Art of Artifice:
Advertisements in Contemporary Chinese Art

Since the early 1990s, contemporary Chinese artists have taken cues from the form, production, and language of advertisements. Through case studies of this phenomenon, this talk traces a historical trajectory of artistic devices and strategies that both question and capitalize on how images mediate people's experiences with the world. Underlying these experiments is an interrogation into how visual culture communicates in an increasingly market-driven society, its implications for practices of looking and understanding, and a critique of the cultural and visual agency of art.

Bio
Peggy Wang received her B.A. from Wellesley College (2001) and M.A. and PhD (2010) in Art History from the University of Chicago. She is interested in how meanings and histories of art have been constructed in light of cultural globalization. Her current project is on the formation of a domestic discourse of contemporary art in China during the 1990s. Her recently completed projects include a jointly edited volume Contemporary Chinese Art: Primary Documents (Duke University Press, 2010) for the Museum of Modern Art, New York.