

Digital Craftsmanship

2025 한국영상학회 가을 국제초대전
2025 KOSMA FALL International Invitational Exhibition

DATE
2025. 12. 19.(Fri) - 12. 21.(Sun)

PLACE
Sungkyun Galley

초대의 글

《Digital Craftsmanship》 전시는 디지털 환경에서 작동하는 생성형 AI, 알고리즘, 인터페이스, 그리고 자동화된 제작 도구들이 이제 예술가의 작업 과정속에 깊이 스며들어 제 3의 손처럼 함께 움직이고 있지만 기술이 모든것을 대신 해줄 것 같은 시대에도, 창작의 본질은 여전히 인간의 감각, 판단, 그리고 몸의 개입에서 비롯된다는 사실을 우리는 다시 환기합니다.

예측 불가능한 오류, 디지털 리스크, 알고리즘적 우연성과 같은 새로운 불확실성들은 오히려 오늘날의 창작자에게 또 다른 형태의 '수작업' 을 요구합니다. 이 전시에 참여한 작가들은 바로 그 지점을 탐구하며, 디지털 도구와 인간적 개입이 서로 긴장하고 교차하는 순간을 작품으로 드러냅니다.

'Digital Craftsmanship' 은 디지털 시대의 장인이란 누구인지, 그리고 인간의 손과 기술의 손이 어떻게 다시 연결되고 재구성되는지를 묻습니다.

전시된 작품들이 여러분께 오늘날에 이르러 크래프트맨십의 의미를 사유하게 하고, 나아가 예술가의 손이 다시 체화되는 방식에 대한 새로운 시각을 열어주길 바랍니다.

바쁘신 가운데 전시에 함께해 주신 모든 분들께 감사드리며, 각 작품이 담고 있는 깊은 탐구와 실험의 흔적을 천천히 음미해 볼 시간을 기대합니다.

감사합니다.

2025년 12월
사단법인 한국영상학회 제 14대 회장
이준희

Note of Invitation

In today's digital environment, generative AI, algorithms, interfaces, and automated production tools have become deeply embedded in the way images and moving images are made. They now operate almost like a "third hand" in the studio, shaping and transforming material alongside the artist. At the same time, even in an age when technology seems capable of doing almost everything for us, we are reminded that the core of artistic creation still emerges from human perception, judgment, and the active presence of the body.

Unpredictable glitches, digital risk, and algorithmic chance introduce new layers of uncertainty into the creative process. Rather than eliminating the need for skill, these conditions demand a different kind of "handwork" from artists—one that involves navigating, reworking, and sometimes even embracing error and instability. The practices gathered under "Digital Craftsmanship" grow out of this shifting landscape, where digital tools and human intervention continually intersect, collide, and are renegotiated.

Against this backdrop, the exhibition asks who the craftsperson is in the digital age, and how the "hand" of the human and the "hand" of technology might be reconnected and reconfigured. We hope the works on view encourage you to reflect on what craftsmanship can mean now, and to consider how the artist's hand is being re-embodied in contemporary practice.

Thank you for taking the time to join us. We are grateful for your presence, and we hope you will linger with these works and the traces of inquiry, experimentation, and risk that they carry.

December 2025
Lee Jun-Hee, The 14th President of KOSMA
The Korean Society of Media & Arts

전시 기획글

《Digital Craftsmanship》

디지털 기술이 예술의 언어와 작업 방식을 급격히 바꾸고 있는 지금, 우리는 여전히 "무엇을 어떻게 다루는가"라는 질문 앞에 서 있습니다. (사)한국영상학회는 2025년 12월 19일부터 21일까지 성균관대학교 경영관 성균갤러리에서 《Digital Craftsmanship》을 개최합니다. 이번 전시는 한국을 비롯해 미국, 유럽, 동남아시아, 중국 등 세계 각국의 47팀이 한자리에 모여, 디지털 시대의 창작을 지탱하는 '숙련 (craftsmanship)'의 의미를 탐구하는 자리입니다.

참여 작가들은 모두 디지털 소프트웨어와 하드웨어, 그리고 점점 더 일상화되고 있는 인공지능 (AI)이라는 공통의 툴을 사용하지만, 작업 방식과 결과물은 서로 놀라울 만큼 다릅니다. 이들은 데이터와 도구를 세심하게 조율하고, 알고리즘을 비틀어 재구성하며, 때로는 오류와 노이즈를 기꺼이 받아들이고, AI가 생성한 이미지와 영상을 잘라내고 겹치고 다시 손보는 과정을 거칩니다. 이러한 지속적인 조정과 협상의 행위를 통해, 소프트웨어만으로는 설명할 수 없는 고유한 '디지털 터치 (digital touch)', 즉 작가만의 '손맛'이 드러납니다. 계산 능력과 자동화가 아무리 정교해지더라도, 결국 화면을 책임지는 것은 여전히 예술가의 판단과 감각임을 보여줍니다.

《Digital Craftsmanship》에 소개되는 작품들은 개인의 역사와 일상, 지역 문화와 도시 풍경, 상상적 서사, 영화 장면의 재구성, 사운드와 이미지가 빚어내는 추상적 화면 구성까지 폭넓은 스펙트럼을 아우릅니다. 작가들은 실사 영상, 3D 그래픽, 생성형 이미지, 사운드 디자인을 넘나들며 픽셀과 코드, 데이터셋을 재료이자 언어로 다뤄 자신의 경험과 정서를 시각화합니다. 관람자는 화면 앞에서 단지 '디지털 이미지'를 보는 것이 아니라, 그 뒤에 겹겹이 쌓인 선택과 수정, 실험과 시행착오의 과정을 함께 상상하게 될 것입니다.

이 전시는 예술이란 여전히 재료와 도구를 이해하고 다루는 섬세한 실천이라는 믿음에서 출발하여, 픽셀과 코드, AI가 작업실 안으로 들어온 지금, '크래프트맨십'은 어떤 모습으로 계속되고 있는가를 함께 묻고자 합니다.

2025년 12월
사단법인 한국영상학회 전시운영이사
강수현

Exhibition Introduction

《Digital Craftsmanship》

In an era when digital technologies are rapidly reshaping how art is made and seen, Digital Craftsmanship asks a simple but urgent question: what does "the artist's hand" mean today? From December 19 to 21, 2025, the Korean Society of Media & Arts (KOSMA) presents this international exhibition at Sungkyun Gallery, Sungkyunkwan University Business School, featuring forty-seven artists from Korea, the United States, Europe, Southeast Asia, China, and beyond.

All of the participating artists work with a shared toolkit of digital software, hardware, and increasingly, artificial intelligence. Yet their methods and results could not be more different. They carefully calibrate data and tools, bend and recompose algorithms, embrace glitches and noise, and continually cut, layer, and rework AI-generated material. In these acts of adjustment and negotiation, a distinctive form of "digital touch" emerges—proof that, even as computation grows more powerful, it is still the artist who ultimately shapes the image.

The works in Digital Craftsmanship span personal histories and everyday life, local culture and urban scenes, imaginary narratives, cinematic re-edits, and abstract compositions of sound and image. Together, they invite viewers to look past the surface of the screen and consider the invisible labor behind it: the choices, revisions, and experiments that give each piece its particular character. This exhibition begins from the belief that art remains a careful practice of working with materials and tools—and asks what craftsmanship can be, now that pixels, code, and AI have entered the studio.

December 2025
Soo Hyun Kang, Director of Exhibition
The Korean Society of Media & Arts

2025 KOSMA FALL International Invitational Exhibition

전시기간 / DATE

2025년 12월 19일(금) - 12월 21일(일)

December 19, 2025 (Fri) - December 21, 2025 (Sun)

전시장소 / PLACE

성균 갤러리

Sungkyun Gallery

주최 / HOST

사단법인 한국영상학회

The Korean Society of Media & Arts

성균관대학교

Sungkyunkwan University

참여작가 / ARTISTS

KOREA

김원화 / 김치훈 / 김혜경 / 김혜란 / 박승원 / 백주미 / 손우경 / 양재희 / 오영재 / 오호준 / 유장우
윤지현 / 이상은 / 이예린 / 이정은 / 이혜리 / 조인범

INTERNATIONAL

Bangladeshi

Md Imran Hossen

China

Ni Zihui / Ronghua Ke, Jiamin Qi, Jiajia Chen, Yuanran Luo, Siqi Lei & Zhenze Zeng / Su Guosong
Xia mengxue / Yuan Wei / Zeng Yuan

Germany

Oliver Griem

Malaysia

Afdhal Nidzam bin Abd Raffar / Audrey Hon / Azizul Hakim / Elyna Amir Sharji & Mohd Shahrin Ismail
Hanafiah Waiman / Khairul Azmir Shoib / Kharlal Nisha Sarfuddin & Dr. Yew Wei Lit / Muhammad Tamim
Faruq Khairul Azmi, Neo Tse-Kian & Heidi Tan Yeen-Ju / Nazirah binti Mat Sin / Norzaful Anuwar Bin Ahmad
Najamuddin / Rini Fauzan bin Mohamed Zuhairi / Rubinden Kumar / Syafiq Hariz / Zharif Fikri Suandi

Taiwan

Hui Ching Tseng

United States

Debora Bernagozzi / Emily Kim / Jason Bernagozzi / Mike Enright / M Woods & MoonElara / Shon Kim

