

新形象展示计划 The New Image (project plan)

行为表演
performance

1999

依据由网上征集获得的“最佳新形象”，在PLUG IN画廊的关于“看外面/看里面”展开幕式上作现场新形象展示。时间为1个半小时。

实施细则：

1. “新形象”展示期间，在其前置放宝利来立拍得照相机一架。观众可与“新形象”合影留念。
2. 留念规则如下：
 - A. 与“新形象”一般留影需付1加元
 - B. 要求“新形象”微笑留影，需付2加元
 - C. 要求“新形象”微笑，并与之拥抱留影，需付3加元

施勇 1998. 12

Short look at the first presentation of the ‘new image’ , January 1999, Plug In gallery, Winnipeg, Canada. It is my first time I put ‘new image’ on stage.

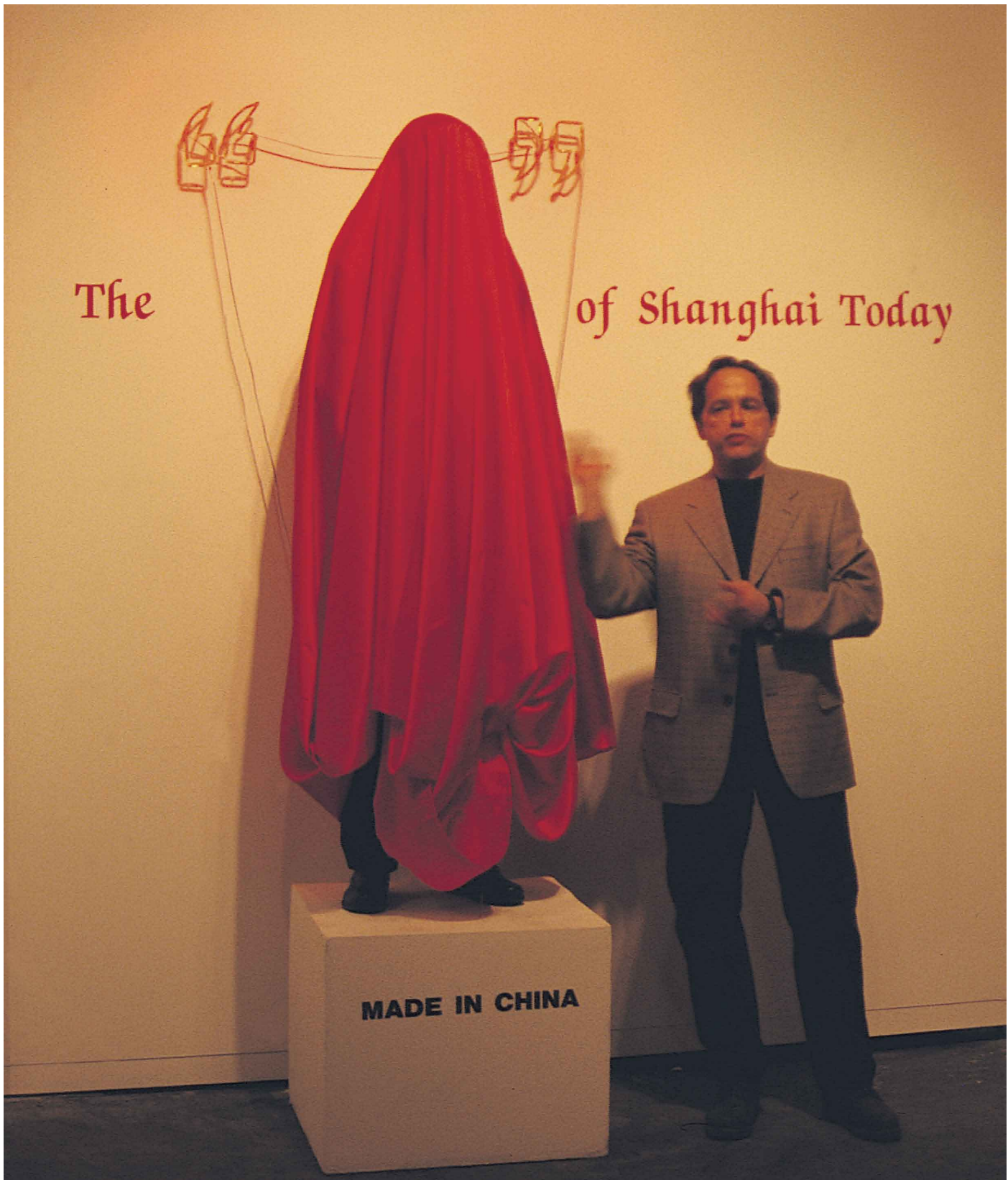
During 1 1/2 hour the public could take photos with ‘new image’ accodring to the following conditions:

