

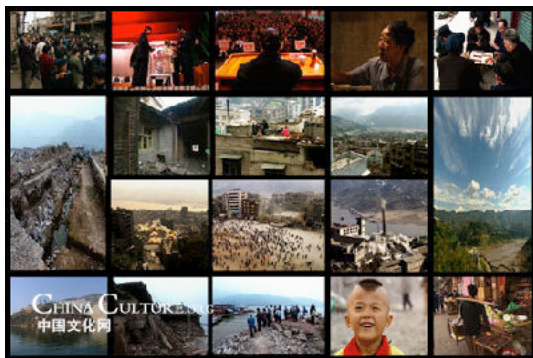


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## Beijing's 798 Biennial Focuses on Drifting Communities



"The Beijing 798 Biennale is primarily about redefinition," says Hungerbühler. "It redefines Beijing as a catapult for transcultural movements and it builds its structure from the bottom-up starting with the artist and the curator, rather than the museum or institution."

"Viewing it from the outside, the exhibition is a space in which a group of people are traveling. Everyone gravitates to the places they are most interested in," explains artistic director Zhu Qi. "While seeing it from the inside, one sees that people form a community among others with similar views and ideals--regardless of whether they live in the same physical place. The internet and an unrestricted art community provide possibilities for this."

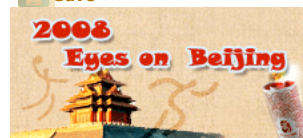


Rather than engaging in facile criticisms about the evils of commercialism, the biennale organizers hope to spark a dialogue about the role of the market in an artistic community. The ongoing financial crisis provides a starting point for discussion.

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"China's economic and social progress over the past decade proved the potential of giving full support to every group that has a dream for life," says Zhu Qi. "The possibility of vital communities in China starts with the opening up of markets. The 798 Art District is run under market rules in order to attract art crowds and international involvement. This openness has created a vigorous sense of community and allowed for the exchange of new concepts."

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