

[Press Release]

K11 Art Month Presents **ME: MILLENNIALS**

Millennials x New Media Art in the Conceptual Age

MOBILE FAWN, Digital Installation by Dutch Artist Envisions A Millennial Utopia

#LIKE4LIKE, Joint Exhibition by 10 Millennial Artists & VR Installation by Feng Mengbo

Showcase Trans-disciplinary Media Power

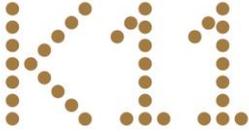
INTERVIEW SERVICE PROVIDER, Local Public Art Project to Crowdfund Online “STAN”



MOBILE FAWN, Faiyaz Jafri, 2006, FRP, 193 x 38 x 300 (H) cm, 250kg

(Hong Kong, 14 March 2017) K11 will celebrate its Art Month this year under the theme of **ME: MILLENNIALS**, with a series of new media art exhibitions curated to open up new imagination in the conceptual age. This includes the first exhibition of large-scale sculpture, *MOBILE FAWN*, complemented with a 9-meter interactive digital garden, created by Dutch digital artist Faiyaz Jafri; and *#LIKE4LIKE*, a joint new media art exhibition by 10 millennial generation artists, which showcase trans-disciplinary media power enabled by the advancement of technology. Another millennial artist Silas Fong is initiating a crowdsourcing process for a public art project, targeting to recruit online “STAN” (for “stalker” & “fan”). Silas Fong will act as an **INTERVIEW SERVICE PROVIDER** (ISP) to do personal interviews for the STANs and turn them into video art. 10 interview video clips from the project will be displayed at K11 Showcases.

As technology advances, our society is moving from the information age to the conceptual age, in which creativity, sensual experience, and meanings prevail. Technology also brought new possibilities and platforms for contemporary art. The blurring boundaries between different media forms brings new sensations to audience. K11 calls upon new media artists to bring diversified art forms through the exhibitions, to open up new imagination in the conceptual age.



Digital Installation by Dutch Artist Envisions A Millennial Utopia

[Exhibition Details]

***MOBILE FAWN*, Digital Installation by Faiyaz Jafri**

Date: 21 March 2017 – 7 May 2017

Venue: K11 Atrium

Free Entrance

MOBILE FAWN is a real life extension of Faiyaz Jafri's computer illustration, Vega's Garden. Through the 3-meter tall sculpture, he created a virtual utopia for his girl who was born in the millennium. Each spot on the fawn is a window, giving a view to a simple, clean and high-tech living space contained in the body of the fawn. We could not "enter" this space, but a first-person perspective is offered through the animation video created by Jafri, which shows a journey through the body – getting inside from the nose, one descends the spiral staircase to reach a living space, where a young girl is holding on to a joystick and enjoying the virtual and liberal space. A juxtaposition of nature and human-made environments, the work represents the human paradox of defying nature and embracing realities.

To receive the *MOBILE FAWN*, K11 joint hands with the artist to build a 9-meter interactive digital garden. The installation is filled with changing visuals and the public is invited to interact with it through body movements. Come and experience this interactive art installation specially made for Hong Kong!

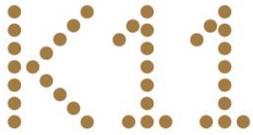
About Faiyaz Jafri

Faiyaz Jafri was born and raised in rural Holland of Dutch and Pakistani descent. He is a digital artist, animation artist, a film director, and the curator and creative director for the Third Culture Film Festival. Jafri's art explores Jungian archetypes in the modern world, distilling the pop references of mass media and global popular culture into a visual shorthand of neo-archetypes. His pictographic style leaves out unnecessary frills and extras, and keep challenging common perceptions.

Jafri studied at the Technical University of Delft (Msc) and is self-taught as an animation artist and music composer. His illustrations have been featured at *The Face*, *Nova*, *Wired*, *Spin*, *Raygun*, *Número*, *Jalouse*, and *Rolling Stone*, and his award-winning films have been screened at prestigious festivals and museums. Jafri's personal website www.bam-b.com have been awarded the best website by numerous internet magazines from around the world. He is now living and working in Hong Kong.

Joint Exhibition by 10 Millennial Artists Showcases Trans-disciplinary Media Power

[Exhibition Details]



One World Exposition 2.1: #like4like Exhibition

Date: 21 March 2017 – 21 May 2017

Venue: chi K11 art space

Fee: \$20 / person

(Free entrance for Klub11 Gold Members, Artist Klub individual and family members and students aged above 10 with valid HKID card. Parental Guide under the age of 10)



PICNIC, Chen Tianzhuo, 2014, film, 7'50"

#LIKE4LIKE, the joint exhibition by 10 millennial generation artists, is another highlight of K11 *ME: MILLENNIALS*. A collaboration of K11 with Videotage, the new media exhibition will showcase diversified art forms including 3D animation, kinetic art, video imaging. Some of the artists even channelled art through their own body, displaying trans-disciplinary media power in connection with the millennial conceptual age.

Participating artists include: **Carla Chan, Chris Cheung, Tang Kwok Hin, and Morgan Wong** from Hong Kong; and **Chen Tianzhuo, Chen Wei, Double Fly Art Center, Hu Weiyi, Lu Yang, and Sun Xun** from China.