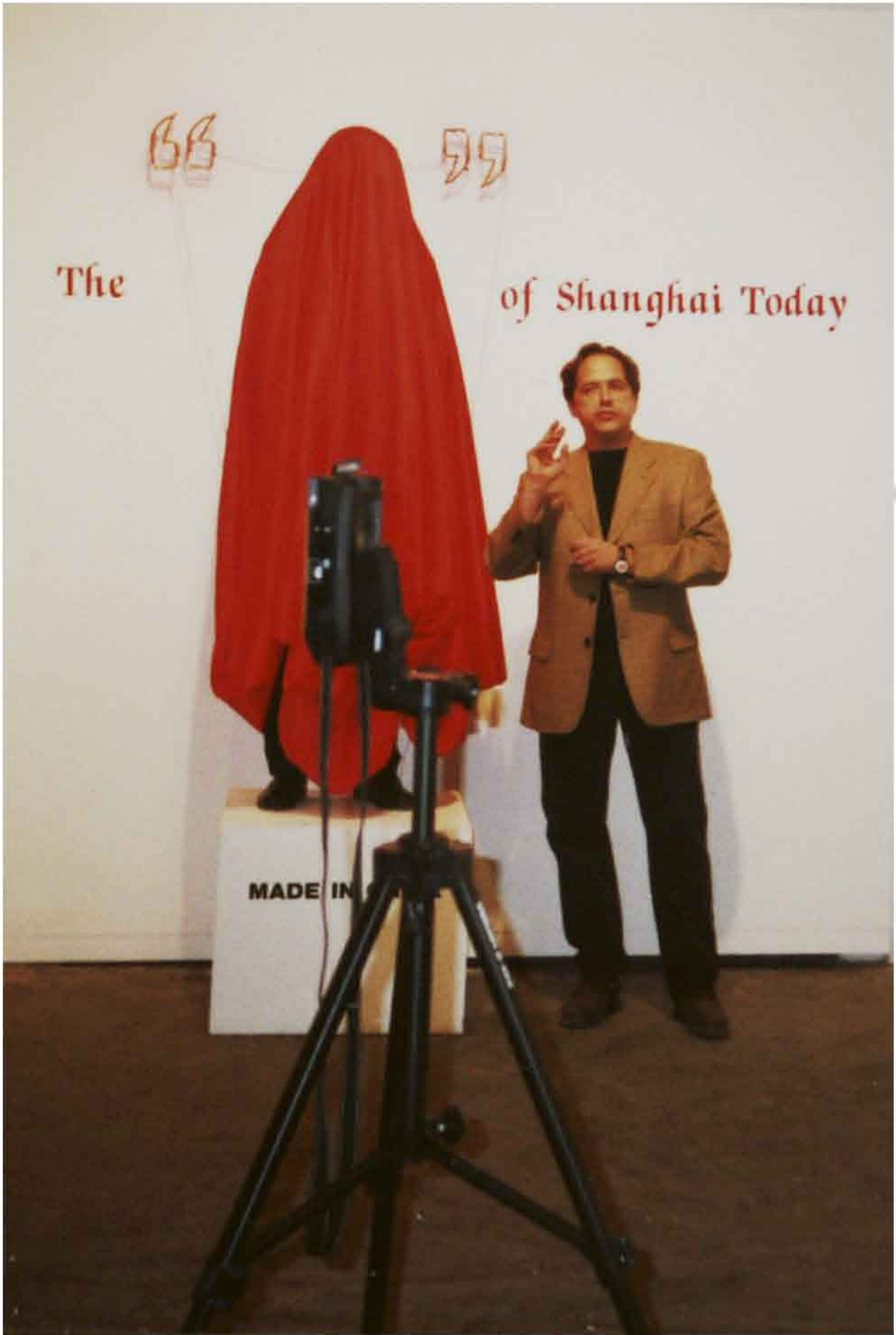
If you want to take a photo with me, you pau\$1