Vietnam

Nhat Pham, Agnieszka Kiejziewicz, Ricardo Arce, Kok Yoong Lim & Tom Nguyen

Brief History

- [1996] Seoul Media Study Group established. President Sim, Cheol-Woong
- [1998] Korean Society of Media and Arts established. First president Lee, Won Gon
- [1999] Exhibition <Pictures and Visual Extension: Reality and Fantasy> at National Museum of Contemporary Art
- [1999] Published the first issue Journal of Research Korean Society of Media and Arts
- [2002] Exhibition <Mapping Korea - Korean Peninsula Virtual sensorium Drawing> at IlJoo Art House
- [2007] Oh, YoungJae (Professor at Seoul National University of Science and Technology) inaugurated as the 5th president of the Korean Society of Media and Arts
- [2008] 2008 Fall Conference <Digital Rhetoric> at Seoul National University of Science and Technology
- [2009] 2009 KOSMA Spring Exhibition <Meta Data> at Guro Arts Valley Gallery
- [2009] Oh, YoungJae (Professor at Seoul National University of Science and Technology) inaugurated as the 6th president of the Korean Society of Media and Arts
- [2009] 2009 KOSMA Fall Conference and Exhibition <Digital Brush> at Hyundai Hill State Gallery
- [2010] 2010 KOSMA Spring Conference and Exhibition <*.doc> at Seoul National University of Science and Technology
- [2010] 2010 Nationwide Conference <AVATAR_on the border> at KyungPook National University, College of Arts, Fine Art Hall
- [2011] 2011 KOSMA Spring Conference <Change Change Change> at Sungkyunkwan University
- [2011] 2011 KOSMA Spring Exhibition <Change Change Change: Bypass going to Paju> at MakeShop Art Space
- [2011] Oh, YoungJae (Professor at Seoul National University of Science and Technology) inaugurated as the 7th president of the Korean Society of Media and Arts
- [2011] 2011 KOSMA Fall Symposium <Media Ecology> at Seoul National University of Science and Technology
- [2012] 2012 KOSMA Spring Conference and Exhibition <S·M·ART (Smart Media Art)> at KookMin University
- [2012] 2012 International Symposium and Special Exhibition <Media Prism> at Seoul Square
- [2013] 2013 KOSMA Spring Symposium and International Exhibition <We+Media, Wedia> at Sungkyunkwan University
- [2013] Oh, YoungJae (Professor at Seoul National University of Science and Technology) inaugurated as the 8th president of the Korean Society of Media and Arts
- [2013] 2013 KOSMA Fall Symposium <Open Media> at KyungHee University, Global Campus
- [2013] 2013 KOSMA Special Exhibition <Gift from Present> at Seoul Square, Media Canvas
- [2013] 2013 International Invitational Special <Christmas Sale> Exhibition at Seoul Square, Media Canvas
- [2014] 2014 KOSMA International Seminar and Exhibition <Media Peninsula> : Seoul National University of Science & Technology, Media Canvas at Seoul Square, Moonji Cultural Institute
- [2014] 2014 KOSMA Fall Symposium <Contents Plus: trans-PERSONA> at Sungkyunkwan University
- [2014] 2014 KOSMA Special Exhibition <CONNECT> at Seoul Square, Media Canvas
- [2015] 2015 KOSMA Spring Symposium <Contents Plus: Inter-CONNECTED> at KyungHee University, Global Campus
- [2015] Oh, YoungJae (Professor at Seoul National University of Science and Technology) inaugurated as the 9th president of the Korean Society of Media and Arts
- [2015] 2015 KOSMA Fall Symposium <Contents Plus: Android-Media> at Seoul National University of Science and Technology
- [2015] 2015 KOSMA International Exhibition <Andromeda> at Museum of Seoul Tech.
- [2015] 2015 KOSMA Special Exhibition <Origin> at Davinci Hall, Seoul National University of Science and Technology
- [2016] 2016 KOSMA Spring Symposium and International Exhibition <Media-Attraction> at Kukmin University
- [2016] 2016 KOSMA Fall Symposium and Special Exhibition <Re-familiarization> at Seoul National University of Science and Technology

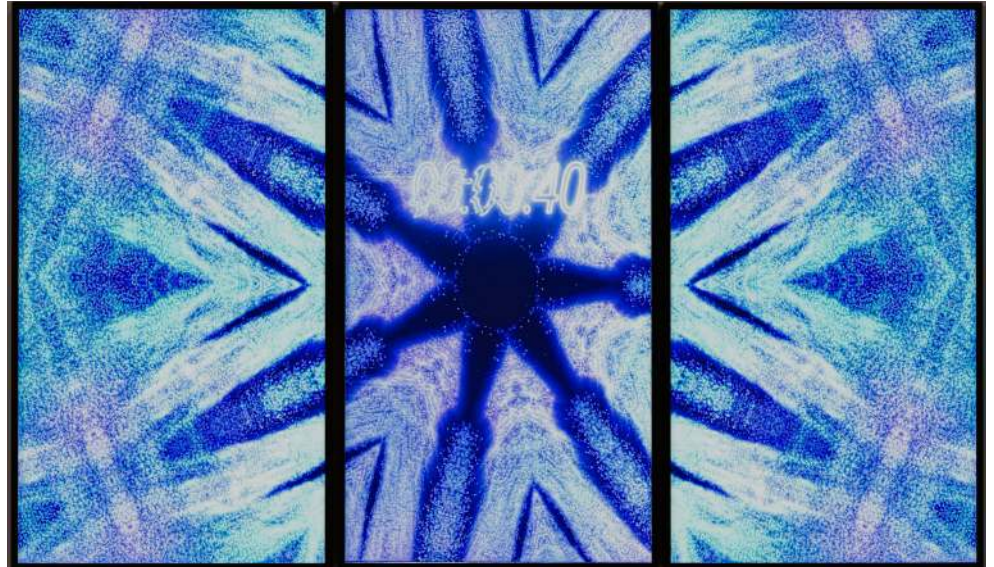
Brief History

- [2017] 2017 KOSMA Spring Symposium and International Exhibition <Art without Man> at KyungPook National University
- [2017] Oh, YoungJae (Professor at Seoul National University of Science and Technology) inaugurated as the 10th president of the Korean Society of Media and Arts
- [2017] 2017 KOSMA Fall Symposium <Media Nostalgia> and International Exhibition <Time Reflecition> at Asia Culture Center
- [2018] 2018 KOSMA Spring Symposium <Makers' Community> and International Exhibition <Open, Opener, Openist> at Sungkyunkwan University
- [2018] 2018 KOSMA GwangJu International Invitational Exhibition <Wave of Light> at Asia Culture Center
- [2019] Oh, YoungJae (Professor at Seoul National University of Science and Technology) inaugurated as the 11th president of the Korean Society of Media and Arts
- [2019] 2019 KOSMA GwangJu International Invitational Exhibition <Poetic Light> at Asia Culture Center
- [2019] 2019 KOSMA Fall Symposium <Media Companion> and International Invitational Exhibition at Seoul National University
- [2020] 2020 KOSMA Fall Symposium <Human Being Immersive> and International Invitational Exhibition <Am I Here?> at Asia Culture Center and Kookmin University
- [2021] 2021 KOSMA Spring Symposium <Alone Together> and International Invitational Exhibition <Alone Together: Art from Home?> at eKOSMA Gallery(Online)
- [2021] 2021 KOSMA Fall Symposium <Space-Puzzle> and International Invitational Exhibition <Deep in Virtuality> at eKOSMA Gallery(Online)
- [2022] 2022 KOSMA Symposium <Back to Narrative> and Spring International Invitational Exhibition <Meta- Fantasy> at SEOULLO MEDIA CANVAS
- [2022] 2022 KOSMA Fall Symposium <Relocation of Relationship> and International Invitational Exhibition <Real in unreal> at PIER CONTEMPORARY
- [2023] 2023 KOSMA Sping Symposium <Audible Future> and International Invitational Exhibition <Floating City> at SEOULLO MEDIA CA ▯ NVAS
- [2023] the 13th president, Kim, TaeJin (Professor at Kookmin University)
- [2023] 2023 KOSMA Fall Symposium <Art, Deeper or Bluer> and International Invitational Exhibition <Pair of Pale Blue Dots> at Seoul National University of Science and Technology
- [2024] 2024 KOSMA Special Invitational Exhibition at YeonSoo Dream Canvas
- [2024] 2024 KOSMA Sping Symposium <Homo Promptus> and International Invitational Exhibition <Homo Promptus: Good Morning Mx. AI> at SEOULLO MEDIA CANVAS
- [2024] 2024 KOSMA Fall Symposium <Fast-forwarding> and International Invitational Exhibition <Fast forward:Skip> at Seoul National University of Science and Technology
- [2025] 2025 KOSMA Sping Symposium <Distributed Copyright> and International Invitational Exhibition <The Illusion Beyond the Screen> at SEOULLO MEDIA CANVAS
- [2025] 2025 KOSMA Special International Invitational Exhibition <A Contemporary Interpretation of East Asian Aesthetics> at GuangDong University of Science and Technology
- [2025] the 14th president, Lee, JunHee (Professor at Sungkyun University)
- [2025] 2025 KOSMA Fall Symposium <Invisible Hand: Recursive Craftsmanship> and International Invitational Exhibition <Digital Craftsmanship> at Sungkyun University

