



PROJECT COMPANY

★ A PROJECT COMPANY

A Project Company

is a platform company established
to globalize contemporary Korean art.

K-ARTNOW.COM,

the online art news and information platform with global standards,
it disseminates major news from the contemporary Korean art world
to domestic and international audiences.

K-ARTIST.COM,

the online archive and art market platform with global standards,
it promotes and facilitates the international advancement of
Korean contemporary artists.

CEO & FOUNDER



Jay Jongho Kim
CEO & Founder

Jay Jongho Kim majored in Science of Fine Arts and Graduate School of Art Planning at Hongik University. He began his career as a gallery curator at Gallery Seomi in 1995 and worked as the planning director at Cais Gallery (1996-1997) and as an art director at Korea's first total art consulting company, Kopac Art Consulting (1999-2000).

He later worked as a research team leader (senior researcher) at Art Center Nabi, a new media art museum established by SK (2001-2002), and as a director at Gallery Hyundai (2004) and Dukwon Gallery (2005-2006).

Since 1996, he has planned and operated educational programs for collectors such as "Seomi Academy" and "Cais Forum," and served as a course planner and instructor for "Curators and Curating" (1999) at the Hankyoreh Cultural Center and "Appreciation and Understanding of Contemporary Art" (2003) at the KEPCO Art Center. He has co-authored the book "Interviews with 45 Young Korean Artists" (Kim Jong-ho/Ryu Han-seung, 2006).

After moving to New York in September 2006, he worked as an art consultant and dealer with local galleries. In 2008, he worked as a curator at Gana Art New York and participated in various international art fairs such as Armory Show, Pulse, and ACAF.

In 2008, he was appointed as the director of Doosan Gallery Seoul, a non-profit organization operated by Doosan Yonkang Foundation, and established Doosan Gallery New York and Doosan Residency New York in July 2009, serving as the Executive Director until June 2017, supporting the overseas activities of Korean contemporary artists.

In July 2017, he returned to Korea and established the education & consulting agency ART M&C, providing art lectures and collection consulting to prestigious universities, corporations, collectors, and art lovers in Korea.

In June 2021, he established Aproject Company to promote the globalization of Korean contemporary art, and currently operates **K-ARTNOW.COM** and **K-ARTIST.COM**.

TEAM



So-Ok Park
Researcher & Editor

K-ARTNOW.COM
Person in Charge

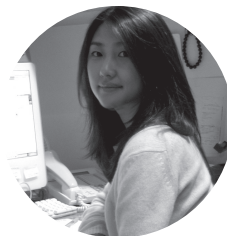
CV
Editor of
www.arttriangle.org
Special Project Manager of
AHL Foundation



Bell Park
Gallery Manager & Web Manager

K-ARTIST.COM
A gallery & A lounge
Person in Charge

CV
Researcher of
Art M&C
Researcher of
Nefs Paju Project Team



Heejo Kim
Art Director & Designer

Aproject Company
Person in Charge of Design

Visual Artist & CEO of
OOZOO STUDIO
OOZOO
STUDIO

CV
Arnell Company
(Creative Development Manager)
Blank Space Gallery (Associate Director)
Dobbin St. (Venue Coordinator)



Guhyun Jung
Web Designer & Dev.

K-ARTNOW.COM & K-ARTIST.COM
Person in Charge of Web Design

CEO of TypeG Design


CV
KEB Hana Bank
D&SHOP
11st
DNSC (SK Telecom)
Kookmin Ad Agency

K-ARTIST.COM

K-ARTIST.COM

Objective

K-ARTIST.COM is an archive & art market platform for Korean artists to advance into the global art world.

Sales & Resales System

K-ARTIST.COM's goal is to create a transparent pricing system and a fair sales system for selected Korean contemporary artists. Additionally, **K-ARTIST.COM** aims to establish a sustainable art market system by allowing the resale of works by participating artists.

One Source Multi-Use

K-ARTIST.COM plans to activate the derivative art industry by creating various merchandise such as prints, posters, figures, and goods using the original works of the participating artists.

K-ARTIST.COM

K-Artists on K-ARTIST.COM

K-ARTIST.COM currently has 21 artists who have been actively working in Korea since the 2000s, and plans to have 50-100 artists participating by the end of 2023.

Through the archive, K-ARTIST.COM aims to introduce the works of its participating artists and promote Korean contemporary art worldwide, not just domestically.



