Press Invitation

North Korea’s Public Face: Twentieth-century Propaganda Posters from the Zellweger Collection
Rice is Socialism! Unrolling North Korean Propaganda Art

November 9, 2017

The University Museum and Art Gallery, The University of Hong Kong, is honoured to present North Korea’s Public Face: Twentieth-century Propaganda Posters from the Zellweger Collection from November 29, 2017 to January 28, 2018. Organised in collaboration with North Korea scholar and Stanford Fellow Katharina Zellweger, this will be the first display of such material in Hong Kong.

Stylistically influenced by communist brutalist propaganda and ideologically informed by the core work on North Korean art—Kim Jong Il’s 1992 publication Treatise on Art (Misson)—all of these state-commissioned posters promote ‘correct’ forms of socialist realism, thereby documenting the socio-political and economic policies communicated from the Leader to the North Korean people. In so doing, daily activities are aligned with political beliefs; for example, the metaphorical configuration of rice farming with the cultivation of socialism.

Beyond their overtly ideological character, the posters confer messages related to practical agricultural, industrial and social developments, while portraying a distinctly human picture of the varied urban and rural communities. Altogether, the imagery displayed offers insights into a country that few have visited and from which first-hand information remains sporadic and inconsistent at best.

We thank Katharina Zellweger for providing us the opportunity to share these posters with the public, and we express our gratitude to the North Korean and Swiss Consulates for their generous support of our exhibition.

Media preview
Date: November 28, 2017 (Tuesday)
Media registration: Starts at 17:00
Time: 17:15 – 17:45
Meeting Point: 2/F, Fung Ping Shan Building, UMAG, HKU, 90 Bonham Road, Pokfulam
Language: English
Speaker: Ms Katharina Zellweger, Research Fellow, Stanford University
Media RSVP: Chelsea Choi, Tel: 2241 5509, Email: cchelsea@hku.hk

Opening ceremony
Date: November 28, 2017 (Tuesday)
Time: 18:00 – 19:30
Venue: 2/F, Fung Ping Shan Building, UMAG, HKU, 90 Bonham Road, Pokfulam
Officiating Guests:
Mr Reto Renggli, Consul General of Switzerland in Hong Kong and Macau
Ms Katharina Zellweger, Research Fellow, Stanford University
Host: Dr Florian Knothe, Director of UMAG, HKU
Details of the Exhibition
Period: November 29, 2017 (Wednesday) to January 28, 2018 (Sunday)
Opening Hours:
09:30 – 18:00 (Monday to Saturday)
13:00 – 18:00 (Sunday)
Closed on University and Public Holidays
Venue: 2/F Fung Ping Shan Building, UMAG, HKU, 90 Bonham Road, Pokfulam
Tel/Email: (852) 2241 5500 (General Enquiry) / museum@hku.hk
Admission: Free
Website: http://www.umag.hku.hk/en/

Connect with UMAG on social media:
Facebook: https://www.facebook.com/umag.hku
Twitter: https://twitter.com/UMAG_HKU
Instagram: #NorthKorea, #PropagandaPoster, #UMAG
Weibo: @香港大學美術博物館 UMAG

About University Museum and Art Gallery of the University of Hong Kong (UMAG)
UMAG was founded in 1953 as the Fung Ping Shan Museum. It was originally established as the Fung Ping Shan Library in 1932 in honour of its benefactor. For more information on UMAG, please click here.

Media enquiries
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