

# 意识行动

## **ACTION OF CONSCIOUSNESS**

MadeIn Company 2011 New Works Exhibition  
2011没顶公司最新作品展  
展览日期 Exhibition dates: 11/13 - 12/12



Main space Building 16



MadeIn Company  
Play-2  
2011  
80.0 \* 160.0 \* 60.0 cm  
Silicon, iron, cotton filling, hemp cordage, fur, feathers, shells



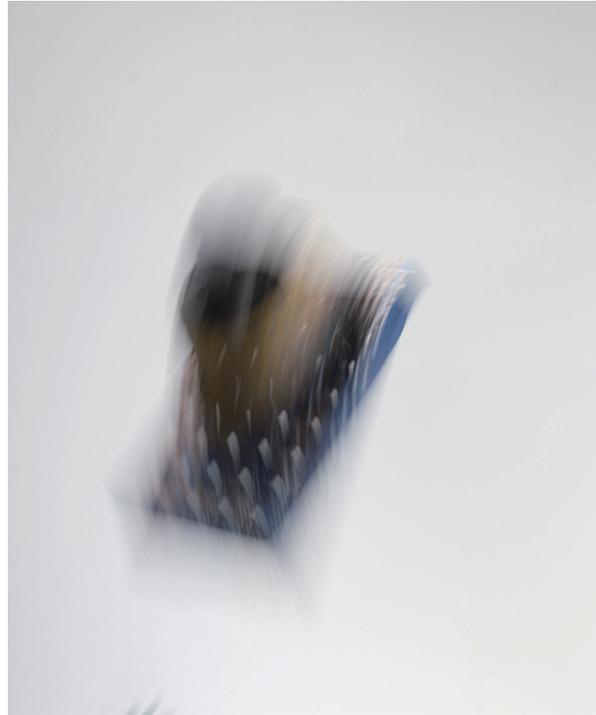


Madeln Company  
Play-1  
2011  
170.0 \* 80.0 \* 80.0 cm  
Silicon, iron, cotton filling, hemp cordage, fur, feathers, shells





Madeln Company, Action of Consciousness, 2011, 350.0 \* 350.0 \* 240.0 cm, Mixed media







H-space Building 18





MadIn Company  
Qilianshan Road and Qihua Road crossroad, Putuo District, Shanghai, China  
2011  
146.0 \* 210.0 cm  
Oil on canvas



MadIn Company  
Liujiào Tian, Xichishui District, Zunyi Town, Guizhou Province, China  
2011  
126.0 \* 190.0 cm  
Oil on canvas



Madeln Company  
Miao Residence, Malin Village, Xishui District, Guizhou, Province, China  
2011  
126.0 \* 190.0 cm  
Oil on canvas



MadeIn Company  
Miao Residence, Malin Village, Xishui District, Guizhou, Province, China  
2011  
126.0 \* 190.0 cm  
Oil on canvas











Madeln Company, Divinity-Chocolate, 2011 , 233.0 \* 53.0 \* 53.0 cm , Polyurethane foam, gold leaf





MadeIn Company, Divinity-Spouse, 2011 , 285.0 \* 105.0 \* 125.0 cm , Polyurethane foam, Sensual low temperature wax



Madeln Company, Divinity-Sauna, 2011 , 144.0 \* 17.0 \* 30.0 cm , Polyurethane foam, gold leaf



MadeIn Company, Divinity's Posterior, 2011 , 177.0 \* 252.0 \* 150.0 cm , Plywood,wood



MadeIn Company, Marx Divinity- Marx, 2011 , 450.0 \* 205.0 \* 130.0 cm , Polyurethane foam, cow leather, leather jacket



Madeln Company, inity-Game, 2011 , 160.0 \* 80.0 \* 110.0 cm , Polyurethane foam, cow leather, leather jacket, sensual low temperature wax



Madeln Company, Divinities Community-01, 160.0 \* 195.0 \* 410.0 cm, Polyurethane foam



Madeln Company, Divinity- Human-Insect Hybrid , 338.0 \* 130.0 \* 380.0 cm , Polyurethane foam, cow leather, leather jacket, zip



