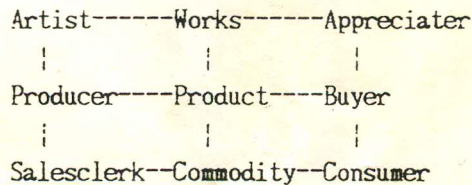


New History
1993 Mass Consumption

For a long time, there has been a wide gap between art and life, even the modern pop art and photograph realism only touch on the surface of life. The past so-called art works either are put in museums or are decorated in the richer's home. So there is much hope for art melted into life, which has regretly not be realized. The New History Circle is trying to change the situation and has paid much attention to the relation between art and life. The Circle advocates that the unity of art and life is achieved throught transforming art works into material products.

The conception of product art not only meets the development of art itself, but also meets the current special social background of China. Hence it has very important theoretical and realistic significance.

The product art is a kind of circulation text, which is born, transferrd, and given away in the circulation. The illustrated graph is as follows.



At first, an artist has been no longer an pure artist for he has played different roles in the circulation, which changes the paradise image covering him. At the present, artists can not complain about bad creation environment, can not blame that they are not cherished. They can not consider themselves as spiritual aristocrat. The artists should clearly recognized that there has never been the Saviour and they must count on themselves.

The second, the artists' works are changed into products produced by batch, which lead to deconstruct the concept of "treasure". The transformation from product to commodity means that the product art is no longer eternal and it can be made, bought, sold, and used ordinarily.

The third, an appreciater is no longer passive but becoming a buyer and a consumer. He can not only appreciate products, but also buy, sell, lease, and transfer them.

In brief, the product art, which goes back to life itself, completely deconstructs the appreciatin of the beeaautiful free of utility and the view of "art for art". It does not subsist with hardship in museum but goes into factory, shop, restaurant, station, and ordinary home. It is like clothes which can be put on and off, like letters which can be delivered, like photographs which can becopied, like food which can be tasted. Thus, from 1993, the product art will go to all over the country, all over the world.

1993 The Big Consumer
Modern Ceramic Art EXhibition
Great Ceramics Series
New History Group

Great Ceramics series is a series of 12 works done by an accomplished modern ceramics artist, Ye Shuang-gui. He practises new materials, renovates traditional process and makes his art totally original. These 12 works can either be folded to put on the wall or unfolded to form three-dimensional art products.

Works to be presented at the exhibition include:

1. You've got to swallow it
2. Puma
3. Little Overlord
4. the Stone Group
5. A Farewell to Arms
6. Apollo
7. Newly Come to the Market
8. Bleno
8. Monkey King's Weakness
10. Three In One
11. Hilton
12. Nike

Pictures of these works have also been printed.

IMAGE: GREAT CERAMICS SERIES models after world known ceramics, replaces drawings on the originals with cartoon signs, and transforms the three-dimensional originals into plain paper-cuts, live ads and cartoon postcards. It will be used to decorate the EXhibition of World Known Ceramics Art (Supermarket of Great Ceramics). In fact, what people see, purchase are only ceramics with its form but not content. And to satisfy people's need of directly consuming images, indirectly the object. Other series of art products displayed at the exhibition:

1. Great Stamp series by Ren Jian
2. Great Legacy series by Liang Xiao-chuan
3. Great portrait series by Zhou Xi-ping