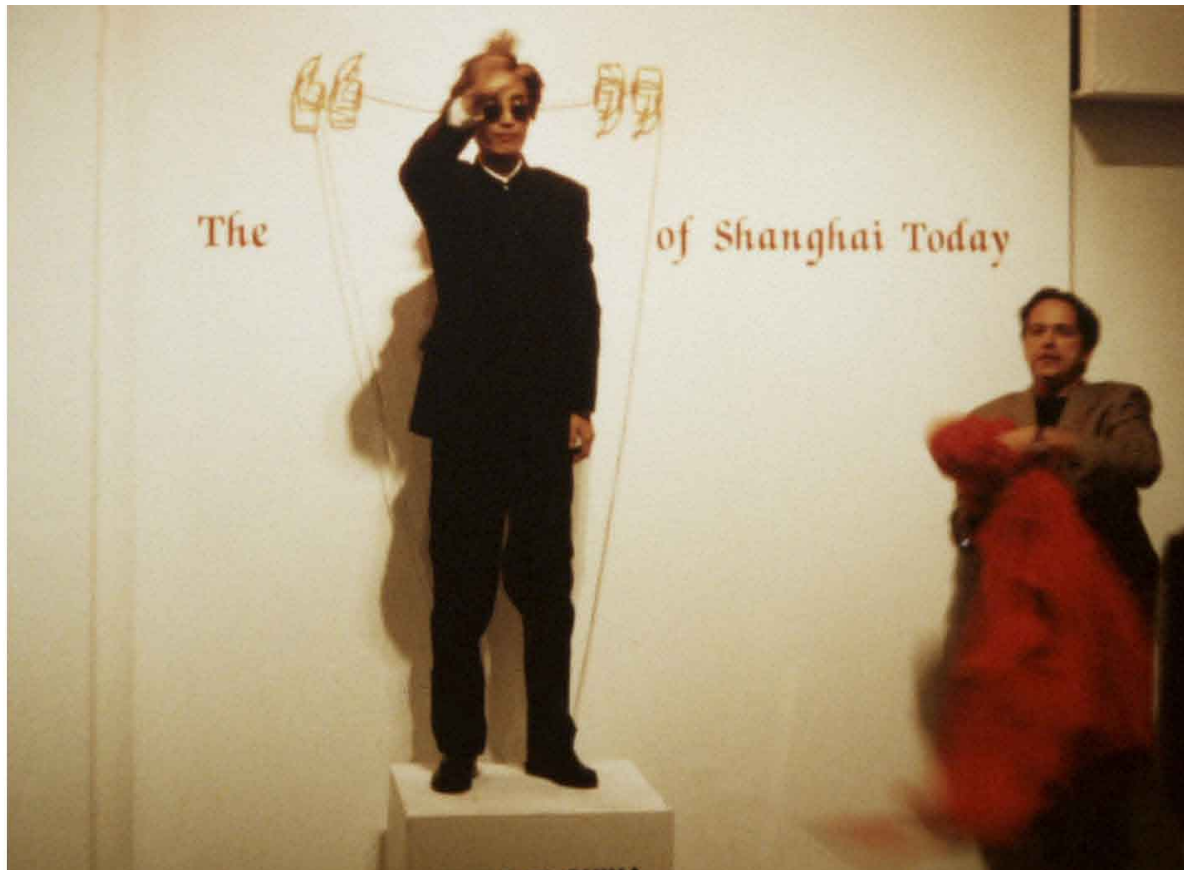
If you want to take a photo wiht a smiling ‘new image’ , pay \$2

