



FOR IMMEDIATE RELEASE

**ART IN THE CITY FESTIVAL
SHANGHAI
SEPTEMBER 9TH- OCTOBER 9TH, 2016**

Art In The City does what its name says: it brings contemporary art and creativity where it belongs and where it normally doesn't—in the streets, the shopping malls, the bars, the clubs, the offices...taking art closer to people and to our daily lives.

Extending its duration from a week to a month and upgrading its formula to highlight more new art from China, projects, and venues, **Art In The City Festival**, the annual event organized by Art In The City for the past three years, takes place from September 9th to October 9th 2016.

The **Festival** merges visual arts, design, fashion, music and innovation, engaging with artists and creatives, institutions, galleries and alternative spaces around the city, giving lovers of art, design, and fashion the opportunity to experience the city's best creative energies.

The 4 main features of the **Festival** are:

1. The Main Exhibition **TAKE ME OUT** at **chi K11 art museum**
2. The **BLAST!** Multi-Venue and Multi-Platform Exhibition
3. **City Art Bus** and **City Art Tour**
4. **Talks and Panel Discussions** complementing the Projects and Exhibitions

1. THE MAIN EXHIBITION TAKE ME OUT

The main exhibition at chi k11 art museum – curated by Davide Quadrio, Massimo Torrigiani and young local curator Chao Jiaying– is entitled **TAKE ME OUT**.

It is a show about crossovers between art, design and technology that challenges our comprehension of the spaces within which we view art.

The exhibition covers a variety of creative disciplines including: visual art, design, fashion, music, and print media. Individuals of innovation, curators, art institutions, art galleries and artistic communities have all become critical components in the extension and reconstruction of our identity. It is apparent that contemporary art has come closer to the public's daily lives and that artists' practices have become miniature utopias, which allows creatives to expand their conceptual derivations beyond the world of art.

Whether it is exploring systems of discourse between people and society or building convenient modes of interaction with financial systems, the relationships between imaginative practices – art and the public, the city and its inhabitants – is being questioned and transformed in varying degrees. These interdisciplinary cooperations have manifested in expansions of urban space and our memory of space itself. In this process everyone gains dynamic and shifting perceptions, as well as new and insightful experiences; the continuous iterations of such experiences forms a fresh urban image.



Among the participating artists are artists with international acclaim: Liu Bolin, Qiu Zhijie, and Michael Wolf; most are emerging: Cai Dongdong, Chen Xi, Dai Chenlian, Huang Songhao, Linghao (Zero) Shen, Liu Ya, Liu Yujia, Inan Wang, Wang Xin, Wang Yefeng, Xu Bacheng, Xiao Bo, Zhang Lehua, Zhang Ya and Payne Zhu.

Two projects on the relationship between **art and fashion – Women’s Independence** and **Fashion Salutes Art** complement and enrich the **TAKE ME OUT** exhibition.

In 2016, the **Etam** celebrates its 100 anniversary. For 100 years this French brand has helped the emancipation of women. The company’s President, Laurent Milchior has chosen to celebrate this milestone in an artistic and philanthropic way; he is joined by supermodel Natalia Vodianova, who for many years has been the spokesperson for the brand, and who runs Naked Heart Foundation, an organization aimed at kids’ education in impoverished environments.

International curator **Magda Danysz** was asked to commission 12 artists to illustrate the **Women’s Independence** theme. The result is a wide range of works in different media, from photography to drawing and painting to video and installations.

The commissions will be unveiled during two shows, in Shanghai for Art In The City, and in Paris, in October. After these exhibitions, the artworks will be auctioned off and all profits will go to the Naked Heart Foundation. As a remembrance of this show, a 100 limited edition collector’s boxes including editions of the artists’ works will also be produced and auctioned.

The 12 artists on show are: Ekaterina Anokhina (Russia), Chen Man, Yseult Digan A.K.A. Yz (France), Faile (USA), Rose-Lynn Fisher (France), Nikolai Ishchuk (Russia), Li Hongbo, Liu Bolin, Daniel Otero Torres (Colombia), Stella Sujin (Korea), Jeanne Susplugas (France) and Yi Zhou.

