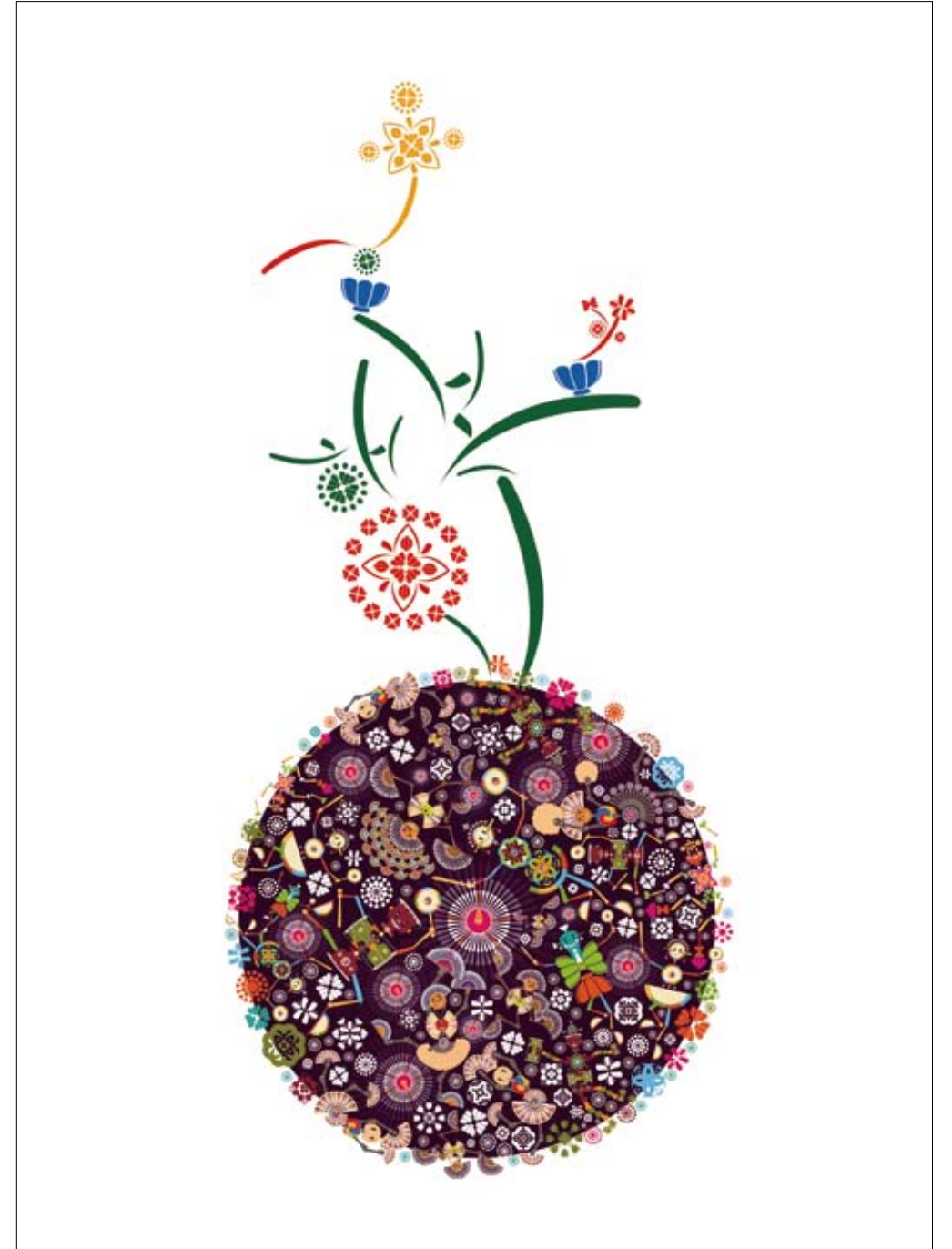


Blooming of your happiness II  
90x90cm





A Natural high of happiness  
150x100mm  
digital printed on canvas  
2009



happy universe in my mind II  
110x150cm  
digital printed on canvas





I am your FAN  
행복을 열다

## ‘내가 너의 Fan이니까, 웃어봐’

한승민의 작품은 이렇게 말하고 있다. Fan는 부채이기도하니 복잡한 맘을 쿨하게 식혀주고, 동시에 누가 뭐래도 나는 당신의 친구이자 응원한다는 맘이 내재한다. 예술작품은 결국 문화 ‘Culture’의 산물이다. Culture는 ‘마음을 경작하다’라는 cultivate라는 용어에서 유래했다는 맥락에서 작가는 한 예술작품의 존재로 인해 좀더 행복을 열어가길 바라는 인간을 배려하는 기본자세에 충실하고 있는 것이다. 그래서 작품의 출발지점이 맘 가는대로, 재밌대로 표현하는 자발적인 기법이야니라 문화가 인간의 맘을 행복하게 해주어야한다는 베이스를 깔고 작품을 시작했다. 좀더 구체적으로 작가는 보는이의 눈을 열고 맘을 열었으면 하는 것이다.

‘낙하산과 마음은 열지 못하면 날지 못한다.’라고 하는 생각을 가진, 한승민의 작품 키워드는 ‘행복을 열고 마음을 열다’이다. 그래서 I am your Fan이라는 명제를 두고, 보는이의 가슴을 열어보이고 싶은 것이다. 소재가 너무 평범하지 않냐라고 누가 뭐라해도 행복을 열어가는데 있어 일상 생활에서 발견한 가장 첫번째 오브제가, 그에게는 부채였다. 그리고 그는 그래픽디자인을 책과 잡지를 넘어선 ‘오브제’로 보는 것, 그리고 전시공간인 ‘화이트큐브’ 내에서 “행복한 도약”을 했다. 전시를 위한 전략은 현혹적인 아우라로부터 디자인 과정을 벗겨내어 컬렉션과 전시를 위한 포맷을 제안함과 동시에 관객이 기대하는 디자인과 아트 조화를 보여주는 것이다.

