

## Context

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### **NOTE**

- The press kits and more photos can be downloaded in the link: <https://reurl.cc/qvjdL0>
- Standard Usage for Images: Photo credit/by must be given where applicable; and please indicate © Jut Art Museum.

## 【 Appendix 1- About Jut Art Museum 】



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### **Mission**

Jut Land Development’s 30th anniversary, and the Jut Foundation for Arts and Architecture (JFAA)’s 10th birthday, culminates in the establishment of the Jut Art Museum (JAM) in 2016. It is a milestone commemorating the history of Taiwan’s architectural aesthetics.

We anticipate that JAM to act as a new form of platform, catalyst and think tank devoted to corporate social responsibility fulfillment and addressing the societal dynamics of the 21st century. We also anticipate it to carry on the legacy of “A Better Tomorrow” that defines much of JFAA’s work, to become the first museum in Taiwan that is focused on the issues of “future” and “city.”

### **Vision**

The Jut Art Museum, located in the heart of Taipei, is also where the Jut Foundation’s debut exhibition of “Museum of Tomorrow” is held. After ten years of circuit shows across the city, the exhibition is now back to where it all started, becoming a “showpiece in the heartland of the city and urban inhabitation.”

As an up-and-coming art establishment, JAM serves to explore what our future might hold, and transdisciplinary issues. The curation process of JAM is three-pronged: “future,” “urban architecture,” and “contemporary art.”

Japanese architect Jun Aoki is tasked with spacing designs of JAM. The identification system is developed by Atsuki Kikuchi. This is their first museum collaboration project in Taiwan. JAM – a statement of both sophistication yet cutting-edge conception – is downtown’s new architectural and art landmark; and it is poised at remaking and bringing new energy into Taipei’s cityscape.

## 【Appendix 2- Preface】

### **2024 Jut Art Museum Off-Site Project: *When Freedom Blooms into Dance***

The “Off-Site Project” as a long-term artistic practice, is launched and run by Jut Art Museum. This project invites artists to create on atypical exhibition sites instead of in established venues of museums, whereby they can liberate themselves from spatial and institutional limitations, and meanwhile define the term “off” through their unique practices.

For the 2024 Off-Site Project *When Freedom Blooms into Dance* Jut Art Museum collaborates with artist Ling-Li Tseng and Serendipity Studio. Set within the bright, high-ceilinged hall of a corporate building characterized by its linear and logical design, this project prompts a re-evaluation of the intersections between “space and freedom,” “public and private areas,” and “control and open exploration.”

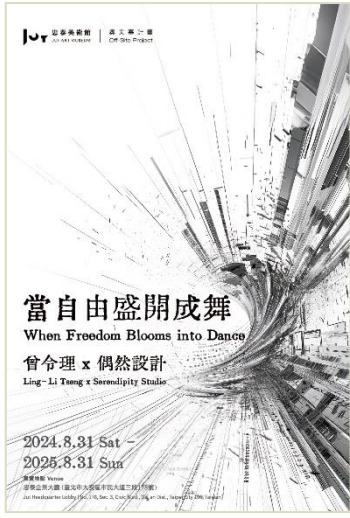


By disrupting existing spatial designs and functional sections, Ling-Li Tseng and Serendipity Studio infuse the space with a fluid, sensory language, pushing the boundaries of spatial constraints and challenging the extremes of free movement within a limited environment.




*When Freedom Blooms into Dance* reimagines and duplicates the images of railings –typically employed to demarcate and control public and private areas – enlarging and flipping them to break through their given function within a limited spatial framework. By transforming these graphic, two-dimensional metallic lines into dynamic, three-dimensional sculptures, the project invigorates and redefines their original purpose while challenging the existing, fixed atmosphere of a space. This work invites a reflection on the delicate balance between limitation and freedom within architectural spaces, encouraging viewers to reconsider the interplay between restriction and liberation.

### 【 Appendix 3- About the Work & Creative Team 】

<b><i>When Freedom Blooms into Dance</i></b>	
2024 Stainless Steel 968 x 758 x 556 cm	
<p>Starting from the base site, this art work utilizes existing architectural components and the boundaries between public and private spaces to explore the relationship between architecture and freedom. At the end of the hall, a railing that divides control and freedom gradually expands outward, tilts, and then spirals upward, as if breaking free from its constraints, gracefully dancing in the high-ceilinged space. The transforming railing, like a sequence of overlapping dynamic images, ultimately forms a spatial sculpture.</p> <p>Originally a boundary object meant to obstruct, it has now transformed into a symbol of liberty.</p>	
	<b>Ling-Li Tseng</b> Ling-Li Tseng specializes in spatial design and installation art, with works that are unlimited in style and scale. She graduated from the Department of Architecture at Tunghai University and completed her master's degrees in Architecture and Design Technology at the Cooper Union and Harvard University.  In 2016, she co-founded Serendipity Studio with friends, fostering collaborative efforts among diverse creators. Currently, she serves as an assistant professor at the Graduate Institute of Architecture at National Yang Ming Chiao Tung University. Her interdisciplinary work and teaching bridge science, engineering, and art, striking a balance between the dreamlike and the pragmatic. She is passionately committed to inspiring public aesthetics.
	<b>Serendipity Studio</b> Serendipity Studio is a collaborative platform initiated in 2016 through the X-Site project, which believes that the design process embodies serendipity, discovering opportunities for creation from unexpected phenomena.  Continuing with the contemporary mobile nature, it connects educators, designers, artists, and craftsmen through the perspective of a co-creation platform. The team's works primarily focus on spatial design, installation art, product design, and material research.

**【 Appendix 4-Photos 】**

Key Visuals	
Caption	Photos
<p>2024 Jut Art Museum Off-Site Project: When Freedom Blooms into Dance (vertical) © Jut Art Museum</p>	
<p>2024 Jut Art Museum Off-Site Project: When Freedom Blooms into Dance (horizontal) © Jut Art Museum</p>	
<p>2024 Jut Art Museum Off-Site Project: When Freedom Blooms into Dance (square) © Jut Art Museum</p>	

Installation views	
Caption	Photos
<p>2024 Jut Art Museum Off-Site Project: When Freedom Blooms into Dance, installation view. © Jut Art Museum</p>	
Press Conference	
Caption	Photos
<p><b>Group photo © Jut Art Museum</b></p> <p>(left to right)              Director of Jut Art Museum, Shan-Shan, Huang              Creative Team, Chia-Shu Wang              Artist, Ling-Li Tseng              CEO of Jut Foundation for Arts and Architecture, Aaron Lee</p>	
<p>Artist, Ling-Li Tseng © Jut Art Museum</p>	



CEO of Jut Foundation for  
Arts and Architecture, Aaron  
Lee © Jut Art Museum

