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GENESIS PARTICIPATES AS LEAD SUPPORTER FOR ‘DO HO SUH’ EXHIBITION AT THE NATIONAL MUSEUM OF MODERN AND CONTEMPORARY ART, KOREA

- World-renowned artist Do Ho Suh’s expansive solo exhibition will be presented from Aug. 27 to Feb. 9, 2027
- The major exhibition features more than 500 artworks, spanning the artist’s earliest and latest pieces, exploring themes of space, memory and identity
- Genesis continues its collaboration with cultural institutions and visionaries, sharing its commitment to cultivating authentic experiences through the arts

SEOUL, Aug. 26, 2026 — Genesis announced today that it is the lead supporter of “Do Ho Suh,” a new major exhibition at the National Museum of Modern and Contemporary Art, Korea (MMCA) in Seoul, running from Aug. 27 to Feb. 9, 2027.

This expansive exhibition presented by the National Museum of Modern and Contemporary Art, Korea (MMCA) offers a comprehensive look at the 30-year practice of globally acclaimed artist Do Ho Suh. Featuring approximately 500 artworks, including drawings, sculptures, videos and installations, the exhibition closely examines Suh’s artistic perspective evolved across time and space.

Bringing together works ranging from previously unseen early pieces to ongoing recent projects, the exhibition delves deeply into the artist’s enduring investigations: the concepts of home and migration, the interplay of memory and identity, and the relationship between the individual and the collective.

Notable works include his iconic “Rubbing/Loving” series, in which the artist traced the memory of places he once inhabited by covering them with traditional Korean paper, “hanji,” and rubbing their surfaces with graphite and colored pencil. The exhibition also features the “Bridge Project” — which scales the concept of building a bridge that connects three homes Suh has lived, blurring the spatial, temporal, psychological, and cultural boundaries between Seoul, New York, and London — alongside early works like “Who Am We?” (2000) and “Floor” (1997–2000), which explore the relationship between the individual and collective society.

Several newly created or repurposed works supported by Genesis for “The Genesis Exhibition: Do Ho Suh: Walk the House” at Tate Modern, London last year, will be presented to audiences in Korea for the first time. Among them are “Nest/s” (2024) and “Perfect Home: London,



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Horsham, New York, Berlin, Providence, Seoul” (2024). These life-sized installations recreate the artist's past and present residences using layers of translucent fabric. Visitors are invited to walk through these immersive structures, reflecting on the relationship between migration and settlement, place and memory.

Marking the most extensive presentation of Suh's work to date, the exhibition features unseen early works as well as newly unveiled projects. A large structure titled “Seed Bank” houses the artist's foundational works, including childhood drawings and his university projects. Elsewhere in the exhibition, the newly unveiled “Memory of Love” (2026) poignantly explores the deep connections between the body, clothing and the home, extending the artist's personal memories to the lived experiences of the audience.

From Dec. 18, the artist's renowned large-scale installation, “Apartment A, Unit 2, Corridor and Staircase, 348 West 22nd Street, New York, NY 10011, USA” (2012), will be added to complete the expansive exhibition. Presented within the soaring open space of MMCA Seoul Box, the installation offers visitors a rare opportunity to fully experience the breathtaking architectural scale of the piece.

“We are honored to support the ‘Do Ho Suh’ exhibition, which invites nuanced reflection on the fundamentals of human existence through the interwoven relationships between memory and space, and the individual and collective,” said DooEun Choi, Art Director of Hyundai Motor. “We hope the exhibition offers the audience an artistic experience that opens new perspectives on the self and the world, while illuminating values that transcend time and space.”

Reflecting its commitment to cultivating authentic experiences, Genesis will continue expanding its collaborations with leading art institutions and visionaries to inspire profound cultural dialogue with broader audiences, building on initiatives such as The Genesis Facade Commission at The Metropolitan Museum of Art and The Genesis Talks at the Los Angeles County Museum of Art (LACMA).

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