## 1 意识行动 Action of Consciousness

### 意识行动

#### Action of Consciousness

2408×350×350 cm 2011

行为、装置 | 综合材料

Performance, Installation | Mixed media

## 2 猎物 Prey

猎物 - 贵州省习水县马临镇苗寨南 7 户

Prey - 7S, Miao Residence, Malin Village, Xishui District, Guizhou Province, China

126×190 cm 2011

布上油画 | Oil on canvas

猎物 - 贵州省赤水市六角田

Prey - Liujiatiao Tian, Chishui Town, Xishui District, Guizhou Province, China

126×190 cm 2011

布上油画 | Oil on canvas

猎物 - 贵州省遵义市习水县临丰村

Prey - Lin Feng Village, Xishui District, Zunyi Town, Guizhou Province, China

126×190 cm 2011

布上油画 | Oil on canvas

猎物 - 上海市普陀区祁连山路祁华路

Prey - Qilianshan Road and Qihua Road crossroad, Putuo District, Shanghai, China

126×190 cm 2011

布上油画 | Oil on canvas

猎物 - 贵州省赤水市长期镇

Prey - Changqi Village, Chishui Town, Guizhou Province, China

126×190 cm 2011

布上油画 | Oil on canvas

猎物 - 贵州省习水县马临镇苗寨东 3 户

Prey - 3E, Miao Residence, Malin Village, Xishui District, Guizhou Province, China

190×126 cm 2011

布上油画 | Oil on canvas

猎物 - 上海市宝山区桥亭路

Prey - Qiaoting Road, Baoshan District, Shanghai, China

126×190 cm 2011

布上油画 | Oil on canvas

## 3 玩 Play

玩 - 1

Play - 1

170×80×80 cm 2011

装置 | 硅胶、钢铁、丝绵填充、麻绳、皮草、羽毛、贝壳等装饰品

Installation | Silicon, iron, cotton filling, hemp cordage, fur, feathers, shells

玩 - 2

Play - 2

80×160×60 cm 2011

装置 | 硅胶、钢铁、丝绵填充、麻绳、皮草、羽毛、贝壳等装饰品

Installation | Silicon, iron, cotton filling, hemp cordage, fur, feathers, shells

## 4 神 Divinity

神 - 虫身人面像

Divinity - Human-Insect Hybrid

338×130×380 cm 2011

装置 | 聚氨酯发泡海绵、牛皮、皮夹克、拉链

Installation | Polyurethane foam, cow leather, leather jacket, zip

神 - 妻子

Divinity - Spouse

285×105×125 cm 2011

装置 | 聚氨酯发泡海绵、情趣低温蜡

Installation | Polyurethane foam, sensual low temperature wax

神 - 神的集团 - 01

Divinity - Divinities Community - 01

410×160×195 cm 2011

装置 | 聚氨酯发泡海绵

Installation | Polyurethane foam

神 - 神的臀

Divinity - Divinity's Posterior

177×252×150 cm 2011

装置 | 三夹板、木头

Installation | Plywood, wood

神 - 游戏

Divinity - Game

280×85×85 cm 2011

装置 | 聚氨酯发泡海绵、牛皮、皮夹克

Installation | Polyurethane foam, cow leather, leather jacket

神 - Marx

Divinity - Marx

450×205×130 cm 2011

装置 | 聚氨酯发泡海绵、牛皮、皮夹克

Installation | Polyurethane foam, cow leather, leather jacket

神 - 桑拿

Divinity - Sauna

144×17×30 cm 2011

装置 | 聚氨酯发泡海绵、金箔

Installation | Polyurethane foam, gold leaf

神 - 陨石

Divinity - Meteorite

280×143×105 cm 2011

装置 | 聚氨酯发泡海绵、情趣低温蜡

Installation | Polyurethane foam, sensual low temperature wax

神 - 巧克力

Divinity - Chocolate

233×53×53 cm 2011

装置 | 聚氨酯发泡海绵、金箔

Installation | Polyurethane foam, gold leaf

神 - 遛鸟

Divinity - Walking the Bird

155×52×43 cm 2011

装置 | 聚氨酯发泡海绵

Installation | Polyurethane foam

## Introduction

MadeIn company was established in 2009 in Shanghai by Xu Zhen. This pluri-disciplinary cultural company is devoted to art creation, production, promotion, support and curation.

