



HONG KONG CONTEMPORARY ART FOUNDATION [HOCA]
PRESENTS



WIPE OUT



AN EXPLOSION OF INVADER IN HONG KONG

HONG KONG. – The Hong Kong Contemporary Art Foundation [HOCA], a non-profit organization launched in 2014, is proud to present “Wipe Out” the first solo exhibition of celebrated French artist Invader in Hong Kong. Running from 2 May to 17 May 2015 at The Qube PMQ, the show is co-presented by Le French May.

Invader, who remains anonymous, is internationally recognized for his pixelated mosaic “space invaders” which he has placed in over 60 cities around the world since 1998.

In January 2014, the artist launched the third wave of his “invasion” in Hong Kong, 13 years after he first hit the city. These works highlighted a significant evolution, featuring familiar tropes from popular culture like Hong Kong Phooey, Popeye or Pac-Man, whilst retaining the artist’s signature pixel aesthetic. The invasion last year also faced a unique fate, with nearly 90% of his artworks removed from the city walls within a few weeks, wiped out by an over-zealous local highway cleaning crew.

Disheartened but not discouraged, Invader was inspired to develop “Wipe Out”, as a considered response to the systematic removal of art from the streets of Hong Kong. The show will restore Invader’s creative universe with alias¹ pieces from his past invasions, alongside documentary photographs of the works in their original, intended public locations.

Also featured are never-before-seen new works, like videos, LED artworks, a medium the artist is exploring for the first time, a monumental sculpture as a tribute to Bruce Lee and new RubikCubist artworks comprised of hundreds of Rubik’s cubes assembled together. Understanding the specificities of Hong Kong and the local history of street art, a special installation of Invader’s personal sticker-covered scooter will mirror a 2002 version by the late Tsang Tsou Choi (King of Kowloon).

The work of Invader pursues public engagement, interaction and participation, creating an important social dynamic. “Wipe Out” will display a series of sticker vending machines, exemplifying the artist’s concept that stickers, an everyday medium, constitute a stylistic category legitimate to be considered objets d’art. With 30 new designs by the artist, all sale proceeds will support the charity Pathfinders. In addition, an exhibition-specific FlashInvaders room has been developed for digital communication with the audience. The FlashInvaders app will encourage

visitors to spot his mosaics in PMQ, and to extend this journey citywide and even internationally, in order to collect points.

To facilitate the public’s navigation of his works globally, Invader obsessively documents each space invader, archived with individual ID cards and maps of the invasions. *Wipe Out – in Hong Kong*, a newly published, 300 p Hong Kong invasion guide book, will be available and includes anecdotes next to photo documentation of the process and final locations of each piece, providing an immersive experience into Invader’s history with the city.

Deliberately contextualized in a formal exhibition setting, “Wipe Out” addresses the complexities of contemporary street art production through an interactive viewer experience.

1. Alias artworks are unique replicas of the space invaders found on the streets. Whereas space invaders in public areas are unsigned, in situ works created for public consumption, their aliases are accompanied by Identity Cards (Certificates of Authentication) and are signed by the artist, making these viable for commercial sale.

CORE INFORMATION

WIPE OUT – AN EXPLOSION BY INVADER

Hosted by Hong Kong Contemporary Art Foundation [HOCA]

- **DATES :**

2 - 17 May 2015

- **PRIVATE PREVIEW :**

1 May 2015

- **VENUE :**

The Qube, PMQ, 35 Aberdeen Street, Central, Hong Kong

- **OPENING HOURS :**

Monday to Sunday 10am - 8pm

- **WEBSITE :**

www.hoca.org

- **STICKER VENDING MACHINES :**

HK\$5 per sticker. Donations go towards Pathfinders, a registered charity that helps homeless migrant children and their vulnerable mothers in Hong Kong. www.pathfinders.org.hk

- **ARTIST WEBSITE :**

www.space-invaders.com

“WIPE OUT” POP-UP STORE

Official Invader merchandise, including T-shirts, postcards, stickers and prints will be available throughout the month of May at the Kapok Design Store in PMQ.

