

# Ha Chong-Hyun for Lady Art #8

9 — Jan 21, 2024 | House of Dior, Seoul, South Korea

House of Dior, Seoul presents 'Ha Chong-Hyun for Lady Art #8'.

*Dior Lady Art* by [Ha Chong-Hyun](#)

A timeless icon with an extraordinary destiny, the *Lady Dior* is constantly reinventing itself. At the convergence of modernity and elegance, it encapsulates the quintessence of Dior style with its architectural lines, sublimated by the distinctly graphic *cannage*.

Each season, the *Dior Lady Art* project gives carte blanche to several artists to play the metamorphosis game, transforming this object of desire into a captivating work of art. These virtuoso personalities share a common goal: to recount and revisit the heritage and codes of this eternal symbol, through their own eyes and universe. For this eighth edition – echoing Christian Dior's lucky number – the House has called upon Korean painter [Ha Chong-Hyun](#) to rethink this essential accessory.

Bordering on monochrome, his artworks seem to acquire color as the light passes through them. Multiplying the subtle effects of contrast and relief, his abstract creations, exploring the fields of possibility, are characterized by the use of singular fabrics, such as hemp and natural pigments. Magnifying and revealing textures, the artist paints on the reverse side to reveal the truth of his pictorial language on the front. An invitation to contemplate that diverts perspectives.

For Dior, [Ha Chong-Hyun](#) chose to transpose four of his emblematic paintings into a series of *Lady Dior*, playing with nuances and materials. Reinterpreting *Conjunction 74-26* – exhibited at the Museum of Modern Art (MoMA) in New York – one of the bags is inspired by a foal shoe designed by Roger Vivier for the House. A second reproduces the cadenced, hypnotic motif of *Conjunction 21-10*, while the other two, in shades of red or blue, are adorned with tweed and embroidery for a three-dimensional rendering of the lively, animated – almost mobile – spirit of his works *Conjunction 18-19* and *Conjunction 22-18*.

An outstanding dialogue of the arts, where [Ha Chong-Hyun](#)'s canvasses and fascinating variations of the *Lady Dior* fuse, through the combined prism of imagination and exceptional savoir-faire, pushing the limits of Dior excellence.