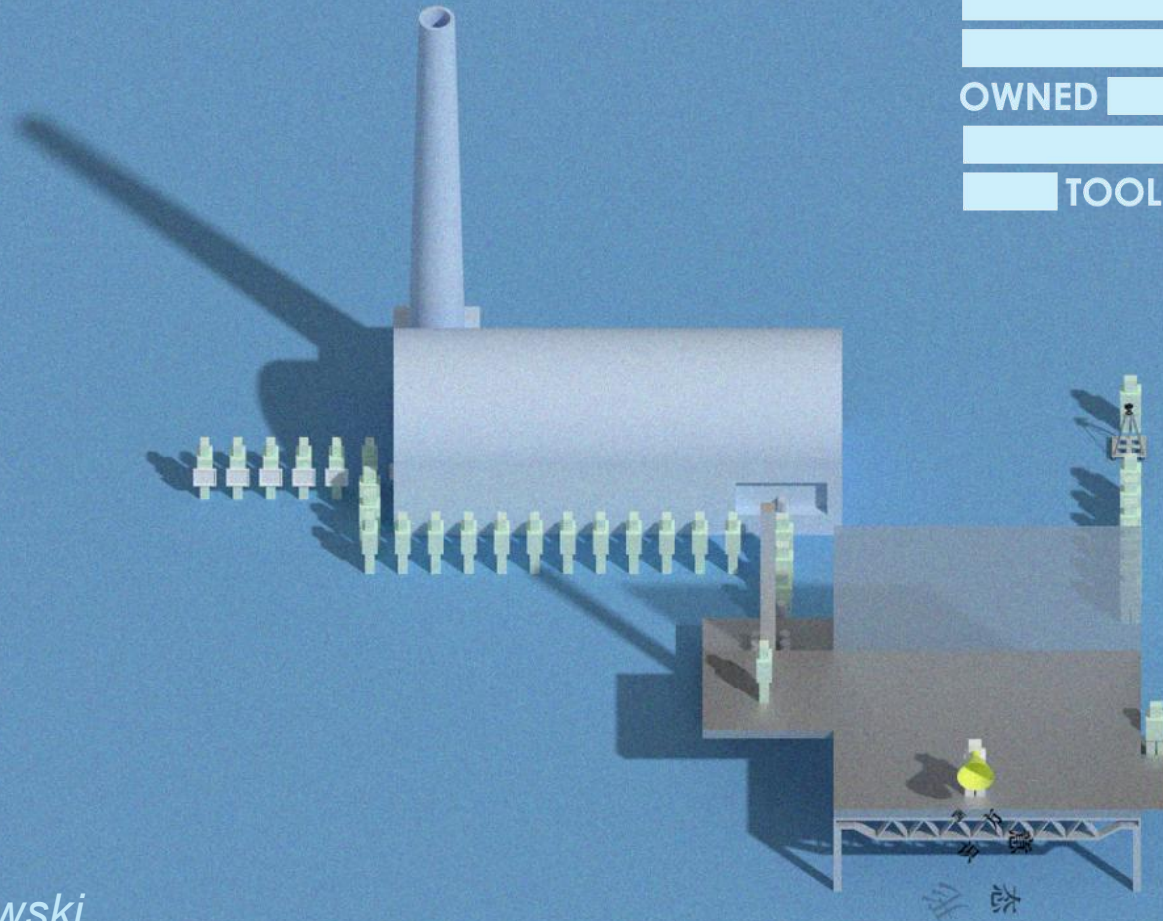


Still Smoking...