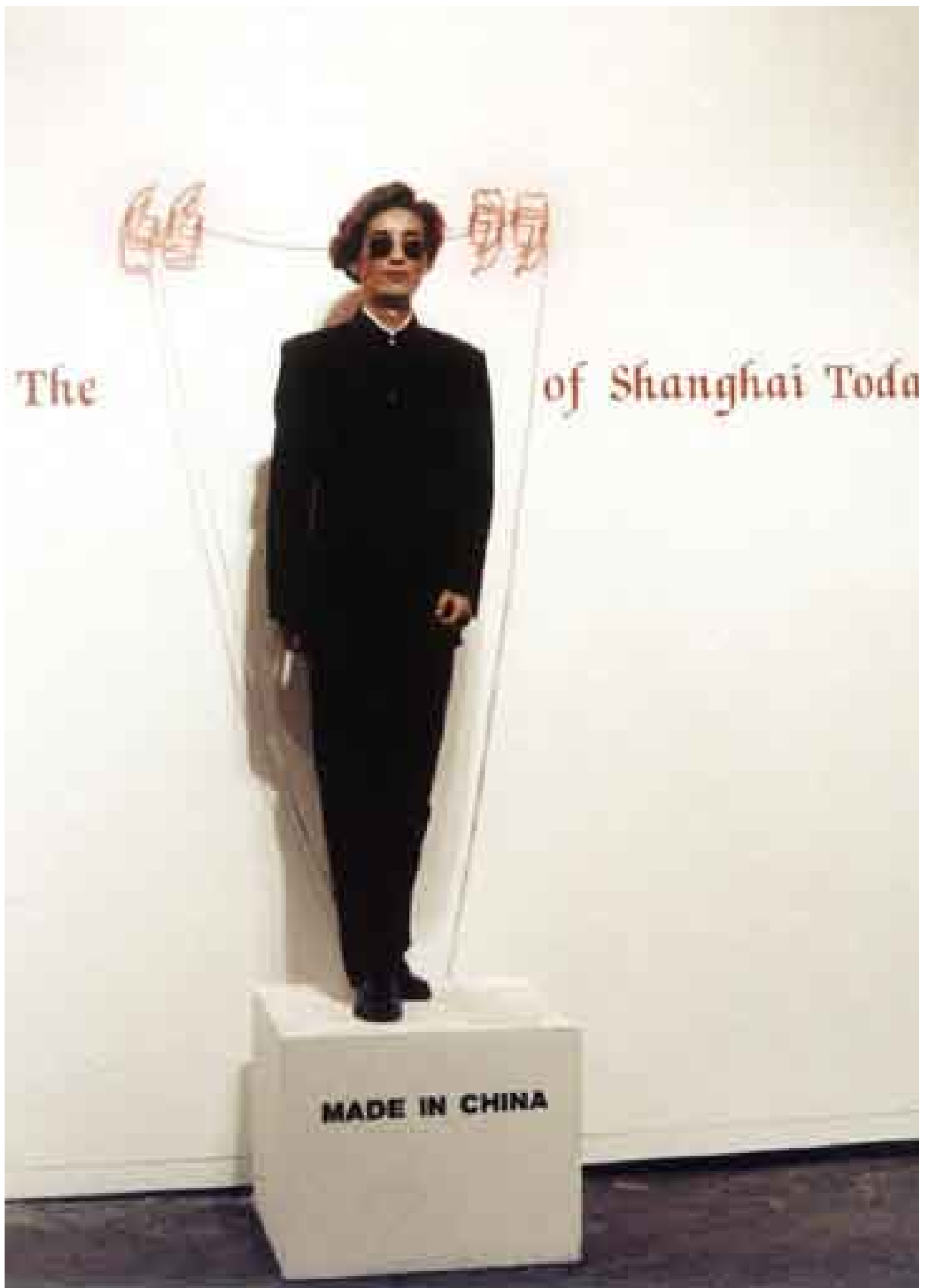
and with smile and huggin the ‘new image’ pay \$3

Shi Yong 1998.12















想象：每个中国人都是黄头发？

Image: Does Every Chinese Person Have BLOND Hair?

