

# 他人之像

**The Face of Facebook**

朱加个展 | Solo Exhibition of Zhu Jia

2011 年 6 月 18 日 - 7 月 25 日 | 香格纳画廊北京空间 · 中国 · 北京 18 June - 25 July, 2011 | ShanghART Beijing, China

这张经典角度的侧面像，来自于2010年9月20日号《纽约客》杂志的一篇文章《The Face of Facebook》的插图。其主人正是风靡全球的社交网站 Facebook 的创始人马克·扎克伯格，全球最年轻的自行创业亿万富豪。全侧面的肖像，轮廓鲜明，予人印象深刻，不禁令人联想到那些被镌刻于钱币之上的昔日风云人物。

重新演绎扎克伯格的这张侧面像，是朱加的最初构想。然而更引人入胜的是，他邀请 50 多位不同领域的朋友来共同参与，其中包括白轶男，毕建铎，曹玉西，陈劭雄，陈侗，东方月，段妍玲，高峰，刘青，刘小东，刘伟，刘野，林一林，李兆君，陆屹，倪海峰，戎康，石苗苗，施勇，孙逊，王迪，王广义，王若羲，王友身，谢东明，徐佳，杨福东，杨丰羽，杨少斌，杨永生，严培明，叶乐，尹筱周，尹齐，曾浩，詹滢，展望，张帆，张培力，赵刚，郑林，周庆安，朱双庆，朱紫芊等（名字按姓氏拼音排序）中国具有影响力的艺术家与社会名流。他们带来的或是具有鲜明个人风格的肖像画，或呈现出完全独特的面貌。没有签名的绘画与图片作品，难辨其后的造物者。一如 Facebook 上网民们的日志和相册，真实虚幻交织纷纭。朱加选择扎克伯格的肖像是出于机缘巧合，是照片本身的美感，或是 Facebook 的巨大社交网络？其与生俱来的争议性以及在中国步履维艰的命运实在太过于戏剧性。朱加正是借这充溢反讽意味的“他人之像”，编织出一个纷杂的艺术关系网，亦引发了一场微妙难言的权利争端。在其间，作品的概念、施行、所属权、甚至是艺术家之间的友谊，都将遭遇市场的洗礼与挑战，从而化演为一出黑色幽默剧。

陆蕾平  
2011 年 6 月

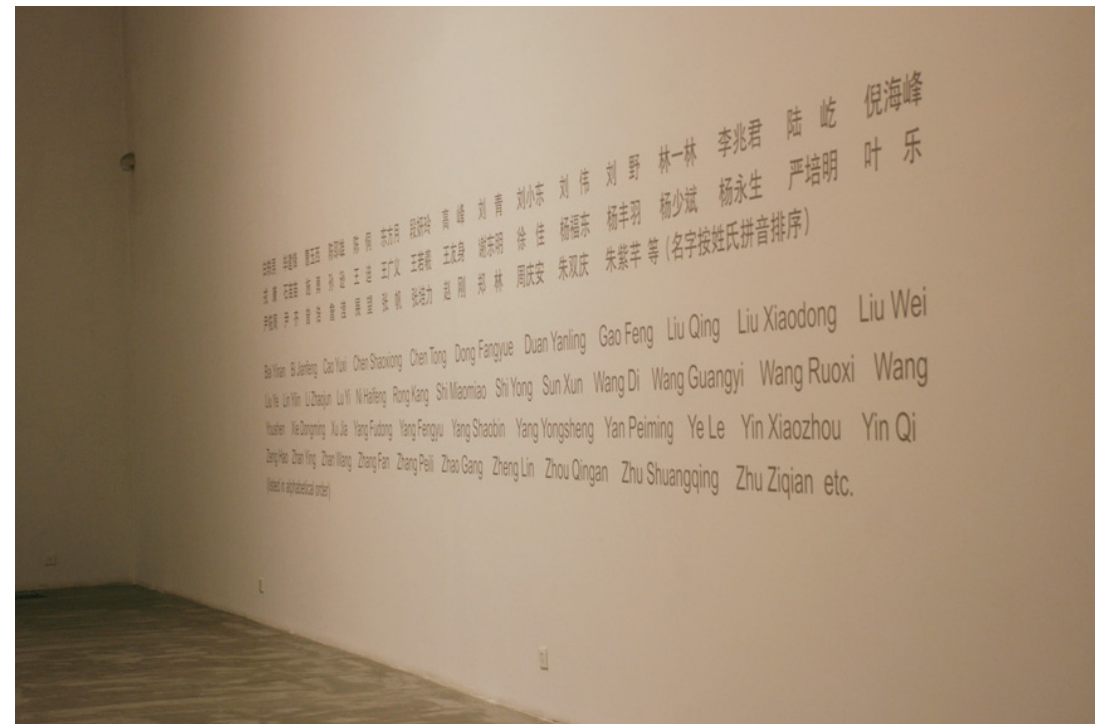
By Lu Leiping  
Translated by He Xiao  
June 2011