*PSA is becoming the implant portal
of westernidology and the tool to
control art market...*

WESTERN COLONIZER
SHANGHAI
URBAN IDOLOGY
PSA
GOVERNMENT
OWNED
IMPLANT PORTAL
TOOL
CONTROL PUBLIC



Loudreader: Qijian Cui
Instructor: Cruz Garcia
Nathalie Frankowski





1897-1955 NATIONAL POWER STATION



1955-2007 NATIONAL POWER STATION



2010 EXPO URBAN FUTURE PAVILION



POWER STATION OF ART 2012-NOW

*The PSA has a
perpetual history...*

*It was a power station
It was a expo pavilion
It is the first
government owned
contemporary museum*

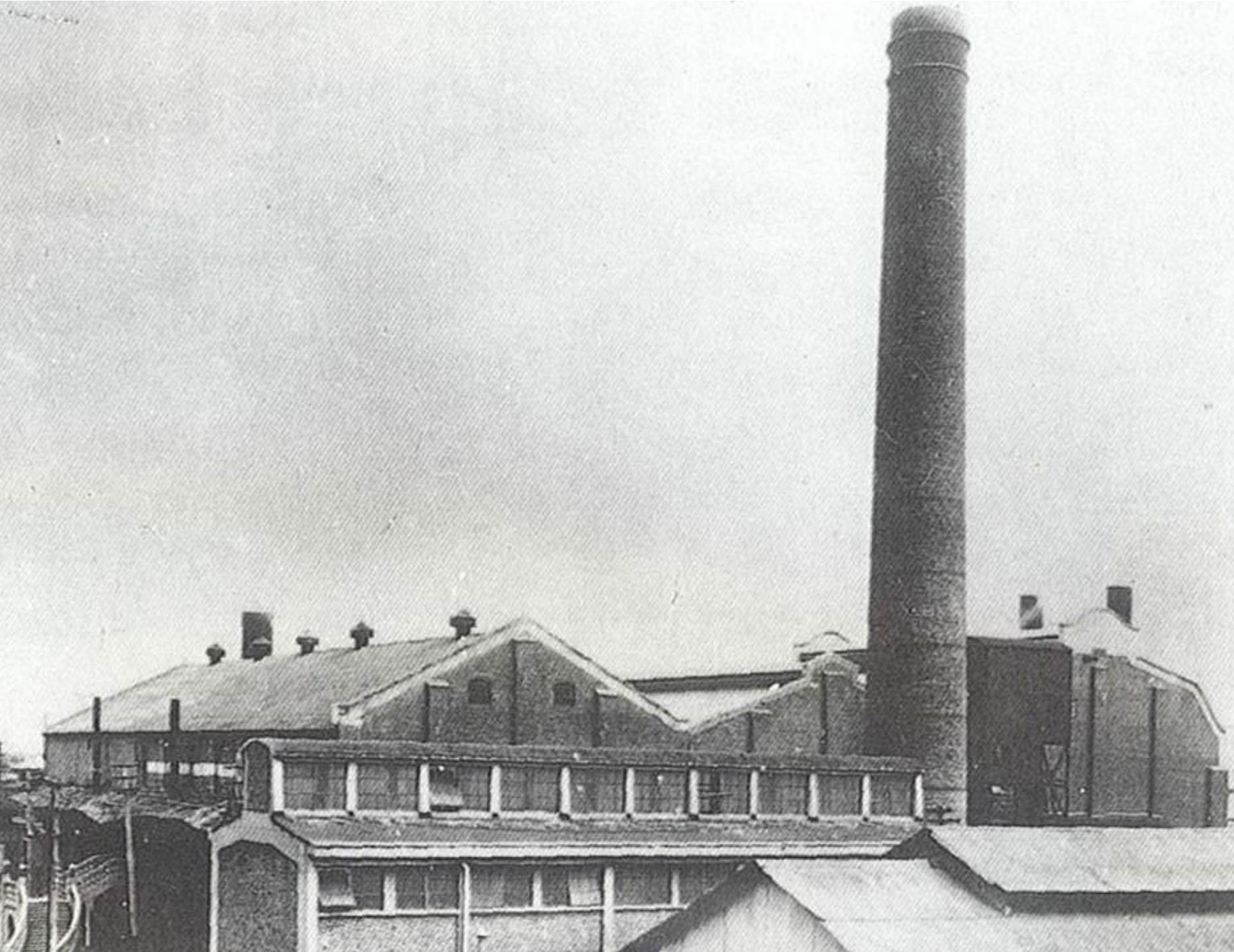
*But is it how it really
looks?
Let's explore..*