电脑合成照片

computer processed digital photography

1999

120cm X 90cm. (cm)

本作品构思来源：

97年，“上海新形象”网上征集计划期间，在众多的信息回复中，一位来自纽约的朋友发来了这样一段文字，内容如下：

我要看到金发的中国人。是的，金色的直发，短的、长的，以新潮的或任何旧的方式，只要是金色的。一个满是金色的国家，那将是一场真正的革命。有些人认为绿色是全球化的颜色，但事实上金色更让人满意。要知道，人们花在镜子前的时间比在提款机前打密码的时间更多。

在上述回复的文字中，我老觉得它像一份西方客户提供的消费定单。于是，我就依据这份定单，作了一次中国式的来料加工：你需要什么，我们就加工什么。

施勇 2006.8.24

评论：

“这不是都市发廊里推出的最新流行发式的广告，但又明明白白地提给每位观众一个问题，为什么作品中的一家老小都将头发染成了金黄色呢？这不禁令我想到十年前中国曾流行的一句歌词‘黑头发，飘起来’；还有那句‘黑眼睛、黑头发、黄皮肤，永远是龙的传人’；自然也不会忘记60年代美国黑人那句刻骨铭心的诗‘Black is beautiful’。站在这幅作品前，我问自己另一个问题，‘中国人现在怎么了？’难道只有当人家用导弹轰毁你使馆时，你才感到自尊被伤害了吗？这幅作品引起我注意的不是那欲与曼哈顿试比高的浦东城市风景线，而是那些苍白的人物，麻木的神情和刺眼的黄发所构成的令人难堪的世俗风景线。作品玩着流行的牌，却是一根尖锐的锋芒，刺到国人灵魂深处的症结。”

张朝晖 1999

I' d like to see BLOND CHINESE. Yeah, straight blond hair, short, long, in bangs or any old way, as long as it' s blond. A country full of blonds, that would be a real revolution. Some people think green is the color of globalization, but really blond is more satisfying. You know, people spend more time looking in a mirror than punching in codes at a cash machine.

在上述回复的文字中，我老觉得它像一份西方客户提供的消费定单。于是，我就依据这份定单，作了一次中国式的来料加工：你需要什么，我们就加工什么。

施勇 2006.8.24

Remarks

This is not the most popular ads on hair style that the modern barbershop will do, however, it poses clearly one question to every audience why the whole family in the works was dyed blond hair, which remind me of some words in a song that was popular decade ago, the black hair, floating in the air. And black eyes, black hair, yellow skin, to be the descendents of dragon for ever. Also "Black is beautiful", the impressing poem that deeply roots in my heart. Standing in front of this works, I query myself another question, what happened to Chinese people now? They feel hurt to their national dignity only when their embassy was bombed? Yet what this works attracts me most is not the beautiful landscapes in Pu Dong which was alleged to steal show of Manhattan, but the pale figures and the philistine scenery compounding with numb facial expression and the yellow that harsh to the eyes. Like a sharp pike, teasing a feel of fashion on one hand, but heavily thorning to the crux of people' s soul.

Zhang Chaohui 1999



中国制造--欢迎你来上海 MADE IN CHINA--WELCOME TO SHANGHAI

雕塑
Sculpture

1999
9.2cm x 5.2cm x 29cm

在艺术旅游之后，带回一个价廉物美的“新形象”旅游纪念品，对你一定是件美妙的事。你可以将其搁在家里的任何地方，既不占空间，又能点缀一点异国情调，何乐而不为呢？

施勇 1999

After an artistic trip, bringing home a cheap and fine “New Image” souvenir is in no doubt splendid to you. You can put it in every corner of your home. It just occupies little room but embellishes your home unique. One would be too glad to do it!

