

GALLERY HYUNDAI

서울시 중로구 새간동 80 TEL.02-734-6111~3 FAX.02-720-7000 /734-1616  
80 Sagan-dong, Chongno-gu, Seoul 110-190, Korea

June 11, Thus. 1998

Attn: Steina & Woody Vasulka  
RR6, Box 100  
Santa Fe, NM 87501, USA  
tel:001-505-4248786 fax: 001-505-4730614

From: Kyu H. Park  
Gallery Hyundai  
80 Sagan-dong, Chongno-gu  
Seoul, Korea  
tel: 822-734-8215 fax: 822-720-7000/734-1616

---

Dear Steina and Woody Vasulka,

I am a curator currently organizing a multimedia art exhibition as a main event of '98 Kyungju World Culture Expo. The exhibition is scheduled from September 10 through November 10 of 1998.

I became familiar with your work, Borealis from the ZKM collection. It was so fantastic and impressive piece that I am eager to include the piece in my show. Can you show the work in Korea?

I've already requested ZKM the loan of Borealis, but which, I presume, will take quite a long time to reach the final approval. Due to the shortage of time, I am thinking that I'd better contact you directly.

I am looking forward to hearing from you soon. In the meantime, I remain with the best regards.

Sincerely yours,

  
Kyu H. Park  
Curator

Gallery HYUNDAI

---

80 Sagen-dong, Chongno-gu, Seoul 110-190, Korea  
TEL. 02-734-6111-3 FAX. 02-720-7000/734-1616

June 15, Mon, 1998

Attn: Woody & Steina Vasulka  
Route 6 Box 100  
Santa Fe, New Mexico 87501  
TEL: (505) 424-8786 FAX: (505) 473-0614

From: Kyu H. Park  
Gallery HYUNDAI

---

Dear Steina and Woody Vasulka,

I deeply appreciate your quick response and I am very happy that you can join the show.

What would be an available piece you might be able to bring to Korea? I was very impressed by the piece, Borealis. Can you bring the piece? If not, please let me know what other piece is available for the show.

As for Borealis, how big is the piece? I need to know the dimension of Borealis, because I am dividing the space by each artist.

I imagine that the vital concern for Borealis is technical equipments. Do you bring the equipments or want us to provide the required equipments? Please let me know your opinion about the equipments of Borealis.

I am very pleased to work with you for the show. As you can imagine, I am being pressed by the shortage of time. I hope that I can hear

from you very soon.

Sincerely,

A handwritten signature in cursive script, appearing to read "Park".

Kyu H. Park  
Curator

# Gallery HYUNDAI

---

80 Sagan-dong, Chongno-gu, Seoul 110-190, Korea  
TEL. 02-734-6111-3 FAX. 02-720-7000/734 1616

June 23, Tues. 1998

Attn: Woody & Steina Vasulka  
Route 6 Box 100  
Santa Fe, New Mexico 87501  
FAX: (505) 473-0614

From: Kyu H. Park  
Gallery HYUNDAI

---

Dear Steina and Woody Vasulka,

This is our basic proposal regarding the invitation of the Vasulka's Borealis to '98 Kyongju World Culture Expo (from September 10 to November 10, 1998).

We'd like to invite Steina and Woody Vasulka for the opening of the multimedia art exhibition, "Experience of Millenium Smile" at Kyongju in Korea.

We pay artist fee(\$4,000).

As I already informed you in the previous fax dated June 22, to purchase all equipments is a big burden to our limited budget. We'd like to rent the equipments from you with the exception of following minor materials,

amplifiers,

speakers,

speakers stands or wall mounts.

four-level equipment stand,  
video cables,  
stereo cable,  
speaker cable,  
and power outlet.

 will pay shipping, insurance for rest major equipments and their rental fee(\$5,000).

In case that the help of additional technicians are needed for installing Borealis, we provide air-fare, room and board for the technicians who can install the work.

I hope I can hear from you soon. Thank you.

Best ever.



Kyu H. Park  
Curator

THE VASULKAS

GALLERY HYUNDAI

6-14-98

ATT: KYU H. PARK

~~Dear~~ Mr. or Mrs. Park

Sep 10 - NOV 10 LOOKS GOOD.

Do you have E-MAIL?

MINE IS WOODYV@SANTAFE.EDU

IF NOT WE WILL CORRESPOND  
THROUGH FAX.

