

PRESS RELEASE

"Xu Zhen: MOVEMENT FIELD"

Produced by MadeIn Company

2013.04.27 - 06.23

Long March Space, Beijing

Each of us has a certain desire of accomplishing a movement – Xu Zhen

Provocation has always been a main aspect in Xu Zhen's creation, touching upon taboos, definitions and rules. His early work 8848-1.86, fully reflects doubts about power and truth - this installation is a 'troublemaker', ironizing humankind's illusory and blind pursuit for a certain 'apogee'- it encompasses the current chaotic situation in politics, economy, culture and history generated by ambitions of hegemony, selfish desires. With provocation as a stimulus, Xu Zhen builds a systematized 'destruction/reconstruction' cycle. This logic reached its climax when in 2009 he announced that 'Xu Zhen' was over, and began 'MadeIn Company'. Under his direction, MadeIn creative team acted in a more radical way, at the edge of art creation, power and business. Operating under a public 'undercover' identity, 'MadeIn' undertook all kind of experiences within this mechanism.

As Xu Zhen elaborated this art system, 'Movement' became a new keyword, it pointed out and aroused a reflection on the complexity of human collective consciousness and attitude. The series Movementism, created in 2012, was conceived by Xu Zhen as he subtly caught the fact that "people all have a certain desire of accomplishing a movement". The newly created Movement Field that will be presented this time, is an utopian space composed of multiple real movement-related itineraries. This Movement Field is a memorial, which questions past and future commemorations; it constitutes a place for infinite spiritual quests. Thus, works from the series True Image exhibited within this Movement Field represents a form of media creation based on media diffusion. Among them, pictorial installations inspired by 'faith' and 'symbols', such as a lotus composed of gas stoves and huge rainbows Buddha, embody Xu Zhen's comprehension of faith and self-belief. 'Ginseng' images collected from the internet, probe Eastern and Western different cultural backgrounds and knowledge about a similar material, this work alludes to a certain upright tolerance within disorder and confusion.

These works by Xu Zhen, will all be displayed in MadeIn Company Spring 2013 New Works Exhibition organized by Long March Space. Visitors will have the opportunity to experience Xu Zhen's Movementism. Xu Zhen considers that Human actions (and thoughts) that are stimulated by goals constitute a movement, he raises requests on its scale, adheres to this

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attitude, and determines a particular way of understanding. Through his signature provocation and doubt, Xu Zhen audaciously reveals his attitude towards the world.

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