

PRESS RELEASE

**"MadeIn Company: Don't Hang Your Faith on The Wall"**

**2010.5.30 - 7.18**

**Long March Space, Beijing**

Long March Space is pleased to present MadeIn's solo exhibition *Don't Hang Your Faith on The Wall* opening on May 30<sup>th</sup> and running until July 18<sup>th</sup>, 2010.

MadeIn is a progressive cultural production company founded by Shanghai's leading artist Xu Zhen in 2009. This exhibition debuts MadeIn's newest body of work *True Image*. Each work is named after a historical quote, amongst which are Milan Kundera's "The struggle of man against power is the struggle of memory against forgetting;" and Deng Xiaoping's "Democracy is our goal, but the country must remain stable."

Since last year, Xu Zhen, as China's most celebrated conceptual star, has dissolved his identity into a new brand name MadeIn. MadeIn is a team of cultural workers, spearheaded by founder Xu Zhen and organized as a creative company to produce independent and commissioned artworks and exhibitions. Xu Zhen has chosen to engage with this conventional operational model to problematize cooperative cosplay relationships within the field of contemporary visual culture and to urgently examine the continual materialization of visual spectacles in society today.

MadeIn. (established 2009) is a cultural production company based in Shanghai. Drawing on Founder Xu Zhen's vast array of experiences over the past decade, not only as artist, but also as arts organizer, including directing an artist run space, online art forum, and exhibition organizer/curator, the company provides a comprehensive approach towards art creation, blurring the lines between exhibition, production and curating, as well as authorship. MadeIn has shown in both China and abroad, at the UCCA, Beijing (2009), the S.M.A.K Museum, Gent, Belgium, and Ikon Gallery, Birmingham, UK (2010).

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Xu Zhen (b. 1977, Shanghai) graduated from the Shanghai Arts and Crafts Institute in 1996 and has over the past decade consistently sought to push the boundaries of social assumption, cultural anomaly and the imagined world and its factual relation, to name but a few of the constructs to which he humorously critiques contemporary life. His work has been shown extensively in China and abroad, including Third Guangzhou Triennial, Guangdong Museum of Art, Guangzhou, China, 2008; 'PERFORMA07: Second Biennial of Visual Art Performance', New York, USA, 2007; 'The Real Thing: Contemporary Art from China', Tate Liverpool, Liverpool, UK, 2007; 51st Venice Biennale, Venice, Italy, 2005; 2nd Yokohama Triennale, Japan, 2005; and the 49th Venice Biennale, Venice, Italy, 2001.

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