MadeIn focuses on the inner structure of the art system, seeking to expand its working field beyond the mere accumulation of experiences or individual subsistence, and opening a new direction.

Although the understanding of MadeIn company is often based on identity issues, commercial and production activities, its objectives reside in probing the extent of research possibilities, developing unlimited interpretations, and emphasizing attitudes and ways of creating realities. MadeIn's central concern is to “generate” and not to “produce” .

This exhibition of new works by Madeln Company in ShanghArt Gallery “Action of Consciousness” is composed of four artwork series: “Action of Consciousness”, a performance and installation the show was named after, large scale sculptures series “Divinity”, sculptures and installations of human hung with ropes titled “Play”, and a series of classic oil paintings “Prey” based on photographs of precarious homes in Shanghai and Guizhou Province. On the opening, the company will also present the cultural fitness exercise created earlier this year “Physique of Consciousness”.

As a continuation of “Physique of Consciousness”, “Action of Consciousness” challenged the unharmonious relationships between “reflection” and “action”. In the artwork “Action of Consciousness”, viewers can only see the works within the moment they are being thrown out from a white cube. They no longer have to be seen clearly. They call for general impressions on art in people’s mind: admiring is a certain way of thinking. Viewers’ “cognition method” on contemporary art is being tested here.

The installation featuring Japanese bondage and sadomasochist games, “Play”, presents human size dark skin people silicon sculptures hung in the exhibition space with ropes. Black foam sculptures “Divinity” were inspired from movements of the fitness exercise “Physique of Consciousness”. Both of these series constitute a perspective on cultural stereotypes, confusing observation and cognition at a certain level.

The series on poor people’s home “Prey”, that uses traditional classic oil painting techniques, is realized after photographs taken by a team sent to Shanghai suburbs and Guizhou province by Madeln Company. Each painting’s caption consists in a map with the exact address of the home. These artworks combine passion for “old damaged things” with ethic principles, disturbing moral awareness and beauty appreciation, and ironizing aesthetic relation between art and misery.

“Physique of Consciousness” is a cultural fitness exercise composed of more than two hundreds steps and moves from a hundred ceremonies, worships and traditions accumulated through the History of Humanity. A professional “Physique of Consciousness” trainer will be performing the exercise among the “Divinity” sculptures. Together with this exhibition, Madeln Company will launch its first catalogue “Action of Consciousness”, that combines design elements of common ‘street’ print shops. It gathers all the main artworks since the company establishment, presenting Madeln’s creating concept that is centered on “producing creativity”.

Q: In the work “Action of Consciousness” nothing can be seen clearly, is that an issue?

A: Do we really see all the other works clearly? As you face this work, you test your own experience on contemporary art, it is an experience on each individual’s cognition method.

Q: What are those black foam African sculptures?

A: These aren’t African sculptures, but it isn’t your fault, perhaps when we think of wild civilization we easily think of Africa. If you look carefully, these sculptures using erotic bondage techniques aren’t completely like ‘black’ people, they actually have the body of Asian women. Everyone is the same, we always use some cultural inertias to “observe”.

Q: What is the difference between “Prey” and local realistic misery’s paintings?

A: “Prey” is an action that includes certain compassion. It is also a moral redemption.

It is a breakthrough, a turning point in local realistic and misery’s painting.

Q: Are there any relations between all these works?

A: “Action of Consciousness”, “Play”, “Divinity” and “Play” are all in some different ways related to action, behavior.

Q: How to understand “producing creativity”?

A: Each company has its “product”, the “product” of Madeln Company is “creativity”. We do our best to keep producing creativity.

Q: How to understand the sentence “no matter how much we do it is never enough”? From a consumption desire’s point of view it is an infinite hole, if you know that there will never be enough, does creating still make sense?

A: We consider that: today, art already became a certain “moment”, we only exist at this particular “moment”.