KOSMA | EXHIBITION



김 원 화 | Kim, Won-Hwa_Korea



인간의 거울 4: 윌리엄/ The Human Mirror 4: William

2025

Realtime Generated Video

김 치 훈 | Kim, Cheehoon_Korea

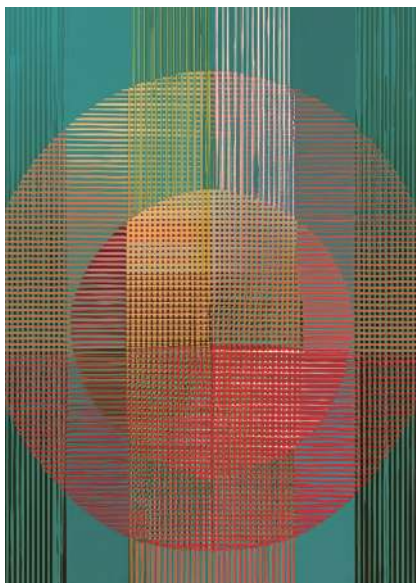


What You See Is What You Get: Believe It Or Not

2025

Single Channel Video 01:05

김혜경 | Kim, Hye-Kyung_Korea



초록색 기억 / Green Memory

2025

Digital Print 42 x 59.4cm

김혜란 | Kim, Hye-Ran_Korea



Story Objet-Seabottom Drawer

2025

Single Channel Video 01:00

박 승 원 | Park, Seung-Won_Korea

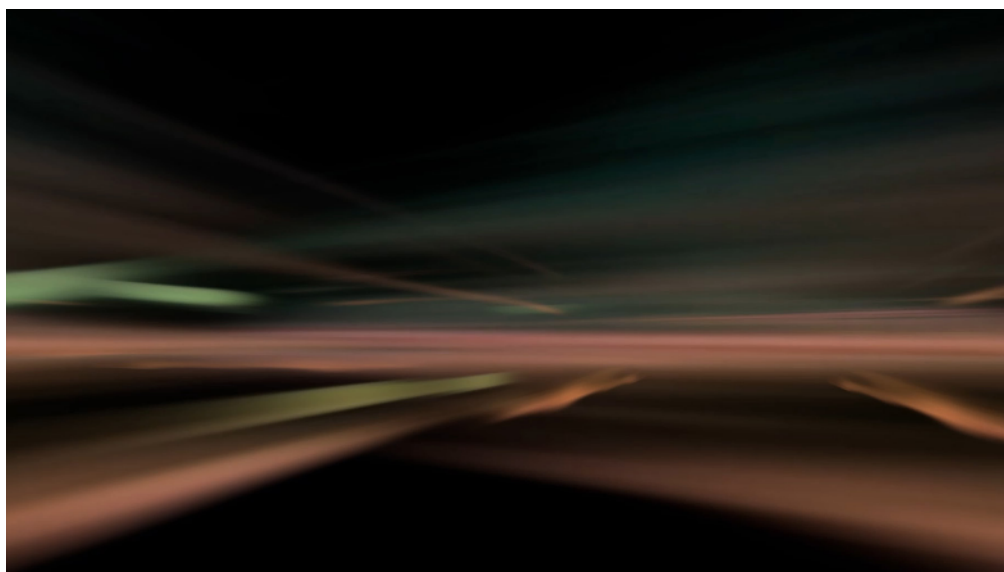


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2025

Single Channel Video 01:42

백 주 미 | Paik, Joo-Mee_Korea

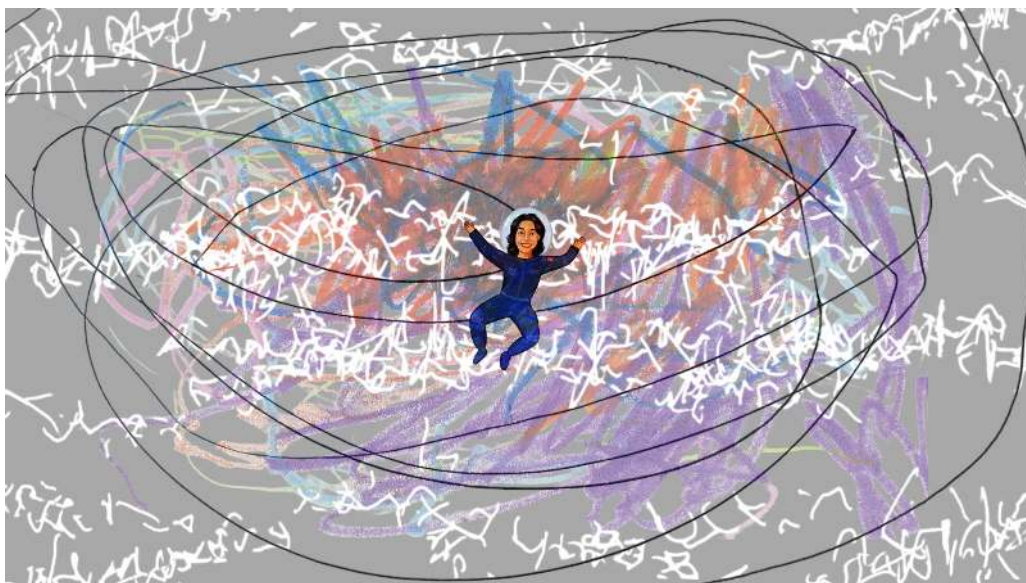


In the Timescape

2025

6DoF VR Video

손 우 경 | Son, Woo-Kyung_Korea



맘스아트: 나의 우주/ Mom's Art: My Universe

2025

Single Channel Video 04:20

양 재 희 | Yang, Jae-Hee_Korea



불완전한 풍경 / Imperfect Landscape (2025 한국영상학회 가을 국제초대전 최우수 작품상 선정 作)

