

PRESS RELEASE

"PHYSIQUE OF CONSCIOUSNESS" - MadeIn Company Solo Exhibition

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Long March Space, Beijing

Long March Space is proud to announce the China launch of "Physique of Consciousness", the latest project by MadeIn Company at the Long March Space, Beijing. This ongoing project will continue to be exhibited and publicized both inside and outside the exhibition space through the presentation of a multi-media array of artworks and materials. The Beijing launch will feature the highly anticipated release of MadeIn's "Physique of Consciousness" fitness exercise series.

MadeIn's latest project, "Physique of Consciousness", surrounds a fitness exercise that has been developed through research into how consciousness and thought relate to bodily actions. Because the movements of this exercise are derived from different traditional ideas and concepts, not only does it promote physical wellness, it also develops the relationship between body and mind by providing the user with an approach to link body, soul, emotions and spiritual history. The first international launch of "Physique of Consciousness" fitness program will be held in Switzerland at the Kunsthalle Bern on 9 April 2011. A third launch is scheduled for the third quarter of 2011 at Shanghart Gallery, Shanghai, with subsequent launches to be scheduled in the future.

For it is the scope of the inquiry that sets the stand for how pregnant with possibilities such a direction can be. We are accustomed to look at artworks separately from their explanations, their creation and their promotion. In other words, how artworks are mediated. The reading of an artwork is not just confined to the art world. Be it visual symbols or language, the textual explanations or a personal reading of the artwork, all of these constitute a level of communal participation in the reading of an artwork – a process is closely linked with the media industry.

The project "Physique of Consciousness" does not take Long March Space as a conventional art space, nor does it attempt to question the exhibition format and the use of a particular space. Rather, "Physique of Consciousness" attempts to jump out from the hidden ideologies behind the art exhibition system. MadeIn's artistic practice takes interacting relationships between the art world and society to create specific experiments and transformations.

Over the past two years, MadeIn has continually examined its condition and positioning. To the end, MadeIn remains in constant negotiation with the art world and the broader society, resisting against easy narratives that achieve a superficial consensus.

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PHYSIQUE OF CONSCIOUSNESS: SPIRITUAL FITNESS

Physique of Consciousness is the first cultural fitness exercise ever made, initiated by MadeIn Company. It comprises movements derived from dance, gymnastics, spiritual and cultural rituals. The whole series is composed of more than two hundreds steps and moves inspired from a hundred ceremonies, worships and traditions accumulated through the History of Humanity. It combines physical and spiritual virtues, enhancing body conditions and well-being. As dance can be a form of expression and as ritual is usually linked to civilizations, the spiritual fitness *Physique of Consciousness* reflects the diversity of human ideologies.

Physique of Consciousness consists in ten exercises, as ten chapters, with a progression of levels from easy to hard. The whole set of exercise lasts for thirty minutes. Movements are flowing, peaceful and aesthetic, accompanied by a relaxing music. This fitness exercise is open to any public, young people as much as elders, it has various benefits such as maintaining a healthy physical condition, strengthening muscles, joint mobility, and improving the immune system. It can also bring peace of mind, by relieving stress and providing a feeling of wellness. The diversity of the movements participate to the enhancement of memory capacity and focusing function.

Exercise 1

The keyword of Exercise 1 is serenity. As a preparation for the other exercises, the Exercise 1 consists in slow meditative movements to relieve stress and enter in harmony with the universe.

Exercise 2

The Exercise 2 includes various hand movements: expressions of worship that were passed on from a generation to another through the History of Humanity. These movements because of their complexity also constitute a good brain exercise and are particularly recommended to the elders.

Exercise 3

Exercise 3's main theme is 'cycle', a series of various repeated movements to improve focus and intensifies emotions. Rotating movements where feet and hands are synchronized enhance awareness of the body.

Exercise 4

The Exercise 4 is based on ceremonial and folkloric dance steps as well as trance movements, bringing joy and pleasure. This vigorous exercise, constituted of rhythmic bounces and jumps increase inner energy beneficial to the body.

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Exercise 5

In the Exercise 5, turns from trance dance mixed with challenging postures improve balance, focus and strength. The achievement of these movements provides a feeling of confidence and power.

Exercise 6

The Exercise 6 includes prostration of the body, dance steps and movements venerating Nature, Earth and Cosmos. A series of jumps from primitive dance gives a sensation of freedom and strength.

Exercise 7

The relaxed body is now prepared to the Exercise 7, which is centered on meditation. Hands movements bring peace of mind and form a continuous, harmonious flow in the body, all contributing to the development of knowledge and wisdom.

Exercise 8

Exercise 8 is based on tolerance, openness of mind, and contemplation. Variations of movements from lying on the ground to balance postures reflect worship for the sky and for one another.

Exercise 9

The themes of Exercise 9 are dedication and acceptance, contributing to deliver one's mind of negative thoughts. This feeling is expressed through various squat and kneeling postures, as well as hands movements.

Exercise 10

The Exercise 10 constitutes the apogee of these series of movements, gathering concentration, reverence, peace of mind and openness, through hands gestures. Body and mind are unified, filled with a feeling of wellness. The movements in Physique of Consciousness present numerous symbolic meanings, issued from various cultures and civilizations of different periods and regions. The fitness exercise, Physique of Consciousness, by definition reflects the spirit of Humanity, it describes and depicts Human "consciousness". This sport ensues from contemporary thoughts and reflection on today's World, and aim to provide a solution to the continuous antagonism between body and mind. Throughout History, exploration and control of body and spirit have always been a central matter, and the establishment of Physique of Consciousness results from researches led by MadeIn Company on this topic. Physique of Consciousness is presented with a CD-Rom, a demonstration by a teacher as well as an instruction manual in Chinese and English.

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