# Biography

## Solo Exhibitions

- 2011     Action of Consciousness, ShanghART Gallery & H Space, Shanghai  
          Physique of Consciousness, Long March Space, Beijing  
          Physique of Consciousness, Kunsthalle Bern, Bern, Switzerland
- 2010     Don't Hang Your Faith on The Wall, Long March Space, Beijing  
          Seeing One's Own Eyes, Ikon Gallery, Birmingham, UK  
          There are new species! What do you suppose they are called?, Fabien Frys Fine Art, Los Angeles, U.S.A.  
          Spread-by Madeln at ShanghART Beijing, ShanghART Beijing
- 2009     Spread—New Exhibition Produced by Madeln, ShanghART at Huaihai Rd 796, Shanghai  
          Madeln -- Seeing One's Own Eyes-europalia.china, S.M.A.K., Gent, Belgium  
          Lonely Miracle: Middle East Contemporary Art, James Cohan Gallery, New York, USA  
          Seeing One's Own Eyes—Middle East Contemporary Art Exhibition-Space # 1, ShanghART Gallery, Shanghai

## Group Exhibitions

- 2011     Growing Up, Exhibition celebrating SWFC 3rd Anniversary & ShanghART Gallery, Shanghai World Financial Center, Shanghai  
          Alfred Dunhill "Homework" Art Exhibition,  
          FIAC 2011—Booth nr: 0.C39, Art Fairs Grand Palais, Paris, France  
          LIVING AS FORM, Creative Time, Long March Space, NY, USA  
          Moving Image in China:1988-2011, MINSHENG ART MUSEUM, Shanghai
- 2011     SH Contemporary 2011, 5th EDITION / ALL THAT IS NEW IN SHANGHAI (ShanghART Gallery booth nr: M1-14) , Art Fairs Shanghai  
          DAFT, Shanghai Gallery of Art Three on the bunk, Shanghai  
          N Minutes Video Art Festival, March Space, Shanghai  
          Day Break, Arario Gallery, Seoul, Korea  
          Poster Exhibition, TOP Events, Shanghai  
          Taikang 15th Anniversary Collection Exhibition, National Art Museum of China  
          11 Rooms, Manchester International Art Festival, UK  
          Action, Long March Space, Beijing  
          Hong Kong International Art Fair, Hong Kong Convention and Exhibition Centre  
          A Pile of Passion, ShanghART Gallery, Shanghai  
          How we to do?, Heng Lu art museum

- 2010 One by one--Shanghart group show, ShanghART Gallery, Shanghai  
Shanghart Taopu, ShanghART Taopu (Warehouse), Shanghai  
Rehearsal: 8th Shanghai Biennale 2010, Shanghai  
FIAC 2010, Art Fairs Grand Palais, Paris, France  
Useful Life 2010, ShanghART H-Space, Shanghai  
ShContemporary 2010 booth nr: E24, Art Fairs 1000 Yan' an Zhong Rd., Shanghai Exhibition Center  
ShanghART Group Show, ShanghART Gallery, Shanghai  
Hong Kong International Art Fair 2010 booth nr:C02, Art Fairs  
Thirty Years of Chinese Contemporary Art, Minsheng Art Museum, Shanghai  
Personal Frontier, ia32 Space (Next to Today Art Museum) Beijing 22 Street Art District IA 3-2, Baiziwan Rd. 32, Chaoyang District, Beijing  
Jungle: A Close-Up Focus on Chinese Contemporary Art Trends, Platform China, Beijing
- 2009 Breaking Forecast-8 Key Figures of China's New Generation Artists, UCCA, Beijing  
Footloose, Galerie Waldburger, Brussels, Belgium  
The New Attitude of image, Tang Contemporary Art Center, Beijing  
Bourgeoisified Proletariat-Contemporary Art Exhibition at Songjiang, Shanghai Songjiang Creative Studio, Shanghai  
ShContemporary 09-Discoveries, Art Fairs Shanghai Exhibition Center

## Projects

- 2011 Eye see you as I see you, Madeln Company & Etalier Des Chene, CIGE Art Fairs, Beijing