

# 4A CENTRE FOR CONTEMPORARY ASIAN ART

PRESENTS

HE XIANGYU / COLA PROJECT

何翔宇 / 可乐计划

16 MARCH - 5 MAY 2012

4A Centre for Contemporary Asian Art is proud to present *Cola Project*, the first exhibition in Australia by the Chinese artist He Xiangyu.

Developed in 2008, *Cola Project* is an audacious and ambitious work that investigates material transformation, the products of global capitalism and the impact that its images have upon human culture. In 2008, the artist worked with factory workers to boil up thousands of litres of cola drink over a period of a year. This ubiquitous material was slowly transformed into a syrupy black sludge and finally into lumps of gleaming coal-like crystals. These crystals were later ground down and turned into ink, which the artist then used to create Song dynasty style ink paintings, in the age-old manner of artists reproducing the landscape and sentiment of master paintings. He Xiangyu is a young artist whose work is representative of a kind of minimalism imbued with a strong conceptual foundation based upon Chinese cultural thinking.

The exhibition at 4A will include a large quantity of the black crystals, together with examples of the artist's paintings, and a human-scale jade skeleton, which has had the corrosive properties of the black crystal material applied to its precious surface.

"He Xiangyu's project is indicative of the large-scale artistic projects that young artists throughout China are embarking on," says 4A Director Aaron Seeto. "*Cola Project*, is simple in form and material, yet also weighted with both modern and ancient history. The artist makes references to contemporary Chinese artists, who have worked with the colonising impact of global advertising (for example Wang Guanyi), and also the foundational cultural history of Song dynasty painting. Here is a conception of history and time which is very different from our Western perspective, and a young artist making sense of our contemporary period within the context of a thousand years of cultural history."

The artist will be in Sydney prior to the exhibition to install this exhibition and will be available for interview. For media enquiries please contact Hannah Skrzynski at [hannah@4a.com.au](mailto:hannah@4a.com.au) or 0412 825 586.



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IMAGES:  
He Xiangyu, *Untraditional paintings*, (2010) Variable sizes // Ink and resin of cola on rice paper

He Xiangyu, *Cola Project*, production images 2009

He Xiangyu, *Skeleton*, (2010), Jade, 170x60x30cm

All courtesy of the artist and WHITESPACE BEIJING, China.

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