

施勇作品

Shi Yong Works

1997–2001

简单地说，我近一年来，基本上围绕着一个生存于传媒空间的“公共形象”这个主题来进行创作的。确切地说，这是一个面对西方传媒的“公共形象”。它反映了西方与非西方在交流对话上的另一种文化现实：由西方文化尺度界定下的所谓当代多元文化，在不断告诉你中心与边缘正在被消解的同时，另一种新的方式的文化分类学正在巧妙地再一次将你置于地域性的边缘，只不过这一次是以“差异”的名义。

因此，在事实上仍由西方权利控制下的文化现实中，对一个只能再一次被划分、被界定的所谓非西方的角色而言，一个符合界定标准的“公共形象”似乎才是一种既有效又安全的出路。似乎唯有如此，你才能在所谓中心文化的舞台上获得一个“身份合法”的位置。

在有关一系列“公共形象”作品中，有二个与“公共形象”主题紧密关联的概念在作品的具体展开中被充分地运用，即：“制造与表演”。

关于“制造”，我曾经在美国的很多商店内，经常看到印有“Made in China”的商品，奇怪的是这些商品我在国内不曾见到过，以后才知道，原来这些商品均是由美国提供样品，通过中国制造加工而成。我明白了，“Made in China”在这里的另一层意思即是：廉价！因此，“制造”这个概念在我的作品中特指那个以英文命名的“Made in China”。

关于表演，很显然，在我的作品中，并非指称一种艺术样式的表演，而是与“公共形象”自身的表演性质有关，因为就“公共形象”的性质而言，他的对象是媒体，是观众，当他在面对媒体，面对观众的一刹那，其表演的本性就已经被注定。

施 勇 1998.2

Recently, nearly in one year, the idea of my works mainly concerns with the “public Image” which exists in the medium space. Exactly, facing to the western medium, the “Public Image” is ironical. And, it reflects another cultural reality in the dialogue and interchange between the western and the non-western: the so-called multiculturalism defined by the western culture seemingly tells you that the line between the ethnocentric culture and the marginal culture is being eliminated. At the same time, the name of “discrepancy”, a new taxonomy of cultures is laying you cleverly in a special, symbolic display window for the purpose of distinguishing. Then, you were forced to come back to the marginal position one more time. The difference is only that the previous line with the air of the colonialism is now replaced by that of the post colonialism. Therefore, in the cultural reality controlled factually by the western power, the so-called non-western character who is redifferentiated and redefined has to take the “Public Image” in line with the defined standard as an effective and safe expanse. In that case, you can keep a “legitimate” position in the stage of so-called ethnocentric culture. This is the reason why I take the “Public Image” as the subject of my works.

In the series of my “Public Image”, two concepts—making and performance relating closely to the subject are being utilized fully.

About making, in the department stores in the United States and Europe, I saw a lot of things labelled “Made in China”. It is strange that I had never seen such merchandise in China. Later, I got to know that they are only made in China according to the samples came from the U.S.A. or Europe. I understood another meaning in the sentence “Made in China”: It is cheap. So the concept “making” in my works signifies particularly the words “Made in China”.

About performance, It’s obvious that the performance in my works does nothing with the drama acting. It only belongs to the “Public Image” itself. His or her object is the medium, the viewers. So in the minute when he or she stands before the medium and the viewers, the property of the performance has been destined.

Shi Yong
March, 1998 in Shanghai

请你选择最好的！ —— 今日上海新形象征集计划
Please Chose the Best —— Collect the New Image of Shanghai
Today

网络互动作品
Interactive internet art work

1997-1998

“今日上海新形象” 评选计划说明

亲爱的女士们，先生们：

随着中国对外开放的不断深入，与国际间各个领域内的相互交流已日趋频繁。上海，这个中国对外开放的前沿阵地，正以“一年一个样，三年大变样”的发展目标奋进，作为身处其中的个人如何以崭新的形象，紧跟我们城市发展的步伐，已是刻不容缓。藉此，本人计划对自我形象重新作战略上的调整与设计，使其规范化，一致化，以便与我们城市的新面貌，新思路步调一致。

目前，已委托GLAMOUR形象设计公司，运用电脑形象设计系统，为本人提供了十二种发型与若干服饰。由于近来缺乏交流，分析能力下降，面对诸多样式，本人无法作出准确的判断。为确保新形象定位的准确性，合理性与有效性，本人藉以国际互连网络向世界各地作广泛的调查与评选征求，迫切希望您通过国际互连网络在上述十二种发型与若干服饰范围内，为本人新形象作出您认为准确的选择与判断。

评选要求：

1. 本形象既能体现其个性，又能反映当代中国的精神风貌；
2. 具备新形象在国际交流中的说服力。

并恳请您对如下问题作简单的答复：

您认为在当代中国，什么样的新形象才能在国际交流舞台上占有一席鲜明的位置？您的参与将会给予我很大的帮助。致以衷心的感谢！

请进入此域名：[//www.shanghart.com/shiyong](http://www.shanghart.com/shiyong)

计划人：施勇 1997.10

Explanation of the Survey of Today' s New Image

Dear Madame or Sir:

As China enters more deeply into its opening to the outside world, international communications become increasingly frequent in every field in China. Shanghai, at the front-line of China' s opening to the outside world, is now developing at so rapid a pace, that "every year it looks new and every three years there is a tremendous change," and the city has the ambition of realizing its goal of "gaining a foothold in Shanghai, confronting the outside world, and participating in competition." As an individual involved in the ever-changing urban environment, I feel that it is urgent to refresh my self-image to keep pace with the development of the city. Therefore, I plan to revise and redesign my image strategically, standardizing and unifying it, with the hope of keeping up with the new appearance and fresh concept of my city.

