

As Free as the Wind – 2012 Beijing Exhibition of Luo Dan Oil Paintings

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December 9, 2012, Beijing. Today Art Museum is honored to present *As Free as the Wind – 2012 Beijing Exhibition of Luo Dan Oil Paintings*. This exhibition gathers the most important and representative works from 2007-2012 by Luo Dan, a Chinese artist born in the post-80's era. The exhibition will run from December 10th-29th, with the opening cocktail reception on December 9th, 3:00-6:00pm

As Free as the Wind – 2012 Beijing Exhibition of Luo Dan Oil Paintings is co-organized by Longmen Art Projects, a Shanghai gallery established in 2010 and is devoted to the continued promotion of Asian Contemporary Art. The event is also supported by ABSOLUT VODKA, who not only is the major supporter of Luo Dan's first solo exhibition in Beijing, they also selected Luo Dan to spearhead their Young Chinese Creative Artist Collaboration Project for 2012.

As Free as the Wind – 2012 Beijing Exhibition of Luo Dan Oil Paintings marks the first solo exhibition of Luo Dan in the nation's capital – Beijing. The exhibition features Luo Dan's explosive oil paintings from the *Rock Frenzy Series*, completed between 2007-2012. Through these works, Luo Dan describes and interprets how he, a young and visible contemporary artist, embraces and comments on the current generation.



Drink While You Sing 2012 Oil on Canvas 200x300cm



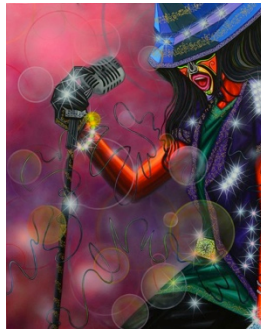
Difficult Fate 2012 Oil on Canvas 220x300cm

Luo Dan was born in Chongqing, China in 1981. After completing his high school education at the Preparatory School of Sichuan Fine Arts Institute, he entered the Oil Painting Department at Sichuan Fine Arts Institute, where he would eventually earn a post-graduate degree. He participated in exchange programs at the Kunsthochschule in Kassel, as well as University of Wales Institute in Cardiff. Luo Dan is now a professor in the Oil Painting Department at Sichuan Fine Arts Institute.

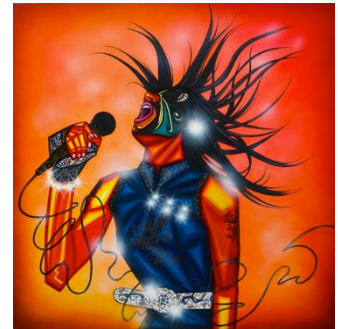
The Rock Frenzy Series features a collection of representative works completed since 2006 by Luo Dan, while he received academic training at the Institute. While depicting professional and amateur musicians in scenes full of passion and energy, Luo Dan creates a loud declaration of independence. Since the late 1980's, rock n' roll has symbolized liberation, freedom, and rebellion in contemporary Chinese society. The target of this rebellion is traditional or mainstream ideologies, and habitual acceptance. Whereas these ideologies are fixed in the historical sense, rock n' roll must be dynamic, transcendent and constantly evolving in order to absolutely capture the essence of living in the moment. The rock scenes by Luo Dan are always presented through a unique perspective, displaying a bold and daring statement of independence and self-discovery.



Doing Everything 2012 Oil on Canvas 200x180cm



Eternal Melancholy 2012 Oil on Canvas 200x160cm



Ups & Downs-1 2012 Oil on Canvas 153x153cm

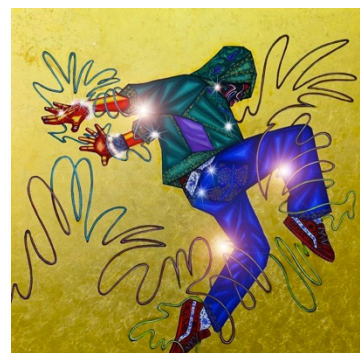
Existentialism, in essence, is a product of the focus and insistence on “here and now”, and the true meaning of existence can only be revealed if existence can be explicitly expressed in instant moments of “right here” and “right now”. Grasping this concept, and through rock n’ roll, Luo Dan captures the compromise between the explosive force of life and the eventuality of death. “Here and now” defines what is contemporary.

Meanwhile, the traditional Chinese blue and white porcelain *qing hua* patterns applied to the figures’ clothing and instruments may not suggest that Luo Dan simply wishes to return to traditional Chinese culture. On the contrary, in my opinion, Luo Dan’s *qing hua* is a subtle suggestion of order and reason; they signify that Luo Dan’s works are not only mere reflections or reactions to the moment, but that they are a product of intellectuals. It is intelligent thoughts that persevere, and not just reality. These works are the byproduct of linking different time periods and a retrospective of the collective mementos of past generations and a discourse on which foundations these tracks were built.

