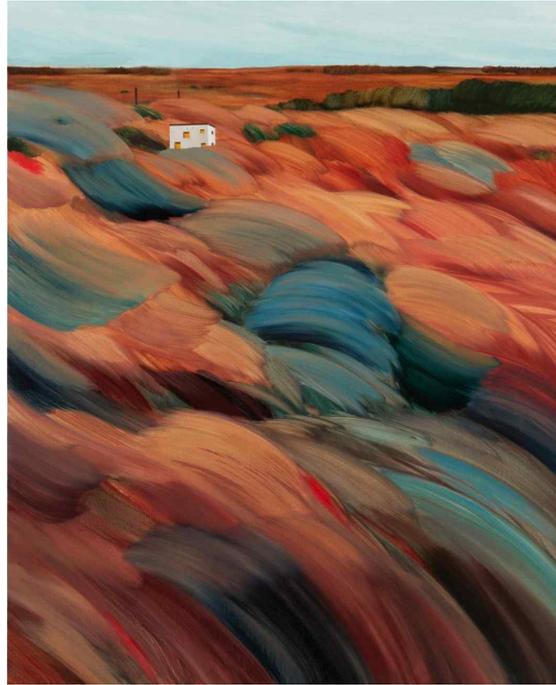


Jay Choi



Jay Choi does not begin her work with sketches. Instead, she photographs landscapes that inspire her and keeps them beside her canvas, responding intuitively with brushstrokes as she paints the wind. Once the first trace of wind appears on the previously empty canvas, she spends a long time gazing at the surface—somewhere between the landscape and the painting. Before the pigment dries, she erases the wind and paints it again, repeating this process countless times until the work takes form. This process draws viewers into the world of the canvas while allowing the artist herself to focus fully on her inner emotions and 흐름.

Her practice is a continuous sequence of unplanned gestures, relying entirely on momentary sensation. She often describes her work as resembling life itself. What life has taught her is the wisdom of accepting situations as they unfold differently from what was planned, and of moving forward by surrendering to the flow. This lesson is directly reflected in her working process: the spontaneous direction of wild grasses or reeds, decided in an instant, becomes a more natural expression of wind. Once the direction of the wind is set, she traces its texture as if drawing the grain of emotion, entrusting herself to the movement of her brush. Each brushstroke becomes both an act of painting and a record of the sounds arising from within. Amid the plants swaying in the ever-blowing wind, a solitary house stands firmly in place, functioning as the final destination of all processes and emotions. It serves as a shelter, a refuge, and a sanctuary.

While some works are celebrated for grand social discourses, monumental narratives that challenge their times, or critically rational frameworks, her work turns inward. It is deeply personal, subjective, and emotional—and precisely for that reason, it resonates with viewers. Offering quiet comfort to the heart becomes the role entrusted to her work.

LEE & BAE

Jay Choi (b.1975, Seoul, Korea)