BEST,

Steina

STEINA VASULKA

# THE VASULKAS

ATT: Kym H. PARK

June 18. 1998

Dear Park

The <sup>4</sup>pages I am sending you are off our web  
WWW.CONCENTRIC.NET/~VASULKA

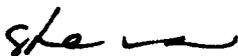
AS YOU CAN SEE, MOST OF THE EQUIPMENT IS  
STANDARD AND AVAILABLE IN KOREA. THE SPECIAL  
EQUIPMENT IS THE MIRRORS AND THE SCREENS (MAYBE)

OUR STANDARD PRICE IS \$4,000 ARTISTS FEE  
5,000 EQUIPMENT RENTAL

IF YOU CAN FIND THE EQUIPMENT IN KOREA, SAVING  
RENTAL AND SHIPPING COST, ALL THE BETTER.

WOODY IS HAVING A LARGE 6 INSTALLATION SHOW IN  
THE ICC TOWER IN NISHISHINJUKU TOKYO. WE ARE BOTH  
GOING TO BE THERE IN PERSON, AND ALSO MELISSA,  
OUR MANAGER. DO YOU EVER MAKE IT TO TOKYO? THE  
OPENING IS JULY 17<sup>TH</sup>, BUT WE ARE THERE ALL OF JULY.  
I AM ALSO SHOWING BOREALIS IN THE TOYOTA MUSEUM IN  
NAGOYA. SEND ME A COUNTER PROPOSAL, LET ME KNOW  
WHAT YOU THINK.

BEST REGARDS,

  
STEINA

## Gallery HYUNDAI

---

80 Sagan-dong, Chongno-gu, Seoul 110-190, Korea  
TEL. 02-734-6111-3 FAX. 02-720-7000/734-1616

June 25, Thurs, 1998

Attn: Woody & Steina Vasulka  
Route 6 Box 100  
Santa Fe, New Mexico 87501  
FAX: (505) 473-0614

From: Kyu H. Park  
Gallery HYUNDAI

---

011-82-2-734 1616

---

---

Dear Steina and Woody Vasulka,

Since I faxed you the basic proposal, I've been trying to find a way to provide other major equipments. I will let you know exactly what I can provide you and what I want you to bring.

I do not decide yet whether to stand screens on the ground or to hang them from the ceiling. You are given 10 m x 7.5 m x 4 m space and I will definitely make the space total black and silent.

If we stand the screens on the floor, I am concerned about the possible damage by viewers, because the gallery will obviously be very crowded.

If we hang them from ceiling, do the screens stretch down to the ground or stop in the middle? The ceiling is 4 m high.

Please give me your idea what would be the best for maximum effect in this case.

Sincerely,

A handwritten signature in cursive script that reads "Park".

Kyu H. Park  
Curator

Gallery HYUNDAI

80 Sagan-dong, Chongno-gu, Seoul 110-190, Korea  
TEL. 02-734-6111-3 FAX. 02-720-7000/734-1616

June 22, Mon, 1998

Attn: Woody & Steina Vasulka  
Route 6 Box 100  
Santa Fe, New Mexico 87501  
FAX: (505) 473-0614

From: Kyu H. Park  
Gallery HYUNDAI

Dear Steina and Woody Vasulka,

Thank you very much for your fax dated June 18.  
I am very happy to be able to show your work in Korea.

I reached a decision on the technical equipments of Borealis. I am sorry that purchasing them in Korea is over our limited budget, so it would be wonderful if you can bring your own equipments with you. If I rent the equipments from you, do you have any idea of what would be the total including the costs for transportation and insurance? Since I have to insure the work, Borealis during the exhibition, I'd like to ask you the insurance value of the piece as well.

By the way, who is in charge of installation of Borealis, yourselves or your manager? And I also want to know how long it will take to complete the installation. The Organizing Committee demand the installation should be completed by the end of August, for the show begins in September 10 and ends in November 10, 1998.

Jun. 20 1998

## Gallery HYUNDAI

80 Sagan-dong, Chongno-gu, Seoul 110-190, Korea  
TEL. 02-734-6111-3 FAX. 02-720-7000/734-1616

June 18, Thurs. 1998

Attn: Woody & Steina Vasulka  
Route 6 Box 100  
Santa Fe, New Mexico 87501  
FAX: (505) 473-0614

From: Kyu H. Park  
Gallery HYUNDAI

Dear Steina and Woody Vasulka,

Thank you very much for your fax dated June 18.  
I am very happy to be able to show your work in Korea.

Concerning the equipments of Borealis, I think I had to purchase all equipments here in Korea to rent over 2 months. If I rent the equipments from you, do you have an idea how much it costs for transportation and insurance?