This classic side angle portrait was an illustration found on the September 20 issue of the New Yorker in a text titled, "The Face of Facebook", in which the protagonist of the story was the founder of the global networking website Facebook, Mark Zuckerberg – world's youngest entrepreneurial billionaire. The distinct silhouette of the side portrait infectiously let one to associate it with the legendary figures engraved on coins.

To Re-enact this side portraiture of Zuckerberg was Zhu Jia's initial inspiration. More interesting, the artist has invited over 50 friends from different professions to participate. Among them, acclaimed contemporary Chinese artists and personages from different professions such as, Bai Yinan, Bi Jianfeng, Cao Yuxi, Chen Shaoxiong, Chen Tong, Dong Fangyue, Duan Yanling, Gao Feng, Liu Qing, Liu Xiaodong, Liu Wei, Liu Ye, Lin Yilin, Li Zhaojun, Lu Yi, Ni Haifeng, Rong Kang, Shi Miaomiao, Shi Yong, Sun Xun, Wang Di, Wang Guangyi, Wang Ruoxi, Wang Youshen, Xie Dongming, Xu Jia, Yang Fudong, Yang Fengyu, Yang Shaobin, Yang Yongsheng, Yan Peiming, Ye Le, Yin Xiaozhou, Yin Qi, Zeng Hao, Zhan Ying, Zhan Wang, Zhang Fan, Zhang Peili, Zhao Gang, Zheng Lin,

Zhou Qingan, Zhu Shuangqing, Zhu Ziqian etc. (listed in alphabetical order) are among the many. They will contribute a portrait in his own artistic style, or in completely novel representations. Without any signatures on these artworks, it will be difficult to identify the creator of the artwork. Much like the status updates and photo albums posted by Facebook users, the real and the illusory are often intertwined. Zhu Jia's choice of Zuckerberg's portrait was a coincidence, largely affected by the aesthetics of the photograph itself, or perhaps even the ubiquitous social network of Facebook? Its inherent ambivalence and its tumultuous fate in China have been dramatic. By appropriating the irony of "The Face of Facebook", Zhu weaved a complex network of visual art, by which to initiate an unspeakably ambiguity in a struggle of power. In its course, the concept, execution, proprietorship of the artwork, or even the friendship between the artists will be tested a challenged by the art market, enacting a play of black humor.



