



***MAXIMUM SELF part***

**Bülowstrasse 98 – 100 (corner of Zietenstrasse)  
10738 berlin**

email (feb 2013)

Dear Peng Yu and Sun Yuan,  
Drew Hammond (Lao Han) was so kind to connect us all and to inform you about the essentials of the exhibition *maximum self part1* here in Berlin to which I would like to invite you.

Let me give you a quick roundup on my activities:  
in essence i am offering a platform for artists rather than operating another commercial space (gallery) or political/strategical exhibition space (institution).

Such practice diverts more control and power back to the artists. It is in that context, that I am asking you to choose 4 contemporary Chinese artists (in addition to yourselves) for the exhibition *MAXIMUM SELF* which is divided in 2 parts:

part 1 (apr 24, 2013)

shows the work of a minimum 5 contemporary Chinese artists whose work deals with "the self" in many ways whether it is private, political, historical, sexual, psychological, philosophical or formal.

there is complete freedom about the media you choose

all the works should fit together in a suitcase which is sent to me.

I'll organize the rest.

As we communicated through Drew Hammond:

... the suitcase responds ironically to the work of many known artists ...

... and the title refers to the American word for maximum security prison ...

part 2 (sept, 2013)

shows the work together of at least 10 established Berlin based artists who will do work with the same basic guidelines that is just the title and in response (if they choose to do so...) to the works you sent with the suitcase.

**con-text**

Even though this is not meant to refer to Duchamp's *Boîte-en-valise*, a few of the ideas of the latter potentially are implicit in the operation, e.g. portability of the object(s) vs. portability of the idea (in which the portability of an object as a conveyance of the idea imposes a surrealistic tension of materiality); the portable art work as a metonym for the artist's identity (this additionally a satire of the consumerist tenet of identification of the self with the objects one owns); the question of what constitutes a unique piece—especially if that which arrives in the suitcase is wholly or in part, the plans for a reconstruction, reconstitution, or re-enactment of a work; the question of geographical situation as aesthetic constitutor and its potential for variability.

Distinct from Duchamp, there is the potential implication of reverse colonization consistent with anxiety of the West vis a vis "the rise of the rest;" the desire of Chinese artists for Western exposure and its cultural, market, and political implications

**(title)**

***MAXIMUM SELF part 1***

**(artists)**

Guan Shi Yin,  
Xiao Han Si,  
Zhe Gang,  
Li Ni & Nao Mi  
Sun Yuan & Peng Yu

**(opening)**

Wednesday April 24, 2013 7 - 10 pm

**(hours)**

April 24 - May 1  
thu - sat: 2 - 7 pm  
mo - tue: 5 - 7 pm

**(Adresse)**

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[www.heldart.de](http://www.heldart.de)