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PRESS RELEASE *For immediate release – August 2023*

**ART FAIR | FRIEZE SEOUL 6 - 8 September 2023**

**FOCUS ASIA: PRIYAGEETHA DIA**  
Booth F9

**Yeo Workshop Presents Priyageetha Dia's Multimedia Installation at  
Frieze Art Fair: A Convergence of History and Technology**



*Image caption: Rendering, Harvest System Centre, 2023, 3D animation video, H.264, stereo sound,  
Installation: Black collapsible crates*

Yeo Workshop is pleased to showcase a solo presentation of a new video work by Singaporean artist Priyageetha Dia for the second edition of Frieze Seoul. Dia's practice is concerned with speculative methods of counter-narratives that correspond to Southeast Asian postcolonial histories and the transnational migration of ethnic communities. Through poetic interventions using time-based and print mediums, specifically 3D animation and game engine software, Dia translates historical flashpoints into sensorial environments.

This new body of work continues her current research around Southeast Asian plantation histories, in particular rubber plantations and makes significant parallels between data extractivism and the colonial plantation system, though distinct phenomena arising from different eras and contexts, share, particularly in the Southeast Asian context.



In Southeast Asia, the colonial plantation system has historical roots. Where plantation corporatism turned British Malaya (now Singapore and Malaysia) into one of Britain's most profitable colonies and the world's largest rubber exporter in the 19th Century, European colonial powers, particularly the British in Malaysia and the Dutch in Indonesia, established vast plantation economies by exploiting local natural resources, primarily rubber and spices. These colonial powers imposed extractive economic structures, reconfiguring landscapes and labour forces to benefit distant capitalist economies. The extracted value largely bypassed the local areas and the people from whom it was derived.

In the contemporary era of digital capitalism, data extractivism draws unsettling parallels with this history. Just as land and labour were exploited for commodity production, the activities, choices, and behaviours of internet users are now being mined and commodified. A thriving digital economy, centred on data, has emerged, with tech companies extracting, processing, and selling vast amounts of user-generated data.

This extractive data process mirrors the power dynamics of the plantation system. Users, who are analogous to colonised labour, provide raw data through their digital activities, similar to how colonial labour provided raw labour and resources. However, the value derived from this raw data, akin to the profits from the plantation economy, disproportionately benefits tech corporations that are predominantly headquartered in the Global North.