I authorized the Glamour Image Designing Company to redesign my self-image for me. With the help of their computer image-designing system, the company provided me twelve hair styles and some costumes to make my choice. Nevertheless, because I have been out of contact recently, my analytical capability has declined, and I am not able to make a clear decision when facing such a big variety of choices. In order to ensure the accuracy, reasonableness, and efficiency in the definition of my new image, I want to carry out a worldwide survey on the Internet. I hope that you can choose among the available hair styles and costumes and help me make a decision about my new image. Here are the selection criteria:

1. The new image should reflect both my individuality and the contemporary spirit of China.

2. The new image should be very convincing for international communication. In addition, your brief answer to the following question will be greatly appreciated:

In today' s China, what kind of new image do you think can play an important role on the stage of international communications?

Your participation will be greatly appreciated and I thank you very much.

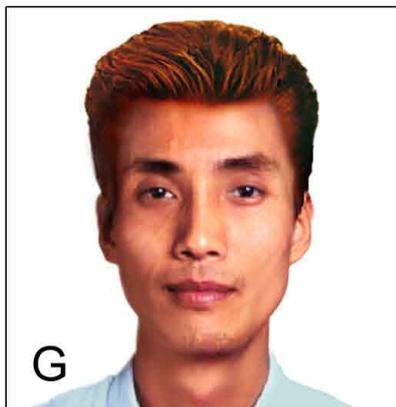
Please go to the location: [//www.shanghart.com/shiyong](http://www.shanghart.com/shiyong)

Planner: Shi Yong



**The International Version of the 'vis' project:
The New Image of Shanghai Today -----The Logo and the settings**

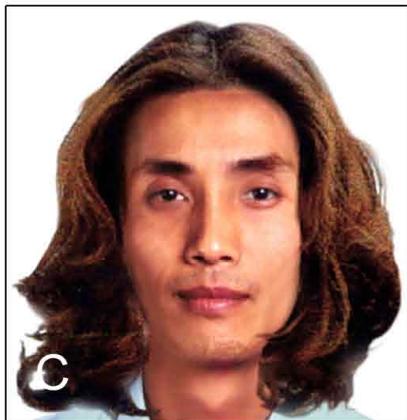
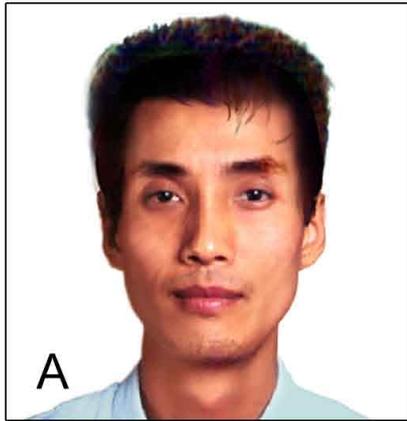
最佳发型评选范围
The best selection of hair styles !





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**The International Version of the 'vis' project:
The New Image of Shanghai Today -----The Logo and the settings**

专用服装评选范围
The available selection of the clothing !



③



④

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**The International Version of the 'vis' project:
The New Image of Shanghai Today -----The Logo and the settings**

专用服装评选范围
The available selection of the clothing !



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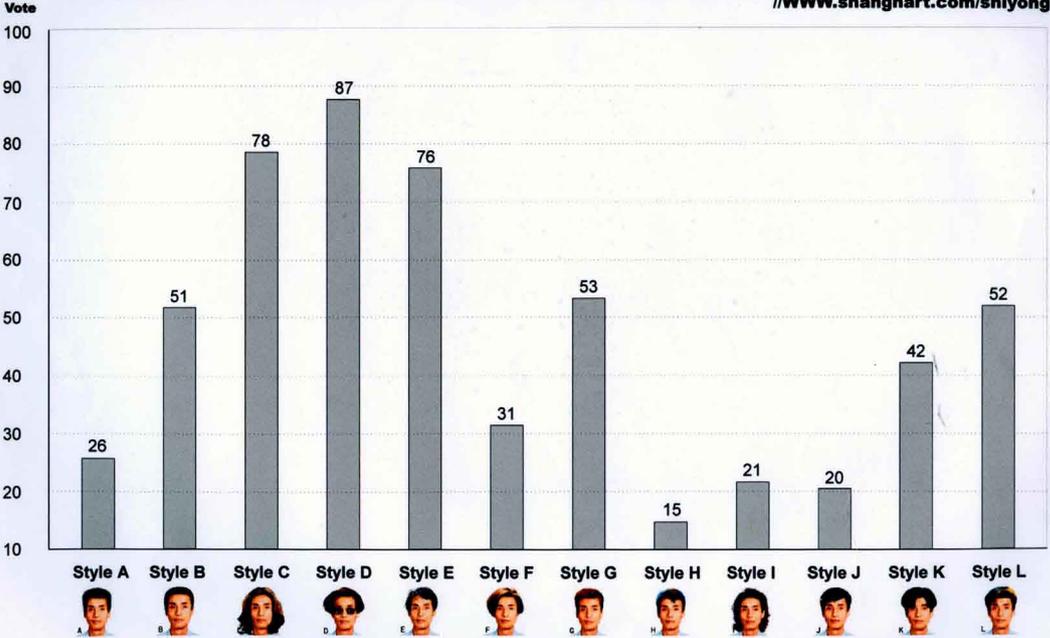