2025

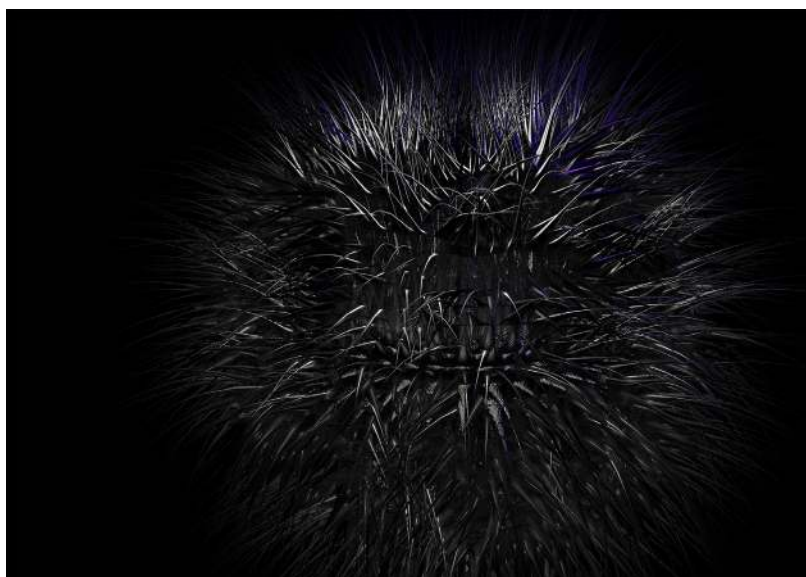
Single Channel Video 03:00

오영재 | Oh, Young-Jae_Korea



고요한 울림, 수(壽) / Silent Resonance, SU
2025
Digital Media Work

오호준 | Oh, Ho-Jun_Korea



자유함성
2025
Digital Print 59.4cm x 42cm

유 장 우 | You, Jang-Woo_Korea

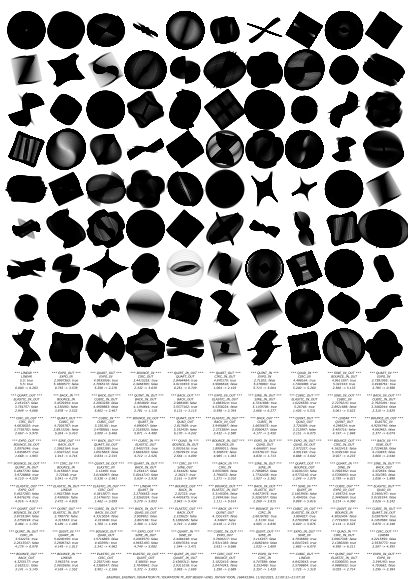


아웃피스/Out Piece

2023, 2025 재편집

Single Channel Video 05:00

윤 지 현 | Yoon, Ji-hyun_Korea



EASINGX_EASINGY_XDURATION:TF_YDURATION:TF_ROT:BEGIN->END

2025

Digital Print 59.4cm x 84.1cm

이 상 은 | Lee, Sang-Eun_Korea



Composition of Time 20257

2025

Digital Print 50 x 50 cm

이에린 | Lee, Ye-Leen_Korea

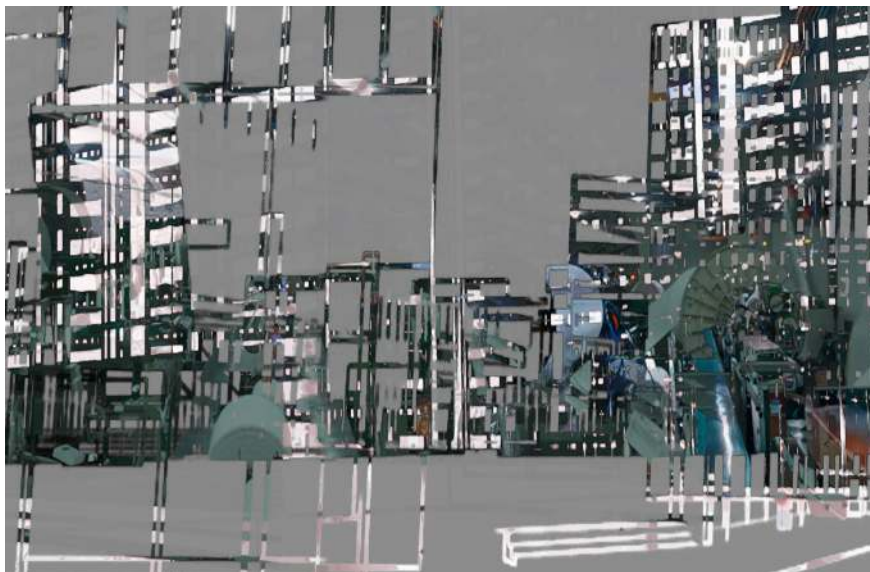


따뜻하고도 시원한/Warm and Cool

2025

Mix Media 50cm x 50cm

이정은 | Lee, Jung-Eun_Korea



Beyond City_Gumi 25II

2025

Digital Painting 59 x 33 cm

이혜리 | Rhee, Hye-Ri_Korea



꽃의 유희 Floral Frolic

2025

Single Channel Video 03:34

조 인 범 | Cho, In-Bum_Korea



Digital Light

2025

Single Channel Video 01:00

KOSMA | EXHIBITION



Afdhal Nidzam_Malaysia

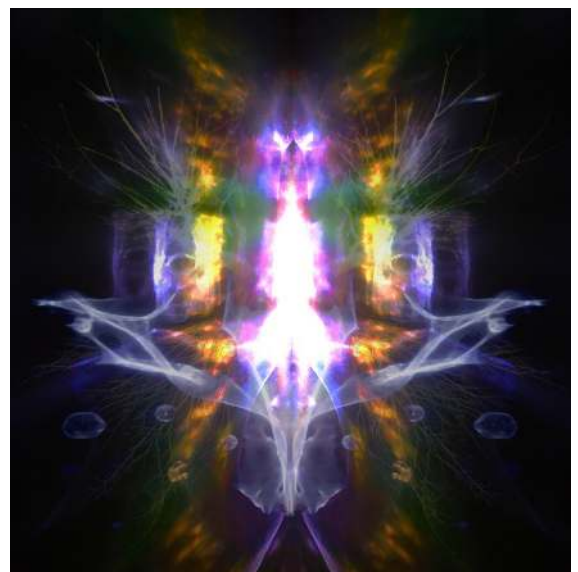


Echo of the East

2025

Single Channel Video 00:44

Audrey Hon_Malaysia



Lightsform

2025

Digital Image 3000 x 3000 px

Azizul Hakim_Malaysia



Batik Cave Garden

2025

Single Channel Video 03:00

Debora Bernagozzi_USA

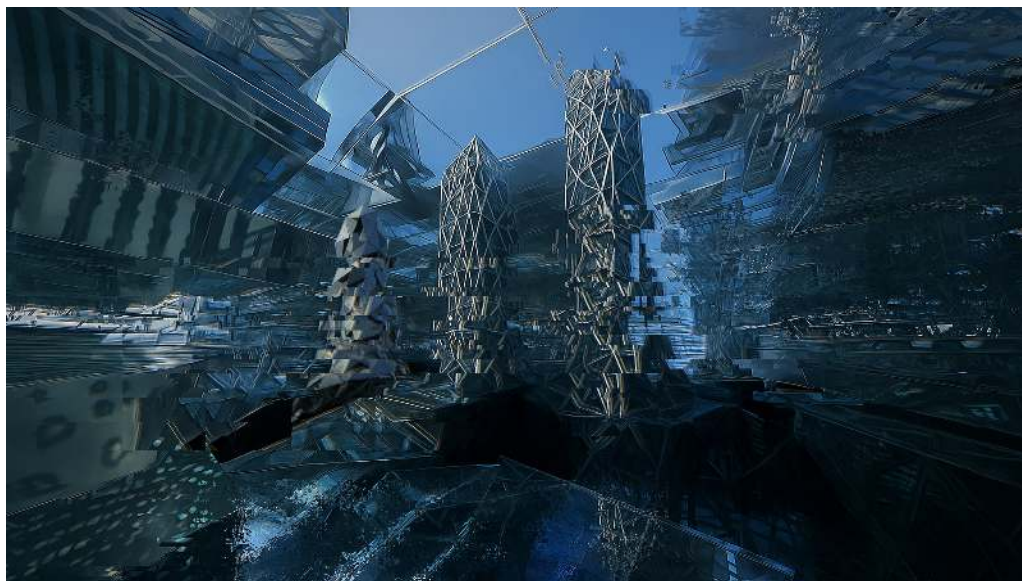


Approach

2025

Single Channel Video 04:30

Elyna Amir Sharji & Mohd Shahrin Ismail_Malaysia



GLITCH

2025

Single Channel Video 01:05

Emily Kim_USA



Shadows of Darkness

2024

Single Channel Video 03:22

Hanafiah Waiman_Malaysia



The last leaves falling

2025

Digital Image 2278 x 1571 px

Hui Ching Tsengi_Taiwan

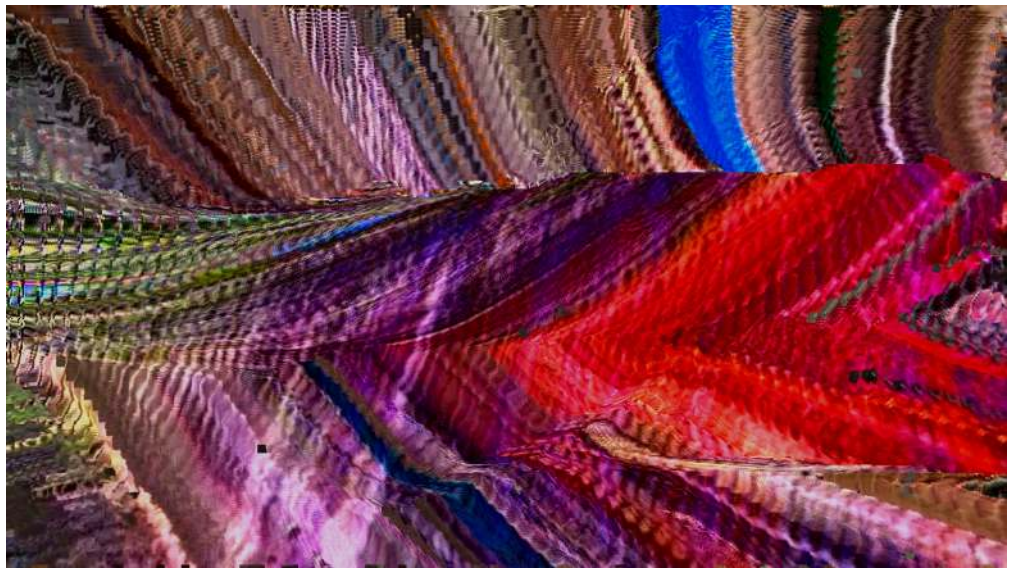


Linecascade 線瀑流

2025

Single Channel Video 01:20

Jason Bernagozzi_USA



On (on), at length, endlessly

2025

Single Channel Video 04:40

Khairul Azmir Shoi_Malaysia



SUNYI DIBALIK TIRAI

2025

Single Channel Video 01:01

Kharlal Nisha Sarfuddin & Dr. Yew Wei Lit_Malaysia



CONFLICT_409 (Unresolvable)

