

HYEWON JEONG

We are, each of us, a small universe.

Drawing inspiration from the creatures and figurative depicted within East Asia mythology, I create ravishing pieces that arouse a sense of wonder and introspection. My artistry seamlessly blends drawing, Printing and experimental embroidery to convey complex emotions and narratives, leaving a lasting impression on the viewer. I aim to explore the interconnectedness of perception, and artistic expression, by interplaying and experimenting between the mediums and visual disciplines. It starts from producing sculptural object collections and how they are translated with specific narratives as photography. Fantasy narratives delve into the realms of mythology, accompanying vivid figurative language and symbolic elements that take on meaning within specific contexts. They ignite my curiosity, particularly when exploring the fascinating creatures and intricate relationships between humans and non-humans. This curiosity has been fueling my imagination since my childhood. These narratives exist on the threshold between spiritual realms and reality, offering deep insights that guide my perspectives and shape the visions of the future. My artistic journey has led me to experiment with the context with diverse textile techniques, and crafting sculptural jewelry using beads. However, these experiences have ignited my curiosity to venture into uncharted territory, paving the way for my interest in the visual styling for photography. My interest has been towards to how the objects could be visually translated in front of the camera, bringing their own narratives behind of the design. It is truly compelling that the visualization of objects can be sublimated as a passage to communicate with viewers and visitors, by drawing out another beauty when they interplay with additional elements, lighting, styling and the set in the end completes the entire scenery. I am particularly intrigued by the ways in which the philosophical concept of each theme, can be visually manifested in both objects production and campaign photography providing a metaphorical lens through which it can reflect symbols, creatures depicted in Korean mythology are infused into my creations, I believe I can offer unique insights into the intricate the images in the real sculptural objects and imagery manipulation.

WEBSITES

KABK graduation project

exposed.kabk.nl/2022/yearfour/hyewon

SOCIAL MEDIA

www.instagram.com/hyewonjeong/?hl=en

EDUCATION

- 2022 - Textile exposed Keep An Eye
2022 foundation
- 2020 - Embroidery, Jacquard Weaving
2020 workshop Textielmuseum Tilburg
- 2017 - Textile and Fashion Den Haag,
2022 Koninklijke Academie van Beeldende
Kunsten diploma
- 2015 - Visual Communication design
2016 Kyungpook National University

EXHIBITIONS

- 2023 Obsessed! Trixie Den Haag The Hague,
Netherlands Participation in the jewelry
festival "Obsessed!" organized by Current
Obsession Magazine
www.obsessedwithjewellery.com/
Solo
- 2022 2022 KABK Fashion and Textile Exposed
Amare Den Haag The Hague, Netherlands
2022 KABK Fashion and Textile Exposed
exposed.kabk.nl/2022
Group

PROJECTS

2022 Breathing Universe GRADUATION FESTIVAL @ KABK The Hague, Netherlands exposed.kabk.nl/2022
Graduation project

PUBLICATIONS

2023 Bloomed Sorrow E-book Mirror Mirror Magazine Amsterdam, Netherlands www.mirror-mirror.nl/inspiration-1/jannieampjiyoung7 Participation as a Visual director/jewelry designer for beauty editorial

2023 Storyteller Book Roll Up Magazine SGM Media Group New York, United States rollupmagazine.com/ Participation as a visual stylist for the exclusive fashion editorial

2023 Fever Dream E-book Sicky magazine Alejandro Reyes Berlin, Germany sickymag.com/fever-dream/ Participation as a stylist/ art director for the fashion editorials

REVIEWS

2023 So Mint! Website Veronika, Frank Amsterdam, Netherlands www.current-obsession.com/so-mint-breathing-universe-0-5-by-hyewon-jeong/
Graduation collection interview with Current! Obsession Magazine



Bloomed Sorrow, 2023
Beaded jewellery production, 4cm x 13cm x 25cm



My Bizarre Mermaid, 2023
Metal craft, jewelry design, 2cm x 4cm x 18cm, 2cm x 3cm x 24cm



Fever dream, 2023
Beads Craft, 3-5cm x 20-40cm x 20-38cm



Fever Dream, 2023
Art direction, visual styling, 29.7cm x 42 cm



Bloomed sorrow, 2023
Beads craft, 5cm x 11cm x 14cm



Bloomed sorrow, 2023
Beads craft, 6cm x 14cm x 20cm



My Bizarre mermaid, 2023
Metal craft and beads craft, 2-6cm x 18cm x 35cm



Breathing Universe, 2022
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Breathing Universe, 2022
Art direction, styling, 29.7 x 42 cm



Universe is a 'world' defined and created by artists that show their identities, themes based on their thoughts and theories.

Breathing Universe, 2022
Art direction, styling, 29.7 x 42 cm