Yoo Seunggho 유승호
Echo Word Painting



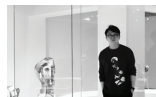
Lee Yunsung 이운성
Korean Anime Painting



Chung Suejin 정수진
Multi-layered Abstract Painting



Ji Yongho 지용호
"Mutant" Series



Hong Gwon 권오상
Deodorant Type with Photo Sculpture



Park Chanmin 박찬민
"Intimate City", "Blocks", "Cities"



Jeong Kyungja 정경자
"Drifting" "So, Suite", "Elegant Town"



Jung Jihyun 정지현
Urban Architecture with Photographs



Son Donghyun 손동현
New Korean Paintings



Kim Chunsoo 김찬수
"Low-cut" & "Low-pass" Series



Kim Jipyong 김지형
Korean Painting as Contemporaneity



Lee Eunsil 이은실
Korean Painting as Contemporaneity



Kim Taedong 김택동
Semi-Constructed Photograph



Kim Heejo 김희조
Schematic Medium & BYR99



Lim Sunhee 임선희
Brushed, Layered, Lined Painting



Lee Donggi 이동기
"Atomus" Series



Kim Shinwook 김신욱
Contemplative Typological Photos



Hong Sungchul 홍성철
Illusomatic String-layered Frame



Lee Jinju 이진주
Surrealistic Korean Painting



Park Meena 박미나
Concept Paintings from Digital Images



Hong Kyoungtack 홍광택
"Pen" Series, "Funkchestra" Series

A gallery is a specialized gallery that hosts solo exhibitions, curated shows, and permanent exhibitions of contemporary Korean artists featured on **K-ARTIST.COM**.

Additionally, **A gallery** aims to revitalize the art market and promote a circular economy by exhibitions of resale works by artists who participated in **K-ARTIST.COM**.



A Partial installation view of A gallery Exhibition, March 2023. Artist: Heejo Kim

A lounge

A lounge is a specialized gallery operated within a hotel for the first time in Korea. It is a space where visitors can enjoy casual dining and premium craft beer while viewing exhibitions of famous Korean artists and purchasing their works.

In addition, A lounge aims to be a hybrid culture space where visitors can enrich their lives through various educational programs and experience diverse cultural programs and events.



A Partial view of A lounge Exhibition, March 2023. Artist: Ji Yongho, Hong Kyoungtaek

A
l o u n g e

Open : 11am – 6pm (Mon-Sat)

Venue : 216 Dosan-daero, 3F, Gangnam-gu, 06047 Seoul, KOREA

Website : agallery.space | Instagram : [@agallery.space](https://www.instagram.com/agallery.space)

Contact : 0507-1461-7815 aproject.company@gmail.com

K-ARTNOW.COM

K-ARTNOW.COM

Objective

K-ARTNOW.COM is the first online art news & information platform that selects the most important Korean contemporary art news from a global perspective. **K-ARTNOW.COM** delivers the news both in Korean and English to art experts and art lovers around the world.

Posting & Newsletter

We email a weekly newsletter that includes three selected articles in the major fields of Korean contemporary art every Monday and post the full articles on our website. As of September 2023, **K-ARTNOW** has about 1,000(Kr) & 1,000(En) posts, and it is expected to have more than 3,000 posts by the end of 2023.








Subscribers

K-ARTNOW.COM has subscribers from all over the world, including Korea, America, Europe, Asia, and South America. Our website has about 10,000 subscribers as of September 2023. We've had about 80,000+ visits and are currently getting about 10,000+ visitors per month.

Advertising Kit 2023

Visitors & Traffic

Traffic by countries

Rank	Flag	Country	Visitors	Visits
1		Korea	29426	54799
2		United States	6163	7545
3		United Kingdom	1349	1753
4		Germany	899	1195
5		Singapore	797	1005
6		France	788	1089
7		Anonymous Proxy	774	919
8		Russian Federation	670	936
9		Japan	660	897
10		Hong Kong	597	871

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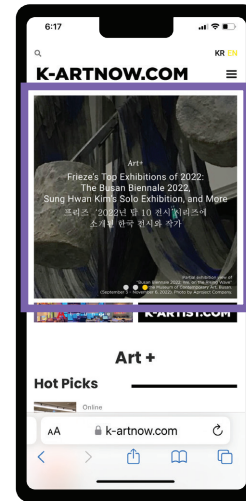
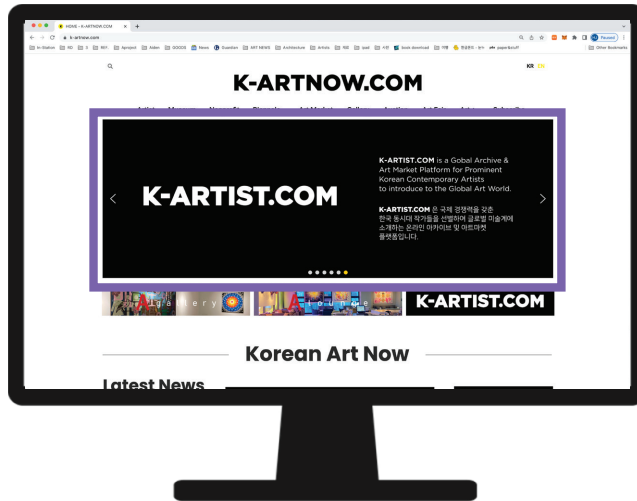
As of 2023. Aug.31

PREMIUM

AD PLACEMENTS

Main Banner

A wide-screen carousel banner with great visual impact. The banner is displayed at the top of every page. As the frequency of exposure and the number of clicks are high, the advertising is considered the most effective.



