

# ARTE MUSEUM

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# ARTE MUSEUM

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## ABOUT ARTE MUSEUM

ARTE MUSEUM GANGNEUNG, the third permanent immersive media art exhibition venue unveiled near Gangneung's Gyeongpo Lake in December 2021, presents 17 diverse media art exhibitions under the theme of "VALLEY," reflecting the regional characteristics of Gangwon Province and Gangneung, the heart of the Gangwon region, in a space of 1,500 square meters. Artworks created around the theme of ETERNAL NATURE offer a perfect immersive experience with visually striking elements, sensory sounds, and elegant fragrances. Take a moment to relax and step into the space of eternal nature that ARTE MUSEUM GANGNEUNG offers, leaving behind the tension of all senses.

Step into the world of **ETERNAL NATURE**,  
available only at

**ARTE MUSEUM VALLEY**  
G A N G N E U N G

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# ETERNAL NATURE

At ARTE MUSEUM, you can immerse yourself in an encounter with nature that goes beyond time and space through diverse media artworks themed 'ETERNAL NATURE.'

While it may initially seem that nature and the digital world are at odds, they share a fundamental attribute: eternity. Whether it is the perpetually blooming flowers brought to life by generative art technology or the timeless essence of nature expressed through distinctive spatial designs, we have crafted an experience that breaks free from the limitations of both space and time.

As you engage with this hyper-realistic immersion, you will find yourself intuitively connecting with nature, allowing you to savor moments of contemplation within its eternal embrace.

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## SCENT

ARTE MUSEUM is infused with the essence of nature itself. To recreate the fragrance of nature within the exhibition space, we collaborated with Marianne Nawrocki Sabatier, a renowned perfumer and the Senior Professor at the Grasse Institute of Perfumery, located in Grasse, the heart of the French perfume industry. The natural scents, tailored to each artwork, harmonize with the visual and auditory beauty of ARTE MUSEUM, awakening our senses and guiding us into complete immersion.

## SOUNDSCAPE

Soundscape is created by Music Director Yong-gyu Jang, a globally renowned composer with a stellar reputation for his award-winning work on the scores of more than 50 films and television shows including the critically acclaimed 'Space Sweepers' (2024), 'Train to Busan' (2016), 'The Good, the Bad, the Weird' (2008), and 'Tazza: The High Rollers' (2006). Jang is also the bassist and producer for the Korean Music Award-winning band Leenalchi. ARTE MUSEUM soundscape ranges from meticulously detailed and lifelike nature sounds to the evocative background music for the GARDEN exhibit. Jang's compositions are thoughtfully designed to seamlessly enhance the impact of each artwork.

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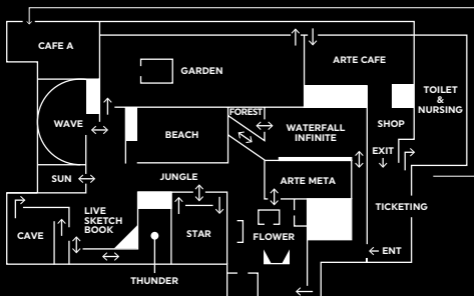
## VIEWING GUIDELINE

This is a public museum for everyone.

Please adhere to the viewing guidelines of ARTE MUSEUM GANGNEUNG.

- There are no refunds after entry, and re-entry after exiting is not allowed.
- Children under 12 years old must be accompanied by a guardian for entry.
- There are no restrooms inside the exhibition hall, so please use the public restrooms outside before entering.
- Bringing in any food items, including water, gum, and candy, is prohibited within the museum.
- All areas within the museum are non-smoking zones (including electronic cigarettes).
- Photography without flash is permitted, but commercial photography/videography is prohibited.
- When using selfie sticks/tripods, please be mindful of others' safety.
- CCTV cameras are installed/operated in key locations for customer safety and crime prevention.
- Disruptive behavior towards other visitors may result in expulsion.
- Please cooperate with on-site staff instructions regarding visitor safety and other related matters.