Shi Yong 1999





为你制造…… MADE... FOR YOU

网络作品
Interactive Internet Art Work

1999

这是一件以征集他人建议作为基本出发点的网上作品。采用这种方式的目的，是希望以此来暗示隐藏在艺术交流之中的某种供求关系。

以透明旅行箱这一概念作为具体征集信息的理由是因为他不仅具有供求关系的特质，而且又能充分的展现出非主流文化在进入主流文化时的那道现实的“交流”风景线。如同由西方提供设想，经中国加工而成那个特色鲜明的“中国制造”。因此，以“为你制造……”作为本作品的主题能恰如其分地传递出这样一种既“合理”又荒诞的关系。

在这里“为你制造……”并非只是一个单向性的词，它具有某种双关语性，因为它同时涉及了出于不同需要的彼此双方。一个为你制造舞台，制造VISA；另一个则为你制造样品，制造表演。“交流”便是在这样的关系中彼此获得了保证。

施勇 1999.8.20

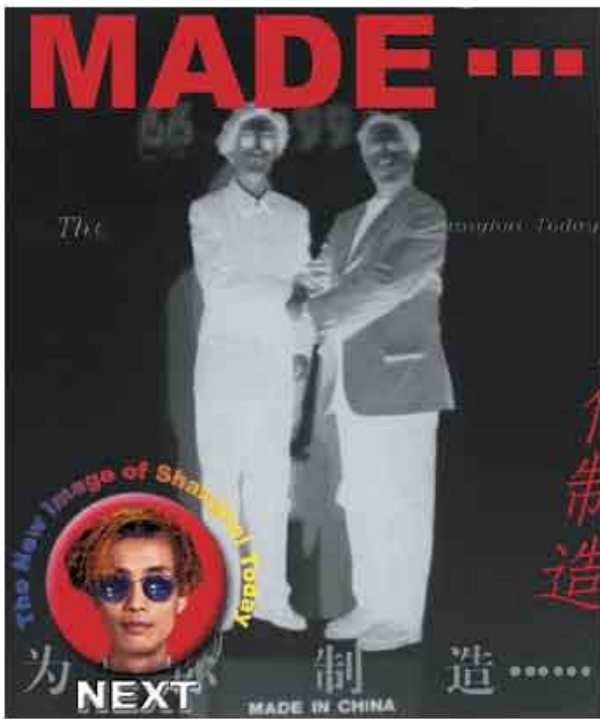
The idea of this internet work is to collect people's suggestions. With this method I hope to highlight the kind of 'supply and demand' relations which are often hidden in the international art exchange.

I use a suitcase not only because of its practical aspect and because it looks like a salesman's sample suitcase (and so hints to the 'buy and sell' relations). I use a transparent suitcase, because this is unusual and gets so much people's attention, the same situation non mainstream art (e.g. Chinese art) has in the mainstream art world.

Like that, "Made... for you" has its special features: the ideas are from the West, but it is manufactured in China. It shows a reasonable and incredible relation in the same time (production on demand is a normal thing in the commercial world, but unbelievable in the art world).

"Made... for you" shows both sides: one side provides the stage, provides the visa etc, the other one makes a sample and a performance, everybody does what the other needs. Under this circumstances the communication gained is to be guaranteed.