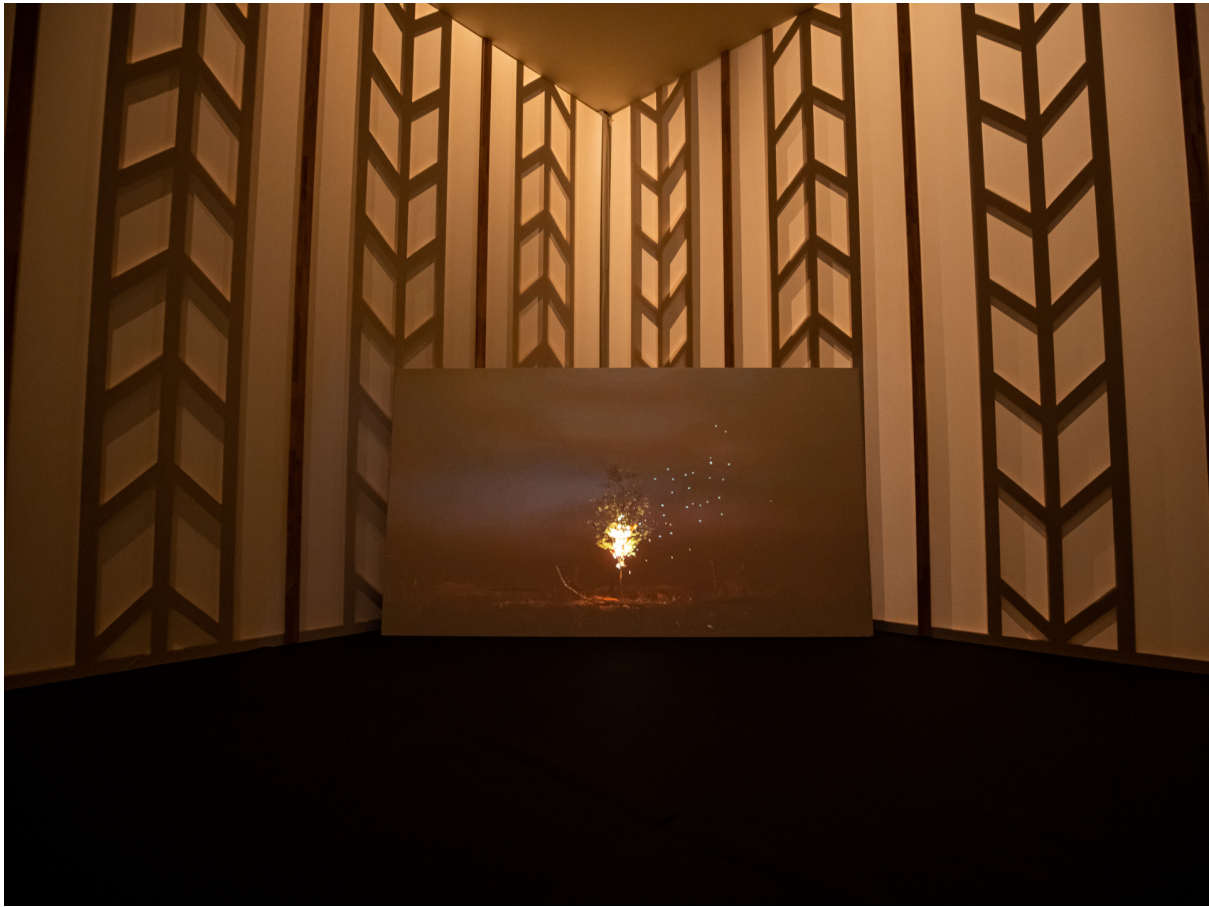
Under colonialism, Southeast Asian economies became dependent on, and peripheral to, the colonial powers. Today, the Southeast Asian digital ecosystem is dominated by large tech corporations, which foster dependency and perpetuate an economic and digital divide. Southeast Asia, with its growing internet user base, is an attractive market, but it benefits little from its rich data resources, a fact that underscores the neo-colonial undertones of data extractivism.

While the forms of exploitation differ, both the colonial plantation system and data extractivism revolve around similar principles: the extraction of resources, power imbalances, dependency, and opacity. As the digital age advances, addressing these exploitative practices becomes paramount to avoid replicating colonial injustices in new forms.

