

Exclusive art exhibition showcasing groundbreaking 3D art from the Korean lenticular specialist, Jong Soo Kwon.

Thursday 7 November, 2013

November 21st, 2013, the VIP opening night of a spectacular art exhibition showcasing 3D lenticular photographs never before seen in Europe. The exhibition is titled "The Feather Series" and contains a carefully selected set of images that offer viewers an interaction with 3D photography made by one of Asia's aspiring masters of the medium.

London, United Kingdom- 2013, November

Over the past few years three-dimensional photographic art has reached new levels of success and popularity. Chris Levine's lenticular work was shown at 'The Queen: Art and Image' in London's National Portrait Gallery (2012) and was seen by over half a million spectators. Last year, Damien Hirst released his first lenticular print 'For the Love of God' (2012) which documents his diamond encrusted skull sculpture as a three-dimensional image adding himself to a growing list of artists testing the potential of the lenticular medium.

The illusion of depth that lenticulars create acts under the same general principles as 3D television and film but without the glasses. Seeing three dimensions is the result of each eye having a different perspective that is manipulated by the glasses or, for lenticulars, the specialist lens placed on top of the print. Each lenticular image is made up of 100s of individual photographs that are carefully calibrated to the exact positions needed for the illusion to take form. The potential of the medium has not yet been reached but Kwon is closer than ever to achieve it.

SEUNG HWAN PARK (CHAIRMAN, JEONJU PHOTO FESTIVAL) says: "The experience of seeing Jong's work is like looking through a window. Behind the window is a new world that almost seems real, the illusion of space and depth is astounding"

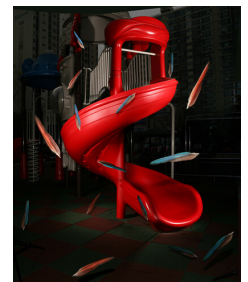
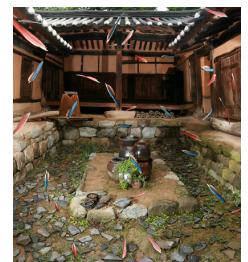
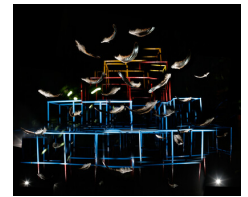
Jong likens his experience of viewing a lenticular image to that of a painter seeing a photograph for the first time, at the advent of its emergence. The added dimension offered by lenticular technology lends the image a heightened realism, not afforded to the viewer of a two-dimensional photograph, bringing the art closer to the world it depicts.

The venue for the VIP opening night is the prestigious White Room at the Barracuda Club, 1 Baker Street, London. High profile guests can expect a glamorous occasion and enjoy experiencing Kwon's innovative work whilst being served drinks and canapés. Kwon himself will be in attendance giving guests the opportunity to meet the man behind the creations. There will also be a prize for the 100th attendee who will receive a signed one-off lenticular print from the Feather Series. People can register their interest and RSVP at: <http://twinperspective.com/CONTACT/1/>

-ENDS-

Pictures and additional information provided on request
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