#LIKE4LIKE is an extension of our previous exhibition, One World Exposition 1: Parallel Universe back in 2011. The project originated from an observation of the relationship between the art scenes in mainland China and Hong Kong – despite knowing one another by name, there was little or no communication and exchange between artists from the two areas. Therefore, for the previous exhibition, new media artists from the two areas was “paired up” on purpose. By focusing on the process, the curators hoped that artists from a multitude of disciplines could collaborate in a meaningful way. For the second instalment at K11, the focus is on millennial artists born in the 1980s and 90s.

The exhibition title, “like-for-like”, is derived from the popular social media term. The curators Issac Leung and Kyle Chung came up with a curatorial framework with interactive elements and lots of cures



to “steal likes”. The idea is for the audience to interact with the artists on social media platforms. A multitude of colours are injected into the exhibition, while the public is encouraged to upload photos onto Instagram.

The curator **Kyle Chung** stated, “ #like4like is part of the whole project. In April, the group of mainland Chinese artists will pay a visit to Hong Kong. We’re now enlisting a youtuber to create a ‘reality show’. We hope the project could go beyond usual art project, as such, the selected artists are also wackier. The Hong Kong artists are less subdued in their subversiveness, for example, Tang Kowk Hin’s work is about obsessive compulsiveness. While appearing serene on the surface, Clara Chan’s work is about distorting perspectives.”

The other curator, **Issac Leung**, stated, “when it comes to ‘mainland China’s wackiest artist’, Lu Yang definitely tops the list in his subversion of traditional Chinese taboos. Sun Xun was born in 1980 and thus, has the most experience in the group. We’ll be exhibiting a three-dimensional work of his. Chen Wei is known for his photography work, but we specially selected his neon light installation which was inspired by the name of a dance hall and which sparks the pertinent question on what ‘freedom’ means for this generation of artists. Chen Tianzhou is another artist with an alternative style. Double Fly Art Center is made up of nine male artists whose ‘whatever goes’ style is underpinned by a strong critical stance. Meanwhile, Hu Weiyi’s work responds to urban development in China.”

[Special Featured Exhibition]

Feng Mengbo Virtual Reality Special Exhibition

Date: 21 March 2017 – 21 May 2017

Venue: Entrance of chi K11 Art Space

Free entrance

Parental Guide under the age of 10



Q3DVR, Feng Mengbo, 2017, Installation, Computer, Oculus Rift VR



In addition, the *Feng Mengbo Virtual Reality Special Exhibition* at the entrance of chi K11 art space is not to be missed. Famous for his creative work in forms of computer games, the Chinese contemporary artist Feng Mengbo was invited to set up a virtual reality installation adopting the latest Oculus rift VR system. Audience can put on the VR headset to immerse in a virtual world designed by the artist: Feng Mengbo set up a stage of unlimited time and damage, and activated about ten robots to fight against each other in a pool. The audience gets a free view as a spectator. All characters are essentially the same naked girl, who is always talking on her iphone, with a bunch of roses as her signature weapon. Dead bodies will transform into giant roses.

The artwork was modified from the artist's previous work, Q3D, which was exhibited in the 3rd Seoul International Media Art Festival and Art on the Beach (2004, Nice, France). The artist redesigned the 3D model for a new perspective using the virtual reality technology.

Local Public Art Project to Crowdfund "STAN"

[Exhibition Details]

***INTERVIEW SERVICE PROVIDER* Public Art Project by Silas Fong**

Date: 21 March 2017 – mid May 2017

Venue: K11 Showcases

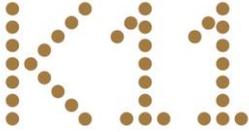
Free Entrance

Millennial artist Silas Fong is initiating a crowdsourcing process for a public art project from end February to early March, with a target to recruit "STAN" (for "stalker" & "fan"). Silas Fong will act as an "Interview Service Provider" (ISP) to do personal interviews for the STANs and turn them into videos. 10 interview video clips will be selected from the project, for display at K11 Showcases.

Social network allows us to connect with an enormous crowd of stranger. It might be incorrect to stalk a stranger's life without notice. However, a stranger has clearly granted such permission once their photos, information and thought are uploaded to the public domain. Don't feel guilty about your curiosity. After all, aren't we all curious to know more about that familiar stranger?

Interview Service Provider (ISP) makes the world more open while being able to keep people disconnected. Enjoy the excitement and being safe at the same time. We now offer stalkers the opportunities to know more about a stranger further through social networks.

- Upon the agreement by STAN (participant), ISP will invite a TARGET to a video interview.
- Once agreed by the TARGET, STAN should provide 10 questions plus a message tailor-made for the TARGET.
- STAN to provide written comments on the interview clips. The final writing will be based on the TARGET's behaviour, and any discrepancies between the reality and the imagination of the



STAN.

- Important rule: ISP and STAN shall never disclose the identity of STAN in any way. Edited video clips from interview will be shown to STAN.

After final editing, 10 interview video clips will be selected by the artist for display at K11 Showcases. It is ISP's professional endeavor to satisfy any STAN's curiosity and keep the TARGET's curiosity ravenous.

Press Images

Please download high resolution photos from this link:

<https://www.dropbox.com/sh/y3kw0pht44og3c3/AAAsxSO5db-XYziJDYqRUCXa?dl=0>

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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 performance during shopping and leisure through the provision of various multi-dimensional spaces. This can help enhance the communication and exchanges between local 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 urban oasis and are inspired to consider the intimate relationship between human and nature.

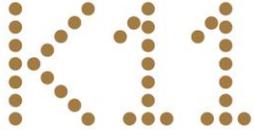
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