그래픽 디자인이기에 회화 평면 작업 뿐 아니라, 미디어 영상 이미지로 소리와 함께 interactive 형식으로 연출 하는 것이 가능하다. 작가는 비주얼 이미지로서 행복을 열고, 마음을 열어 세상을 바꿀 수 있기를 꿈꾼다. 행복이 넘쳐나는 정원, 벼를 격려하는 마음을 표현하고자 긍정의 이미지를 끊임없이 구하고 있다. 나비처럼 날아오르고 매화향기처럼 피어날 수 있는 가벼운 소재의 이미지를 찾아 추리해본 결과, 그것은 한국의 부채였다. 부채는 가볍고 경쾌하며, ‘열다’라는 의미를 지니고 있다.

인생을 열고 예술을 열어가며 비움과 채움의 미학적 이미지를 갖고 있어, 살풀이의 춤동작과도 어울린다. 그리고 율동감과 에너지를 불러일으켜주는 의미에서 한국의 장구, 북, 사물놀이 시리즈에서도 밝고 경쾌한 이미지를 찾아 볼 수 있다. 지극히 현대적인 표현 방법과 낯익은 소재의 만남은 단순한 ‘퓨전’이라기 보다는, 필연적인 ‘조우’라고 해야 할 것이다.

새로움을 추구하는 작가가 너무나 익숙하여 이질감마저 드는 이러한 소재들을 굳이 택한 이유는 일상에서 질리도록 사소한 사물마저도 색다르게 표현해내는 것이 예술가로서의 출발이라고 생각했다. 하나의 작은 점에서 시작한 긍정의 소용돌이들이 점차적으로 비슷한 이미지의 이웃을 만나 다양하게 어우러지고, 우리가 살아가는 환경이 되고, 지구가 되고 세계가 되며 인간이 살아가는 우주적 존재감을 표현하기도 한다. 앞으로도 행복을 쫓 피워가고 우주에 날개를 달고 긍정의 이미지들이 파동쳐 나가기를 염원하며 작품을 구상할 것이다.

글  
어바웃 아트 대표  
손정화



**H A N   S E O N G   M I N   /   I ' M   U R   F A N**

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