Advertising Cost

1 day	More than 30 days & contract
50 USD	Price Inquiry

Image Size & Format

PC	1,140(w) x 400(h) px	JPG or PNG
Mobile	400(w) x 400(h) px	

Submission

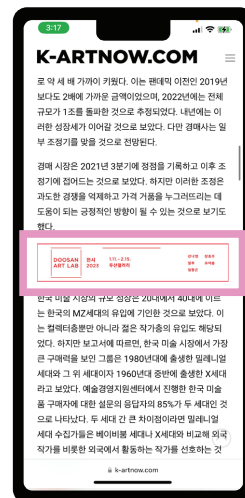
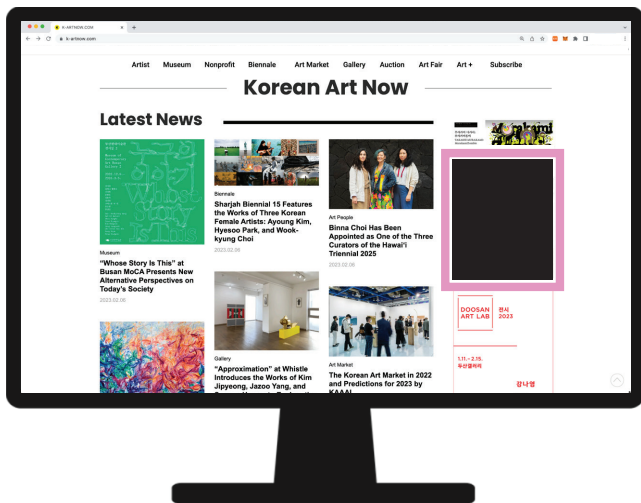
Submit	3 days before the uploading date
Email	kartnow.com@gmail.com

SPECIAL

AD PLACEMENTS

PC Side Banner & Mobile Article Banner

The largest size side banner and one of the only 3 advertising banners inserted in every article of the newsletter sent worldwide every week.



Advertising Cost

1 day	More than 30 days & contract
40 USD	Price Inquiry

Image Size & Format

PC	500(w) x 600-900(h) px	JPG or PNG
Mobile	500(w) x 100(h) px	

Submission

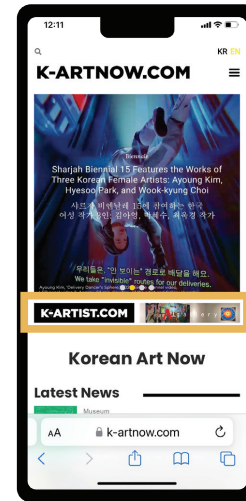
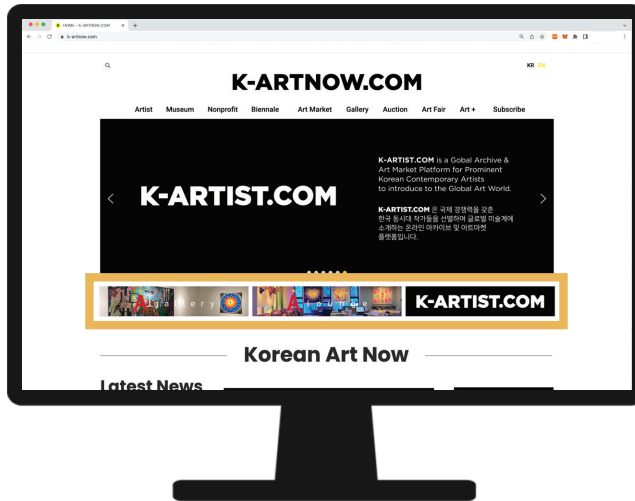
Submit	3 days before the uploading date
Email	kartnow.com@gmail.com

EFFECTIVE

AD PLACEMENTS

Ad Box under the main banner

A box banner that can be seen on every page. As the frequency of exposure and the number of clicks are high, the advertising is considered the most effective.