- **BOOK LAUNCH :**

The newly published Hong Kong edition of Invader guide books, *Wipe Out – in Hong Kong*, Invasion Guide #6 (Publisher: Hong Kong Contemporary Art Editions Limited; ISBN: 978-988-14031-8-6) will be launched at Kapok on 1 May 2015.

- **ADDRESS :**

G/F, Hollywood Building, Units HG10-HG12, PMQ, 35 Aberdeen Street, Central, Hong Kong

- **OPENING HOURS :**

11am – 8pm

MEDIA ENQUIRIES

CdD.

Stephanie Poon: stephanie@cdd.com.hk | 6209 7957

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Invader and Curator of HOCA, Lauren Every-Wortman are available for interviews by request.

NOTES TO EDITORS

• ABOUT INVADER

Invader's practice began in the late 1990s, where his first mosaic throw-ups were inspired by the 8-bit aesthetic derived from the first generation of video games invented in the 1970s. The artist's distinctive visual language not only illustrates contemporary culture's obsession with technology, but concurrently critiques it with his choice of a traditional medium, subtly but openly fusing past, present and future.

Since then Invader's oeuvre has become more varied; however, the appropriation of urban public spaces is still central to his practice, adding thousands of walls to his collection of locales. Curating this public experience places Invader into the art historical contexts of Public Art, Street Art, Pop Art and Contemporary Art, questioning the boundaries between low culture and high art. The artist's focus is on dissemination, rather than the simulacra or reproduction which were of importance to pop artists such as Andy Warhol. The core concept is to "invade" the world with a systematic process. Each invasion is comprised of individual elements; unique and tied to a specific point – in location and time.

• ABOUT HONG KONG CONTEMPORARY ART FOUNDATION (HOCA)

The HOCA Foundation is a non-profit organization established in 2014, aimed at promoting public awareness and developing access to contemporary art in Hong Kong. With a curated series of programs 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, Invader, JR, KAWS, James Turrell, Lee Ufan, Takashi Murakami and Yoshitomo Nara among others. The collection strategy draws inspiration from popular culture, re-appropriating 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, "Wipe Out" being the second after the large-scale March 2015 show "JR: A Survey Exhibition" at The Pulse, as well as a parallel education program, all accessible, free of charge, 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.

• ABOUT FLASHINVADERS APP

FlashesInvaders is a free app for smartphone. The aim is for each player to create a gallery and score points in a worldwide game via spotting and "flashing" the street mosaics of Invader. Each Space Invader is assigned a score of 10 to 100 and there are 3079 of them to find including a bonus mosaic only available at PMQ during "Wipe Out".

Free download: <http://space-invaders.com/flashinvaders/>

• ABOUT LE FRENCH MAY

Established in 1993, Le French May is one of the largest cultural events in Asia. With more than 120 programmes presented across two months, it has become an iconic part of Hong Kong's cultural scene that attracts approximately 2 million visitors each year.

The objectives of Le French May are to touch everything, to be everywhere and for everyone.

To touch everything by showcasing the most diversified art forms: from heritage and contemporary arts, paintings and design, to classical music and hip-hop dance, cinema and new circus. To be everywhere by bringing performances to various venues and districts, including the unusual and unexpected: from cultural centres and shopping malls, to public spaces, the racecourse and Victoria Harbour. For everyone because the Festival aims to reach out to the entire community by developing educational programmes, talks, guided tours, workshops and masterclasses, including those that directly benefit the young and less-privileged.

For 22 years, Le French May has been both truly international and distinctly local and wishes to contribute to the unique appeal of Asia's World City. Le French May received the "Gold Award for Arts Promotion 2008" from the Hong Kong Arts Development Council.

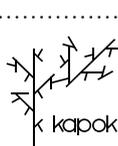
Co-presented by:



Venue partner:



"Wipe Out" pop-up store:



Opening reception sponsor:

