

# JOYCE

## Joyce Gallery x Rachel Lee Hovnanian

**Jan 17, 2014, Beijing** – Joyce Gallery launches a Chinese New Year Exhibition with the conceptual artist, Rachel Lee Hovnanian, in a private cocktail event, hosted at the Joyce flagship store in Beijing. Invited guests, including Joyce customers, art enthusiasts, local contemporary artists, gallery owners, and local press, had the special opportunity of a private tour and introduction from the artist.

The new work titled ***New Year's Feast: Beijing, 2014*** sees the artist's raw acerbic take on global narcissism during the celebration of the New Year's Feast. Rachel has observed people around the world staring into their digital devices and showcased a Chinese New Year family feast with a little twist in a humorous, ironic and funny way.

For this work, Rachel has created a 70 inch round dining table set in signature white, the traditional color of mourning. The family's distracted faces are displayed on individual monitors, set around the dining table indicating the way in which technology is taking over our lives. Universally recognized computer dings, that have become commonplace at dinner tables everywhere, complete the sensory experience.

Eight holiday guests appear disinterested in the finest delicacies prepared for their enjoyment including Peking Duck, Longevity Noodles and an elaborate sweet dessert cake. Small white lab mice are video projections munching away while the technologically distracted guests go through the motions celebrating their holiday. Duck, fish, prosperity dumplings, and snow peas are placed on the table symbolizing wealth, happiness, and good fortune. A side table features oranges, tangerines and a dragon-emblazoned cake. Looming overhead, a chandelier sculpture with red hanging envelopes filled with money signifies themes of prosperity and virtue.

Rachel's work suggests a dialogue about the fate of narcissistic family members at the holiday dining table. Existing within the dynamic and sometimes volatile cultural confines of technologically, close relationships, the work underscores the isolation and loss of mindfulness. With her sly wit, the artist juxtaposes the uncomfortable pairing of technology and domesticity, twisting traditional meanings that exist around the world, toward new frustrated purposes. Rachel's ghostly little historical lab mice appear free to enjoy the family's good fortune, harmony and longevity,

while family members and guests each participate in a compulsive manner on the Internet - isolated and unappreciative of the gifts at the New Year's Feast. It is a worldwide phenomenon, their bodies are present but their minds, hearts and spirits are elsewhere “ Ren tsai, shin bu tsai”

The exhibition will be showcased at the Joyce Beijing gallery until March 13th.

**Gallery Address:** 2F, 3L103-104, Joyce shop, China World Mall, Beijing, China

**Exhibition Hour:** 10am – 9:30pm daily

### **About Joyce Gallery**

A pioneer in luxury retail, Joyce was the first to introduce international designers to Hong Kong and to identify, develop and champion the most talented designers in the world. Its strong brand portfolio has also reflected the same mission in art. To show Joyce’s commitment to the arts, the Joyce Gallery presents the work of pioneering individuals from the worlds of art and design, and brings each piece to life within a modern and luxurious environment.

The first Joyce gallery was established in the historic gardens of the Palais Royal, Paris in 1994, while the Beijing gallery opened in September 2011 next to our flagship store in China World Tower and Shanghai gallery opened in Aug 2013 in Shanghai iAPM Mall.

### **For additional information regarding this exhibition, please contact:**

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