Advertising Cost

1 day	More than 30 days & contract
30 USD	Price Inquiry

Image Size & Format

PC	500(w) x 100(h) px	JPG or PNG
Mobile		

Submission

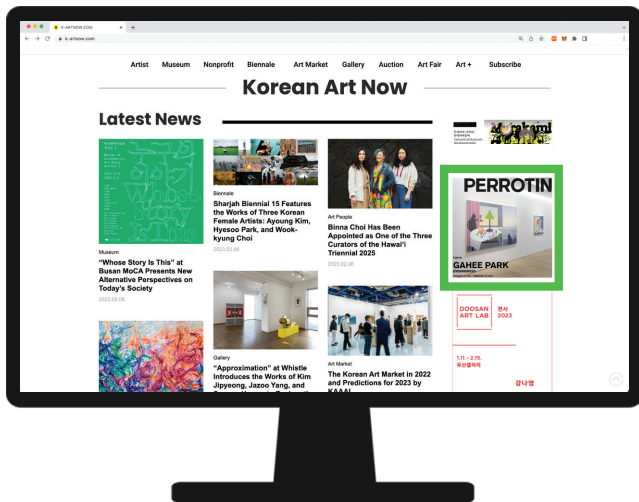
Submit	3 days before the uploading date
Email	kartnow.com@gmail.com

STANDARD

AD PLACEMENTS

Ad Box under the main banner

Always displayed on the right side on every page and exposed at the bottom of the main article on mobile devices.



Advertising Cost

1 day	More than 30 days & contract
20 USD	Price Inquiry

Image Size & Format

PC	500(w) x 350-500(h) px	JPG or PNG
Mobile	500(w) x 100(h) px	

Submission

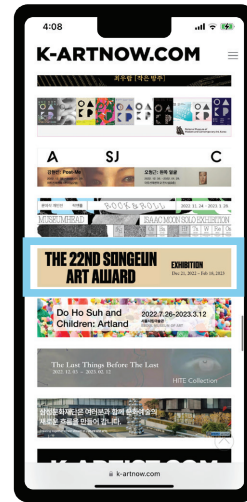
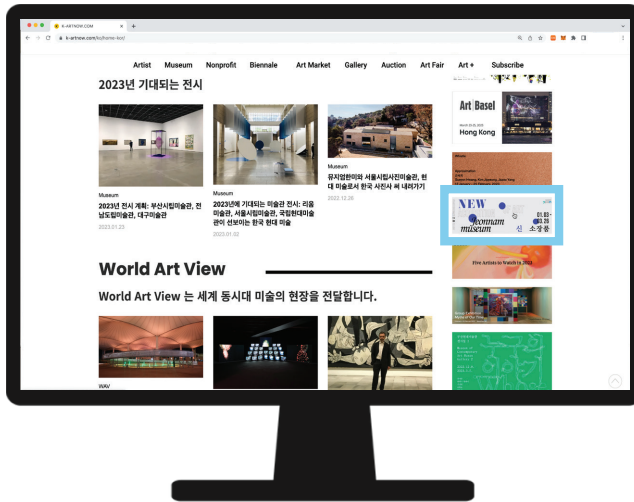
Submit	3 days before the uploading date
Email	kartnow.com@gmail.com

ECONOMY

AD PLACEMENTS

Side Banner

A side box banner exposed on the main page and on the right side of every article on PC. It is displayed at the bottom of the main article on the mobile.



Advertising Cost

1 day	More than 30 days & contract
10 USD	Price Inquiry

Image Size & Format

PC	500(w) x 150-320(h) px	JPG or PNG
Mobile	500(w) x 100(h) px	

Submission

Submit	3 days before the uploading date
Email	kartnow.com@gmail.com

Contact & Bank Information

K-ARTNOW.COM

Advertising Inquiry

If you have any questions or concerns about advertising on **K-ARTNOW.COM**, please don't hesitate to get in touch with us using the contact information provided below.

Contact Information

Person : So-Ok Park

Phone : +82 10 8339 8854

Email : kartnow.com@gmail.com

Bank Information

Beneficiary Bank : Kookmin Bank

Bank Address: #26, Gukjegeumyung-ro 8-gil,
Yeongdeungpo-gu, Seoul, Korea

Swift Code : CZNBKRSEXXX

Routing No. : 021000089

Beneficiary Accounting No. : 096301-04-091970

Beneficiary Name : A Project Company

★ A PROJECT COMPANY

A PROJECT COMPANY manages two global online art platforms:

K-ARTIST.COM, an online art market platform for Prominent Korean Artists and

K-ARTNOW.COM, an art news & information platform to introduce

Korean contemporary art to the world.

We pursue the globalization of Korean contemporary art.



PROJECT COMPANY

216 Dosan Daero, B2F, Seoul, Korea [06047]