

(Lisa) PARK, So Young

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EDUCATION

- 2015 ~ 2022 **City University of Hong Kong**, Hong Kong SAR
PhD, Creative Media (Attained in February 2022)
*Decentralizing Contemporary Media Art-world:
Through the Lens of East Asian Metaphysics*
- 2013 ~ 2015 **City University of Hong Kong**, Hong Kong SAR
MFA, Creative Media, with Distinction
- 2002 ~ 2006 **York University**, Toronto, Canada
BFA, Visual Arts Spec. Honors Degree

PUBLICATIONS

Peer-reviewed journal articles

- 2020 Park, S.Y., Benayoun, M. (2020) A Cautionary Tale of Urban Media Art: Media-Bait, Planned Censorship, and Its Repercussions. *Leonardo Journal*. 53(2), 135-144
- 2018 Stoyanova, M., Park, S.Y. (2018) Performing Hypo-Linguistics. *Technoetic arts journal*, 16(1), 63-73

Other publications

- 2022 Park, S.Y. (2022) Expanding the "우리" via Collective Conviviality, [Conference Catalogue] Seoul: Art Centre Nabi.
- 2016 Park, S.Y. (2016) The (in)visible influence of Confucianism on Media Art. *International Symposium of Electronic Arts 2016*
- 2014 Park, S.Y. (2014) Leung Mee-Ping: Star Pupae. *Fleeting Lights (Hong Kong's 4th Large-scale Interactive Media Arts Exhibition)* [Exhibition Catalogue]. Hong Kong, 38-9
- 2011 Park, S.Y. (2011) An International Hybrid in Singapore. Rao, M. (Ed.) *Many Ships One Boat: Singapore Expat Tales & Tips*. Singapore: Booksmith Productions

PROFESSIONAL MEMBERSHIPS & AFFILIATION

- 2022~ ISEA International Foundation Board
- Board Member & Chair of Development Sub-Committee
- 2022~ East-Meets-East Research Group (led by Art Centre Nabi, South Korea)
- 2023~ LEONARDO LASER Hong Kong
- Co-chair for the Host Institution, School of Creative Media, City University of HK

TEACHING AND OTHER ACADEMIC EXPERIENCES

Full-Time Teaching

- 2009 ~ 2013 **Republic Polytechnic - Diploma in New Media**, Singapore
Academic Staff
- Module chair for: *Drawing, Digital Media Arts, Fundamentals of Design, and Creative Media Enterprise*. (Curriculum development, lesson and exam crafting, monitoring, evaluation and teaching)
 - Other courses taught: *Creative Concepts*
 - Academic management & administration for modules (as small as 150 students and 3 teaching faculty, or as large as 630 students with 13 teaching faculty)
 - Mentoring up to 50 students, supervising 1-4 Final year project teams, 10-18 Internship and portfolio development students per each semester
 - Establishing the process and facilitating placement for Industry Immersion Program (Internship) for Diploma in New Media
 - Project management and supervision of Industry collaborations (clients including Singapore Armed Forces, Adventus Asia Pte. Ltd., Bantus Capoeira, BigFish.sg)
 - Interactivity and interface design, and project management for industry attachment scheme, development of K-pop Generator (iPhone app) under business incubator grant from Media Development Authority of Singapore

Assignments during MFA, PhD, and PostDoc

- 2022- **Videotage**, HK SAR
Co-curator of Foundation: A Web3 Media Art Festival (Sept 2022 - April 2023)
- 2022- **City University of Hong Kong, School of Creative Media**, HK SAR
Part-time Postdoc (HCI Research on hybrid Hackathons, & Module revamp project for SM2702 Interdisciplinary practices in Art, Science, and Humanities)
- 2022 **Academy of Visual Arts, Hong Kong Baptist University**, HK SAR
Half-time Research Associate
(Planning and organization of hybrid Art-Tech Salons)
- 2021- 2022 **Neuro Design Lab, School of Creative Media, City University of Hong Kong**
Senior Research Assistant (research, grant application, coding, events production)
- 2021 **Ars Electronica 2021 Garden Hong Kong**, HK SAR
Co-curator and Executive Producer
- 2020 **Ars Electronica 2020 Garden Hong Kong**, HK SAR
Editor-in-Chief
- 2013 ~ 2019 **City University of Hong Kong, School of Creative Media**, HK SAR
Teaching Assistant
- Contemporary and New Media Art
 - Interdisciplinary Practices in Art, Science and Humanities
 - Visual Storytelling and Cultural Thinking
 - Narrative Strategies & Aesthetics of Time-based Media
 - Creative Media Studio 1
- 2015 **City University of Hong Kong, School of Creative Media**, HK SAR

- Research Assistant*
(Research on various electroencephalogram (EEG) devices for Maurice Benayoun's artwork *Brain Factory*)
- 2014 ~ 2016 **Open Sky Project** (Exhibition Platform for ICC building façade), HK SAR
Project Manager (Open Call management for ISEA2016, Process design and execution, Website design, copywriting and management)
- 2014 **City University of Hong Kong, Department of English**, HK SAR
Research Assistant (Video tutorials for Digital Humanities Course - Processing, MIT App inventor, & NodeXL)
- 2014 **Fleeting Lights: The 4th Large-Scale Interactive Media Arts Exhibition**, HK SAR
Artist Assistant for Leung Mee-Ping.
(Coordination & Coding of the audio-visual component of 9m dome structure)

