



GRAMMY MUSEUM® PRESENTS KQ ENT. (ATEEZ & XIKERS): A GRAMMY MUSEUM POP-UP OPENING APRIL 10

POP-UP KICKS OFF K-POP-RELATED EXHIBITS AND PROGRAMMING OVER THE NEXT TWO YEARS

LOS ANGELES (MAR. 27, 2024) — For the next two years, the GRAMMY Museum® will be launching various exhibits and programming in celebration of the rising Korean pop music phenomenon. To kick off the Museum's first display devoted to K-pop, the GRAMMY Museum proudly presents KQ ENT. (*ATEEZ & xikers*): *A GRAMMY Museum Pop-Up*, opening for a limited time from April 10 through June 10. The pop-up is on display in the Museum's 3rd floor red carpet gallery.

The display will feature KQ Entertainment's two K-pop boy groups, ATEEZ and xikers. KQ is a South Korean record label and entertainment agency based in Seoul. During the run of the exhibit, ATEEZ will become the first K-pop boy group to perform at the Coachella Valley Music and Arts Festival.

"Korean pop music is one of the greatest phenomena in the history of recorded music and culture," said Michael Sticka, President/CEO of the GRAMMY Museum. "The GRAMMY Museum plans to celebrate the world of K-pop, its much-deserved success, and worldwide chart-breaking artists by curating dedicated exhibits and programming over the next two years. We look forward to launching this series with exclusive outfits and props from xikers and ATEEZ, who are making history at Coachella this year."

"The global spread of K-pop is truly remarkable and it is a great honor to see ATEEZ and xikers represent K-pop music at the GRAMMY Museum. Witnessing our artists' hard work and dedication being recognized on such a large scale by the GRAMMY Museum is truly a privilege and fills us with so much pride. We aim to continue to do our best to work with our artists to break boundaries in music on the global stage with K-pop," said Kyu Wook Kim, CEO of KQ Entertainment.

"It's an honor to have pieces from our latest music release displayed at the GRAMMY Museum, where so many wonderful artists have left a piece of their musical history. There are so many elements involved in the process of our music creation and we're excited to be able to share some of it through our music video outfits and props," said ATEEZ.

"We're so grateful for the opportunity to have our pieces displayed alongside our labelmate and seniors ATEEZ, as well as so many amazing artists that we've grown up listening to. Though it's only been a little over a year since our debut, we're so happy to take part in this opportunity at the GRAMMY Museum and hope that everyone has fun looking at all the interesting outfits and props that have helped create the xikers world in the music video of our latest release," said xikers.

Exhibit highlights:

- GRAMMY Museum® Presents KQ ENT. (ATEEZ & xikers): A GRAMMY Museum Pop-Up | Page 1 of 3



- ATEEZ's main look outfits from their 2023 album, *THE WORLD EP.FIN : WILL*, which were featured in their music video for "미친 폼 (Crazy Form)"
- Various props from the "미친 폼 (Crazy Form)" music video
- xikers' outfits from their 2024 EP *HOUSE OF TRICKY : Trial And Error*, which were featured in their new music video for "We Don't Stop"
- Various props from their first two mini-albums
- xikers member JUNGHOO's outfit from their 2023 debut EP *HOUSE OF TRICKY : Doorbell Ringing*, which was featured in a performance of their title track "도깨비집 (TRICKY HOUSE)"

For more information regarding ticket reservations for the exhibit, please visit [HERE](#).

ABOUT THE GRAMMY MUSEUM

The GRAMMY Museum, currently celebrating its 15th anniversary, is a nonprofit organization dedicated to celebrating and exploring music from yesterday and today to inspire the music of tomorrow through exhibits, education, grants, preservation initiatives, and public programming. Paying tribute to our collective musical heritage, the Museum values and celebrates the dynamic connection in people's diverse backgrounds and music's many genres, telling stories that inspire us, and creative expression that leads change in our industry.

For more information, visit www.grammymuseum.org, "like" the GRAMMY Museum on Facebook, and follow @GRAMMYMuseum on Twitter, Instagram and TikTok.

ABOUT ATEEZ

ATEEZ, short for "A TEEnager Z," is an eight-member South Korean group that has taken the world by storm immediately after their debut in October 2018. Known for standout performances that combine runway aesthetics with darker tones lined by hip-hop and electronic trap mixes, the octet have turned storytelling into a full musical experience. The eight members of ATEEZ are HONGJOONG, SEONGHWA, YUNHO, YEOSANG, SAN, MINGI, WOoyoung, and JONGHO. Their group name stood for "everything teenagers need from A to Z," and has since evolved alongside their fans (named ATINY) to become "everything you need from A to Z." Establishing themselves as top artists early on in their career with a sold-out global tour only four months after their debut, they continue to break their own records. In a unique narrative that starts from the very first release in the *TREASURE* album series and continues through the *FEVER* and *THE WORLD* masterpieces, the group combines bestseller narratives with personalized music that speaks to their generation. The pirates of the high K-pop seas, ATEEZ have made their mark as a million-seller group, charting on the Billboard 200 with multiple releases and setting a new milestone with their latest release topping the chart at No.1.

ABOUT XIKERS

xikers is KQ Entertainment's newest boy group to debut in five years. "xikers" stands for the unknown variable "x" and the term "hikers" represents the ten boys who are traveling through infinite time and space based on their own coordinates. A multinational group with nine Korean members and one Thai member, they've impressed audiences even prior to their official debut with their pre-debut performances and special track release. Their official debut on March 30, 2023 showed the sheer power of the new group as their first EP



found major success, hitting sales of over 100,000 in its first week of release. The EP landed at No. 41 on the Billboard Artist 100, No. 4 on the Billboard World Album chart, and No. 1 on Billboard's Emerging Artists chart, collecting placements on a total of seven charts. They've proven their international appeal and growing fanbase through not just their charting albums, but also their successful world tour through Japan, the U.S. and Europe.

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CONTACTS

Jasmine Lywen-Dill

Director of Communications

T. 213.725.5703

jlywen-dill@grammymuseum.org