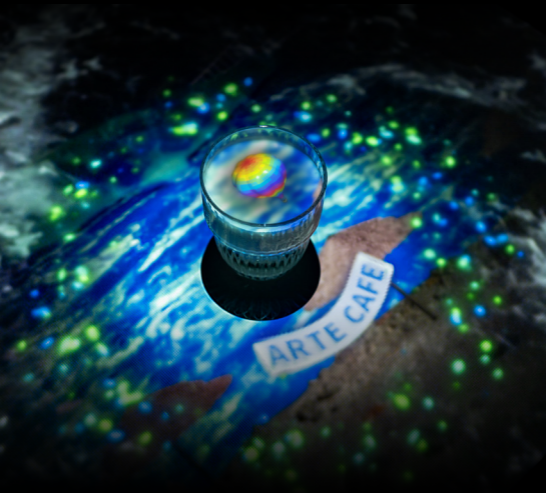
# MAP



1. ARTE MUSEUM GANGNEUNG consists of 17 exhibition spaces and a ARTE CAFE.
2. Utilize the provided map to locate each exhibition space.
3. For a recommended viewing sequence, follow the direction of the arrows (→). Visitors are welcome to spend as much time as they wish at each exhibition space.
4. The GARDEN features two media artworks continuously played under the themes of 'MUSÉE D'ORSAY' and 'LEGACY OF NATIONAL HERITAGE' for 30 minutes.
5. The restroom is located outside of the exhibition hall, so please use the public restrooms outside before entering.
6. Once you exit, re-entry will not be permitted.
7. CAFE A is located outside of the exhibition hall.

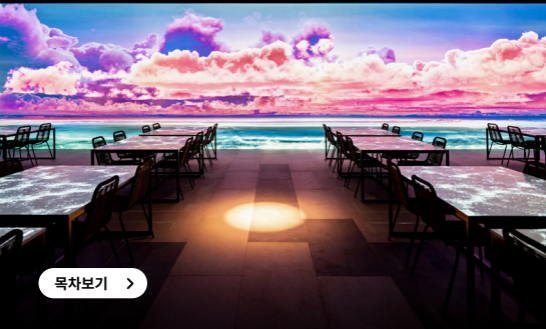
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# ARTE CAFE



## ARTE CAFE

Enjoy a magical time on a table at ARTE CAFE.  
A feast of live garnish expressed with media art  
on attractive drink and dessert menus.  
Enjoy the Gangneung-themed sweet relaxation on a table.



목차보기 >



## EXHIBITIONS



### WATERFALL INFINITE

ENTER THE SURREAL SPACE OF INFINITE WATERFALL

Falling from 8 meters height, this infinitely expanding and magnificent waterfall surrounds you on all six sides of the room.

Experience the spectacular moment of standing in a gravity-defying and surreal space.



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# EXHIBITIONS

## FLOWER

### JOY OF LIFE BY THE INFINITE SYMPHONY OF PETALS

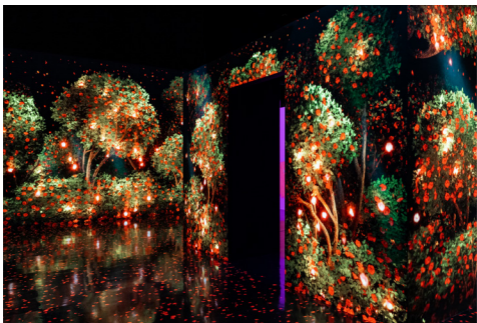
Remember and cherish unforgettable moments amidst the sweet flower breeze and the gentle petal rain. The infinitely stretched space with mirrors and media art conveys the evermore, limitless vitality of flowers.



## FLOWER CAMELLIA

### MEET THE FLOWER OF LOVE AND THE CYCLE OF LIFE

Camellia blooms when the wind cools. It has no scent, but its radiance allures the Chickadees to help the flower bloom. Once they reach the most exquisite flowering state, the camellia in full bloom falls as it is. Feel the beauty of their vibrant and poetic life, which resembles the lyrical and exquisite beauty of ours.



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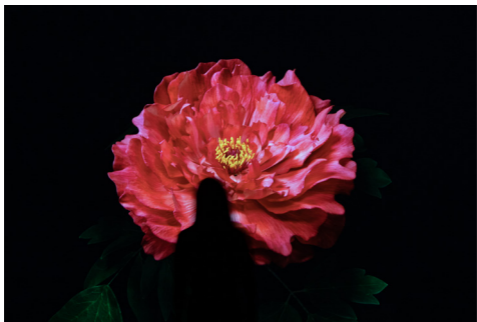
## EXHIBITIONS



### FLOWER ODYSSEY

#### THE SAGA OF FLOWERS

Venture into a world where the subtle evolution of a blossoming flower unfolds in a timelapse sequence. Encounter the flower's history anew through the shifting colors of its petals, and watch as the room transforms with each distinct blossom that comes into focus.



### FLOWER MORANDO

ETERNITY, SUBLIMITY, AND INFINITE POTENTIAL ENCAPSULATED IN MORANDO  
Since ancient times, Morando (peony) has been used as a motif in paintings symbolizing the beginning and end of life, prosperity, glory, and royalty, and it continues to hold significance in modern-day ceremonies. Capture the everlasting bloom and wither of the peony, with its eternity portrayed in a surrealistic landscape using time-lapse technique.

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## EXHIBITIONS



### **FLOWER CAMELLIA UNDERWATER**

THE ENIGMATIC AND ENDURING VITALITY OF WATER

Experience the mesmerizing spectacle of camellias continuously blooming underwater, captivating observers like an enchanting fantasy.

