

Meekyoung Shin Extends *The Unclassified* Beyond the Gallery Through New Collaboration with Lush



Installation view at Lush Oxford Street, Image courtesy of KCCUK

The Korean Cultural Centre UK (KCCUK) is delighted to announce *Korean Classic: In Use*, a newly commissioned public project by internationally acclaimed artist Meekyoung Shin, developed in collaboration with Lush as part of *The Unclassified*, an upcoming exhibition at the KCCUK in September. Transforming everyday public spaces across the UK into temporary sites for sculpture, the project allows artworks to circulate beyond the museum before returning to the gallery carrying the physical traces of their journey.

Extending Shin's long-running *Toilet Project*, the work shifts attention from the erosion of material to the circulation of form. Soap sculptures based on figures familiar to generations of Korean art students are placed within everyday public spaces—including cafés, restaurants, universities, cultural organisations, and selected Lush stores—where visitors are invited to use them freely.

Rather than preserving the sculptures as untouchable artworks, *Korean Classic: In Use* allows them to change through contact. Every interaction leaves a physical trace, transforming each sculpture into a unique record of the people and places that shaped it. When the works return to the Korean Cultural Centre UK in September, they will be exhibited as material evidence of lived experience accumulated across multiple sites.

Developed in collaboration with Lush, whose handmade, package-free soap forms the material foundation of the project, the partnership extends beyond sponsorship. Soap manufactured by Lush became the very substance through which the artworks were realised during Shin's residency at the Glenfiddich Distillery in Scotland before being distributed across Lush stores in Glasgow, Edinburgh, Liverpool, and London. The collaboration reflects a shared interest in material transformation, sustainability, and everyday encounters.

After bringing in to the KCCUK for *The Unclassified* in September, *Korean Classic: In Use* will offer one response to the exhibition's central question: **what lies beyond the museum's system of preservation?** Rather than remaining protected within institutional space, the sculptures exist first in everyday life, where touch, time, and use become part of the work itself. What returns to the exhibition is therefore not simply sculpture, but the material record of its encounters beyond the museum.

Korean Classic: In Use is also presented across several locations in London, including the Korean Cultural Centre UK, SOAS University of London, Delfina Foundation, Café Babka, Gaia Food & Drinks, and SOOM Restaurant.

For further press information and a selection of press images about the exhibition, please contact Jaemin Cha, Curator of the KCCUK on jaemin.cha@kccuk.org.uk

Notes to Editors

About the Korean Cultural Centre UK

The Korean Cultural Centre UK (KCCUK), established in 2008 by the Ministry of Culture, Sports and Tourism of the Republic of Korea, aims to enhance friendship, cultural exchange, and understanding between Korea and the UK through cultural and educational activities. Located in the heart of London near Trafalgar Square, the KCCUK presents year-round programmes spanning exhibitions, performing arts, film, literature, education, cuisine and more. Our dedicated team works to expand cultural projects, strengthen partnerships with major arts organisations and partners, and encourage meaningful connections between the two countries.

About Lush

Since 1995, Dorset-based fresh, handmade cosmetics company Lush has been driven by innovation and ethics. As the original creators of pioneering beauty products, Lush's most well known inventions have become mainstream, packaging-free staples, including the shampoo bar, bath bomb and bubble bar.

Invented in 1989 by Lush co-founder Mo Constantine OBE in her garden shed, bath bombs have become a global sensation. Each one is hand pressed in Lush's own manufacturing sites across the world, with over 30.5 million made last year.

Lush cosmetics are made using fresh, active ingredients, with minimal or no preservatives. Almost every day, its factories receive deliveries of fruit and vegetables which are peeled, blitzed and mashed into hundreds of products; because the fresher the ingredient, the more nutrients it contains.

As a beauty company with a campaigning heart, Lush is on a mission to leave the world 'Lusher than we found it'. Lush has donated over £100 million to grassroots organisations around the world supporting human rights, animal protection and environmental causes.

Today, Lush operates in over 50 countries with over 850 shops, 38 websites shipping worldwide and a global network of native apps, broadcasting channels and digital communities in over 30 languages.

Exhibition Details

Title: The Unclassified

Dates: 25 September – 31 December 2026

Private View: 24 September 2026, 6 - 8pm

Address: Korean Cultural Centre UK, Grand Buildings, 1–3 Strand, London
WC2N 5BW (Entrance on Northumberland Avenue)

Telephone: +44 (0)20 7004 2600

Website: <https://kccuk.org.uk/en/>

Opening Hours: Monday – Friday, 10am – 5.30pm, Free Admission

Facebook: @KCCUK

Instagram: @KCCUK @kccuk_exhibition

X: @KCCUK

Press Kit and Image Assets

<https://www.dropbox.com/scl/fo/mig2efjpvfhaawf1b3js2/AC9nvAHCwwlvo3LLUBs-P2c?rlkey=77fgtzij0101fibav81vjdpm6&st=b9l7r5bb&dl=0>