In **Fashion Salutes Art – Art inspires Fashion, Fashion is a form of Art**, London and Shanghai-based talent agency **Favotell** invited 9 fashion designers to create together with artist **Guangyu Zhang** a fictional world following the cultural collisions and fusions associated with the concept and history of “Chinoiserie”.

Designers and Artist involved are: Zerrin Akinci (Northern Cyprus), Ewa Bednarska (Poland), Li Yunjia, Nita Lipchanskaya (Ukraine), LynJun Park (Korea), Ye Yili, Andrew Yen, Zhang Guangyu, Daria & Anastasia Zhiliaeva (Russia).

VENUE, DATES & HOURS

B3, chi K11 art museum, K11 Art Mall, 300 Middle Huaihai Road, Shanghai

Opening (invitation only) 16:00-20:00 September 9, 2016

Public Days (ticket 40rmb) 10:00-20:00 September 10 - October 9, 2016



2. SPECIAL PROJECT BLAST!

The celebration of Shanghai as a center for innovation is also enhanced by the second edition of **BLAST!**

BLAST! is an **open call**, addressed to anyone over the age of 18, disseminated through a variety of platforms and social media, providing a large stage for artists, creatives and free thinkers to promote their works, and a space for everyone to discover emerging and hidden creativity in Asia.

BLAST! Visions is dedicated to moving image, **BLAST! Sounds** – launched this year – seeks new music.

The best submissions – 8 for Visions, 8 for Sounds, chosen by an international jury – are presented at Art In The City Festival at **K11** and at the following venues across Shanghai: **MoCA Pavilion, Le Royal Méridien Hotel Hu Bar & Lounge, The Mix Place, CITIC Plaza, Creater Space** and **M50 Creative Park**.

In addition to these places, the best Visions entries will be featured on the prestigious platforms **NOWNESS** and **Arthub's Screening Program** – online channels that provide temporary access to videos outside of the physical realm.

BLAST! 2016 is also the stage of the first Art In The City collaboration with Italian premium beer brand, **Viola**. A new project where the aesthetics of art and design meet the culture and pleasures of good, carefully made and packaged products, and a glamorous lifestyle. One of the winners of BLAST! Visions will be commissioned to design a limited edition label for **Viola's** brand signature bottle. Thus creating another channel to support and promote emerging artists.

BLAST! is organized by **Art In The City** in collaboration with **Arthub** and **Flatmind**. The jury of professionals from the fields digital and contemporary art that selected this year's finalists of **BLAST! Visions** was chaired by **Davide Quadrio** – Curator and Arthub Founder and composed by **aaajiao** (XuWenkai) – New media artist; **Lisa Garrison** – Director of the Lumen Prize Exhibition; **Roberto Gianstefani** – Flatmind Co-Founder; **Miltos Manetas** – Painter, conceptual artist and theorist; **Shaway Yeh** – Modern Media Group Style Editorial Director; and **Ying Shao** – NOWNESS China Manager. For the premiere iteration of **BLAST! Sounds** 2016 the jury was chaired by **Massimo Torrigiani** – Curator and editor, and composed by **Ho Tzu Nyen** – Artist, filmmaker and writer; **Wok the Rock** (WotoWibowo) – Artist, curator and cultural activist; **Samson Young** – Artist and composer; and **Zhou Zihan** – Performance/audiovisual artist.

The **winners** of the 2016 edition of **BLAST! Visions** are: **Lin Wanshan, Wang Huagang, Chen Xi, Andrew Stooke (UK), Lu Su, Wei Qi and Wang Shiyong, Weng Xuyan, Tiger Chengliang Cai**. The **winners** of the 2016 edition of **BLAST! Sounds** are: **Ma Shengzhe, Andrew Stooke (UK), Li Huihui, Huang Cheng, Zhao Shinuan, Riar Rizaldi (Indonesia), Johaness M.H. Handjono (Indonesia), Xinni**.