Luo Dan has said, “Within every scene and every part of my so-called world of art, I never intentionally strive for value or moral judgment. Instead, a complete description of a scene is dissected by moments in reality – one by one, in common and understandable self-expressive images. History provides each generation a stage of their own, and all we can do is leave a commentary for our own generation.” As he matured, Luo Dan may have discovered that rock n’ roll is also ultimately a subject matter that is emotionally unstable. As he was creating works this year, he began to implement circular or square patterns as backdrops, featuring layered colors resembling a vortex, displaying an even more stunning visual, and reinforcing the notion of order and reason. Luo Dan’s latest artistic expressions are even richer, more mature, and can lead to other new and exciting possibilities.



Vertigo-1 2012 Oil and Gold Foil on Canvas 153x153cm



Vertigo-2 2012 Oil and Gold Foil on Canvas 200x180cm

Luo Dan & Longmen Art Projects - Jeffrey Lee :

In early 2011, Jeffrey Lee, a second-generation gallerist at Longmen Art Projects reached an agreement and mutual commitment with Luo Dan, to collaborate, learn, and grow together in their respective realms in the world of fine art. Since then, Jeffrey Lee took on the role of representing Luo Dan as an artist’s agent, and curated *As Free as the Wind – 2011 Exhibition of Luo Dan Oil Paintings*, the first solo show of a young post-80’s artist at Longmen Art Projects. The show would span over three months, concurrently in both Longmen Art Projects in Shanghai and Ever Harvest Art Gallery in Taipei.



This autumn, artist and agent won the support of ABSOLUT VODKA, the leading international premium vodka brand that has always dedicated itself to the creative community, collaborated once again to bring forth the presentation of *As Free as the Wind – 2012 Beijing Exhibition of Luo Dan Oil Paintings*. Soon, the exhibition will grace the halls of Today Art Museum and showcase the result of a cooperation and growth within the Chinese art community that began nearly two years ago.

Luo Dan & ABSOLUT VODKA

ABSOLUT, the leading international premium vodka brand, has a long-standing and fruitful relationship with the creative art world. Ever since their first collaboration with the father of pop art – Andy Warhol in 1985, Absolut has collaborated with visionary artists such as Keith Haring, Damien Hirst, Subodh Gupta, and most recently, Luo Dan. Over the past 20-plus years, over 400 artists from all corners of the world working with a multitude of mediums have individually created diverse and unique works inspired by the brand, contributing to a rich and renowned Absolut Art Collection that amassed through a glorious history spanning over a quarter of a century.

In 2012, Absolut Vodka collaborates with Luo Dan, a young Chinese contemporary artist, and through his seasoned *Rock Frenzy* artistic expression, creates *Absolut Moment*, one of his most representative works of 2012.



Absolut Moment 2012 Oil on Canvas ø153cm x3

During his creative process, through his interpretation of this year's marketing campaign, *Absolut Greyhound*, Luo Dan finds inspiration first through the campaign's MV and its three lively DJs. One day, as Luo Dan finishes the drink in his hand, contemplating on the realization of *Absolut Moment*, he looks down at the empty glass rotating in his hand and in an instant, he finds the creative inspiration he's looking for: he will place the three DJs on three circular canvases, and use three main color tones to express the three key elements of *Absolut Greyhound* – Blue, Orange, and Pink. The work will also compliment the futuristic theme of the MV, matching its vigor, passion, freedom, and capture the *ABSOLUT MOMENT*.

As a young professor at the Sichuan Fine Arts Institute, and having been part of exchange programs in Germany and England, Luo Dan often encourages his students to always maintain their creative force by daring and challenging themselves to experiments and discoveries in artistic expression; to open their vision and imagination and see the world through different lenses. In 2012, as Luo Dan collaborates with Absolut Vodka for the first time, he challenges himself and stays true to his own teachings. He reveals the true meaning of existence by explicitly expressing instant moments of "right here" and "right now". Grasping this concept, and through rock n' roll, Luo Dan captures the explosive force of life and defines what is contemporary as "here and now".

For more information, please contact:

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Exhibition Information

Exhibition Title: As Free as the Wind – 2012 Beijing Exhibition of Luo Dan Oil Paintings

Exhibition Dates: 2012.12.10 – 12.29

Opening Reception: 2012.12.9 (Sunday) 3:00-6:00pm

This exhibition is supported by ABSOLUT VODKA

Co-organizer: Longmen Art Projects

Media Partner: 99ys.com

www.todayartmuseum.com

www.longmenartprojects.com

Venue Information

Address: 2nd Floor, Exhibition Hall 2, Today Art Museum

Pingod Community, No.32 Baiziwan Road, Chaoyang District, Beijing.

Tel: 010-58760600

Opening Hours: Wed-Mon 10:00am - 6:00pm

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