2025

Digital Image 2000 x 3000 px

M Woods & MoonElara_USA



Pooh Shiesty

2025

Single Channel Video 02:46

MD Imran Hossen_Bangladeshi

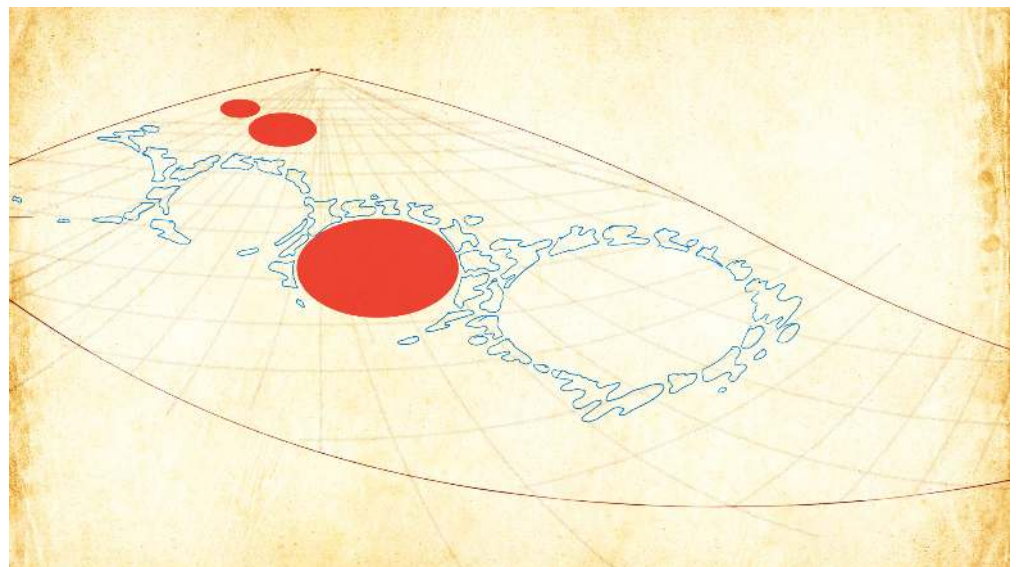


Colors of Meditation

2025

Painting -Digital Art 24 x 30 in

Mike Enright_USA

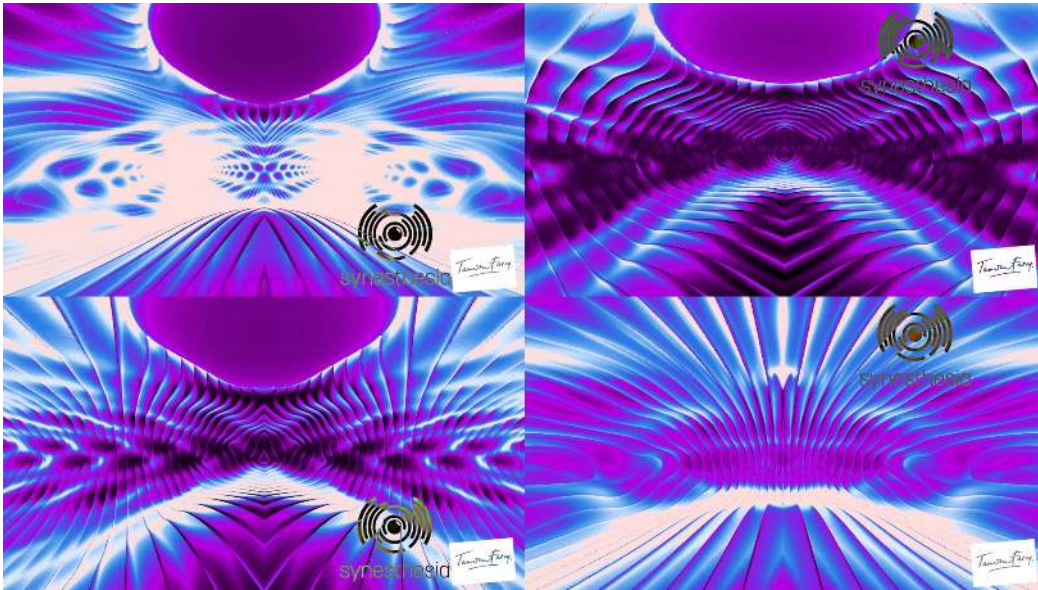


The Structure of a Shimmer

2025

Single Channel Video 03:10

Muhammad Tamim Faruq Khairul Azmi, Neo Tse-Kian & Heidi Tan Yeen-Ju_Malaysia

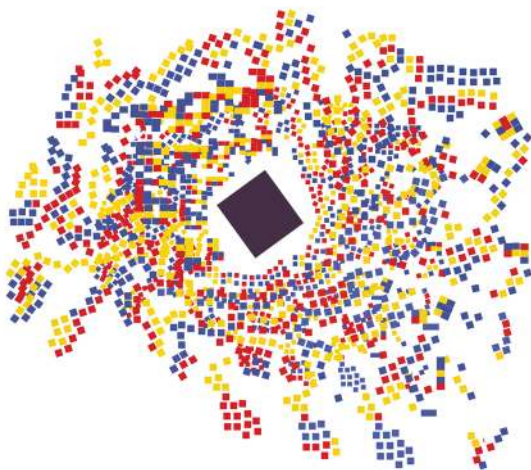


Voices in Colours

2025

Single Channel Video 05:00

Nazirah binti Mat Sin_Malaysia



ONE

2025

Digital Image 8250 x 5671 px

Nhat Pham, Agnieszka Kiejziewicz, Ricardo Arce, Kok Yoong Lim & Tom Nguyen
_Vietnam, Malaysia



Topology Unknown

2025

Single Channel Video 05:05

Ni Zihui_China



니자회 NI ZIHUI
DIGITAL PLANE COMPOSITION



Digital Plane Composition

2025

Single Channel Video 05:00

Norzaful Anuwar Bin Ahmad Najamuddin_Malaysia



The Bloom Within the Wood

2025

Single Channel Video 01:00

Oliver Griem_Germany



Two young men fight fiercely over a pint of beer

2025

Single Channel Video 04:31

Rini Fauzan bin Mohamed Zuhair_Malaysia



Batik Awakens

2025

Single Channel Video 01:05

Ronghua Ke, Jiamin Qi, Jiajia Chen, Yuanran Luo, Siqi Lei & Zhenze Zeng_China



Blue and White Porcelain

2024

Digital Image 95 x 75 cm

Rubinden Kumar_Malaysia

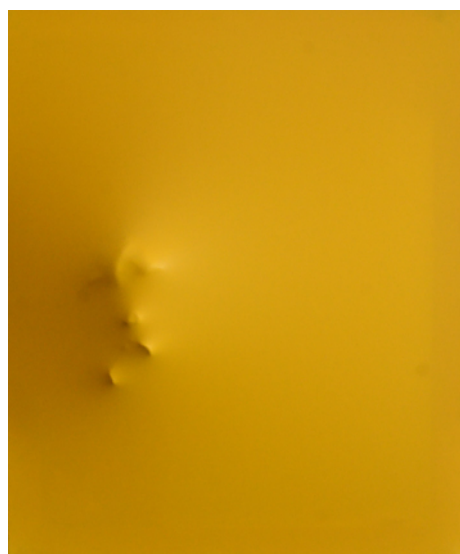


Imperfect Dimension

2018

Digital Image 2380 × 3368 px

Su Guosong_China



Sitting in the Right Place

2025

Digital Image 2746 x 3306 px

Syafiq Hariz_Malaysia

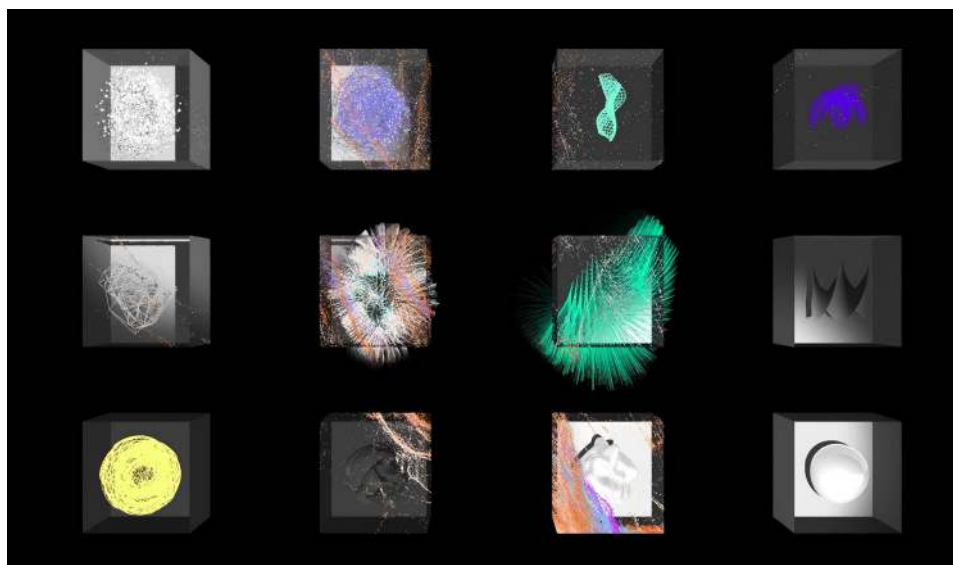


Kampung.exe

2025

Digital Image 59.4cm X 42 cm

Xia Mengxue_China



Elements

2025

Single Channel Video 02:00

Zeng Yuan_China



LingJiaTan Culture Digital Dynamic Image Design

2025

Single Channel Video 04:01

Zharif Fikri Suandi_Malaysia



Glitch In The Loom

2025

Digital Image 1920 x 1080 px

Shon Kim_USA



NoBG~Breakin'

2025

Single Channel Video 04:03

Yuan Wei_China



Lines Of Breath

2025

Digital Image 1024 x 312 px

KOSMA | EXHIBITION



김원화 | Kim, Won-Hwa

Media Artist
DFA/MFA/BFA in Painting, Seoul National University College of Fine Art
Assistant Professor, Intermedia Art, DCU
2025 Humans with AI, Kyobo Art Space, Seoul.
2024 SONGEUN Art Award Exhibition, Songeun, Seoul.
2022 Room Room Room, Space9, Seoul.
2021 Layered Room, Art Space Raonsum, Namyangju.
2019 Splash into The Room, Art Space Grove, Seoul.
2018 Oneroom Adventure: Sewoon, :b arts, Seoul.
2015 Cathedral MAX, The Medium: Aliceon, Seoul.
2012 Kumho Young Artist 'Launch pad', Kumho Museum, Seoul.

