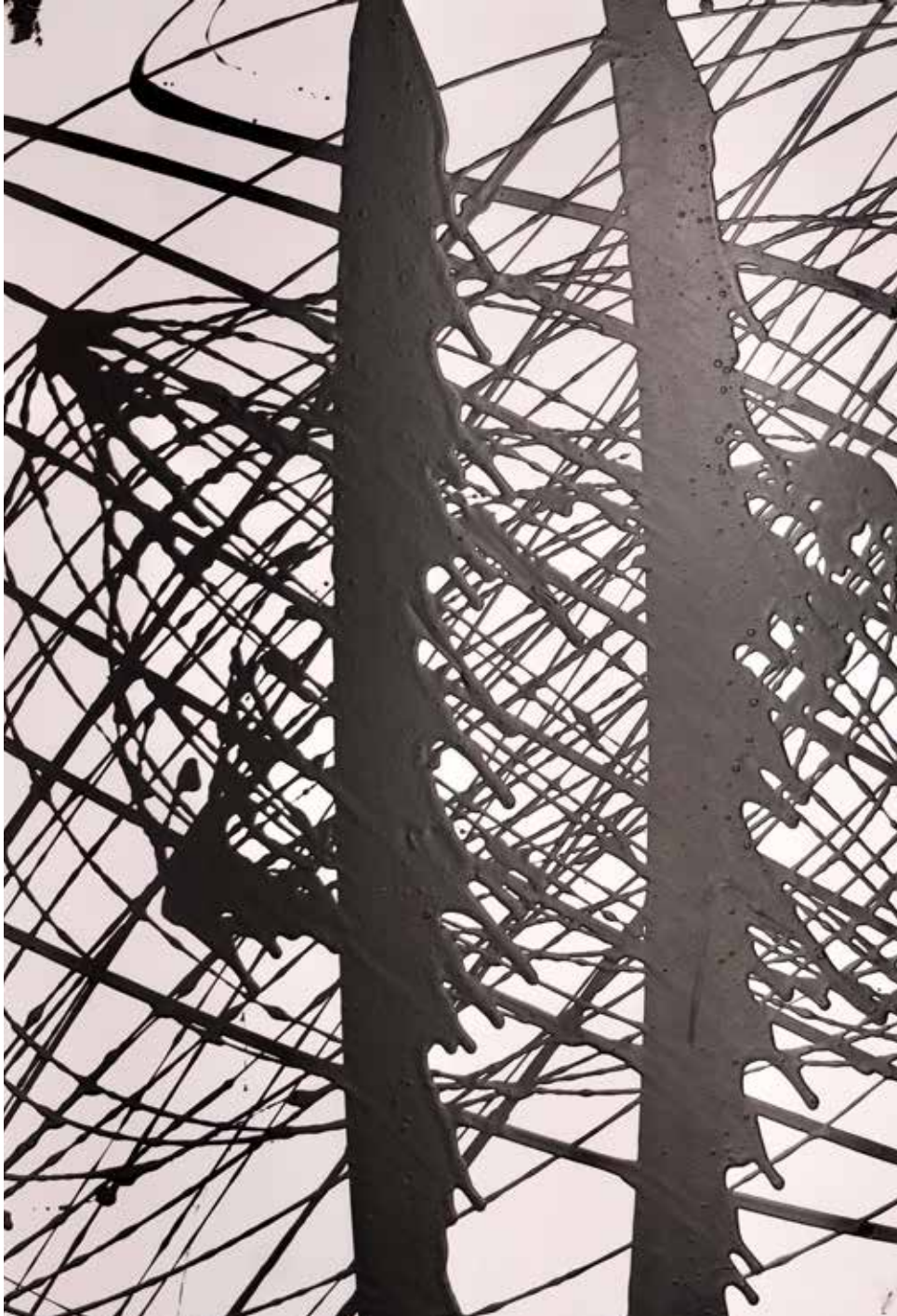


START

ART FAIR LONDON 13-17 OCTOBER 2021



HENRY LAU, *Invigorate*, 2020, Acrylic on foam board, 91 x 61 cm

Korean Pop Art Wave Hits London Art Fair

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In a world first, three major Kpop stars today announce that they will debut their artwork at START Art Fair, taking place in October 2021 at London's Saatchi Gallery.