3. CITY ART BUS & CITY ART TOUR

During Art In The City Festival, **City Art Bus** and **City Art Tour** covers the most exciting art events and venues in town: K11, PHOTOFAIRS Shanghai, M50, MoCA, Rockbund Art Museum, Power Station of Art, West Bund Art Zone, Heng Shan Place, Ferguson Lane, and more. The hop-on hop-off City Art Bus runs for 3 weekends throughout the city and the City Art Tour offers art lovers packages of selected hot art events with full guided service.

4. TALKS & PANEL DISCUSSIONS

The Art of Noise

Date Saturday, September 10th, 2016

Time 17:30 - 19:00

Location chi K11 art museum, B3, K11 Art Mall, 300 Huaihai Middle Road

Speakers: Li Huihui (musician), Andrew Stooke (artist), Xu Cheng (artist)

Moderator: Massimo Torrigiani (creative director of Art In The City Festival)

Language: English and Chinese

The talk brings together interdisciplinary practitioners from the field of sound art to discuss the physicality and transportive nature of sound. Since the incorporation of digital technology into sound art the discipline has undergone a radical transformation. Panelists will explore the impact of actively listening to the natural soundscapes around us.

Moving Image: A Model for the Contemporary

Date Sunday, September 11th, 2016

Time 14:30 - 16:00

Location CREATER SPACE, 888 Huashan Road, near Wu Kang Road

Speakers: Miltos Manetas (artist), Ying Shao (NOWNESS China Manager), Andrew Stooke (artist)

Moderator: Davide Quadrio (curator of Art In The City Festival)

Language: English (Translation in Chinese)

The panel will address how the advancement of digital media and technology has not only impacted artistic creation, but also the methods in which consumers are engaging with their surroundings. The way we travel, shop, date, learn, play and work continue to evolve as our devices becoming increasingly interactive — thus creating the perfect user experience. The panelists will explore the link between commercial standards for marketing and communication, and how these developments have impacted the world of contemporary art.

The talk will be followed by a special presentation by Miltos Manetas and his new media work related to Pokémon, an ongoing series the artist started in 2000. The work will also present on



Arthub's Screening Program at the end of September, with an interview and text by Videotage's Ellen Pau and Phoebe Wong.

Between Disciplines: Crafting New Cartographies of Perception

Date Sunday, September 11th, 2016

Time 17:30 - 19:00 PM

Location chi K11 art museum, B3, K11 Art Mall, 300 Huaihai Middle Road

Speakers: Fritz Huang (K11 Art Foundation and Museum), Magda Danysz (gallerist and curator), Zhang Yuan (artist)

Moderator: Chao Jiaying (curator, co-curator of TAKE ME OUT)

Language: Chinese

This year's Art In The City Festival brings together a group of works which have been influenced by artistic cross-hatching. The talk aims to assess how these works meld art, design and technology in an effort to construct a new map of visual perception. The objects in TAKE ME OUT challenge our comprehension of the spaces within which we view art.

Art In The City Festival is organized by **Shanghai International Culture Association** and **Shanghai Association of Social Economic & Cultural Exchange**, co-organized by **Shanghai City Brand Events & Exhibitions Ltd.** and **K11 Art Mall**.

For more information regarding Art In The City, please check www.artinthecity.cn

MEDIA CONTACT

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ABOUT ART IN THE CITY

With their ever expanding system of museums, foundations, galleries and art-related initiatives, Shanghai, Beijing and Hong Kong are the region's artistic epicenter.

Art in the City is a groundbreaking new project supporting art in Shanghai and China, bringing together fine arts, design, lifestyle, and collecting in a seamless flow of information and events.

The 4 main features of Art in the City are:

- *a digital platform: a mobile app and a website constantly updated with the latest information on exhibitions, events, galleries and institutional activities in Shanghai, Beijing and Hong Kong.*



For download, please search in App Store: [artinthecity](#).