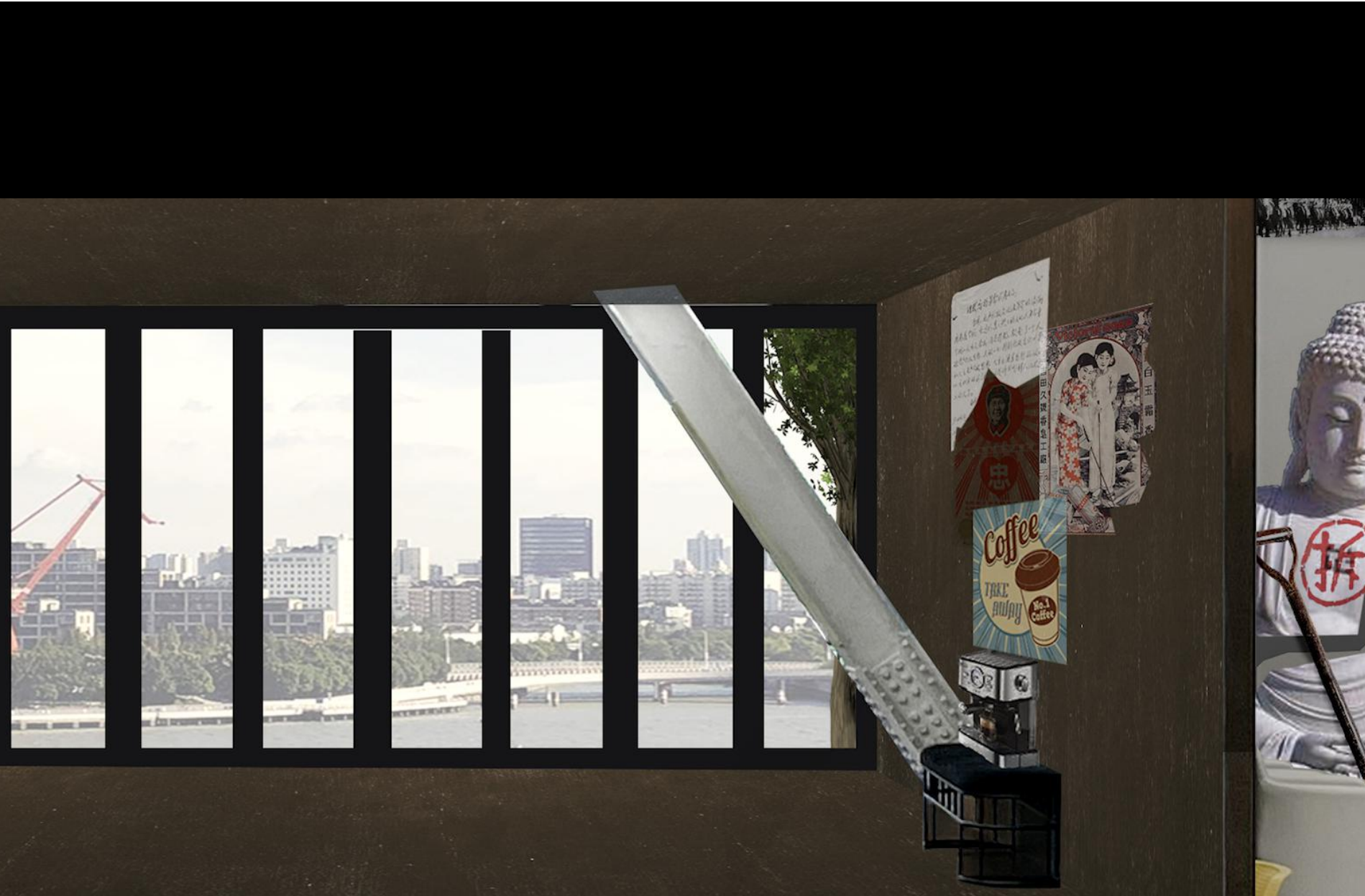
Culture Invasion

19th century

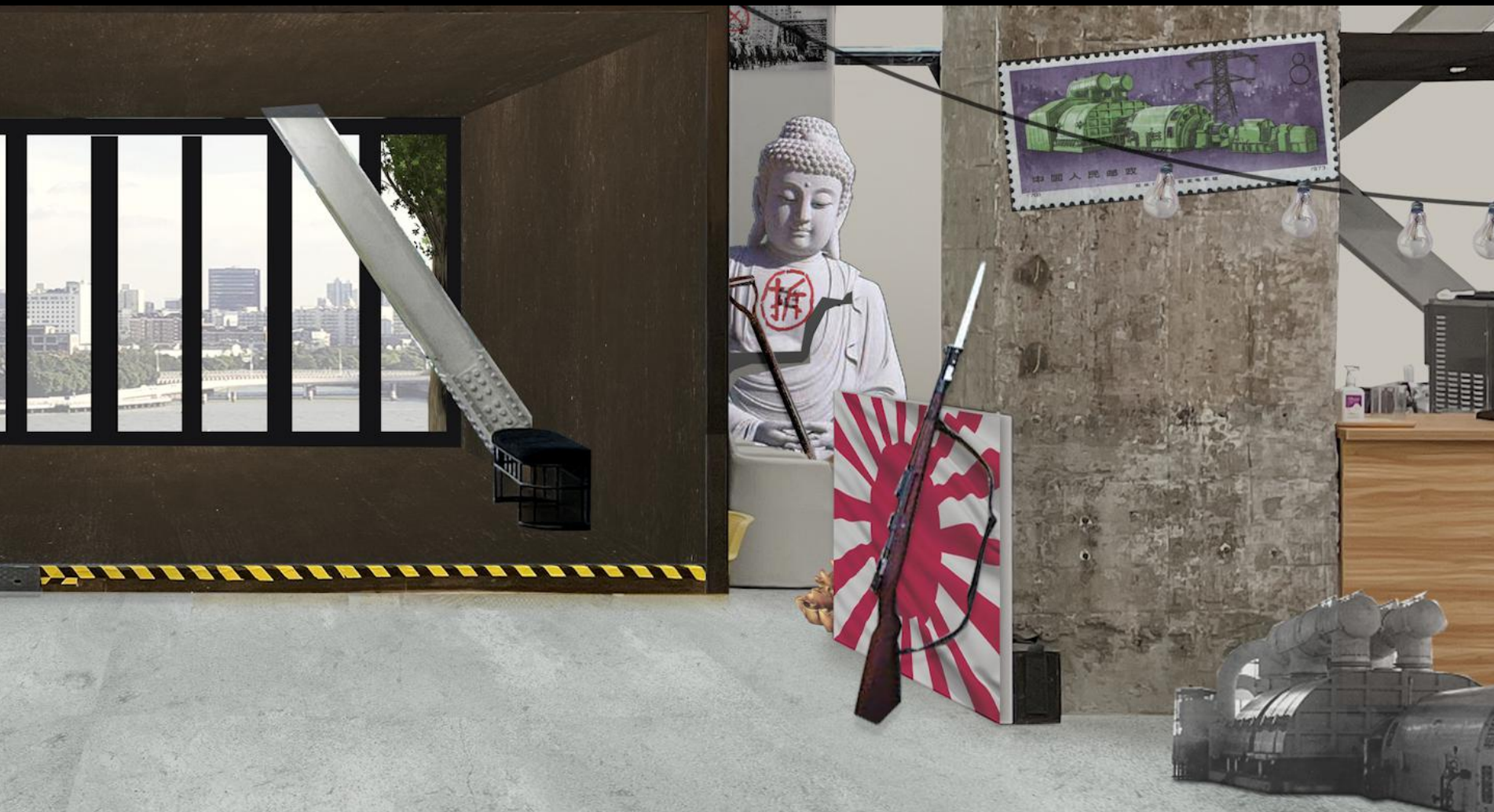
*After the opium war,
western products
started to pour into the
Shanghai's market,
affecting Shanghai's
culture and ideology with
concession...*



1897 start of the power station Power station was found in 1897, imitating and competing with the british company. Try to compete with the western colonizer...