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## EXHIBITIONS



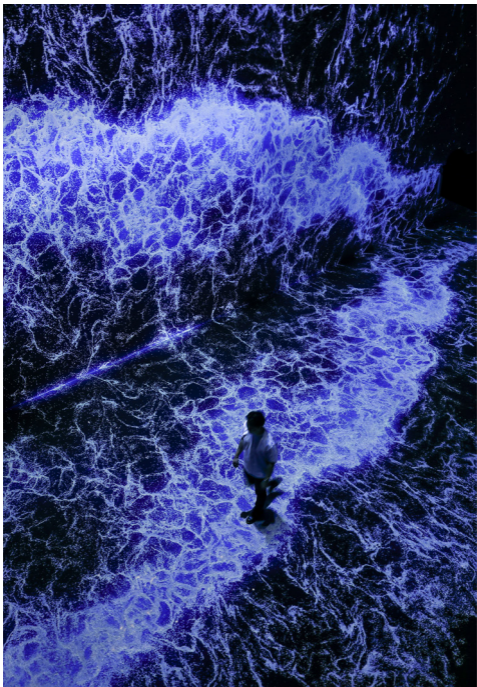
### ARTE META [SPIRIT FOREST] INCANTO

CROSSING BETWEEN REAL AND META:  
THE FIRST 'USER-GENERATIVE' ART

Encounter the Spirit of Land, one of the Four Elementals that grace the world with the energy of longevity, regeneration, and eternal youth. The Spirit's skin created by Hackatao encapsulates their worldview, visually codifying different kinds of social issues and messages. The Spirit's body imagined by ARTE META is made up of flowers that represent the vigor of the land and the cycle of new life, rejuvenation, and revival. This 'user-generative' work responds to an audience's presence and action with different patterns and colors. Each interaction creates a new variation of the Spirit, making as many different kinds of deer as the number of visitors to this mystical forest.

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## EXHIBITIONS



### STARRY BEACH

A SPACE ENTIRELY FILLED WITH THE OCEAN

With the refreshing sound of waves, the waves defy gravity as they powerfully stretch upwards along the massive height of the wall, only to recede and rise repeatedly.

This artwork, inspired by the essence of waves in the dark night ocean, provides the audience with a new world of imagination through its unique intuitiveness and popularity.

Originally showcased as a solo exhibition at Kukje Gallery in 2020 by d'strict, this amalgamation of art and technology creates a surreal depiction of waves that envelop the space, resembling glistening stars in the night sky.

# EXHIBITIONS



## FOREST

### SACRED FOREST OF MYSTIC SPIRITS

Meet the mystical spirits living in this sacred and untouched forest. Stroll through the land of healing and restoration, protected by the spirits of water, wind, earth, and fire.

# EXHIBITIONS

## JUNGLE

### NEW PERSONA EMERGING FROM THE TROPICAL RAINFOREST

Meet the jungle animals whose colors and patterns change according to the environment and light.



## JUNGLE TROPIC

The dazzling jungle constantly changes colors. Meet mystical animals that change their body color to become one with the ever-changing jungle.





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## EXHIBITIONS

### STAR

#### FEAST OF STARLIGHT MADE WITH PAPER ART

Enjoy a feast of shining lights between paper art and music. Step into the center of the universe surrounded by starlight while the fete of paper art illuminates an infinitely stretched room of mirrors.



### STAR RAINDROPS

Watch the raindrops falling under the eaves and listen to the melody of scenery blowing in the wind. Take a stroll along the rhythm of the raindrops. Witness the revelation of a majestic rainbow thereafter.



# EXHIBITIONS

## LIVE SKETCHBOOK

CREATING A WORLD WITH MY OWN DRAWING

Bring your drawings to life. The colorful animals you create will come alive and fill the grand nature inside the widescreen.



## LIVE SKETCHBOOK VALLEY

Welcome to Mureungdown, a paradise of vitality and vigor. Animals brought to life from folktales fill the beautiful canyon surrounded by the alluring energy of a fresh breeze.



## EXHIBITIONS



### THUNDER

#### FEAR AND WONDER IN THE MIDST OF THUNDERSTORM

Witness a giant lightning bolt in the midst of thunder. The visual intensity and auditory grandeur will create an experience full of suspense. Brace yourself for breathtaking views of the world inside of rain clouds.



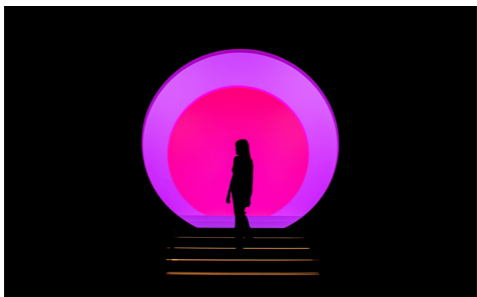
### CAVE

#### MYSTERIOUS CAVE THAT CHANGES WITH LIFE

The seemingly endless, mysterious cave constantly transforms like a lifeform. Take a transcendental journey from a rock cave to a forest cave and finally to a surreal world that goes beyond space.