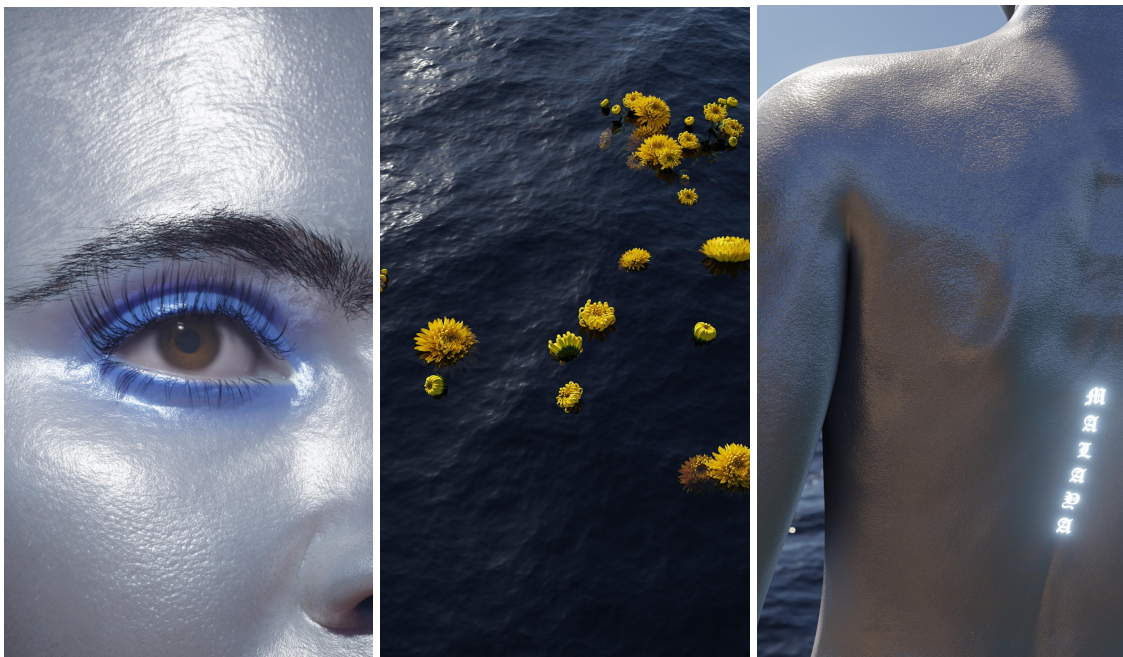


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Priyageetha Dia, *LAMENT H.E.A.T.*, 2023, multimedia installation. Installation view, *SAM Contemporaries: Residues and Remixes*, Singapore Art Museum, Singapore, 2023.





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Priyageetha Dia, *The Sea is a Blue Memory*, 2022. Installation view, *In Our Veins Flow Ink and Fire*, Kochi-Muziris Biennale, Kerala, India, 2022-2023. Courtesy of the artist and Kochi Biennale Foundation.



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## Artist Biography



**Priyageetha Dia** works with time-based media and installation. Her artworks offer speculative narratives on Southeast Asian plantations, which she views as sites for recovering stories of resistance. Her research interests also include building nonlinear narratives through digital semiotics, migrant histories and our relationship with the non-human.

Her recent exhibitions have been held at the Kochi-Muziris Biennale, Kerala (2022–2023); La Trobe Art Institute, Australia (2022); National Gallery Singapore (2020) and ArtScience Museum, Singapore (2019). She was the recipient of the IMPART award by Art Outreach in 2019. Dia was an Artist-in-Residence at the NTU Centre for Contemporary Art Singapore in 2022 and was selected for the upcoming cycle by SEA AiR—Studio Residencies at the Jan van Eyck Academie in the Netherlands from April to July 2023.



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### About Yeo Workshop

Yeo Workshop is a gallery committed to contemporary art in Singapore. In recent years, the gallery has been focused on bringing greater prominence to local artists with several Singaporean artists joining the roster.

In the inaugural edition of Frieze Korea, Yeo Workshop presented a solo presentation of the works of Singaporean Fyerool Darma.

News: <https://news.artnet.com/news-pro/breakout-artists-seoul-art-fairs-kiaf-frieze-2170154>

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### About Frieze Seoul

Frieze Seoul is a new international art fair by the team behind premium art fairs such as Frieze London, Frieze Masters, Frieze New York and Frieze Los Angeles. Building on the success of last year's inaugural edition, Frieze Seoul 2023 features a line-up of exceptional galleries from across the globe, with a special focus on Asia-based exhibitors showcasing the best art from the region. It will take place alongside Kiaf SEOUL – operated by the Galleries Association of Korea – with the two fairs working together to celebrate the city's growing creative community.

Featuring over 110 of the most influential art galleries from across Asia and beyond, with a primary focus on contemporary art, the fair will be supplemented by a [Frieze Masters](#) section dedicated to art from antiquity through to the 20th century. *Focus Asia*, the section of the fair dedicated to galleries aged 12 years or younger will feature 10 of the most groundbreaking emerging talent from the continent.

COEX  
513 Yeongdong-daero  
Gangnam-gu, 06164  
Seoul

Fair Hours:

Preview: 6 September, 1-8pm (by invitation only)

Public days: 7-8 September, 11am-7.30pm; 9 September, 11am-6pm

More information about the fair and tickets [here](#).