

(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. In proceedings of East meets East: Han Ma Eum One Day Conference (London), by 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 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

ACADEMIC MEMBERSHIP

- 2022 **International Symposium on Electronic Arts (ISEA) International Foundation Board**
July~ *Chair of Development Sub-Committee & Board Member*
- Brainstorm long-term plans for ISEA to strengthen its international profile
 - International fund raising to encourage new commissions to support global talents

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
 - Organizing talks and events
 - 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

Part Time Assignments during MFA, PhD, and PostDoc

- 2022- **Videotage**, HK SAR
Co-curator of Foundation: A Web3 Media Art Festival (Sept 2022 - March 2023)
- 2022- **City University of Hong Kong, School of Creative Media**, HK SAR
Part-time Postdoc (HCI Research on hybrid Hackathons)
- 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*, at The Planetary Mind Round-table Discussion. East meets East Conference, Korean Cultural Centre, London, U.K
 (Invited speaker)
- 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

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.

OTHER PRESENTATIONS AND WORKSHOPS

- 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
- 2021 *Ars Electronica Garden Hong Kong, HK SAR*
Symposium Presentation for *Posthuman Art: Robots, Aliens, Chess, and Tokens*
- 2019 *Open Systems PhD Salon at Art Machines: ISOMA Symposium, Hong Kong SAR*
Artist talk on Performing Hypo-Linguistics v.2
- 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

REVIEWER FOR INTERNATIONAL JOURNALS & CONFERENCES

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

PROFESSIONAL AFFILIATION

- *East-Meets-East Research Group (spearheaded by Nabi Art Centre, South Korea)*
 - Core Member
- *International Symposium on Electronic Arts (ISEA) International Foundation Board*
 - Board Member & Chair of Development Sub-Committee

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.