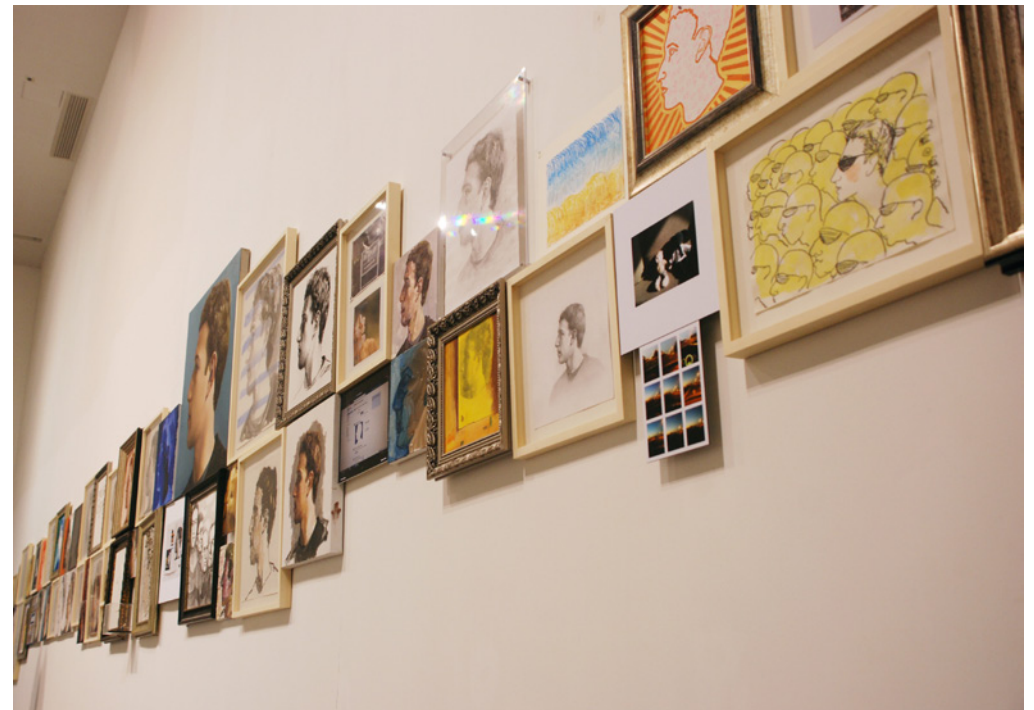


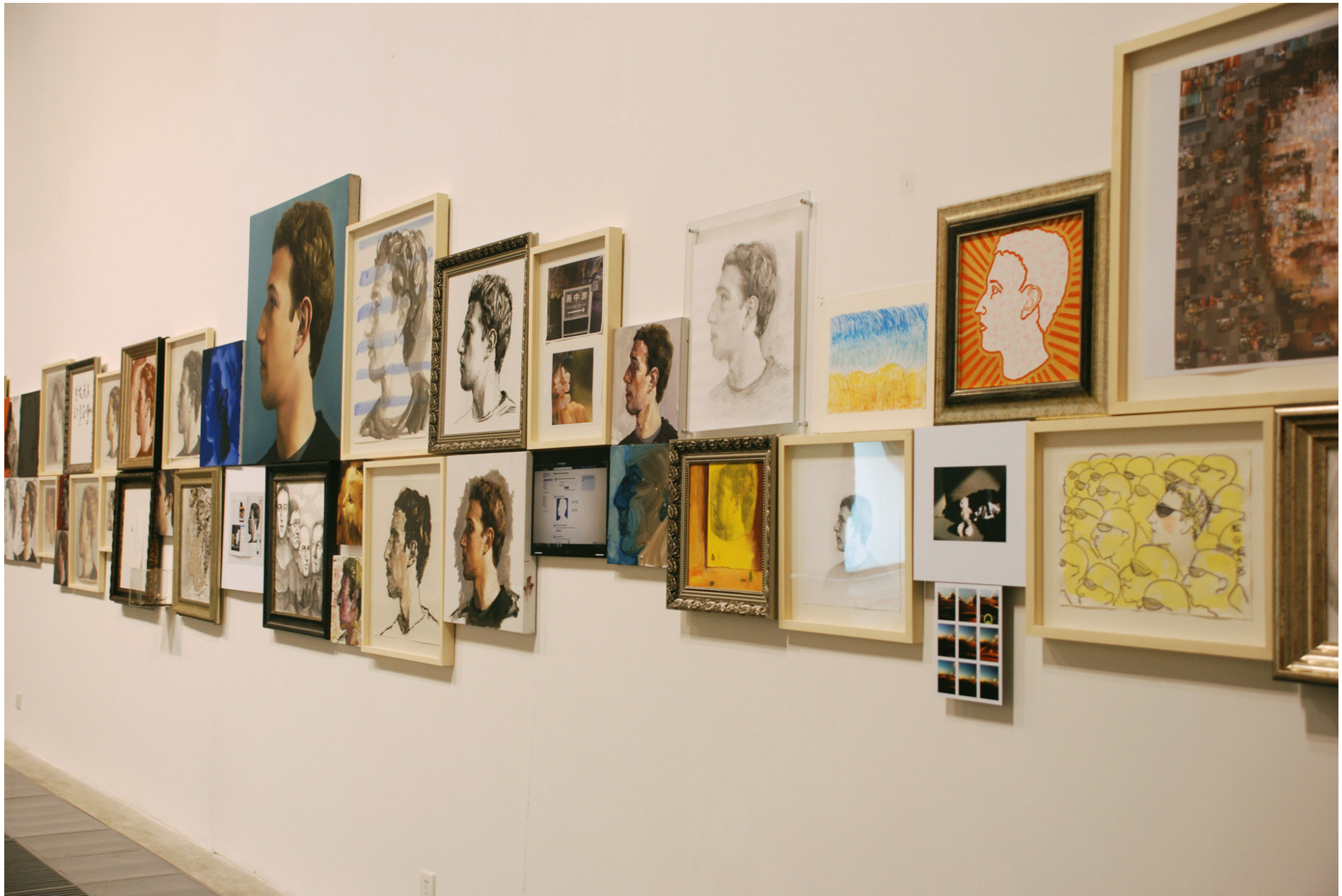