김치훈 | Kim, Cheehoon

Current Professor / Major of Digital Cartoon & Animation, Department of High-tech Arts Convergence SangMyung University
Exchange Professor / Qingdao University of Science & Technology, China
Art Director / Dept. of Game Development at Kama Digital Entertainment
Pratt Institute / Computer Graphics & Interactive Multimedia (MFA)

김혜경 | Kim, Hye-Kyung

1994. 4 ~ 1999. 2 Designer at LG Soft
1999. 3 ~ present Professor of Digital Contents Department at Kyung Hee University

김혜란 | Kim, Hyeran

Ph.D. in Engineering, Graduate School of Media, Sogang University, Major in Art & Technology
M.A. in Art, Media & Technology, University of the Arts Utrecht (HKU), Netherlands
B.F.A. College of Fine Arts, Seoul National University
2025 Story Objet, Bongsan Cultural Center, Gallery 2, Daegu
2022 Story Object & Meta Woridol, Jungnang Art Center, Exhibition Hall 1, Seoul
2020 Mechanical Interpretation of Irony, Solo Exhibition, Gallery Grimson, Seoul

박승원 | Park, Seung-Won

Park Seung Won, who majored in fine art in Korea and Germany, is an artist who deals with performance and video as his primary media. He explores the meaning of human existence by giving his body a new order, such as animals, machines, and death. His major solo exhibitions include Tropical Romance(Space Rora, Seoul, 2025) A Report to an Academy(Art Space Boan, Seoul, 2019), Struggle Flexible(Amado Art Space, Seoul, 2016), and participated in over sixty domestic and international group exhibitions and three domestic residency programs.

백주미 | Paik, Joo-Mee

Joo-Mee Paik is a Korean artist and educator working mainly with video, interactive media, and VR. Her artistic research centers on being, time, and our relationship to the world. She has presented seven solo exhibitions including "Entangled Timescape" and participated in numerous group shows. She holds a BFA in Painting from Seoul National University, an MFA in Electronic Integrated Arts from Alfred University, and a PhD in Art Technology from Sogang University. She currently teaches at Seoul National University of Science and Technology.

손우경 | Son, Woo-Kyung

Media Artist & Actor
Ph.D. in Art and Design, Musashino Art University (Japan)
Research Fellow, Musashino Art University Research Center for Art and Design (Japan)
Visiting Professor, Hongik University (Korea)
Adjunct Professor, Korea National University of Arts (Korea)

양재희 | Yang, Jae-Hee

Jaehee Yang majored in Painting and Printmaking in both her undergraduate and graduate studies and later earned a Ph.D. in Engineering with a focus on Art and Technology. She currently teaches in the Department of Artificial Intelligence at Ewha Womans University. Since the early 2000s, she has been producing video works that explore the experience of architectural spaces and the meaning of presence. Recently, her work has focused on space and memory, using distortions in AI-generated videos to express the 'distortion and transformation of memory.'

오영재 | Oh, Young-Jae

Young Jae Oh is a pioneer in digital media art, having led the field since the early 1990s. She holds a B.F.A. in Western Painting from Seoul National University, followed by a master's in Computer Art from NYU and a Ph.D. in Media Arts from Yonsei University. This background allows her to uniquely fuse refined painterly sensibility with cutting-edge technology. For over thirty years, she has focused on reinterpreting Korean traditional aesthetics through digital media, creating art that transcends time and space. She has established a strong artistic identity through approximately 20 solo exhibitions worldwide. Currently, she bridges tradition and innovation as a professor at Seoul National University of Science and Technology and as the Chief Director of the Jeonju Future Culture City.

오호준 | Oh, Ho-Jun

TV Producer, SBS Broadcasting TV Production
Professor, Division of Media at Soongsil University
C.E.O., DIGITAL PD Productions
Director, Association of Image & Film Studies
Solo Exhibition 12th, Group Exhibition 40th, Treatise 26 compilation

유 장 우 | You, Jang-Woo

Jang-woo You focuses on the intersection between individuals and society in daily life, incorporating research on specific social and cultural contexts to visualize them. He has been working to overturn everyday conceptions through methods such as variation, recontextualization, and critical metaphor, exploring topics like the individual's body, the origins of socialized gestures, and the systemic strategies of contemporary society. In 2019, he received support from the Seoul Foundation for Arts and Culture, followed by being recognized as a promising artist by the Seoul Arts Support in 2020 and being selected as a finalist for the Surim Art Prize in 2022, among numerous other artist support programs. Jang-woo You has held solo exhibitions in works such as "Exhausted Gestures" (Space XX, 2019), "Distinguishable, Indistinguishable" (Post Territory Ujeongguk, 2020), and "Your Failure is My Future" (Temi Art Center, 2022). He has also presented his works in various exhibitions, including those at Haus der Kunst (Germany), Moonrae Art Factory (Seoul), and the Daegu Photo Biennale (Daegu).

윤 지 현 | J Yoon, Ji-hyun

Jihyun Yoon is interested in studying human cognition and behavior in a world built on data. He believes that research on media itself, as well as observing and analyzing how media influences society and individual behavior, are equally important tasks. This perspective is reflected in his works through the keywords of experience, storage or recording, and communication.

이 상 은 | Lee, Sang-Eun

Solo Exhibitions 41times / NewYork, Seoul, Fukuoka, ChengDu, Tokyo. Tinan. Tianjin, Sapporo
Selected Group Exhibitions 400 times
Public Collection
Seoul Museum of Art, Gyeonggi Art Museum, Sangmyung University Museum, Suwon Family Court, Art Bank of National Museum of Modern and Contemporary Art, Arkansas State University Permanent Collection
The Hospital of Seoul National University Seoul/ Bundang
HanGil Medical Foundation

Present
Associate professor Professor majoring in Painting of SangMyung University

이예린 | Lee, Ye-Leen

Yeelen Lee holds a BFA from KNUA, an MFA from Hunter College(CUNY), and a Doctorate from Yonsei University. She was an MMCA long-term residency artist and is Associate Professor at Mokpo National University.

이 정 은 | Lee, Jung-Eun

Professor, KyungPook National University
15 Solo Exhibitions, Numerous Domestic and Int'l Exhibitions & Film Festivals
Awarded by ChangJae Art Association, The Int'l Week of Short Film of San Roque Spain

이 혜 리 | Rhee, Hye-Ri

Hyeri Rhee specializes in Artificial Life and AI art. She earned her BFA from the School of the Art Institute of Chicago, MA from New York University, and PhD in Art Engineering from Sogang University. She serves as the director of Studio S, where she researches Artrepreneurship and its practice in Creator Economy.

조 인 범 | Cho, In-Bum

Cho Inbum is a media artist and currently serves as a Professor in the Department of Broadcasting and Film at Che-ju Halla University. With a focus on AI and multisensory immersive media, he explores how technology and art can expand human perception. He continues to engage in research and creative works that investigate the new experiences created by artificial intelligence.

Afdhal Nidzam_Malaysia

Afdhal Nidzam bin Abd Raffar is a self-taught artist with a background in data visualization and animated infographics. Currently based at Multimedia University, Malaysia within the Faculty of Creative Multimedia, he channels his deep passion for color into creating artworks that push the boundaries of visual expression.

Specializing in abstract art, Afdhal aims to evoke emotion and convey narratives that transcend literal interpretation—telling stories that resonate both personally and universally. His work is heavily inspired by artists like Keith Haring and Jess Swan, incorporating playful doodles and bold acrylic strokes to craft vibrant, expressive pieces.

Audrey Hon_Malaysia

Audrey Hon is a 3D artist from Malaysia, she has participated in multiple animation productions for years and is currently working in the Faculty of Creative Multimedia, Multimedia University. Other than her focus in 3D, she also expanded her interest to 2D related personal works such as image editing. Her interests range is wide, even willing to explore and experiment with different things to seek different experiences.

Azizul Hakim_Malaysia

Azizul Hakim is currently the Programme Coordinator of the Animation Course at the Faculty of Creative Multimedia, Multimedia University, based in Cyberjaya. He's been tinkering with computer graphics and animation since the late 90s. For almost two decades, besides being heavily involved in animation education and international art exhibitions, he's also been lending his experience to various commercial productions ranging from advertisements and music videos to animated television series and visual effects shots. He is also currently a Project Assessor for various projects under MDEC grants. Since returning to MMU, he is now focused on research projects and postgraduate work.

Debora Bernagozzi_USA

Debora Bernagozzi's ongoing body of video work consists of gestural, abstracted pieces that are more resonance than representation. She creates her work utilizing real-time video and audio processing techniques. Her creative process is experiential, with video as well as with documentary photography and fiber art, including lacemaking.

Her work has been exhibited in the US and internationally, including at the Denver Art Museum, Burchfield Penney Museum, Ann Arbor Film Festival, and the Kuala Lumpur Experimental Film and Video Festival. She was awarded artist residencies at the Experimental Television Center, Squeaky Wheel Media Arts Center, and in Kuala Lumpur. Her essays "Video Synthesis: Waveforms, Disruptions, Transformations, and Anti-Obsolescence" and "Signal Culture: Experimental Media Art, Community, Preservation, and Play" were published in both English and Polish in *Videosyntezy 2*, a book accompanying Intermediale Festival of Audiovisual Forms, Legnica, Poland.