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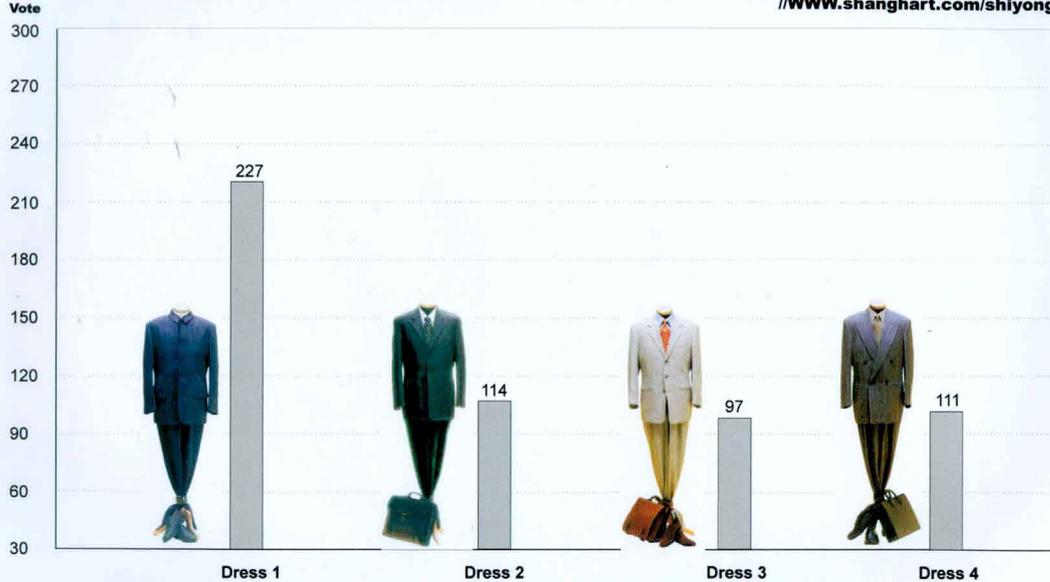
1997-1.1998 The New Image of Shanghai Today collecting information form

//WWW.shanghart.com/shiyong



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仪态举止ABC

Words about Deportment ABC

多媒体装置

Installation with different media

1997

关于作品《仪态举止ABC》的文字说明

中国有句俗语叫做“拳不离手，曲不离口”，意思是说只有反复不断地训练，才能达到好效果。这便是我在这件作品中传达的基本信息。它的具体内容是依据二本关于如何作自我推销的书籍，《推销胜算166计》、《企业商务应酬礼仪指南》的部分章节，这些内容看起来与“今日上海新形象”是如此的匹配：因为新形象需要新举止。因此，我几乎不加改变地将其作了一次完美的摹拟练习，并通过照片记录与录象制作来加以展示。

对我而言，我感兴趣的不仅仅是关于摹仿的精确性，而是更感兴趣于通过对“公共关系”的诸如此类的交流技巧的摹仿，来传递出一种由所谓合理的公共关系所导致的那种荒诞感。通过这种荒诞感，使我们能揭示出另一种交流的现实：一种“艺术”地通过策略使彼此愿望获得保证下的交流效果。它们正在不断地被制造，并且正不断地表演着。

施勇 1999.6

Words about Department A B C

In China, we always say, “The boxer’ s fist must stick to its task, and the singer’ s mouth no rest must ask.” It means that you should do practice very hard if you want to reach a high level in your profession. That is the key message that I want to express through my this work. The work is inspired by two books about how to promote oneself. They are titled 166 Tips for Promotion and Guidance for Business Proprieties. The contents of these books are so fitful to the new image of Shanghai today, for new image should be complied with the new manners, that I adopt them to practice without any revision. And I present it through thte photograph and video.

To me, the accuracy of the imitation is not very important. I’ m more interested in the absurdity resulted from the so-called reasonable public relationship. Such absurdity can be found through the reality in the other side of the communication: People can be easily satisfied with the surface of the communication, they just pay attention to the surface. The communication, they just pay attention to the surface. The communication is becoming a kind of “art” , It is being produced continuously and is being performed every day.

1999. 6. Shi Yong