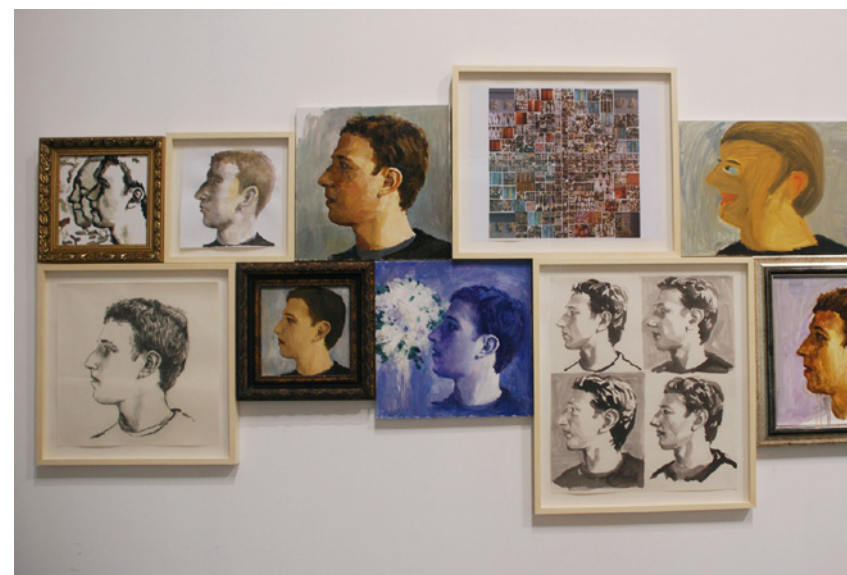
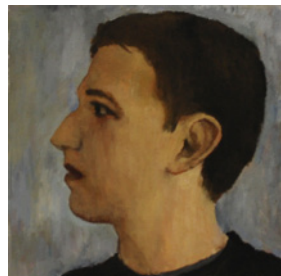