Inspired by residency experiences that were transformational for them both personally and artistically, Debora and Jason Bernagozzi, along with Hank Rudolph co-founded Signal Culture, a nonprofit organization that provides residencies, resources, and exhibition opportunities for artists, researchers, and innovators working in experimental media art. She serves as Executive Director while continuing to make and exhibit her own work.

Elyna Amir Sharji & Mohd Shahrin Ismail_Malaysia

Elyna Amir Sharji has a degree in architecture from Universiti Teknologi Malaysia (UTM) hence the influence of the built environment in her artworks. She obtained her Masters in Science and PhD in Creative Multimedia at the University of Multimedia while teaching foundation and virtual reality students. Her artworks often explore scapes of the environment with creatures transgressing from real into the surreal; buildings, trees, inhabitants inspire the creation of mystical beings, borne out of curiosity and intuition.

Mohd Shahrin Ismail is a Lead 3D Artist with V2V Studio and is well versed with 3D architectural rendering, 3D modelling and animation, storyboarding and design. Multimedia visualization for architectural design projects is his forte while venturing out to more interactive applications and presentations. Recent explorations delve into current technology of the play between real and unreal: the multiverse and paradox. Combining elements of the multifaceted results in an unknown territory made accessible through his eccentric narrative.

Exhibition Artist Profiles _ INTERNATIONAL

Emily Kim_USA

Emily Kim is a Professor of Art in the Department of Art at Sam Houston State University in Texas. She is a digital media artist and experimental designer who explores the intersections of art, science, and technology. Over the past years, Kim's works have been featured and awarded both nationally and internationally, with exhibitions at prestigious venues such as the Art Gallery at SIGGRAPH, Graphic Design USA, SMart Multimedia Art Festival, Florida International, Long Beach Island Foundation of the Arts and Sciences, 108 Contemporary, West Virginia Mountaineer Short Film Festival, Farmington Museum, the Alexandria Museum of Art in the USA, and the 27th International Symposium on Electronic Art in Barcelona, Spain.

Hanafiah Waiman_Malaysia

Hanafiah Waiman is an artist who works primarily in social criticism. His work investigates society and the environment around him. His work often engages the moral influences, politics, and of the people around his society. He responded towards the thing around him with colors and strokes. With the current trend, his works have evolved with a new medium. He work with digital painting as a new approach in his art piece.

Huiching Tseng_Taiwan

A cross-disciplinary art educator and award-winning filmmaker who serves as festival juror and advances animation education in rural communities worldwide.

Jason Bernagozzi_USA

Jason Bernagozzi is an artist and technologist living and working in Binghamton, New York. Their work seeks to deconstruct and remix the cultural codes embedded within the psyche of an increasingly mediated world. To achieve this, a central feature of their practice is the creation of video software and hardware used as a real time instrument for improvisational exploration. In particular, they are interested in the emergent properties of image processing as a vehicle for a critical examination of the power structures embedded within information technologies. Bernagozzi's work has been supported through numerous grants and awards from organizations such as the New York State Council for the Arts and the New York Foundation for the Arts and has been exhibited nationally and internationally at exhibitions such as the European Media Art Festival in Osnabruck, Germany; the Festival Les Instants Vidéo Numériques et Poétiques in Marseille, France; the Ilman Museum of Art in Seoul, South Korea and the Currents New Media Festival in Santa Fe, New Mexico. Jason is also a co-founder of the experimental media art non-profit organization Signal Culture and is an Assistant Professor of Cinema Production at Binghamton University.

Khairul Azmir Shoi_Malaysia

Khairul Azmir Shoib (meme) was born in 1975 in Perak, Malaysia. MA in Fine Art and Technology from UiTM, Malaysia. He has participated in various group exhibitions in institutions and galleries in Malaysia, Singapore, Japan, Slovakia, and Australia. Among his past solo exhibitions are Fairieality (2006), Post Gothic Dreams (2009), Entranced and Terrified by the Strange Women & Their Macabre Stories (2011), Let It All Rain Down From The Blood Stained Clouds (2014), and Dear Dark Cloud (2015). He constantly strives to create visual poetry that records silent conversations between self and others. He takes his inspiration from the Al-Quran, fairy tales, and children's books, thereby imbuing his artworks with similar outlandish, mythical, and macabre characters, visuals, and narratives. He was the recipient of the Juror's Award from Young Contemporary, National Art Gallery KL in 2000, and the 1st Prize in Life Drawing Competition from National Art Gallery KL in 2005. Best Malaysia Picture Book - Kailash - by Malaysia Book Council 2012, and Kailash picture book -White Ravens Award 2014 by International Youth Library, Munich. Meme currently lives and works in Kuala Lumpur.

Kharlal Nisha Sarfuddin & Dr. Yew Wei Lit_Malaysia

Kharlal Nisha is an award-winning former Associate Creative Director with over 14 years of experience in agencies such as TBWA Kuala Lumpur and GOODSTUPH Singapore. She now teaches advertising at Multimedia University (Malaysia), bringing industry insight into the classroom.

Her artwork explores themes ranging from quiet humanity to blunt honesty and surreal, dreamlike imagery. Working with illustration, digital imaging, and the occasional AI experiment, she focuses on the shifting boundary between the real and the unreal.

Dr. Wei Lit Yew is a senior lecturer in the Department of Geography at Universiti Malaya. After attaining a bachelor's degree in software engineering and worked for several years as an IT analyst, Dr. Yew's career took a turn when he did his PhD in Asian and International Studies at the City University of Hong Kong. He has since taught at universities in Hong Kong, Singapore, and now Malaysia. His research and teaching has focused on the politics and ethics of urban sustainable development, including the sustainable practices of AI technologies.

M Woods & MoonElara_USA

M. Woods (born 1988, NYC) is a Latino media terrorist working in avant-garde strategies often using immersive time-spectacle and constructed trances. \$MoonElara is a Hip-Hop Multidisciplinary artist and cofounder of Spit Vile records with Woods and Squig0

Exhibition Artist Profiles _ INTERNATIONAL

MD IMRAN HOSSEN_Bangladeshi

Md Imran Hossen is an internationally active curator, artist, and art historian from Bangladesh, currently pursuing a PhD in Creative Multimedia at Multimedia University (MMU), Malaysia. With a Bachelor and Master of Fine Arts in Art History from the University of Dhaka, alongside advanced training in exhibitions (Diploma) and Art Management & Curatorial Studies (Institut Teknologi Bandung, Indonesia), Imran brings a unique blend of scholarship and practice to the global art scene. His curatorial projects span continents, including the Nepal Art Expo, Colombo Art Expo, Bali Art Expo, Yogyakarta Art Expo, and the SINERGIA program at CETYS University, Mexico. He has curated exhibitions at leading venues such as SIKA Art Gallery (Bali), JDA Perera Gallery (Sri Lanka), Nepal Art Council, UiTM Malaysia, and MMU Malaysia. As a visiting faculty member, he teaches public art, art management, international exhibitions, and cultural collaboration at universities across Asia and beyond. He also directs cultural initiatives such as the Gajni Art Camp in Bangladesh, fostering artistic dialogue with nature.

Passionate about cross-cultural exchange, Imran aspires to establish international art biennales that expand opportunities for artists while advancing digital creativity and cultural diplomacy worldwide.

Mike Enright_USA

Mike Enright is a visual artist with a body of work that includes painting, animation, and video art. Native to Philadelphia PA, he now resides in Brooklyn NY where he is a faculty member at Pratt Institute's Department of Digital Arts. He holds an MFA in Experimental Animation from CalArts and a BFA in Media Arts/ Animation from The University of the Arts.

Muhammad Tamim Faruq Khairul Azmi_Malaysia

Muhammad Tamim Faruq is a Malaysian creative multimedia artist, educator, and researcher whose work explores the intersection of sound, digital perception, and algorithmic creativity. His practice focuses on transforming sensory experiences particularly voice, emotion, and music into visual and immersive forms through AI-assisted processes, motion graphics, and experimental sound design.

With a background in creative multimedia and academic research, Tamim's works investigate how digital tools reshape human expression, psychological experience, and the aesthetics of modern craftsmanship. His artistic approach blends technical precision with emotional sensitivity, revealing the hidden structures and narratives embedded within sound and data.

Tamim is currently a Lecturer and PhD researcher at Multimedia University, where he specializes in AI-generated music, cognitive perception, and digital media art. His recent projects explore the role of algorithmic systems in shaping new forms of visual-sonic storytelling.

Nazirah binti Mat Sin_Malaysia

Nazirah Binti Mat Sin is a lecturer at the Faculty of Creative Multimedia, Cyberjaya, Selangor. With a strong academic foundation, she holds two master's degrees—one in Instructional Technology from the University of Malaya (2010) and another in Creative Multimedia from Multimedia University (2009). She also earned her bachelor's degree in Creative Multimedia (Digital Media) from Multimedia University in 2001.

Nazirah specializes in Visual Communication, Graphic Design, Instructional Technology, and Content Creation. Her teaching philosophy centers on inspiring and uplifting others through education and creativity, a value she consistently brings into her classroom and professional engagements.

Her commitment to innovation in education has been recognized. She received the Bronze Award for Lifelong Learning at the QS-Wharton Reimagine Education Awards & Conference 2022 and contributed to the Flexible Learning Opportunities Through Micro-Credentials project, featured at the International University Carnival on E-Learning (IUCEL) 2022.