By the way, who is in charge of installation of Borealis, yourselves or your manager? And I also want to know how long it will take to complete the installation. The Organizing Committee demand the installation should be completed by the end of August, for the show begins in September 10 and ends in November 10 1998

About the space for Borealis, I understand you might need minimum 10 m x 5 m, 4 m high. Is this OK?

About the space for Borealis, I understand you might need minimum 10 m x 7.5 m, 4 m high. Is this OK?

Have you ever shown your piece in any exhibition in Korea? I wish we can have a chance to discuss in person. Let's check our schedule of the rest of June and July. Please let me know when is the opening of your show at ICC tower in Japan(date & time). If you can spare some time during the show, can you visit Korea? I'd like to know how I can contact you during your stay in Japan.

Let me tell you a few more things related to a catalogue. It would be very helpful to add to your file five transparencies(like mixture of the whole view of Borealis, a detail of it, and some of your other works), a portrait photo of the Vasulkas, and material including biography, a detailed profile and a description of Borealis.

I do not want to rush you, but the shortage of time is the most pressing concern in this project. Please understand our situation and I will be waiting for your reply before you head for Japan.

Best regards,



Kyu H. Park  
Curator

From : Kyu H. Park  
Gallery Hyundai, Seoul, Korea  
Tel. 822 734 8215  
Fax. 822 720 7000/ 734 1616

To : Melissa Dubbin  
Manager, The Vasulkas, Inc.  
Fax. 0011 505 473 0614

(pages : 1)

Jun. 26. 1998

Dear Mr. Dubbin,

I would like to invite Steina and Woody Vasulka for the opening of '98 Kyongju Expo, if they can make. Please inform me.

There is any problem on your fax, June 24, 1998. We will pay rental cost, artist's fee, and the insurance and shipping costs for the equipment. Please estimate the cost of insurance and shipping for the equipment and inform us.

You can install the work between August 10 - 19th. We will pay airfare from Tokyo to Seoul, your fee, room, and board.

There will be assistants and video technician. You can send the equipments these following address before your installing the work.

Consignee : '98 Kyongju World Culture Expo  
115 Chunkun-dong  
Kyongju, Kyongsang buk-do, Korea

Notify : ~~MBC AD Com.~~ D. K. KIM, Gallery Hyundai  
T. 822-734-6111

I would like to know whether Vasulka had been shown their works in Korea or not.  
I would like to go for the opening at ICC, if I can make.

I need 5 sheets of color transparencies, detailed biograph, some other materials about artist and works to produce catalogue.

Please send materials by fast mail.

Sincerely,

  
Kyu H. Park  
Director of  
Gallery Hyundai

---

Please let me  
know if you  
have questions  
about these papers.  
I will be gone  
Wed (pm) - Sat (pm) - M.

---

Steira.  
After this email  
estimate from Deborah  
at Untitled, she dealt  
directly w/ the  
Gallery Hyundai,  
they made all the  
shipping agreements.  
— Melissa

**Bailie,7/7/98 9:26 PM -0600,STEINA'S ESTIMATE**

---

Date: Tue, 07 Jul 1998 21:26:08 -0600  
From: Bailie <bailie@untitledfas.com>  
Reply-To: bailie@untitledfas.com  
Organization: UNTITLED Fine Arts Service Inc  
MIME-Version: 1.0  
To: melissajd@gull.prod.itd.earthlink.net  
Subject: STEINA'S ESTIMATE

