

The Los Angeles County Museum of Art (LACMA) and Hyundai Motor Company Extend Partnership Until 2037

Partnership enters a new phase, launching a new exhibition initiative and deepening support for the museum's Art + Technology Lab



(Image caption page 4)

(Los Angeles, CA—February 23, 2026) The Los Angeles County Museum of Art (LACMA) and Hyundai Motor Company (Hyundai Motor) announced today the extension of their groundbreaking partnership until 2037. Founded in 2015, this partnership represents the largest programmatic commitment from a corporate partner in LACMA's history.

Over the past decade, this partnership has resulted in eight major exhibitions, from Random International's *Rain Room* and *Diana Thater: The Sympathetic Imagination* in 2015 to the recent *Tavares Strachan: The Day Tomorrow Began*, on view through March 29, 2026. It has also advanced Korean art scholarship by creating a new platform and model that explores key aspects of Korean art—from historical and traditional forms to contemporary practices—through research, publications, and exhibitions. These have included *Beyond Line: The Art of Korean Writing* (2019) and

The Space Between: The Modern in Korean Art (2022), with a final exhibition on Korean contemporary art to be presented in 2027.

Beyond exhibitions, Hyundai Motor's support has fueled LACMA's Art + Technology Lab to sustain its operations and grants program, and has resulted in 45 artist projects, including Jonathon Keats's *Superego Suits* and *Roadable Synapse*, Michael Mandiberg's *Workflow*, Sarah Rosalena's *Standard Candle*, American Artist's *The Monophobic Response*, and Nancy Baker Cahill's *Substrate*.

Today, LACMA and Hyundai Motor announce two cornerstone initiatives that will define the next chapter of their collaboration through 2037.

Hyundai Project

The partnership will present a new exhibition series under the title *Hyundai Project*:

- Beginning in 2028, the museum will present a biennial survey of an artist with significant ties to Los Angeles and the Pan Pacific region
- The featured artist will also create a newly commissioned work to be included in the exhibition
- Building on LACMA's commitment to create welcoming spaces on the museum campus, the featured artist will develop a large-scale banner for the exhibition that will be installed on the exterior of the Broad Contemporary Art Museum (BCAM) approximately one year before the opening of their exhibition
- The exhibition will be accompanied by an in-depth exhibition catalogue

LACMA Art + Technology Lab

With Hyundai Motor's renewed support, LACMA will expand the scope, visibility, and impact of the Art + Technology Lab, including:

- New grant cycles every two years beginning in 2026, creating artist cohorts that support five projects per cycle, with at least three selected through an open call
- Biennial Symposium beginning in 2027, featuring mid-term artist demonstrations, performances, talks, and presentations
- Biennial Demo Day beginning in 2028, showcasing projects completed during the cycle, as well as public programs or symposiums that present new research, artistic strategies, and ideas emerging from the Lab's artist community
- A new publication offering an examination of artists, collaborations, ideas, and technological experimentation from the second decade of the partnership

“The long-term generative partnership between Hyundai Motor and LACMA has produced meaningful exhibitions, new acquisitions, scholarship, and incredible opportunities for emerging artists and technologists,” said Michael Govan, LACMA CEO and Wallis Annenberg Director. “We are excited to embark on the next iteration of this partnership and look forward to approaching the next chapter with even more energy. Today’s announcement reinforces Hyundai Motor and LACMA’s shared commitment to advancing artistic innovation, nurturing global dialogue, and supporting the next generation of visionary creators.”

"Hyundai Motor's partnership with LACMA was founded upon a shared vision to explore the convergence of art and technology, and to foster new discoveries in Korean art," said Euisun Chung, Executive Chair of Hyundai Motor Group. "We are delighted to deepen our commitment to this innovative collaboration, enhancing access for diverse audiences and fostering vibrant cross-cultural dialogue that speaks to the contemporary moment."

This month, LACMA is releasing *All Impossible Deeds: A Report on the LACMA Art + Technology Lab, 2014–2025*, a new publication celebrating the first 10 years of the Art + Technology Lab, edited by Joel Ferree, with contributions by Amy Heibel, Claire L. Evans, William Hackman, and David Karwan. This volume highlights projects from 45 grant recipients, offering a behind-the-scenes look at how artists engage, interpret, and anticipate emerging technologies across shifting cultural contexts.

Along with the launch of the publication, the Art + Tech Lab has published its 2026 Request for Proposals for artist projects with awards of up to \$50,000 as well as in-kind support from the museum and private partners in technology and science. Applications are due Wednesday, April 22, 2026, by 11:59 pm PT. Learn more about the 2026 Request for Proposals: lacma.org/art/lab/grants.

Credit:

The Art + Technology Lab is presented by



The Art + Technology Lab is made possible by Snap Inc. and Anthropic.

The Lab is part of a long-term partnership between Hyundai Motor Company and LACMA that explores the evolving relationship between art and technology.

About LACMA: Located on the Pacific Rim, LACMA is the largest art museum in the western United States, with a collection of more than 150,000 objects that illuminate 6,000 years of artistic expression across the globe. Committed to showcasing a multitude of art histories, LACMA exhibits and interprets works of art from new and unexpected points of view that are informed by the region’s rich cultural heritage and diverse population. LACMA’s spirit of experimentation is reflected in its work with artists, technologists, and thought leaders as well as in its regional, national, and

global partnerships to share collections and programs, create pioneering initiatives, and engage new audiences.

Location: 5905 Wilshire Boulevard, Los Angeles, CA, 90036. lacma.org

Image caption: Exterior of the Broad Contemporary Art Museum (BCAM) at the Los Angeles County Museum of Art, 2026, photo © Museum Associates/LACMA by Gary Leonard

Press contact: press@lacma.org

Connect with LACMA



[@lacma](#)

About Hyundai Motor Company

Established in 1967, Hyundai Motor Company is present in over 200 countries with more than 120,000 employees dedicated to tackling real-world mobility challenges around the globe. Based on the brand vision 'Progress for Humanity,' Hyundai Motor is accelerating its transformation into a Smart Mobility Solution Provider. The company invests in advanced technologies such as robotics and Advanced Air Mobility (AAM) to bring about revolutionary mobility solutions while pursuing open innovation to introduce future mobility services. In pursuit of a sustainable future for the world, Hyundai will continue its efforts to introduce zero-emission vehicles with industry-leading hydrogen fuel cell and EV technologies. More information about Hyundai Motor and its products can be found at: hyundai.com/worldwide/en/ or [Newsroom: Media Hub by Hyundai](#).

About Hyundai Motor's Art Projects

For over a decade, Hyundai Motor Company has deepened its partnerships with museums and cultural organizations worldwide, including Tate, the Los Angeles County Museum of Art (LACMA), the Whitney Museum of American Art, and the Korean Pavilion at the Venice Biennale. Hyundai Translocal Series is a new partnership initiative that roots itself in fostering dialogues and collaborations among art institutions in Korea and across the globe. Hyundai Motor's own art initiatives include open call programs such as the VH AWARD, the Hyundai Blue Prize+, and Artlab Editorial, a digital platform dedicated to art writing by transnational voices. These ongoing collaborations embrace the complexities of the cultural landscape by exploring new ideas and perspectives within and beyond the art ecosystem. For further information, visit artlab.hyundai.com or follow [@hyundai.artlab](#) #HyundaiArtlab.