Nazirah continues to explore new ways to blend design and technology, empowering students to think critically and creatively in a rapidly evolving digital world.

Nhat Pham, Agnieszka Kiejziewicz, Ricardo Arce, Kok Yoong Lim & Tom Nguyen_Vietnam, Malaysia

Nhat (Hong) Pham is a multidisciplinary designer and creative based in Saigon (HCMC), Vietnam. He graduated from Savannah College of Art and Design (SCAD) with an MFA in Graphic Design and Visual Experience, and currently, he is an educator working at RMIT University Vietnam in the Games Design program. With a background in design and advertising, he works across a wide range of mediums and disciplines, including but not limited to graphic design, branding, spatial/experiential design, end-to-end audio and visual production, conceptual design, design and strategy consultation, creative coding, 3D, and more. He is interested in experimenting and engaging critically with new technology, including AI, to explore its potential, pitfalls, and how to use it as an ethical creative medium.

Ni Zihui_China

Ni Zihui was born in 1989 in China. She is currently a Ph.D. candidate at the Faculty of Creative Multimedia, Multimedia University, Malaysia. She received her bachelor's degree from the Beijing Institute of Fashion Technology and her master's degree from Jilin University. Her research interests focus on digital media art and interface design. She did freelancing works on product branding as well as copywriting on the side.

Norzaful Anuwar Bin Ahmad Najamuddin_Malaysia

Norzaful Anuwar is a creative practitioner, educator, and researcher whose work bridges art, animation, and emerging technologies. With over seventeen years of industry experience and five years in higher education, he specializes in 3D animation, digital storytelling, and trans-media design. Currently serving as a lecturer at Multimedia University, he teaches courses in 3D modelling, character animation, and effect simulation while actively contributing to curriculum development and creative pedagogy within the Faculty of Creative Multimedia.

His research explores the evolving relationship between human creativity and technological innovation, focusing on transmedia storytelling as a catalyst for narrative expansion within Malaysian animated series. He examines how animation IPs can evolve across platforms—particularly into games—through worldbuilding, audience engagement, and procedural content generation.

Beyond academia, he is an active digital artist whose works integrate cultural motifs, extended reality, and interactive media. His projects, including AR storytelling and VR cultural exhibitions, reflect his commitment to preserving heritage through contemporary digital forms.

Driven by a passion for creative education and cultural innovation, he continues to experiment with new methods that connect technology, narrative, and identity for future generations of storytellers.

Oliver Griem_Germany

German media artist Oliver Griem has been based in Korea and actively engaged with Korean society and culture since releasing his 1995 documentary 'Parallel Worlds', which explored everyday life in Korea. Since then, he has continued to reinterpret the relationship between civilization and nature through the concepts of repetition and circulation, experimenting across diverse media forms. His practice spans video, sound, and lighting to 360-degree video, interactive installations, AI experiments, and virtual reality, actively exploring contemporary technological changes while expanding his artistic scope.

Rini Fauzan bin Mohamed Zuhair_Malaysia

Rini Fauzan Bin Mohamed Zuhairi has obtained Bachelor of Fine Art, 1998 and Master of Fine Art (Fine Art and Technology, 2006) from Mara University of Technology (Ui.T.M). Now working in Multimedia University (MMU) and finishing his PhD with MMU. He has over 20 years of experience in the field of art and design covering wide range of areas, including media art, installation art, alternative drawing, digital art, graphic design, 2D animation, video editing and web design. He has handled many projects related to graphic design, animation and art exhibitions. As an educator, he has been working in several local universities including MMU, Limkokwing University and in Unisel. He is now the Programme Leader for the Foundation in Creative Multimedia programme at Multimedia University. He is multi-talented, skilful in both digital and conventional art. He is very committed, organised, very passionate art practitioner and educator. In this 2025 KOSMA submission he is working on a digital Batik video, re-imagining animated Batik motifs on garment. Looking at the future of Art to wear and Digital Craftsmanship.

Ronghua Ke, Jiamin Qi, Jiajia Chen, Yuanran Lu, Siqi Lei & Zhenze Zeng_China

Ke Ronghua graduated from the Oil Painting Department of the Guangzhou Academy of Fine Arts and completed his integrated master-doctoral program at Sangmyung University. He is currently a faculty member at Guangdong University of Science and Technology and serves as a council member of the Dongguan Artists Association, as well as deputy director and secretary-general of its Art and Design Committee. His works are held in major galleries and private collections in China and abroad.

Rubinden Kumar_Malaysia

Rubinden Kumar is a graphic design lead who specialises in branding, print, and digital design. He brings several years of industry experience from both in-house roles and creative agencies in Australia and Malaysia. Rubinden has collaborated with major brands such as RMIT University, Telstra Australia, and Astro Malaysia. After spending seven years in Melbourne, he returned to Malaysia to pursue a career in academia, driven by a desire to share his passion for graphic design with the next generation of creatives.

Su Guosong_China

Su Guosong, a contemporary Chinese artist, holds a Bachelor's degree in Environmental Art Design from Shandong University of Arts, a Master's degree in Public Art and a Master's degree in Arts Management from the Royal Melbourne Institute of Technology University. Currently a PhD candidate in Creative Multimedia at Multimedia University, his research focuses on multimedia installation and public art.

Syafiq Hariz_Malaysia

Born in 1986 in Johor, Malaysia, I am a multidisciplinary visual artist whose practice bridges traditional fine art, commercial expression, and contemporary technology. I received formal training at UiTM, completing a Diploma in Fine Art in 2007 and a Bachelor of Fine Art (Hons) in Painting in 2009—earning the Dean's Award for both programs. In 2023, I furthered my exploration of art and innovation by completing a Master in Fine Art & Technology, supported by the APF Faculty Post-Graduate Award in 2022 and 2023.

My early milestones include being named Best Art Student in 2002 and contributing to a Malaysian Book of Records project for the Largest Portrait Painting. Over the past two decades, I have showcased my work across Malaysia, Singapore, Indonesia, Taiwan, China, and Hong Kong. My solo exhibition *Moral, Kini dan Dulu* (2023) delved into themes of memory, identity, and societal transformation, while international platforms such as the Asia Illustrations Collection and Warner Bros' *Get Animated Invasion* broadened my global presence.

My accolades include Gold Awards at the iVENTX International Creative Showcase (2024, 2025), the Jury's Award for Art Against AIDS, Honorable Mentions from the Asia Illustrations Collection (2017, 2019), and earlier recognitions from competitions such as Nando's Art Competition (2009) and the MRCB Art Award (2008). Based at TheDuoStudio in Nilai, I continue to create work that engages with social awareness, environmental issues, and personal narrative.

Xia Mengxue_China

I'm an independent digital art maker, also a PhD candidate in Multimedia University Malaysia. The generative digital art triggers my mind of endless creativity.

Yuan Wei_China

Yuan Wei is currently pursuing her PhD at Multimedia University, Malaysia, within the Faculty of Creative Multimedia. Her research centers on the study of Chinese animation, examining its cultural roots, technological advancements, and evolving visual language. She explores how traditional Chinese cultural elements are represented and transformed in contemporary animated works, particularly in the context of globalization and technological innovation. Yuan's work delves deeply into how animation technology can be used to preserve and promote cultural identity while embracing modern storytelling techniques. She is passionate about bridging the gap between tradition and innovation in the animation industry. She has co-authored several research publications and actively participates in academic conferences and colloquiums.

Zeng Yuan_China

Zeng Yuan was born in 1987 in Wuhu, Anhui, China. She currently works as an Associate Professor at Wanjiang University of Technology and is pursuing her Ph.D. in the Faculty of Creative Multimedia at Multimedia University, Malaysia. Her research interests include environmental design and creative multimedia.

Zharif Fikri Suandi_Malaysia

Zharif Fikri Suandi is a Malaysian visual communication educator and designer currently serving as a Lecturer in the Advertising Design Department at the Faculty of Creative Multimedia, Multimedia University (MMU). He holds a Master of Art & Design from Universiti Teknologi MARA (UiTM), where he developed strong interests in public communication, social issues, and creative strategy.

Before joining academia, Zharif gained industry experience as an Assistant Director (Graphic Designer) at Tourism Malaysia and later as an Executive Officer at Universiti Putra Malaysia, contributing to the Malaysia Higher Education Blueprint in collaboration with the Ministry of Higher Education.

His research and creative work explore visual communication for social impact, particularly in the realm of Public Service Announcements (PSAs). He authored the paper "Racism Mitigation Among Malaysians Through the Application of Public Service Announcements (PSAs)" (2020), and his design work on male sexual abuse awareness earned him a Silver Award at the Invention, Innovation and Design (IID) competition during the 2nd Asia International Conference of Art & Design (AICAD) in 2018.

Zharif has also exhibited and presented internationally, including at the International Design Degree Exhibition (INDD-DEX) 2018 held at Universitas Pembangunan Jaya, Indonesia.

Shon Kim _USA

Shon Kim is a filmmaker and artist. He holds BA in Law from Hanyang University, BFA in Film & Video from School of the Art Institute of Chicago, MFA in Experimental Animation from CalArts, and Ph. D in Animation Theory from Chung-Ang University. He currently works in New York.

2025 KOSMA FALL International Invitational Exhibition

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발행인 | 이준희

발행처 | 사단법인 한국영상학회 사무국

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