Having sold millions of albums, the Kpop singers have chosen this established art fair to unveil their work to the world.

Ohnim, Yoo yeon and HENRY LAU will showcase their paintings, photography and limited editions when the show opens its doors to coincide with Frieze Art Week from the 13 to 17 October 2021.

HENRY LAU, a Kpop star of Chinese-Canadian heritage says: *"I am beyond excited about showing my art globally at START and for the first time in the UK at the prestigious Saatchi Gallery during a key month in the art calendar. It has become a very important part of my life and I hope that fans new and old will enjoy seeing it in person. Showing my art alongside other Kpop stars Ohnim and Yoo yeon is also very exciting to me."*

The fair's director and curator Grey Skipwith commented: *"In the week that Kpop was confirmed as the music industry's biggest success of 2020, it is very exciting to be able to bring the South-Korean phenomenon of Kpop to the UK and unveil some of its biggest stars to a brand new audience. Frieze week is the perfect opportunity to launch their work to an international audience."*

In advance of the live fair opening, the START.art digital platform will launch in June 2021, giving global collectors an exclusive chance to view and purchase a curated selection of artworks by ten featured artists including limited editions by the Kpop stars.

Fair founder David Ciclitira comments: *"We are delighted to be able to confirm the dates for the eighth edition of START Art Fair. START plays an important role as a firm annual art-calendar fixture in London, connecting collectors and artists from all over the world and at no point has this been needed more than after such a long period of disruption. I am incredibly proud that the new genre of Kpop stars have chosen to launch their art on START.art alongside established artists from around the world."*



HENRY LAU



Ohnim



Yoo yeon



Yoo yeon, *Vision*, 2020, Photography, 100 x 200 cm



Ohnim, *4th First Love*, 2020, Acrylic on canvas, 150 x 150 cm

Notes to Editors:

For all media enquiries please contact JBPR job@jb-pr.com / clare@jb-pr.com

For further information please visit www.startartfair.com

About the Kpop Artists:

Ohnim: Known globally in the music world as Mino, this rapper and producer from the Kpop band Winner will present his paintings under the name Ohnim.

Yoo yeon: An accomplished musician, actor and photographer, he performs in the hit Kpop band Winner under the name Kang Seung-yoon. He will unveil his photography at START art fair in 2021 under the name Yoo yeon.

HENRY LAU: A Chinese-Canadian artist, actor, producer and classically trained musician, Henry will debut his artworks under the name HENRY LAU.

About START.art Digital Platform:

Introducing START.art, the latest creation by the founders of the Global Eye Programme. This website is an innovative, first of its kind platform, that curates emerging artists and brings their work to the masses. The world is changing and so must we. Galleries will continue to exist but art needs to be more accessible to people in every corner of the world. We want to bring art to the people not people to the art. START.art will not only be a sales platform for selected artists and artworks but will also serve as an education tool for the first-time collector with expert curators on hand to give advice.

About START Art Fair:

Since its inception START Art Fair has helped springboard a wealth of exciting young talent and is now arguably the most international of contemporary art fairs with galleries and creatives from every continent, the event is widely known for showcasing tomorrow's stars. The fair continues to act as a snapshot of new art from around the world in an intimately sized event with the aim to help navigate critics and collectors through the rapidly growing geographical expansion of the art world. START remains an independent art fair, with a global audience. Complementing START's ethos of presenting up and coming artists and galleries are a series of curated projects that reflect the Fair's global agenda. This year START Projects will include, a START.art curated exhibition that will include ten featured artists, Kpop.art featuring the works of three of Korea's biggest stars, a teaser exhibition combining the Best of Cape Town and Southern Africa Eye projects, the winner of 2020's Global Eye Award, Spotlight Italia which is supported by the Italian Embassy, London and Prince's Foundation School of Traditional Art's 2020 Ciclitira Prize Winner. The entire START team looks forward to START 2021 at Saatchi Gallery and to this year's fair being hugely successful. Prince's Foundation winner of the 2019 Ciclitira Prize.