CONFERENCE PRESENTATIONS

- 2022 Park, S.Y. (2022) *우주/ness via collective conviviality*, Hanmaum: The Planetary Mind Round-table Discussion. East meets East (EmE) Conference, London, UK (Invited speaker)
- 2021 Park, S.Y. (2021) *Towards Ontological Plurality*. Ars Electronica Garden Hong Kong, HK SAR Symposium Presentation for *Posthuman Art: Robots, Aliens, Chess, and Tokens*
- 2019 Park, S.Y. (2019) *Open Systems PhD Salon at Art Machines: ISCMA Symposium*, Hong Kong SAR. Artist talk on *Performing Hypo-Linguistics v.2*
- 2017 Stoyanova, M., Park, S.Y. (2017) *Performing Hypo-Linguistics. Consciousness Reframed*, Beijing, China
- 2016 Stoyanova, M., Park, S.Y. (2016) *Performing Hypo-Linguistics. RIXC Open Fields*, Riga, Latvia
- 2016 Park, S.Y. (2016) *The (in)visible influence of Confucianism on Media Art. International Symposium on Electronic Art 2016*, Hong Kong SAR

OTHER PRESENTATIONS AND WORKSHOPS

- 2023 *AI and the Arts: Dramatic Changes and Impacts*, Los Angeles & Hong Kong
Invited Panel Speaker, Asia Society of Southern California, 27 March 2023
- 2022 *Foundations: A Web3 Media Art Festival*
Panel Moderator and Co-curator, Videotage, Hong Kong SAR
- 2022 *How it all came together: Unpacking our Dilemmas through Research*
Research presentation for SM5302 Studio II course at School of Creative Media
- 2021 *Clubhouse Panel: Can AI be as good as Beethoven? By Artificial Intelligence*
Panel discussion with De Kai, Ken Ueno, Matthias Röder, 20 Oct 2021
- 2021 *New Vision Arts Festival, HKACTION! Act 10. DAEDALUS DRONES*
Research Presentation & Panel discussion, Asia Society, Hong Kong SAR, 21 Nov 2021
- 2016 *VR and Machinic Image Workshop*, Hong Kong SAR
Artist presentation on *Performing Hypo-Linguistics v.1*
- 2015 *Post Industrial Landscape 3.0. Workshop*, Hong Kong SAR
Preliminary research presentation on using Electroencephalogram device in art making
- 2015 *Introductory Lesson to Installation Art: Narrative, Communication and Perception*
Hong Kong Polytechnic University, School of Design

EXHIBITIONS AND PERFORMANCES

- 2019 *Performing Hypo-Linguistics* (Installation version)
Open Systems Salon, PhD student exhibition for Art Machines: International Symposium on Computations Media Art, City University of Hong Kong, Hong Kong SAR
- 2017 *Performing Hypo-Linguistics* (Installation version)
Silk Road: Portal to World Imagination, at Xi'An Art Museum, Xi'An, China
- 2016 *Performing Hypo-Linguistics* (Live EEG Brainwave Performance)
International Symposium on Electronic Art 2016, Hong Kong SAR
- 2015 *Reverberations* (Brainwave VJ performance)
Noise = Noise Hong Kong (nnnnn.org.uk)
XXX Gallery, Hong Kong SAR
- 2015 *Bedtime Story: A Modern Fable* (Animation for ICC building façade)
Open Sky Campus Exhibition, Hong Kong SAR
- 2013 *Atmosphere* (Animations for dome projection)
Shanghai Prolight & Sound Fair, Shanghai, China
Shenzhen China High-Tech Fair, Shenzhen, China
- 2006 *Truth is At Least True* (Interactive Installation)
The Aesthetics of (in)security: A workshop on Security, Knowledge and Art.
York Centre for International and Security Studies, York University, Toronto, Canada

REVIEWER FOR INTERNATIONAL JOURNALS & CONFERENCES

- MIT Press: Leonardo Journal
- International Symposium on Computational Media Art | Art Machines 2019

SELECT INDUSTRY EXPERIENCES

- 2009 ~ 2009 **Kult Pte. Ltd.**, Singapore (Experiential marketing agency)
Account Manager
- Management and execution of regional "Yahoo! Purple Hunt" campaign in Philippines, entailing multiple on-ground and online segments for the experiential marketing campaign
 - Sourced, selected and commissioned numerous up-and-coming international artists for creative submission project "PurpleScape," which included an exhibition and book publication in line with the campaign
 - Commissioning and execution of "Big Idea Chair" publication, designed to promote PurpleScape artists for regional Spikes award, 2009
- 2008 ~ 2009 **AvenueOne Pte. Ltd.**, Singapore (Marketing Agency)
Senior Executive of New Media
- Management of multiple web projects from basic corporate websites to interactive, backend intensive PHP sites, starting from conceptualization and planning, to full launch.
 - Management and supervision of programming team
- 2007 ~ 2008 **EMC**, Singapore (Data Storage MMC)
Telemarketing Representative (for Australia, New Zealand & Korea)
- Integrity analysis and management of end-user database

- Leaned and implemented enhanced work process, established new training materials and conducted training under Lean Six Sigma project
- 2006-2007 **Treasure Resort Sentosa Pte. Ltd.**, Singapore
Communications Executive
- Implementation of new corporate brand identity
 - Design, built and maintained corporate website and all marketing and advertising collaterals

SKILLSETS

Software MAX MSP, Processing, Arduino, Titanium Appcelerator, Cinema 4D, Adobe Photoshop, Illustrator, Premiere, Dreamweaver, Final Cut Pro, Microsoft Excel, Scrivener, NodeXL, Atlas.ti, etc.

Programming Simplified Java for Processing, JavaScript and HTML (Intermediate)

Languages Fluent in English and Korean, with little Putonghua and Japanese

REFERENCES

Available upon request.