

Art | Basel

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PRESS RELEASE

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Art Basel and the ICC premier a new large-scale video installation by Cao Fei in Hong Kong

This March, renowned international Chinese artist Cao Fei will present a major new work during the 2015 edition of Art Basel in Hong Kong. Each night from March 13 to 17, 2015, 'Same Old, Brand New' will be shown across the entire façade of Hong Kong's iconic 490 meter high International Commerce Centre (ICC) on the Kowloon harbor front.

'Same Old, Brand New' is a new work by the artist – created especially for Hong Kong's iconic ICC building – that references video games, primarily from the 1980s, which have become an integral part of popular and youth culture, especially in Hong Kong but also across the world. By combining symbols and logos with moving images derived from well-known computer games including Pac-Man and Tetris on the full length of the skyscraper, the visual display will create a heightened visibility, thereby revealing further meanings. With this video installation, Cao Fei attempts to turn collective memories into a current reality. The work follows previous multi-media projects by the artist that explore the dreams and aspirations of a younger Chinese generation and their strategies for overcoming and escaping reality. Known for her multimedia installations and videos, Cao Fei mixes social commentary, popular aesthetics, references to Surrealism, and documentary approaches, reflecting on the rapid and chaotic changes that are occurring in Chinese society today.

Visible from numerous locations across Hong Kong, including the HKCEC, 'Same Old, Brand New' can be witnessed by people all over the city. Recommended public viewing places are the terrace on Podium 3 and 4 of the IFC Mall where an accompanying audio piece by Hong Kong sound artist Dickson Deethé will be broadcast. Also influenced by the music of 1980s computer games, the sound work will be synchronized with Cao Fei's visual installation. Further recommended viewing places include Tamar Park and Sun Yat Sen Memorial Park.

People can also download the ICC Light and Music Show smartphone app from Apple App Store and Google Play Store to hear the music on their mobile phones while watching from the shores of Victoria Harbour starting from March 13, 2015.

Cao Fei (b.1978) lives and works in Beijing. She is known for her multimedia installations and videos, and is acknowledged as one of the key artists of a new generation emerging from Mainland China. Her recent movie 'Haze and Fog' (2013) was screened at the Tate Modern, London, and her previous online project 'RMB CITY' (2008-2011) has been exhibited in Deutsche Guggenheim, Germany (2010); Shiseido Gallery, Tokyo, Japan; Serpentine Gallery, London; and Yokohama Triennale (2008). She has been presented in 52nd Venice Biennale (2007), Istanbul Biennale (2007), Tate Liverpool (2007), Lyon Biennale (2007), 17th & 15th Biennale of Sydney (2006/2010), Moscow Biennale (2005), Shanghai Biennale (2004), 50th Venice Biennale (2003). She has also exhibited video works in Guggenheim Museum, the International Center of Photography; MoMA, P.S.1, Palais de Tokyo in Paris, Musee d'Art Moderne de la ville de Paris, and the Mori Art Museum in Tokyo. She was a finalist of the Guggenheim Museum Hugo Boss Prize 2010,

and won the 2006 Best Young Artist Award by CCAA (Chinese Contemporary Art Award). Cao Fei was on the jury of the selection committee for the curatorship of the 8th Berlin Biennale 2014. As part of the Encounters sector at this year's edition of Art Basel's show in Hong Kong, Vitamin Creative Space (Beijing, Guangzhou) will present 'Nu Project' by the artist. Initially invited to make a feature film about the subject of Yunnan, the project reached an impasse. What remains are filmed sequences reconstructed as part of the video installation Nu River Project.

This year's Conversations program in Hong Kong will open on Sunday, March 15 at 10am with the Premiere Artist Talk featuring Cao Fei in conversation with Hans Ulrich Obrist, Co-Director, Serpentine Gallery, London.

'Same Old, Brand New' is co-commissioned by Art Basel and the International Commerce Centre in Hong Kong. For more information on the project, please visit icclightshow.com.hk.

'Same Old, Brand New' schedule

Friday, March 13 to Tuesday, March 17, 2015
6.30pm, 7.20pm, 8.10pm, 9.00pm, 9.50pm
(5 sessions every evening, 10 minutes per session)

NOTES TO EDITORS

About International Commerce Centre (ICC) and the ICC Light and Music Show

ICC, Sun Hung Kai Properties Limited (SHKP), above the MTR Kowloon Station is the tallest building in Hong Kong. It rises 490 metres above sea level and its 118 floors contain grade-A offices, Hong Kong's tallest indoor viewing platform – the Sky100 Hong Kong Observation Deck, Sky Dining 101 and The Ritz Carlton, Hong Kong.

The ICC Light and Music Show on ICC combines music and animated story themes using an advanced computer programme that controls the LEDs on the building facades to create images and produce an extravaganza of music and animation. It set a Guinness World Record for the largest light and sound show on a single building.

About Art Basel

Art Basel stages the world's premier art shows for Modern and contemporary works, sited in Basel, Miami Beach, and Hong Kong. Defined by its host city and region, each show is unique, which is reflected in its participating galleries, artworks presented, and the content of parallel programming produced in collaboration with local institutions for each edition. In addition to ambitious stands featuring leading galleries from around the world, each show's singular exhibition sectors spotlight the latest developments in the visual arts, offering visitors new ideas and new inspirations.

Partners

UBS is Art Basel's global Lead Partner, supporting all three shows in Basel, Miami Beach and Hong Kong. The firm has been the Lead Partner of the Basel show for the past 20 years and of Art Basel in Miami Beach since its inception in 2002. In 2013, UBS extended its partnership to a global level, also becoming the Lead Partner for Art Basel's show in Hong Kong. UBS has a rich history of supporting cultural and artistic endeavours across the world, with a focus on promotion, collection and educational activities in the world of contemporary art. The Art Basel show in Hong Kong is supported by the Davidoff Art Initiative and Audemars Piguet as Associate Partners.

Ruinart and Le Freeport are the show's Lounge Hosts, with BMW supporting as Official Automotive Partner, AXA Art as Official Insurance Partner, Mandarin Oriental, Hong Kong

as Official Hotel Partner and Quintessentially Lifestyle as Official Concierge Partner. The Financial Times is the show's Media Partner. For further information on Art Basel's partners, please visit artbasel.com/partners.

Show opening times

From 2015, Art Basel's show in Hong Kong will take place in March.

Preview (by invitation only)

Friday, March 13, 2015, 6pm to 9pm

Saturday, March 14, 2015, 12 noon to 4pm

Sunday, March 15, 2015, 12 noon to 1pm

Vernissage (by invitation only)

Saturday, March 14, 2015, 4pm to 9pm

Public Days

Sunday, March 15, 2015, 1pm to 8pm

Monday, March 16, 2015, 12 noon to 8pm

Tuesday, March 17, 2015, 12 noon to 5pm

Media information online

Media information and images can be downloaded directly from artbasel.com/press.

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