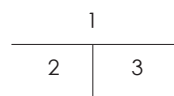
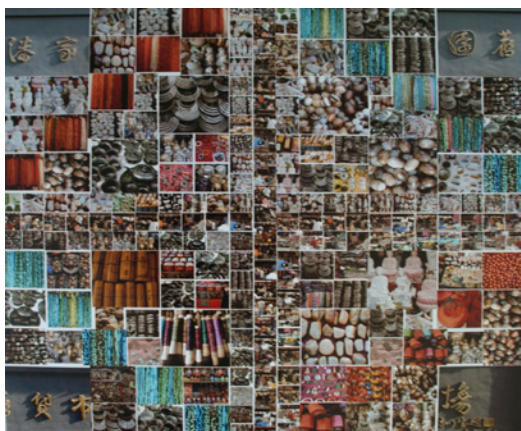




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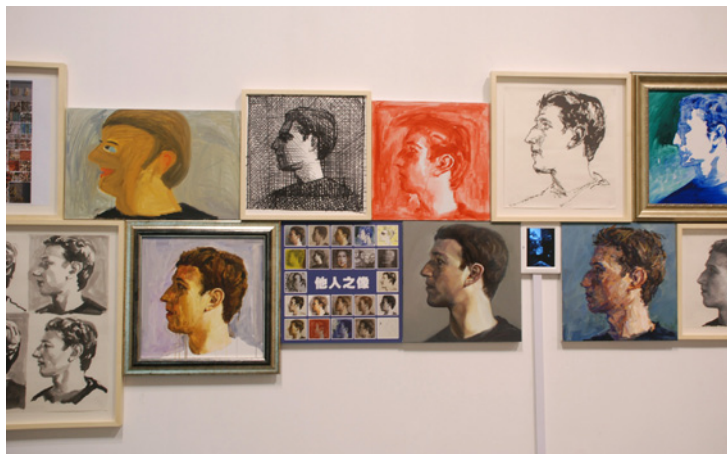
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2. 纸上水彩 Watercolor on paper 32x32cm
3. 布面油画 Oil on canvas 50x50cm
4. 纸上素描 Sketch on paper 50x50cm
5. 布面油画 Oil on canvas 30x30cm



1. 摄影 Photo 62x51 cm
2. 布面油画 Oil on canvas 50x50cm
3. 纸上水墨 Ink on paper 59x67 cm



1	2	3
4	5	6



1. 布面油画 Oil on canvas 45x70cm
2. 纸上素描 Sketch on paper 50x50cm
3. 布面油画 Oil on canvas 50x50cm
4. 布面油画 Oil on canvas 50x50cm
5. 数码打印 C-print 50x50cm
6. 布面油画 Oil on canvas 50x50cm

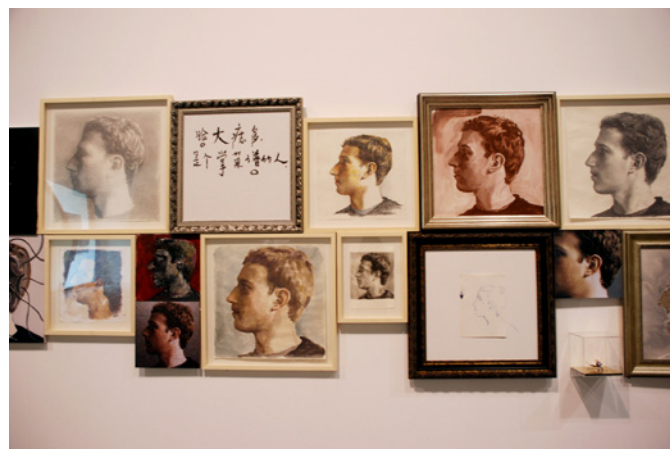


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1. 纸上水墨 Ink on paper 50x50cm
2. 布面油画 Oil on canvas 50x50cm
3. 布面油画 Oil on canvas 50x50cm
4. 布面油画 Oil on canvas 50x50cm
5. 布面油画 Oil on canvas 50x50cm
6. 纸上油画棒 Oil pastel on paper 39x39cm
7. 布面丙烯 Propylene on paper 50x50cm
8. 布面油画 Oil on canvas 50x50cm