Western ideology The culture of Shanghai is influenced by the western ideology, western products started to become popular. Until today Shanghai is still the city with most Starbucks in Asia



*The world war II
Then during the world
war II, japanese
company took over the
power station to
generate for their own
good. The power station
was abandoned then
untill 1949.*



Culture Revolution

*The world war II
Then during the world
war II, japanese
company took over the
power station to
generate for their own
good. The power station
was abandoned then
untill 1949.*



*Art power was brewing
for revolution...*

What's next?



Art Context

1979 Reform and Opening-up

After the 1979 reform, modern art history was finally exposed to the chinese artist as well as art market. Artists were in touch with western art ideology for the first time, combining with the context at that time, great power was brewing...



1985 New Art Wave movement

Around 1985, the educated youth who went to the countryside and returned to the city had ended their ideological liberation, scar literature and art, and Reflection on humanity and humanitarianism. The latter generation was mainly born in the late 1950s and early 1960s. They tried to really raise Chinese thought and literature to the world level of modernism under the learning background of western modern philosophy and avant-garde art. The new generation quickly occupied major publishing houses and media, published and translated various western modernist philosophy and literature and art.



The 1992 Beijing International Auction opened the prelude to the auction of Chinese cultural relics, setting a number of "firsts" in China's auction history: China's first international auction, China's first auction of licensed cultural relics, China's first time allowing overseas items to participate in the auction in China, and the first time using computer management at domestic auction

2010 Shanghai Expo Transition

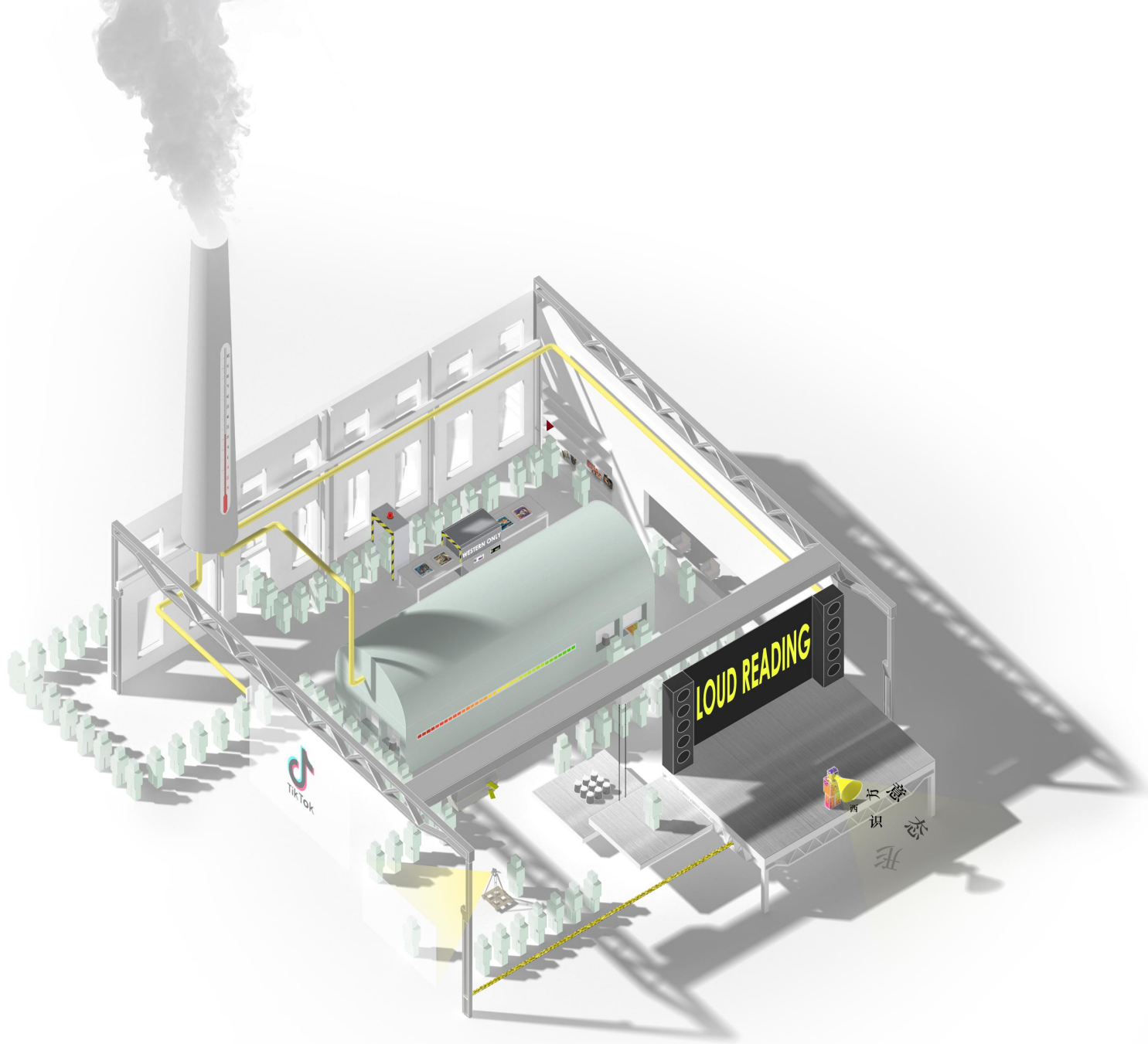
In 2010, power station is transformed into the urban future pavilion. Western concept and ideology officially embedded. Expo officially marks the opening of Shanghai's social context