Shi Yong 1999.11

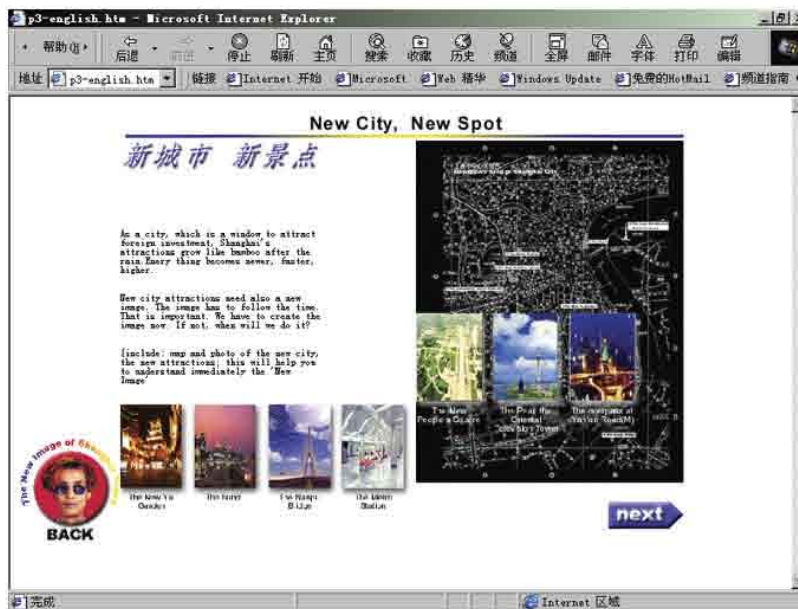
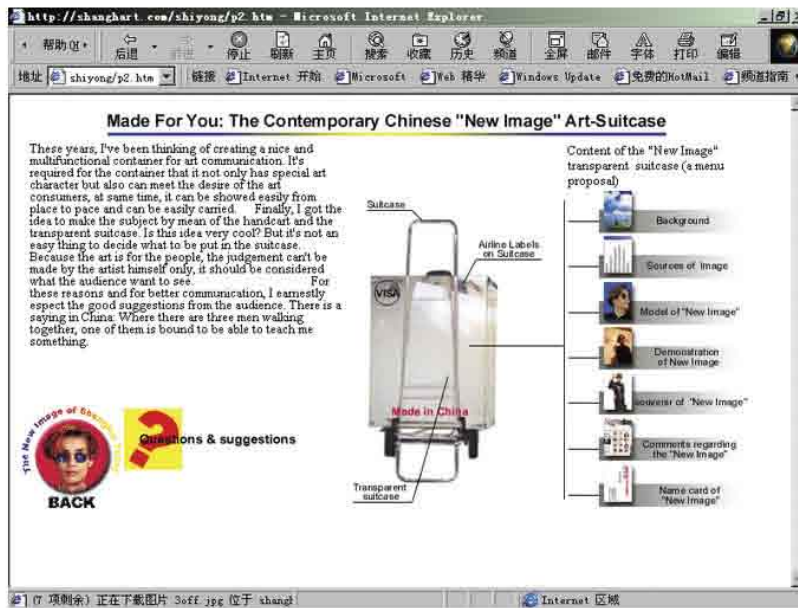
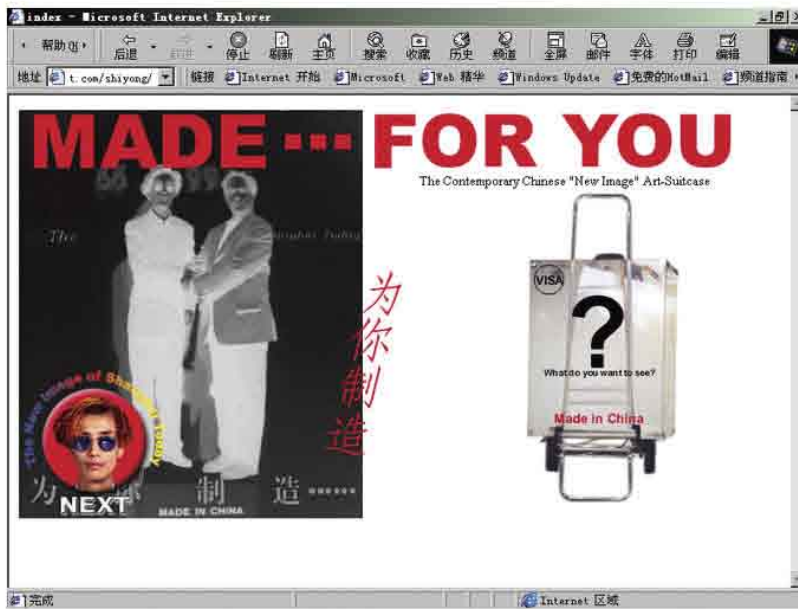


