

Shi Yong

施勇



You cannot Clone, but you can Buy It, Photo, 2000
31x248 cm



Gallery View 3-4, Photo, 2002
80x720 cm

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Shi Yong's work embraces modernization and the ideology of consumerism as the basis for self-imagination and creation. He has produced a series of photo-based works around the concept of the ideal Shanghai citizen. It is an ongoing multi-faceted project that explores the image consumption, commodity, and the development of the culture industry. One series entitled *Made in China – Welcome to China* (1999), consists of hand-painted plaster models of a young businessman in Mao-suit, sunglasses and brief-case, waving. The image of the ideal citizen used for the statue was the outcome of an inter-net project through which he asked a willing public to vote for the ideal way of looking. The individual now transforms the identity of his or her self by following the logic of commodity market surveys. It is a composite image that Shi Yong has repeatedly used in other pieces such as *Longing For* (2000) and *You Cannot Clone It, But You Can Buy It* (2001). The iconic figure is morphed through the agency of the marketplace.



Unknown, Unspecified Media

*Gallery View 3-4, Photo, 2002
80x720 cm*



Recently, Shi Yong has focused his attention on large-scale installations and architectural models imbued with an absurd twist of humor. Most notably, his mixed media installation *Flying Q* that is an UFO built with the purpose of 'opening up the sky'. The flying object comes with no additional explanation, but might be recognized as just another signature vision of and interventions into the imaginary world of Shi Yong. He takes an imperturbably subversive approach, poking fun at architecture based on rules and pre-established scenes. Shi Yong stages a joyous, colorful and ironic architecture that is at once a parody of serious design and its synthesis. In short, his work is an amalgam of Shanghai's eclectic 'anything goes' attitude towards architectural constructions.

Shi Yong was born in Shanghai in 1963. He graduated from the Fine Art Department of the Light Industrial School. Today he lives and works in Shanghai. Shi Yong has exhibited widely since the beginning of the 90's, recent shows include *Follow Me!*, Mori Art Museum, Tokyo, Japan (2005), *The Second Guangzhou Triennale*, Guangsong Museum of Art, China (2005), *Zooming into Focus*, China National Art Museum, Beijing, China (2005), *Felicidad Indecible*, Tamayo Museum of Contemporary Art, Mexico (2005), *The Heaven, The World*, ShanghART Gallery & H-Space, Shanghai, China (2004). Shi Yong's work has also been included at the Shanghai Biennale, China (2002), the Biental de Sao Paulo, Brazil (2002) and the BM 99 Bienal de Maia, Portugal (1999).