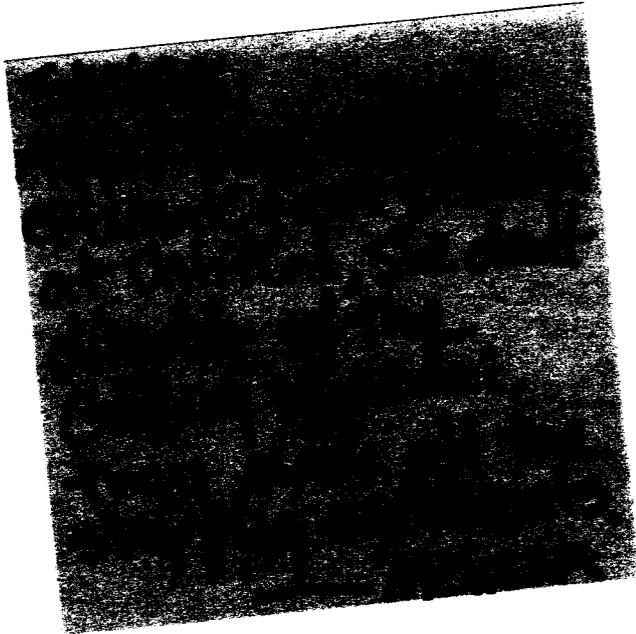
Melissa,

I just received your FAX a little while ago. Sorry to be so long getting back to you, but we still do not have a door-to-door rate for the shipping yet. There is still a very good chance that we will get the door-to-door rate tomorrow from one of the shippers we are working with. So far all we have is the the door-to-airport rate from Abq. to Pusan Airport, South Korea. I will give you what we have so far. Pick up in Santa Fe \$100.00, crate and packing \$400.00, international paperwork \$30.00 and shipping door-to-airport (Pusan) \$900.00. Do you know if Gallery HYUNDAI is going to insure the shipment or if UNTITLED needs to insure the shipment. If UNTITLED insures the shipment it will cost \$396.53 for the international insurance shipping to Korea, but we can not insure for return shipment. We will register the shipment with U. S. Customs so there will be no problems with re-entry into the U. S. upon return. Hopefully we will be able to get you the door-to-door shipping rate tomorrow morning. I spoke to Jamie today and we are to meet him on Monday to pick up "Borealis" in Santa Fe.

Also, spoke to Julius at Open Space Gallery in New York today and he wanted to know if they should return the work to Santa Fe or ship it to UNTITLED? I told him I would be sending you E-mail and would ask what he should do about return shipping and call him back.

Best to all,

Bailie



## Gallery HYUNDAI

---

80 Sagan-dong, Chongno-gu, Seoul 110-190, Korea  
TEL. 02-734-6111-3 FAX. 02-720-7000/734-1616

July 6, Mon, 1998

Attn: Ms. Melissa Dubbin and Steina Vasulka  
NTT InterCommunications Center  
FAX: 81-3-5353-0900  
From: Kyu H. Park  
Gallery HYUNDAI

---

Dear Ms. Steina Vasulka and Ms. Dubbin,

I received your fax dated July 4 and I would like to  
better for you to bring the laserdisk.

I am arranging all the matters related to insurance. As you already know, we are responsible for shipping and insurance. So, would you confirm once again the final list of the shipped equipments, the duration of shipping, the shipping method and exact place of departure and arrival. The insurance cost of the equipments is \$46,650. Is this right?

Another matter is the insurance of the art work during the exhibition. We need to know the insurance value of the work of art.

Hope to hear from you soon.

Best regards,

*Park*

Kyu H. Park

August, 8. Sat, 1998

Attn: Ms. Steina Vasulka  
Route 6 Box 100  
Santa Fe, New Mexico, 87501  
Fax: (505)473-0614

From: Kyu H. Park  
Gallery HYUNDAI  
Tel: 82-2-734-6111-3, Fax: 82-2-734-1616/720-7000

---

Dear Ms. Vasulka,

Now Kyu is in Kyongju and she is expecting to meet Melissa on August 10. Attached is a application form for visitor id of Expo. It should be filled out by you and faxed back to us until next Tuesday(8/11).

Thank you very much.

Best wishes.



Heejin Kim  
Assistant Curator

Dear Kyu,

Thanks for your fax - sure enough, the shipment arrived right after. I unpacked it and found it in fine condition - excellent packing. I will still have to test the disk players and synchronizer though. I believe there is a rental fee coming, I am sending you the pertinent papers.

In your letter from November 23 you have asked for information about my recent work. Since 1985 I have, almost exclusively, been making multi-channel installations. I happen to have these listed and described in a comprehensive printout which I am sending to you. Besides the listing I have included a VHS videocassette documenting the works.

In my policy about availability and pricing the installations, I prefer the rental of my works. The price can vary between \$4,000 and \$8,000 for the artist fee, the installation fee of \$2,000 plus the rental of the hardware in the case the equipment is not available on site. Borealis at the culture expo was a typical situation of this kind.

The works can also be purchased in a form of a package, usually containing program on laser disks with a synchronizing device and customized screens. There are several ways to approach the purchase. Typically there is a non-exclusive contract concerning multiple sales of the work by the artist, and an exclusive sale of the work, after which no further sales by the artist will be made. The ranges of these agreements can vary, but the exclusive purchase could reach to ten times the value of a rental arrangement. These agreements are of course a subject of negotiation and special provisions can be made.

