



# The Armory Show 2014 Preview and Party Benefiting The Museum of Modern Art

The \$10,000 Lead Benefactor level includes the Xu Zhen limited edition, five tickets for MoMA Early Access to The Armory Show at noon on March 5, 2014, and 10 tickets to the opening-day after-party at MoMA from 8:00p.m. to midnight.

## About the Annual Artist Commission

The Armory Show introduced its annual Artist Commission in 2002. The commissioned artist inspires the visual identity for the fair and their work is featured in the fair's annual catalogue, advertising, and marketing materials. Proceeds from Xu Zhen's *Currency's Ideal* will benefit The Museum of Modern Art.

## About the Edition

*Currency's Ideal* is a sculpture made of various fabrics, created from a composition of imagery from political cartoons. This sculpture belongs to a series of works, titled *Spread*, begun in 2009 by Xu Zhen and produced by MadelIn Company. It is an edition of 20.

The *Spread* series consists of collage-based works that utilize combinations of imagery from various cultures culled from the Internet (medieval images, caricature prints, classical paintings, exotic bestiaries, etc.). Just as traditional tapestries narrate epic scenes, this series features representations of historical events, portraits of political figures, and mythological and religious scenes. This miscellanea of ideologies and cultural elements highlights various aspects of our understanding of the history of humanity.

Xu Zhen, *Currency's Ideal*, 2014  
Artificial leather, synthetic, cotton, cellulose sponge  
18 1/8 x 6 3/16 x 19 11/16 inches (46 x 17 x 50 cm)

## About Xu Zhen

Xu Zhen, a "chameleon of concept," has built an extensive body of work that includes video, installation, performance, and photography. From theatrical merry pranks to quieter works playing on human sensitivity, Xu Zhen has developed a repertoire confronting social and political taboos within the context of contemporary China and beyond.

Born in Shanghai in 1977, Xu Zhen is regarded as a leading figure of that city's art scene and of the larger generation of artists born in the post-Mao era. In the late 1990s and early 2000s, he organized a number of groundbreaking underground exhibitions, including *Supermarket: Art for Sale* and *Twins*. In 2001 he became the youngest Chinese artist ever to show at the Venice Biennale. In 2006 he oversaw the development of the online discussion platform now known as Art-Ba-Ba, which remains a key grassroots conduit for the circulation and dissemination of information and images about artistic developments around and beyond China. In 2009, he began working under the alias "Madeln," a studio conceived as a contemporary art-creation company that takes commissions and produces new work. In 2013, MadelIn Company launched the brand "Xu Zhen."

Xu Zhen has exhibited internationally at venues such as the Venice Biennale (2001, 2005), The Museum of Modern Art (2004), International Center of Photography (2004), Mori Art Museum (2005), MoMA PS1 (2006), Tate Liverpool (2007), Hayward Gallery (2012), and Lyon Biennale (2013), among others. Xu Zhen's curatorial experiments and engagement with an alternative art space and website complements and extends his conceptual practices.

# MoMA



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