

ART INNOVATION

SEOUL

**Parnas Media Tower
513 Yeongdong-daero
Gangnam District**

October 1st–7th, 2025

AFTERGLOW

An exhibition curated by Art Innovation Gallery

02/09/25, Milan IT

Art Innovation is pleased to present **AFTERGLOW**, a digital art project that, from October 1 to 7, 2025, will transform the large screens of the **Parnas Media Tower**, in the heart of Seoul's Gangnam district, into a stage of light and memory. The exhibition explores the relationship between light, time, and memory, tracing the marks left behind by what once existed.

The title refers to the glow that lingers as light fades: a subtle trail that survives its origin, a luminous residue that continues to vibrate through time. It is within this suspended space that **AFTERGLOW** takes shape. Images and videos unfold across one of the city's most iconic façades, transforming the tower into a place where memory, light, and reflection converge, inviting viewers to pause their own rhythm and embrace the delicacy of what remains.

The works do not seek immediate spectacle or the approval of instant effect, but rather aim for the persistence of the mark — the ability to impress themselves upon the gaze. Each image becomes a visual echo: fragile yet resilient, ephemeral yet capable of settling into the memory of the viewer, suggesting that what seems fleeting may still preserve a trace of endurance.

AFTERGLOW takes shape as a meditation on permanence: an inquiry into how the digital, despite its speed, can preserve memories and resist oblivion. For one week, the screens of the Parnas Media Tower will turn into luminous pages on which to read the time that remains — the residue of experiences, emotions, and memories that would otherwise fade away.

Art Innovation srl

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HEAD OFFICE Via San Vito, 18 – 20123 Milan IT
Founder and CEO Francesca Boffetti

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The exhibition also invites reflection on the ephemeral nature of light and images, on the persistence of memory, and on technology's ability to become a silent custodian of what we wish — or need — to preserve, tracing a thread between past and present, between the visible and the invisible.

Through a visual language that combines contemporary aesthetics and digital experimentation, the artists show how every pixel, every wave of light, every signal can become a poetic resonance: an echo that carries the gaze beyond the visible and beyond time, suggesting the possibility of a memory that continues to vibrate even after the light has faded.

The exhibition features international artists, designers, creatives, and brands, including:

Alan Bee, Ariadna Canaan, Naomi Gilon, Athr Booking, Billy Ryan, Brent Ashe, Elastique., Giusy Amoroso, ILLO STUDIO, Ivan Hryhorjuk, Josh Jen, Junggyu (Jöng-gyu) Park, Medina Kasimova & .ART Registry, Ryan Neil from Bonsai Mirai, Samuvel Benhursha, Siniša Koprivnjak, Sarah Jiang, Kelly Dabbah.

in collaboration with:

zeroone

Art Innovation is a company that combines **art, technology and marketing** to create innovative art events on a global scale. Using the **most advanced LED billboard technology**, it transforms art exhibitions into immersive and engaging experiences, offering brands the opportunity to integrate themselves into these experiences to increase their visibility and connect meaningfully with an international audience. Art Innovation stands out for its ability to combine creativity and innovation, **creating events that not only enhance art, but also offer unique and impactful marketing solutions.**

AFTERGLOW

October 1st-7th, 2025

Parnas Media Tower 513 Yeongdong-daero Gangnam District, Seoul | 12pm - 10pm

Information: www.artinnovationgallery.com | info@artinnovationgallery.com

Instagram: <https://www.instagram.com/art.innovation.gallery/>

Twitter: <https://twitter.com/ArtInnovationG>

YouTube: <https://www.youtube.com/@artinnovation1669>

Linkedin: <https://it.linkedin.com/company/art-innovation>

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