For your media center I would also suggest you look at the list of retrospective work as well. I am including a catalog recently issued by ICC in Tokyo as an example. My portion of the whole collection in an non-exclusive internal use is about \$12,000. Should you be interested, I would send you preview copies.

I think it would be an incomplete offer not to mention Woody's works here, so I am including a VHS demo of his exhibition in Tokyo for your review. It is going out to-day.

Best regards to you, Kim and the others, I remember you all very warmly.

Steina

To: Kyu H. Park  
Gallery Hyundai, Seoul, Korea

Dear Ms Park,

Our records show there is an outstanding bill for \$5000 which refers to the equipment rental for '98 Kyongju World Culture Expo. Unless there has been an oversight here on our side, please transfer the money to:

The Vasulkas, Inc.  
(Woody Vasulka)  
Acc#: 630 10058 20  
Transfer: ABA#107000275  
First Security Bank of New Mexico  
Headquarters  
P.O. Box 1305  
Albuquerque, N.M., 87103

In Santa Fe, November 23, 1998

For the Vasulkas:

Woody Vasulka

Ms.Kyu H. Park  
Gallery Hyundai  
Seoul, Korea

Santa Fe, Jan 4, 1998

Dear Kyu,

The rental fee arrived here, much appreciated. I thank you again to considering us for your show, I have good memories of Korea, would be delighted to return.

In continuation of your letter of Dec. 3rd, I am interested in being in touch on the subject of your media center. Before we progress any further, I would like to discuss my view of acquisitions:

I view the majority of my work to be a form of a "printed matter" and therefore do not consider it as a unique Art Object. Unless a work is commissioned, I distribute my work in multiple copies as rentals or sales in form of the "program media", meaning tape, laser disk or some form of digital media. My installations differ from each other by the considerations or design of space and by certain customized parts: screens, synchronizers, image splitters, etc. In other words, the larger volume of my installations could be looked at as general inventories of a standard media hardware, with some customized components and of course the visual and aural program, the art work itself.

I find this an effective and agreeable way to present my work: I can reach greater amount of audiences, and get better financial return. It does not mean I am against selling my work to an exclusive ownership, but then the price of the work would have to be considerably higher than when purchased in "unlimited edition". This lets me to continue to show my installations in a unrestricted manner around the world. In other words, unless the size of the offer in case of an exclusive ownership becomes tempting, I have no incentive to act otherwise. But since I almost always own my work and have no official rules set, therefore I am open to individual negotiations.

As a real rental situation (as in Kyongju), the terms are similar for two channel installation for up to six weeks:

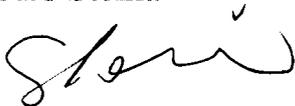
Equipment rental	\$ 5,000.00
Artist fee	\$ 4,000.00

Some of my installations have more channels of audio and video (For example, Tokyo Four is a four channel installation). For each installation having more than two channels, there is extra cost in rental of the equipment and when the exhibit exceeds a six weeks period, there is an increase in cost of the equipment as well. All these conditions are subject of negotiation.

Woody's installations follow a different model. As you see on his VHS tape of the ICC/NTT exhibition, his constructs are unique and priced individually, starting from 50 thousand dollars. One (the Maiden) is now in the permanent collection of ICC.

I think this covers the questions in your letter, and let me know what else we can do for you.

Yours Steina

A handwritten signature in cursive script, appearing to read 'Steina', with a small checkmark above the 'i'.

P.S. Are you interested in installations only, or also tapes? Showtapes or/and archival? Did we remembered to include the ICC booklet of our tapes in distribution?

S.V.

# Gallery HYUNDAI

80 Sagan-dong, Chongno-gu  
Seoul, 110-190 KOREA

Tel. 822 734 6111 ~ 3  
Fax. 822 720 7000 / 734 1616  
e-mail. Galhyu@unitel.co.kr

Dec. 3, 1998

Ms. Steina Vasulka

Tel. 1 505 424 8786

Fax. 1 505 473 0614

Dear Ms. Steina Vasulka,

I received your materials very well. Thank you for your fast reply.

I would like to know about the price of the work, such as artist's fee and the cost of equipments. Please inform me as soon as possible.

And I wish you had received all the equipments I returned last month.

I deeply appreciate your co-operation.

*according to our records  
rental  
equip \$5000*

Sincerely,

*Park*

Kyu H. Park

- ✓ 4000 fee
- ✓ 1200 melissa
- ? 5000 equipment

*Poranne Nittatt  
9330 Jane Court N.  
Lake Elmo, MN 55042*