FOR YOU

The Contemporary Chinese "New Image" Art-Suitcase

为你制造



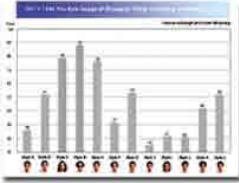


Microsoft Internet Explorer window showing a page titled "Sources of Image".

Address bar: p4-english.htm

Sources of Image

知己知彼，百战不殆。
self, never be defeated.



Bar chart showing sources of image. The chart has 10 categories on the x-axis, each with a corresponding icon. The y-axis represents a numerical value. The bars vary in height, with the 4th and 5th categories being the tallest.

Bar chart showing sources of image. The chart has 10 categories on the x-axis, each with a corresponding icon. The y-axis represents a numerical value. The bars vary in height, with the 4th and 5th categories being the tallest.

If you want that the 'new image' attracts the public in the same way as the 'old' attraction, you must first understand what the public wants to see. Because the image is something to look at. So we have to decide the target, then understand the situation, and then aim at the target. That will be important for the success.

(include: Statistic results of the 'New Image' pool, so you can understand that this 'new image' is based on serious market research information and not just a product of imagination.)

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Microsoft Internet Explorer window showing a page titled "Model of 'New Image'".

Address bar: p5-english.htm

Model of "New Image"

人要衣裳，佛要金装
People needs fashion,
Buddha needs gold decorations
You give me your suggestion, and I will guarantee that you will get satisfaction. A good image is already half of th success.






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Microsoft Internet Explorer window showing a page titled "Model of 'New Image'".

Address bar: p5-english-a.htm



A Blond hair-fashionable, following the times

C Sun glasses-keeps th sun out, so you can see the whole world

B Yellow skin-guarantees success

(include: one photo of the "new image" with explanation, so you can understand immediately)

D Mao suit-sinic touch, a real Chinese product

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p6-english.htm - Microsoft Internet Explorer

FLASH

Demonstration of "New Image"

魅力大舞台

Charming great stage

Glamorous presentation of the 'new image' The 'new image' releases its charm, nothing to add.

Short look at the first presentation of the 'new image', January 1999. Plus in gallery, Vancouver, Canada. It is my first time I put 'new image' on stage.

During 1 1/2 hour the public could take photo with 'new image' according to the following conditions:

If you want to take a photo with me, you pay \$1
 If you want to take a photo with a smiling 'new image', you pay \$2 and with smile and hairies the 'new image' pay \$3(include a set of photos of the 'new image' performance, I invite you to share my pleasure)



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Internet 区域

p7-english.htm - Microsoft Internet Explorer

Souvenir of "New Image"



新形象纪念品，精美价廉是关键
Cheap is most important

Information about the 'new image' souvenir:
 At art for sale, all 'new image' sculpture sold out. Do you want to know why? The key was: it was cheap and nice.
 Don't miss such a good opportunity again.

I give you a 'new image' sculpture souvenir as sold at Art For Sale in Shanghai.
 It is nice to keep a cheap and fine souvenir, a 'new image' memento, from your art travelling. You can put it anywhere in your home. It not only just uses little space, it adds also an exotic touch.
 What can you say against the 'new image' sculpture?

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Internet 区域

p8-english.htm - Microsoft Internet Explorer

Comments regarding the "New Image"

树立媒体新形象

Establish the "New Image" through the media

arts
Hey, they've got irony in China, too
 Ping by critical challenge, Western perspective



The value of the 'new image' is gained step in the process of artistic exchange: your needs are my orders.

In the transparent suitcase, a set of newspaper and magazine clippings about 'new image', as a guarantee that you don't loose money.

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Internet 区域