

Re-Channeling Desire - the Creation of Prince G

By Rudolph Hudsucker

Not part of Scape but definitely misbehaving, Auckland-based Korean artist Hye Rim Lee has been continuing work on her TOKI/Cyborg Project, shattering boundaries of taste and cultural fulfillment.

Known for her evolving computer-generated character TOKI - a female cyborg, through which Lee explores issues of femininity, plastic surgery, projection of desire, control and technological manipulation – she has now shifted her attention to the male body and its new modes of invention.

In a reversal of the biblical myth by which Eve is created through the addition of flesh to a rib of Adam, Lee has made Prince G, TOKI's male companion, constructed from her own form and in the vision of her imagination.

Stretched out over a looped three-channel video projection, Lee's installation *Prince G* explicitly details the process of transformation, a succession of mouse-clicked transactions resulting in Prince G's gradual formation while a startling use of sound gives a feeling that's cold, mechanical but wet.

First shown at Seoul's Ssamzie space in early 2006, *Prince G* was later nominated for New Zealand's Waikato Art Award, bringing the work to Hamilton where it was reluctantly installed as part of the accompanying exhibition.

Lee recently received Screen Innovation Production Funding to produce a new eight-channel video installation *Obsession / Love Forever* for her first solo exhibition at Seoul's Kukje Gallery in February of 2007. It promises a continuation of Lee's challenge to what she calls the "phallic motivations" of dominant cyber culture.

Rudolph Hudsucker, 'Re-Channeling Desire – the Creation of Prince G, *White Fungus*, issue 7, 2006