

# VENICEPROJECTS

VENICE/ TOKYO

SOLO SHOW/ YUICHI HIGASHIONNA

Venice / October 8th > November 22nd 2010  
Venice Projects/ Dorsouro 868, 30123 Venezia

Venice Projects is proud to present Japanese artist Yuichi Higashionna's first Italian solo show. The artist reproduces Japanese bourgeois interiors from the 70s, recreating a domestic environment at once familiar and homey, psychedelic and alienated.

Hanging from ceilings, giant flashing neon lights mimicking seventeenth century Venetian chandeliers; on the walls, mirrors encased in the fluorescent colours of redundant frames. One of the subject of the exhibition is a sculpture-chandelier recalling its important presence in our everyday lives. Especially the piece created in collaboration with Berengo Studio glass factory keeps open the dialogue between the contemporary neon pipes and the classical shape of the most traditional and representative object of Venice, the "Rezzonico" chandelier, designed in 1700.

What message does the artist want to communicate? None.

He only wishes to understand why so familiar objects make him so uneasy and uncomfortable. Walking in one of Higashionna's "room-size installation" one feels like entering a vivid and captivating nightmarish dream, a disharmony of unblended lights and reflections.

Excess and ostentation well describe Higashionna's work and his sarcastic and ironical interpretation of Japanese aesthetics. The Seventies have been financially prosperous years for Japan: the Japanese wanted to resemble more and more Europeans and Americans. It wasn't only a desire: it became their ambition. This admiration for Western civilization lead to an obsessive consumption of Western aesthetic values and to their imitation, processed by the local taste. Thus was born the so called "fanshii culture": a specific aesthetics, mixing kitsch to unusual and eccentric.

The artist in the early 90's started to represent everyday life as it was in his perception: friendly but scary, known and familiar but strange and unusual.

The word *unheimlich*, used by Sigmund Freud, identifies the feeling caused by the simultaneous presence of strangeness and familiarity in the same object or situation. It is the "return of the repressed", when what was disavowed comes back to the surface.

**Yuichi Higashionna:** Born in Tokyo, Japan. Lives and works in Tokyo.

Selected Solo Exhibition: 2010 Yumiko Chiba Associates viewing room Shinjuku, Tokyo,

Japan; "VENEZIA/TOKYO" Berengo Akatsu Collection, Tokyo, Japan; 2009

"METAMORPHOSIS - Objects today Vol.4 Yuichi HIGASHIONNA," Exhibition on the 80th Anniversary of Musashino Art University, gallery □M, Tokyo; 2008 Marianne Boesky Gallery Project Space, New York, USA.

**Selected Group Exhibition:** 2010 "The New Décor" Hayward Gallery, London, UK; 2009 "SECOND NATURE EN DANSK-JAPANSK DESIGNUDSTILLING"

RUNDETAARN, Copenhagen, Denmark "Constructivismes" Almine Rech Gallery, Brussel,

Belgium; 2008 "The Bombay Sapphire Exhibition" MILANO SALONE del MOBILE, Milan,

Italy; 2007 "Roppongi Crossing 2007 Future Beats in Japanese Contemporary Art" MORI

ART MUSEUM, Tokyo, Japan; 2006 "Busan Biennale 2006-Sea Art Festival-'Living Furniture'" Busan, Korea; 2004 "Officina Asia" Galleria d'arte moderna, Bologna, Italy.

## INFORMATION:

**Exhibition:** Venice/Tokyo / **Artist:** Yuichi Higashionna

**Location:** Venice Projects, Dorsoduro 868, 30123 Venice

**Duration:** October 8th – November 22nd 2010

**Opening by invitation only:** October 8th, 6 p.m.

**Opening hours:** Daily from 10 a.m. to 6 p.m.