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## EXHIBITIONS



### SUN

#### MAGNIFICENT SUN OF VIGOR

Embrace the fiery energy of the sun. Walk into the sun to find the origin of light; you will be reinvigorated by the force of life.



### WAVE

#### ENTRAPPED, ENORMOUS, GUSHING WAVE

A colossal wave looms over spectators from within a giant glass tank, extended with an anamorphic technique, before finally crashing against the glass wall. Viewers can experience the paradoxical resonance of the wave as it constantly arises and seemingly overflows, only to crash into foam right before their eyes. Initially showcased in Seoul's Samseong-dong area in 2020 by the digital design company d'strict, WAVE brings the raw power of Mother Nature to the heart of the city center, offering solace and comfort to countless individuals during the pandemic.

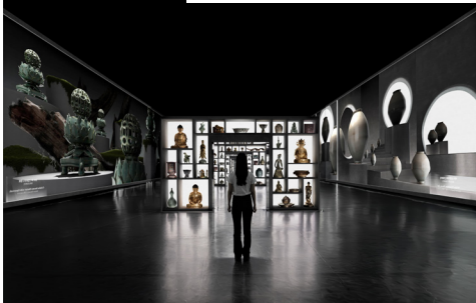
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# THE HERITAGE GARDEN

## GARDEN

GARDEN OF LIGHT CULTIVATED BY GIGANTIC MEDIA ART  
A series of monumental media art will transform your surroundings into a new place. Immerse yourself in this gorgeous combination of light and sound. Take a stroll, relax, and immerse yourself in art in this splendid and welcoming garden.

### THE HERITAGE GARDEN #1



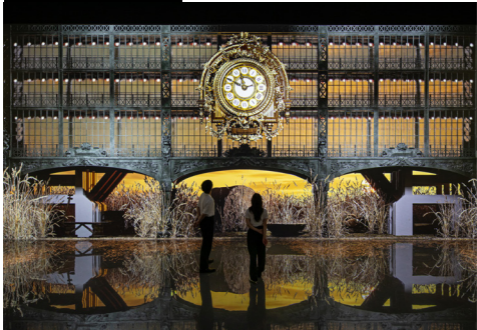
## THREADS OF CONNECTION

THIS SPECIAL EXHIBITION HIGHLIGHTS THE VALUE AND LEGACY OF KOREAN NATIONAL HERITAGE UNDER THE THEME OF "CONNECTION." It conveys the message of continued enjoyment to share the value of Korean national heritage so that its beauty is connected further and longer. The cultural heritage, intangible cultural heritage, and royal palaces, brought to life through 3D assets of national heritage, are transformed into mesmerizing media art, leaving a lasting impression.



# THE HERITAGE GARDEN

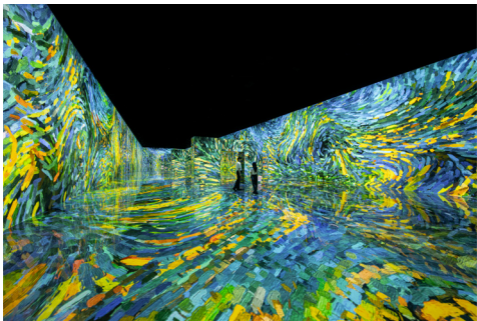
## THE HERITAGE GARDEN #2



### GARDEN

#### ARTE MUSEUM X MUSÉE D'ORSAY

MUSÉE D'ORSAY'S COLLECTION REINTERPRETED BY ARTE MUSEUM  
ARTE MUSEUM offers a unique reinterpretation of the history and collections of the Musée d'Orsay, resulting in an ultra-large-scale media artwork. Beginning with its origins as a train station, this installation presents artworks from various movements and artists through innovative perspectives. Accompanied by original classical music, this exhibition provides fresh inspiration and a new way to experience these masterpieces.



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# VISIT INFORMATION

## VISIT INFORMATION

Opening Hours: 10:00 - 20:00 (Monday-Sunday)

Last Admission: 19:00

Exhibition Period: Open year-round

## LOCATION

131, Nanseolheon-ro, Gangneung-si, Gangwon-do

 [KR.ARTEMUSEUM.COM/GANGNEUNG](http://KR.ARTEMUSEUM.COM/GANGNEUNG)

 [INSTAGRAM.COM/@ARTEMUSEUM\\_GANGNEUNG](https://www.instagram.com/@ARTEMUSEUM_GANGNEUNG)

 [FACEBOOK.COM/@ARTEMUSEUM.KOREA](https://www.facebook.com/@ARTEMUSEUM.KOREA)

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