- an agency for the creation and production of art-related projects and events for companies, brands and institutions.
- a series of private events and PR activities to introduce collectors and art lovers to new art, to galleries, museums and artists' studios. A series of seminars, talks and educational activities, with trips around China and abroad to see art and design where they happen.
- a festival: an annual event dedicated to those who want to enjoy Shanghai from a creative perspective, and enrich their lives enjoying and buying works of art and design.

CREATIVE, CURATORIAL & MANAGEMENT TEAM

+ For the past 10 years **DONNA CHAI** (Art In The City Managing Director) has devoted herself to the organization of international fairs, exhibitions and events. The projects she was involved in were dedicated to art, fashion, beauty, design and lifestyle. From 2006-2012 she worked for SH Contemporary - Shanghai contemporary art fair, eventually becoming the project's Fair Manager. She co-founded Art In The City in 2013 and has been its Managing Director ever since. She is also the Operation Director of 2015 ART021. She lives and works in Shanghai.

+ From 1998-2008 **DAVIDE QUADRIO** directed BizArt, the first non-profit artistic laboratory in Shanghai. In 2007 he created Arthub Asia, a platform for the production and promotion of contemporary art from and in Asia. Among his most recent initiatives, the exhibition of Qiu Zhijie on the occasion of the Venice Biennale 2013 and the solo exhibition of Yang Fudong for Toronto Film Festival 2013. He coordinated and curated the City Pavilions Project for the Shanghai Biennale 2012. He is currently consulting Aurora Museum Shanghai on the development of contemporary art projects, and sits on the Board of Curators of Milan's museum of contemporary art. He lives and works in Shanghai.

+ **MASSIMO TORRIGIANI** is the chairman of the Curatorial Board of PAC, Milan's museum of contemporary art; the director of the new complex for contemporary art and culture in Bari (Italy); the co-director of Fantom, a curatorial and publishing platform dedicated to photography and sound; and the artistic director of Capo d'Arte, an annual exhibition of contemporary art in a remote village in the Puglia Region of Italy. Simultaneously, through Boiler Corporation, his creative agency, he works for institutions and companies, curating art, communication and publishing projects. From 2010-2012 he was Director of SH Contemporary. He lives and works in Milan.

+ Born in Shanghai in 1984, **CHAO JIAXING** graduated at Shanghai University with a BA in Fine Arts in 2007 and an MA in Literature in 2010. She started exhibition making in 2009 and was involved as a curator at Shanghai Duolun Museum of Modern Art (Zhuqizhan Art Museum). Since 2011 she works with Ding Yi (renown Chinese artist and vice president of the Fine Arts Department of Shanghai Institute of Visual Arts) and as Curator and Managing Director at V ART CENTER, organizing the two non-profit spaces of SIVA at M50. She organized over 40 exhibitions and projects. She also contributes to magazines Artforum, Numero, Randian, Goethe-Institut China, Life, LEAP, Art World, Art China. Since 2015, she is Project Planner of the New Century Art Foundation, Beijing.



ABOUT K11

A global high-end lifestyle brand operator under New World Group, K11 is the world's first original brand to pioneer the blend of three essential elements of Art · People · Nature.

Art *K11 not only displays a permanent collection of local young artists' works, but also allows the public to appreciate different local artworks and performances during shopping and leisure time through the provision of various multi-dimensional spaces. This can help enhance the communication and exchanges between artists and the public, nurture habits of art appreciation, and allow young artists to have more opportunities for showcasing their works so as to foster the development of local art.*

People *K11 manages, reorganizes and integrates humanity, history and geography of the adjacent regions from various perspectives in different cities. It revitalizes, regenerates and recreates the humanistic experience, art and culture in the regions so as to create a unique K11 multicultural living area.*

Nature *Various green design and technology concepts are taken into account in the interior architecture of K11 projects so as to minimize the negative impacts on the natural environment and upgrade the overall quality of urban public premises. Designed with a garden concept, K11 features a multidimensional natural landscape with a variety of local plants, green roof, vertical greening and urban farming, and creates a perfect integration of natural space and local culture so that visitors feel like indulging in an urbanoasis and are inspired to consider the intimate relationship between human and nature.*