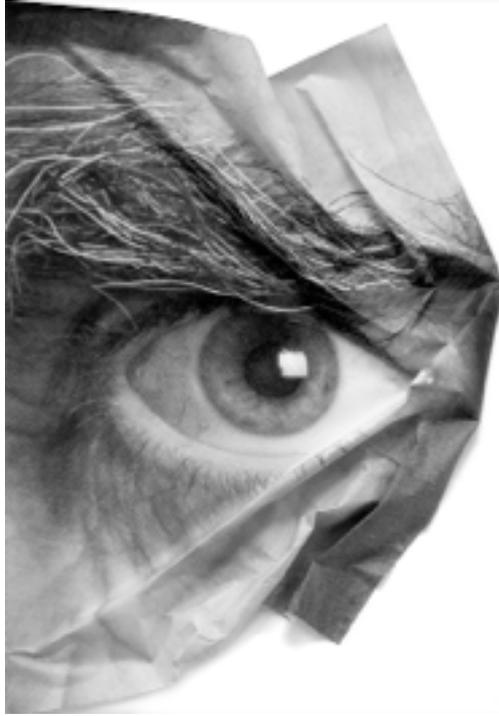


HONG KONG CONTEMPORARY ART FOUNDATION [HOCA]
presents

JR: A SURVEY EXHIBITION



JR, “Wrinkles of the City, Los Angeles, Oeil froissé 3”, 2011
Ink on paper, glass, wood frame, 86 x 64.5 x 8 cm, Edition 1/1
Image courtesy of the artist

HONG KONG. – The Hong Kong Contemporary Art Foundation [HOCA], a non-profit organization launched in 2014, is proud to present a large-scale survey exhibition of JR, to coincide with Art Basel Hong Kong. Running from 15 March – 19 April 2015, the show highlights JR’s most iconic projects across photography, installation, film and video.

The internationally acclaimed artist, who remains incognito, claims he owns the largest art gallery in the world. He uses the street as his canvas and as his inspiration, making his work a part of the urban fabric to highlight the dignity and give identity to the anonymous public.

HOCA Foundation will present representational pieces from JR’s most notable series - starting from his photographs taken in the Parisian suburbs in 2004, just before the riots of 2005. Beginning his artistic career at the age of 17, JR happened upon a camera on the Paris subway and began pasting portraits in the eastern suburbs of Paris, Montfermeil, Les Bosquets. These images confronted the residents with their own caricatures and questioned the social and media representation of a specific generation raised on the outskirts of the city. When the riots shook in 2005, JR reacted to the one-

sided portrayal of his peers in everyday media, and thus he began photographing suburban residents making exaggerated, aggressive and humorous faces, this time pasting them up throughout Paris' more bourgeois neighbourhoods. This series, **Portrait of a Generation**, confronted viewers, privileged or otherwise, to consider the multi-layered strata of their society, a project that was later legitimized on Paris City Hall.

From there, the artist went on to produce works on the separation wall - security fence between Palestine and Israel in a series titled **Face2Face** in 2007. JR illegally adorns separation wall - security fence the wall with large portraits of ordinary citizens with the same occupation of both ethnicities and religions, forcing the viewer to question who each person was and whether a difference could be made. According to the artist, this was the largest illegal photography exhibition ever conceptualized, one that not only seeks to bring light to a dark struggle, but also subtly comments on the possibility of a peaceful solution, giving optimism to a desperate situation.

In 2008, he simultaneously celebrated heroic women in desperate communities in his work **Women are Heroes**, and the elderly populations of drastically changing cities in **The Wrinkles of the City**. These projects led JR to win the TED prize in 2011, a prestigious honour whose previous winners include Bill Clinton and Bono. The prize awarded him US\$100,000 to fund a project to make one wish for the betterment of society. JR thus formed the idea for his continuing **Inside Out** project, a global participatory project which invites people to print and paste up large portraits around the world to inspire community action and present individual stories. Since 2011, more than 200,000 posters have been posted in more than 130 countries.

“Art has never changed the world, but it can change your vision – and that, for me, is already changing things.” – JR

The survey exhibition hosted by HOCA Foundation will include artworks from each of the acclaimed projects above, along with a photo booth for visitors to engage with and continue JR's Inside Out project. The exhibition will also feature a screening room to display videos showcasing the artist's creative undertakings.

HOCA Foundation presents “JR: A Survey Exhibition”

PRESS PREVIEW: 14 March 2015, 6-7PM

Public Opening: 14 March 2015, 7-10PM

Exhibition Dates: 15 March – 19 April 2015

Opening Times: Wednesday – Friday: 15:00 – 22:00

Saturday – Sunday: 10:00 – 22:00

Location: The Pulse, 2/F, 28 Beach Road, Repulse Bay, Hong Kong

MEDIA ENQUIRIES:

CdD.

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Curator of HOCA, Lauren Every-Wortman and Director of Development Dimitri Lorin are available for interviews by request.

NOTES TO EDITORS:

[About Hong Kong Contemporary Art Foundation \[HOCA\]](#)

The HOCA Foundation is a non-profit organisation established in 2014, aimed at promoting public awareness and developing access to contemporary art in Hong Kong. With a curated series of programmes across the city, HOCA will focus its attention on the younger generation of established international artists who are conceptually engaged with contemporary life and society. In tandem with the Foundation, the HOCA collection will also be developed and currently includes works by Banksy, JR, KAWS, James Turrell, Lee Ufan, Takashi Murakami and Yoshitomo Nara among others. The collection strategy draws inspiration from popular culture, reappropriating or reinterpreting a wide range of medium from animation, illustration, graffiti and graphic design, and seeks to enhance the dialogue of "high art" within the city.

In 2015 the HOCA Foundation will host three exhibitions, as well as a parallel education programme, all accessible to the public. In addition, HOCA will sponsor one artist-in-residence per year, the 2015 resident will be announced later this year. Each artist-in-residence will host a lecture and a community workshop during their time in Hong Kong. To further HOCA's community outreach, the Foundation will oversee the publication of contemporary art books and the subsequent donation of these to schools, libraries and charitable institutions.