
SeMA

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**International Press
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Seoul Museum of Art announces 2021 SeMA-HANA Media Art Award's corecipients

Seoul Museum of Art (SeMA) is thrilled to announce Hao Jingban and Eisa Jocson as the corecipients of the 2021 SeMA-Hana Media Art Award, presented in conjunction with One Escape at a Time, the 11th Seoul Mediacity Biennale.

Hao Jingban is a Beijing-based artist and filmmaker. Her work *I Understand . . .* (2021) is a personal reflection on the possibilities and limitations of empathy. Set against both filmed and sourced footage, the video essay juxtaposes past and current civic movements to examine whether difference and empathy can coexist in the complex world we live in today.

Together with her group The Filipino Superwoman Band, the Manila-based choreographer, dancer, and artist Eisa Jocson is participating in the Biennale with a newly produced video work, *Superwoman: Empire of Care* (2021). Turning the choreography and costumes of the pop music genre into a form of empowerment, the work highlights how frontline medical and essential workers in the Philippines have been heralded as national heroes while being denied basic job security during the Covid-19 pandemic.

This selection was a unanimous decision of the five-member international jury comprising Ahn Kyuchul, Artist and Head, SeMA Advisory Committee; Beck Jeesook, Director, Seoul Museum of Art; Yung Ma, Artistic Director, 11th Seoul Mediacity Biennale; Susanne Pfeffer, Director, MUSEUM MMK FÜR MODERNE KUNST; and June Yap, Director of Curatorial, Programmes and Publications, Singapore Art Museum.

Ahn Kyuchul, chairperson of the jury, states: "On behalf of the jury members, I'd like to congratulate not only Hao Jingban and Eisa Jocson, but also all the Biennale participants for presenting such wonderful works that offer insight into our times."

Beck Jee-sook comments: "We're delighted to congratulate the two artists on receiving the award. Both works are very timely in that they engage with how the current world is trying to navigate the pandemic while also suggesting possible futures to the audience."

The exhibition of One Escape at a Time is on view at the Seoul Museum of Art until 21 November 2021.

Sponsored by the Hana Financial Group and co-organized by Seoul Museum of Art, the SeMA-Hana Media Art Award is presented to a participant or participants of the Seoul Mediacity Biennale in recognition of their vision and artistic contribution to the Biennale. Past recipients of the award are Eric Baudelaire (2014), Korakrit Arunanondchai and Christine Sun Kim (2016), and Kearn-Hyung Ahn (2018).

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Images and credits

Image	File	Caption
	<p>SMB_2021 SeMA-Hana Media Art Award poster</p>	<p>Poster for the 2021 SeMA-Hana Media Art Award. Graphic design: Shin Shin.</p>
	<p>SMB11_SeMA 2021_Eisa- Jocson</p>	<p>Eisa Jocson</p>
	<p>SMB11_SeMA 2021_Hao- Jingban</p>	<p>Hao Jingban</p>

	<p>SMB11_SeMA 2021_1</p>	<p>Eisa Jocson, <i>Superwoman: Empire of Care</i>, 2021, music video and installation, color, sound, 12 min. 17 sec., dimensions variable. Eisa Jocson in collaboration with Bunny Cadag, Cathrine Go, Teresa Barrozo, Franchesca Casauay (aka The Filipino Superwoman Band). Videographer and editor: Brandon Relucio. Installation view of the 11th Seoul Mediacity Biennale. Photo by Cheolki Hong, glimworkers.</p>
	<p>SMB11_SeMA 2021_2</p>	<p>Eisa Jocson, <i>Superwoman: Empire of Care</i>, 2021, music video and installation, color, sound, 12 min. 17 sec., dimensions variable. Eisa Jocson in collaboration with Bunny Cadag, Cathrine Go, Teresa Barrozo, Franchesca Casauay (aka The Filipino Superwoman Band). Videographer and editor: Brandon Relucio. Courtesy of the artist.</p>
	<p>SMB11_SeMA 2021_3</p>	<p>Hao Jingban, <i>I Understand...</i>, 2021. HD vido, color and black-and-white, sound, 21 min. Installation view of the 11th Seoul Mediacity Biennale. Photo by Cheolki Hong, glimworkers.</p>
	<p>SMB11_SeMA 2021_4</p>	<p>Hao Jingban, <i>I Understand...</i>, 2021. HD vido, color and black-and-white, sound, 21 min. Courtesy of the artist.</p>