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	7		10



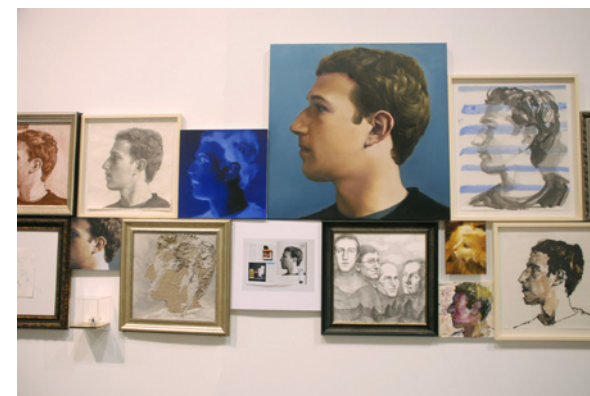
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2. 布面油画 Oil on canvas 50x50cm
3. 纸上彩铅 color lead on paper 50x50cm
4. 布面油画 Oil on canvas 50x50cm
5. 综合材料 Mix material 31x34cm
6. 布面油画 Oil on canvas 30x30cm
7. 数码打印 C-print 30x30cm
8. 纸上水彩 Watercolor on paper 50x50cm
9. 纸上水彩 Watercolor on paper 26x19cm
10. 综合材料 Mix material 50x50cm





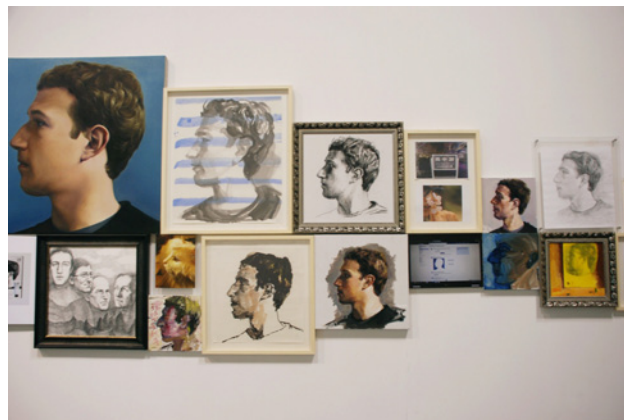
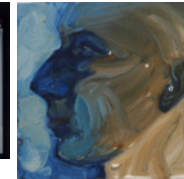
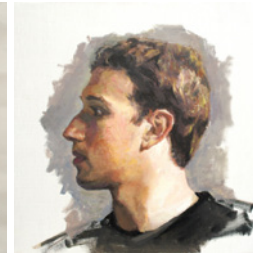
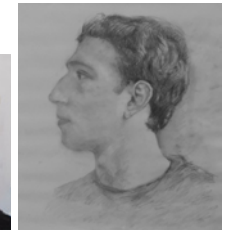
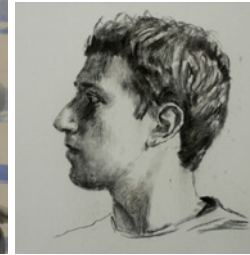
1. 纸上素描 Sketch on paper 50x50cm
2. 布面油画 Oil on canvas 50x50cm
3. 布面油画 Oil on canvas 100x100cm
4. 数码打印 C-print 30x30cm
5. 装置 Installation 16.5x16.5x16.5cm
6. 综合材料 Mix material 50x50cm
7. 数码打印 C-print 49x49cm
8. 纸上素描 Sketch on paper 50x51cm
9. 数码打印 C-print 22x29cm
10. 布面油画 Oil on canvas 30x30cm

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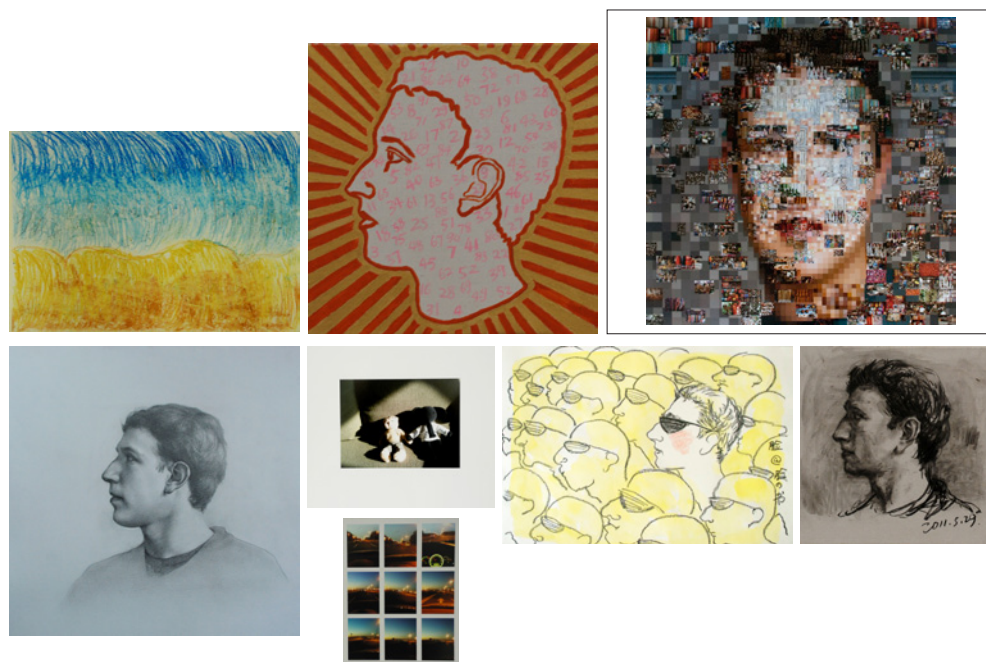




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6	7	8	9	10

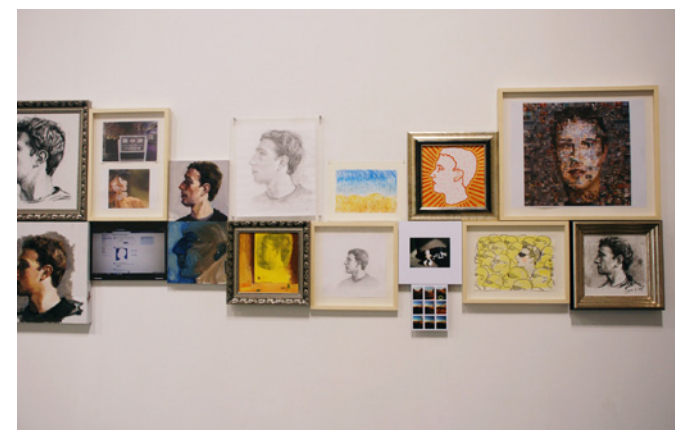


1. 纸上水墨 Ink on paper 59x69cm
2. 布上素描 Sketch on canvas 50x50cm
3. 数码打印 C-print 21x29.7cmx2pc
4. 布面油画 Oil on canvas 30x30cm
5. 纸上素描 Sketch on paper 44.5x38.5cm
6. 纸上水墨 Ink on paper 50x50cm
7. 布面油画 Oil on canvas 50x50cm
8. 数码打印 C-print 40x29cm
9. 布面油画 Oil on canvas 30x30cm
10. 布面油画 Oil on canvas 30x30cm



1	2	3
4	5	7
	6	8

1. 纸上油画棒 Oil pastel on paper 37.5x29cm
2. 布面油画 Oil on canvas 30x30cm
3. 摄影 Photo 62x51cm
4. 纸上素描 Sketch on paper 30x30cm
5. 摄影 Photo 29.5x30cm
6. 摄影 Photo 17x22cm
7. 纸上水彩 Watercolor on paper 37.5x26.5cm
8. 布面丙烯 Propylene on canvas 30x30cm



开幕 Opening

















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