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Press Release

Momentum

Momentum is an installation derived from a range of projects dedicated to the urban experience of Ho Chi Minh city. It's a vivid fascination with the urban life of a place where the present is articulated through the past, where its strength is continuously attributed by its inhabitants through adaptation and aspiration. *Momentum* attempts to examine the routines of daily life in this fascinating city – repetitive mapping, speed, impulse and consumer choice. It captures the feeling of standing on a corner and seeing the blurred motion of thousands of moving objects in the streets. It also reflects people's experiences of shapes and colors while driving past advertising billboards and consumer goods – abstract colors bombard the retina as shapes bleed into the consciousness with delight and giddiness as one remembers experiencing childhood. *Momentum* also depicts nature within an urban context in which nature is revealed as a highly self-aware, stylized presentation of itself. In *Momentum*, the fascination of this city, both real and fictional, is the complex feelings of love, anxiety and overwhelming visual stimulation.

If *Momentum* conceptually illustrates the fast-paced urban life in HoChiMinh City, it aesthetically and theoretically fits into Western Art traditions as if Pop Abstraction were confronting American Kitsch and Japanese Animation. Everything is thus distilled and reduced in order to attract people with the movements of colors. Due to its visual excitement, it tends to be received enthusiastically and favorably, even without an in-depth understanding of Art history and theory. This bright colorful installation expresses familiar designs that have universal intuitive appeal of Pop culture, and is reflected in the urban landscape of HoChiMinh City.