2012 PSA Opening

Power Station of Art is the first government owned contemporary museum. As the biggest and most important museum, it seems like government is influencing the public through PSA as well as western ideology which is inevitable. The first show PSA hold is more like a political task, "Portrait of the era, rewind 30 years of China's contemporary art", the main theme is about the transformation of Chinese people during the economy reform, which is a very sensitive political topic that can only be held by the government authority.

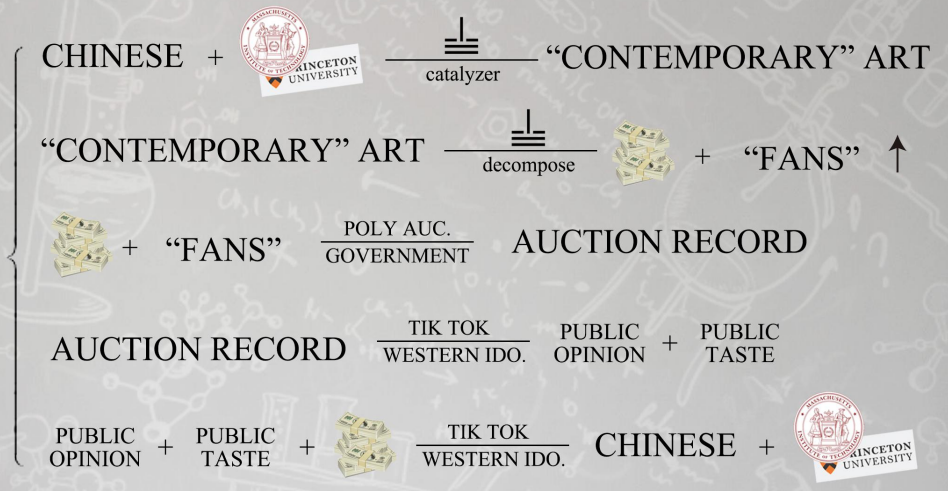


An Inescapable Cycle

The Artist In order to join the loop, you must get through the security check. Only Chinese people with western ideology is allowed. Every sensitive item and "dangerous" ideology will be required to deposit. After approved by customs you can exchange your artwork for weights....And the artwork will be burned to generate smoke. By using weight to lift yourself to the loudreading stage, you are required to say the rehearsed lines.....

Until one day, a rebel wakes up, decide to reveal the secret of this special factory. After loudreading, speakers are required to take a TIK-TOK video.Video is used to attract more people to enter the circle.Just like PSA using emerging curators project to attract aboard talent.After returning weights for the paycheck, people go back in line for the next loop...

PSA FORMULA



PSA Formula

The PSA formula based on the chemistry formula to articulate the detailed chain reaction that is happening in the PSA...

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Audio guide

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Information

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