

10 Corso Como Seoul
CHO GI-SEOK <FANTASY>



10 Corso Como Seoul which introduces culture, such as fashion, design, books, beauty, and culinary presents a solo exhibition with a leading fashion photographer based in Korea, Cho Gi-Seok, in a celebration of its 10 on 10.

The exhibition titled "fantasy" starts from Oct 21st to Nov 20th and this is a very first exhibition of him in Korea. In the exhibition, audience will be guided into universe of Gi-seok with selected 30 photography.

Born in 1992, Cho grew up with explosive growth of the Internet. Due to the background, he would reinterpret various visual stimuli we encounter in the digital world with his own perspective. Particularly, the worldview that crosses the border between utopia and dystopia is found repeatedly in his works. Images separated from the real world, are also represented by images of bodies, flowers, and butterflies. Among the repeated motifs, a flower is the most impressive element. He removes the petals and stamens, reassembles them, and adds sparks to express the wild and beauty of flowers we have never seen before.

In addition, in completing his image, he carefully composes and deliberately arranges all elements such as lighting, colors, props and clothes. The impeccable beauty that it conveys in the artist's imagination and from time to time this ideal beauty is connected with the spirit of the times and social issues.

Above all, the words that represents the artist's idea is coexistence. The artist intends to emphasize that the environment surrounding him and other members of the contemporary society alternates between incongruity and harmony. The aesthetics surrounding the artist go back and forth between city, nature, past, future, analog and digital, and all these elements are organically connected and influencing each other, and it is said that they constitute our modern life. This exhibition would continue until November 20th at Gallery Space on the 3rd floor of 10 Corso Como Seoul Cheongdam.

□ **Gi-seok Cho (1992 ~)**

Cho Gi-seok is a leading photographer in Korea, who is called the most in-demand photographer of the generation by building his own world of visual.

Studied graphic design at Kookmin university, he started his first career as a graphic and a set designer. While he continued graphic design and art directing, he wanted to visually deliver his message in more accurate way, then expanded his range of work to photography.

Since then, he has continuously presented creative works including creative directing, films, and graphic designs through various media. In addition, he is a creative director for his own fashion label Kusikohc, which is named after the backwards spelling of his name.

Cho has been collaborating with magazines including Vogue Italy, Beauty Papers, Perfect Magazine, CR Fashion, Kinfolk and with brands such as Prada, Nike, Adidas, Cartier, Bulgari and so forth.

In March of 2021, his very first exhibition <Coexistence> was presented in Fotografiska of Stockholm in Sweden, which is known as a renowned photography museum, and a solo exhibition was followed in Fotografiska of New York City. In 2022, as a representative fashion photographer of Korea, Cho was selected for BoF 500, and it has ensured a strong presence as an artist.

□ Key images of Cho



[COEXISTENCE #7 _ 2021]



[UNTITLED #4 _ 2020]



[COEXISTENCE #2 _ 2020]



[FLOWER STUDY #1 _ 2019]



[UNTITLED #2 _ 2021]