■ Educations

2002 MFA Printmaking, Hongik University, Seoul, Korea

1998 BFA Printmaking, Hongik University, Seoul, Korea

■ Selected Solo Exhibition

2025 Leeward, HORI ART SPACE, Seoul, Korea

2024 The Sanctuary, Gallery hesed, Seoul, Korea

2023 YOUR FOREST, Gallery White Birch, Seoul, Korea

2022 Inner landscape, Soohoh gallery, Seongnam, Korea

2020 Admire, Soohoh gallery, Seongnam, Korea

2018 The Secret Garden, Soohoh gallery, Seongnam, Korea

2017 Metaphorical Self-portrait, Insa art space, Seoul, Korea

2017 Metaphorical Self-portrait, Lee Jung A gallery, Seoul, Korea

2015 The Private ConversationII, Gana Art Space, Seoul, Korea

2015 From Routine, GS Tower Street gallery, Seoul, Korea

2014 The Private Conversation, gallery b'ONE, Seoul, Korea

2014 The Private Conversation, Lotte department store MVG lounge, Seoul, Korea

2008 The Illusion, Gallery The CHAI(hosted by Kumsan gallery), Paju, Korea

2008 BELT 2008 Selected Artists, Gallery Artside, Seoul, Korea

2007 The Allurements, kwanhoon gallery(new space), Seoul, Korea

■ Selected Group Exhibition

2024 Someday, Together, Jay Choi& Ho Suk Hwang Duo exhibition, Samseoung gallery,
Seoul, Korea

2024 Happy Holiday, HORI ART SPACE, Seoul, Korea

2023 Dear my Dear, gallerysuppoment, Seoul, Korea

2023 Story of landscape|, Tae-Gwang Cho, Jay Choi Duo exhibition, Gallery venus, Hanam,
Korea

2022 The map of print: Newtro|, United gallery, Seoul, Korea

2021 New Normal, New Wave|, Sejong Center for the Performing Arts, Seoul, Korea

Healing from COVID-19: Special Exhibition from the Gyeonggi Art Collection, Gyeonggi,
Korea

Millennium Path Gallery, Uijeongbu, Korea

2020 Le Printemps éclate, Soohoh gallery, Seongnam, Korea

Bon Coeur With Soohoh, Soohoh gallery, Seongnam, Korea

2019 Asking the Way through Art, Korea Design Center, Seongnam, Korea

The other side of the moon, Oxo Tower Bargehouse, London, UK

2018 Savoring Six Flavors of Beauty II, gallery sein, Seoul, Korea

Five Oceans, Six Continents: Eleven Journeys, Hangaram Art Museum, Seoul Arts Center,

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Seoul, Korea

2017 Soohoh Open Call Winners' Exhibition, Seongnam Arts Center, Seongnam, Korea

2012 Art Road 77, Heyri Art village, Paju, Korea

2010 Breathing House Project, Kimi Art, Seoul, Korea

Lotte MVG Lounge Invitational Exhibition, Lotte Department Store, Seoul, Korea

2009 Romantic Holiday, Lotte Department Store Avenuel, Seoul, Korea

Modes of Being in Space, gallery NOW, Seoul, Korea

2007 Print Matter in Beijing, Ningbo Museum, Beijing, China

■ Art Fairs

2025 Galleries Art Fair2025, Coex, Seoul, Korea

2024 KIAF2024, Coex, Seoul, Korea

Artfesta Jeju 2024, Jeju International Convention Center, Jeju, Korea

Galleries Art Fair2024, Coex, Seoul, Korea

2023 Daegu International Art Fair, Exco, Daegu, Korea

Artground London, Saatchi gallery, London, UK

ART TAICHUNG 2023, Taichung, The Lin Hotel Taichung, Taiwan

Urban Break2023, Coex, Seoul, Korea

BAMA2023, BEXCO, Busan, Korea

2021 BAMA 2021, BEXCO, Busan, Korea

2017 Asia Contemporary Art Show 2017 Hong Kong, Conrad, Hong Kong

2014 Art Edition 2014, Marco Polo hotel, Hong Kong

2009 SIPA(Seoul international print photo art fair), Hangaram Art Museum, Seoul Arts Center, Seoul, Korea

2008 Hong Kong international art fair, Convention center, Hong Kong

Asia Top Gallery Hotel Art Fair, hotel New Otani, Tokyo, Japan

KIAF, Coex, Seoul, Korea

SIPA(Seoul international print photo art fair), Hangaram Art Museum, Seoul Arts Center, Seoul, Korea

2007 Print Matter in Beijing, Ningbo Museum, Beijing, China

Print Tokyo2007, Sakima Art museum, Tokyo, Japan

■ Collections

The Government Art Bank of the National Museum of Modern and Contemporary Art(Seoul)

The Art Bank of the National Museum of Modern and Contemporary Art (Seoul)

Gyeonggi Museum of Modern Art(Ansan)

NACUFOK Training Institute(Cheonan)

Soohoh gallery(Seongnam)

Grand Walkerhill Seoul(Aston House)

Sakima Art museum(Okinawa, Japan)

