(Lisa) PARK, So Young

Scholar-Artist | Curator-Producer | Academic

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EDUCATION

2015 ~ 2022 **City University of Hong Kong, Hong Kong SAR**
PhD, Creative Media
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

PUBLICATIONS

Peer-reviewed publications

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

2016   Park, S.Y. (2016) The (in)visible influence of Confucianism on Media Art. *International Symposium of Electronic Arts 2016*

Other publications

2022   Park, S.Y. (2022) Expanding the "우리" (*Oori* - "us") via Collective Conviviality, [Conference Catalogue] Seoul: Art Centre Nabi.

2014   Park, S.Y. (2014) Leung Mee-Ping: Star Pupas. *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**
   o   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**
   o   Co-chair for the Host Institution, School of Creative Media, City University of HK

EXPANDED CURATION & related experiences

2022 ~ 2023   **Videotage (**HK SAR) in collaboration with **Distant.Gallery** (Netherlands & Online)
Co-curator of Foundation: A Web3 Media Art Festival

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

2014 ~ 2016   **Open Sky Project** (Exhibition Platform for ICC building façade), (HK SAR)
Project Manager (Exhibition management, Open Call management for ISEA2016, Process design and execution, Website design, copywriting and overall management)

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
+ general management of installation & maintenance)

2009   **"Yahoo! Purple Hunt" campaign @ Kult3D** (Philippines)
Management and execution of regional Yahoo! campaign in Philippines (+ research in Indonesia), entailing multiple on-ground and online segments for the experiential marketing campaign

CONFERENCE PRESENTATIONS

2022   Park, S.Y (2022) 우리'*ness via collective conviviality*, Hanmaum: The Planetary Mind Round-table Discussion. East meets East 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 & Keynote Moderation + 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, HKACT! 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

TEACHING AND OTHER ACADEMIC EXPERIENCES

2009 ~ 2013 **Republic Polytechnic – Diploma in New Media,** Singapore

Academic Staff

- Module chair : *Drawing*; *Digital Media Arts*; *Fundamentals of Design*; *Creative Media Enterprise*. (Curriculum development, lesson and exam crafting, monitoring, evaluation and teaching)
- Other courses taught: *Creative Concepts*
- Academic management & administration (150 students and 3 teaching faculty ~ 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)
- Industry Attachment: Interactivity and interface design, and project management for development of K-pop Generator (iPhone app) under business incubator grant from Media Development Authority of Singapore

2022- **City University of Hong Kong, School of Creative Media,** HK SAR

Postdoctoral Researcher (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

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 & curation)

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 **City University of Hong Kong, Department of English,** HK SAR

Research Assistant (Video tutorials for Digital Humanities Course – Processing, MIT App inventor, & NodeXL)

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

SKILL SETS

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