



Schoeni Art Gallery's 20th Anniversary Exhibition

Attitude

the preview exhibition of "Latitude/Attitude"

Curated by Huang Du



Beijing Press Preview: 3:00 pm – 4:00 pm, 16 September 2012

Beijing Preview Exhibition: 4:00 pm – 6:00 pm, 16 September 2012

Beijing Exhibition: 16 September 2012 – 7 October 2012

Opening Hours: 10:00 am – 8:00 pm

Parkview Green Gallery, L2- 27, No. 9 Dongdaqiao Road, Chaoyang District, Beijing, China

The show "Attitude", opening September 16th in the Parkview Green gallery space, is a preview to Schoeni Art Gallery's 20th anniversary exhibition titled "Latitude/Attitude" opening on November 26th 2012 in Hong Kong. Curated by Huang Du and comprising of paintings, sculptures, photography, new media and installation, both exhibitions illustrate the gallery's mission. Huang Du defines the exhibitions angles as follows: "Latitude" is a way of observing Chinese modern art experience from a historic angle, then, "Attitude" is a way to grasp and establish new potentials of contemporary art from a current view. The Beijing show, titled "Attitude" focuses on the gallery's direction for the future and Nicole's vision since she took the gallery's helm in 2004 and the artists', who are now leading careers as professionals, attitude both in the creative and communication sense holding the key to the further development of their career. It will show works by the artists from the third and fourth generations on the contemporary Chinese scene, who were born in the 70's and 80's. There will be 20 artworks exhibited. The artists on show, as well as established artists presented in the Hong Kong

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exhibition, will be present at the opening. Further to the exhibition, we will be collaborating with Beijing Art Gallery Association on a workshop comprising of talks and guided tours on 17th September 2012.

In Hong Kong, "Latitude/Attitude" dwells on the Beijing show both in title and content: the artists exhibited in Beijing are in conversation with the ones Manfred Schoeni worked with, mainly artists of the first and second generations of Chinese contemporary art, born in the 50's and 60's, who sometimes have been or are the professors of the following generations. In this show, Latitude also refers to the geographical location of the gallery in Hong Kong and the fact that it was the first open window to showcase contemporary Chinese art outside of the Mainland. The show includes approximately 60 works, a multiple of 20, for the gallery's anniversary and will be take place in November in all three of Schoeni's spaces; the main gallery on Old Bailey Street, Schoeni on Hollywood Road and its project space on Chancery Lane.

Promoting art among the general public is one of the show's main objective, and a wide range of educational programmes are organised in support of this non-commercial exhibition to enhance participants' knowledge of and interest in artistic creation. A catalogue documenting the exhibition will be available in print and digitally. Short vignettes in film and podcast format showcasing established and emerging artists from the Mainland and Hong Kong will be produced, shown in the galleries and made available to the wider public through the Internet and notably social media. Their focus is on the artists' personal views on their profession, the context for it in China before and now and in comparison with the role Hong Kong plays today in the international art scene. A new website, with both English and Chinese versions, will be launched with updated academic content and archival resources.

Schoeni Art Gallery is one of the world's leading galleries specialising in Chinese contemporary art. The gallery's mission is to nurture and promote rising talents and foster the growth of the Chinese contemporary art scene from the Mainland and form Hong Kong, where it is based. The late founder Manfred Schoeni worked with today's most established artists such as Liu Ye, Wang Yidong, Yue Minjun, Zhang Xiaogang, Zeng Fanzhi etc., at a time when they had no audience. His daughter, Nicole Schoeni is committed to this tradition of uncovering artists of such calibre for the future and to expand its focus to conceptual art. The gallery's commitment to art appreciation and art experience goes beyond just sharing expertise with collectors, it is also dedicated to educating all publics and to investing in the development of the worldwide audience's understanding of contemporary Chinese art notably by designing free educational programmes and making some, such as documentaries about the artists, available to all through the Internet. Its commitment to the development of the art scene encompasses initiatives such as giving emerging artists opportunities abroad, or collaborating with institutions and patrons of the Arts, such as George Wang.

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Huang Du is an independent curator and critic, born in 1965 in Lintong, Shanxi Province, and now living and working in Beijing.

Please note, more information about the grand exhibition in Hong Kong will be available in September.

For more information on the Beijing preview exhibition, high-resolution images or to arrange interview with the artists, please contact prmarketing@schoeni.com.hk

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