

ArtReview Asia

Miyajima, Tatsuo: *Elmgreen & Dragset* — *The Making of a Fair*  
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# ArtReview Asia

Tatsuo Miyajima



Yutaka Sone Kishio Suga Elmgreen & Dragset

Elmgreen & Dragset – The Making of a Fair



**From:** Elmgreen & Dragset <ed@elmgreenanddragset.net>  
**Subject:** Concept for UCCA  
**Date:** April 16, 2014 at 3:28:17 PM  
**To:** Philip Tinari <pt@ullenscenterforcontemporaryart.org.cn>

Hi Phil,

Thanks for being such a nice host during our research trip to Beijing! After seeing the Great Hall at the UCCA, we've been discussing the option of creating a fictional art fair in this vast space – you know, with the generic fish bone grid structure of most art fairs – and plenty of booths, each containing a special narrative and atmosphere. This would be a mix of our new and already existing works including performances, sculptures and installations, and in that way, would create an exhibition consisting of multiple small solo shows. It would be interesting to investigate what this rather rigid display structure will do to the perception of our works, and how it will influence the behavioral patterns of the audience. We also like the fact that this would reverse the power relationship between artist and fair, so that the fair would be shaped according to our needs, instead of our works having to adjust to or accept the standardized fair environment, which is the usual situation. We still need to come up with a title...

x Michael & Ingar







**From:** Elmgreen & Dragset <ed@elmgreenanddragset.net>  
**Subject:** Seoul / Beijing  
**Date:** July 23, 2015 at 11:08:51 AM  
**To:** Philip Tinari <pt@ullenscenterforcontemporaryart.org.cn>

Hi Phil,  
thanks for coming to Seoul for the opening of our Aéroport Mille Plateaux :-)  
We will come to Beijing tomorrow since it is such a short trip from here. We have a list of around 80 works we thought of including in the show and also a preliminary floor plan showing how we could imagine the overall layout to function. We have added several installations for the communal areas of the fair, such as an info desk, a dysfunctional café, an inaccessible VIP lounge, a bookstore and toilets. Great that you are there on Wednesday.

x Michael & Ingar



**From:** Elmgreen & Dragset <ed@elmgreenanddragset.net>  
**Subject:** Re: Update  
**Date:** October 24, 2015 at 4:27:13 PM  
**To:** Lotus Zhang <lz@ullenscenterforcontemporaryart.org.cn>

Hi Lotus,

Looking forward to our collaboration and thanks for your update. We plan the publication to be sort of a reader on art fairs and we've got some interesting contributors lined up already: Matthew Slotover, Frieze Co-Founder; Carlos Urroz, ARCOMadrid Director; Roberta Sassatelli, cultural sociologist, University of Milan; George E. Newman, psychology and marketing specialist, Yale University; Christine Mehring, Chair of Art History at the University of Chicago; and Stefan Kobel, award-winning art critic. There'll probably also be the intro by Phil, an interview with us, and a dialogue in the format of a WhatsApp conversation between Art Basel Directors Marc Spiegler, Noah Horowitz, and Adeline Ooi, moderated by Phil.

Happy to hear that we got the installation period extended - it's a rather big baby this show, isn't it ?

x Michael & Ingar









**From:** Elmgreen & Dragset <ed@elmgreenanddragset.net>  
**Subject:** Title?  
**Date:** October 21, 2015 at 12:02:13 PM  
**To:** Philip Tinari <pt@ullenscenterforcontemporaryart.org.cn>

Hi Phil,

Do you remember our "The Welfare Show" at the Serpentine Gallery in 2006? What about naming our faux fair at UCCA "The Well Fair"? It is after all a fact that the boom of fairs has coincided with the decline of the welfare state model and a global increase in economic inequality. However, would it work in Chinese? Does the general public know the term "welfare"? Just a thought...

x Michael & Ingar



**From:** Elmgreen & Dragset <ed@elmgreenanddragset.net>  
**Subject:** Sunday  
**Date:** January 15, 2016 at 9:37:04 AM  
**To:** Lotus Zhang <lz@ullenscenterforcontemporaryart.org.cn>

Hi Lotus,  
let the crew get Sunday off this week. Everybody has been working so hard and the guys are all pretty exhausted, we think. It's better to re-load a day and then continue with full energy on Monday. And it also gives us an option to go out and be stupid on Saturday night ;-) Seems like everything is on schedule yay.

x Michael & Ingar



