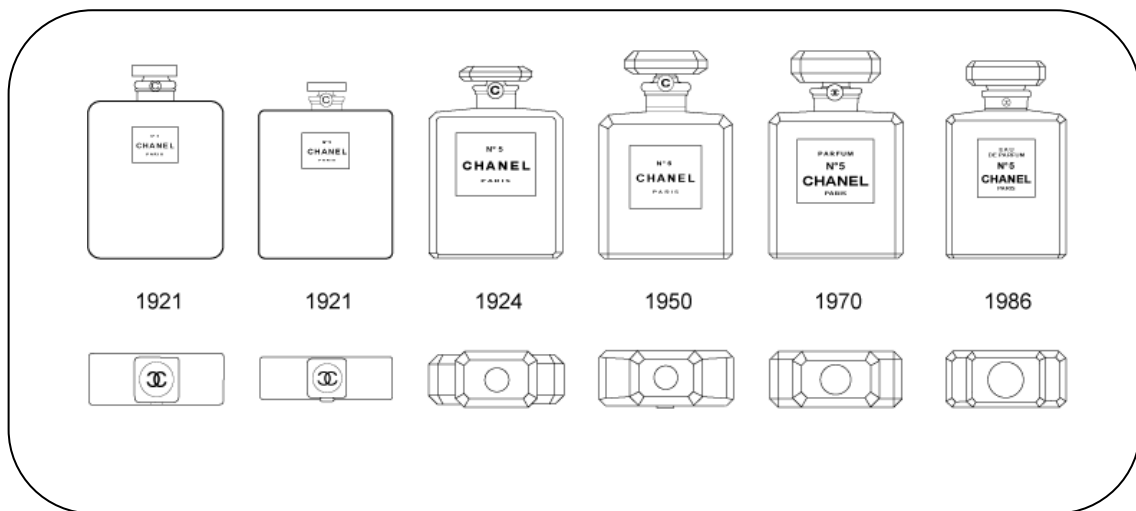


Zurich University of the Arts - ZHdK
Essay for the Certificate for Advanced Studies - CAS
« Contemporary Chinese Art Award »

European Reverberations in Chinese Pop Art

Wang Guangyi's Series « Great Criticism »
staging the Chanel Logo



« Chanel No 5, Flacons, 1921 - 1986 » Paris, France

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Swiss Liaison with Studio Wang Guangyi:

Wu Di from Chong Qing

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ABSTRACT

European Reverberations in Chinese Pop Art

Wang Guangyi's Series "Great Criticism" staging the Chanel Logo

Wang Guangyi's series "Great Criticism" (1990 until 2007), is analysed in several contexts. The European context is the analysis in terms of the European classical school of painting. Wang Guangyi reflects the political situation in the 90ies in China with his artistic work. Biographic insights into Wang Guangyi's live help to develop a thorough analysis of the global message of the artist: The future will not be a simple and naive "East - West culture - mix". Wang Guangyi engages his art to communicate and reveal new and modern mental vibrations of his home country China. The paramount insight is as follows: Art, as live itself, is continuous transformation catalyzed by the modernity which the artist experiences in his own live and work. ART is a TALKING POINT.

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