

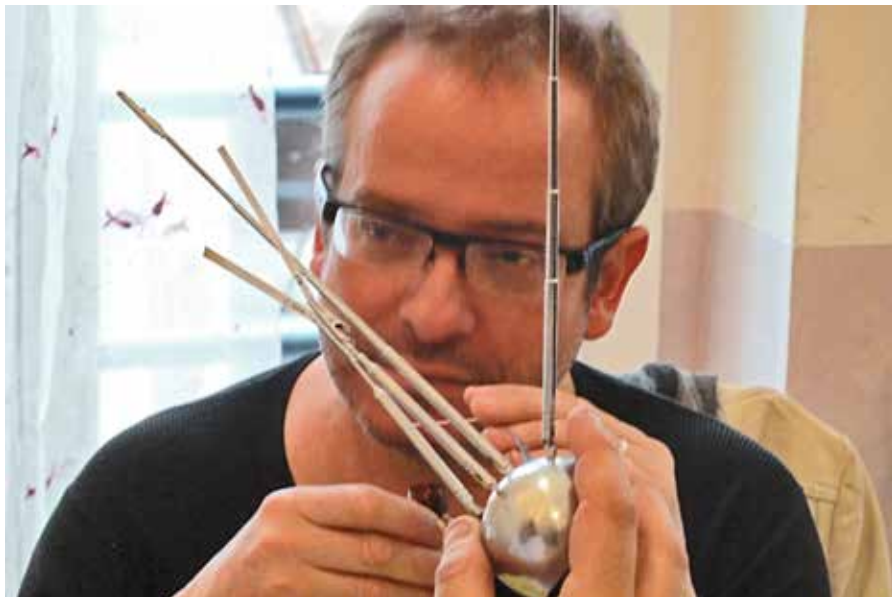
當代藝術精華

MoBen 莫奔

MoBen aka Maurice Benayoun is a French artist based in Hong Kong. Pioneer of Open Media Art, MoBen's highly diverse work explores all the artistic fields of expression using various media from video to urban installations, Internet to immersive art. The last decade he developed the concept of "Critical Fusion" as a way to interrogate all fields of human activities at the artistic, economic and political level.

His work has been exhibited in major contemporary art museums (Centre Pompidou, MAC Lyon, MAC Montreal, Kiasma (Helsinki), Eyebeam, Moving Image (NYC), ICC (Tokyo), Machida Museum, Museum of Art Seoul...) Commissioned by biennials (Seoul 2012, ZERO1 San Jose 2012, Tokyo...) and part of many public and private and public collections MoBen's work won numerous international awards including the coveted Golden Nica, Ars Electronica Prize.

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L'essence de l'art contemporain

WHITE CUBE

alpha

白色空間

α lph α

Seeking the common denominator of all contemporary artworks, in spite of their spectacular diversity, the artist found that it should be the very perfume of the art gallery, freshly repainted, before the exhibition opening.

White Cube is first an attempt to define the complexity and richness of this fragrance and its symbolic power. Telling from the head note to the base note the story of an aesthetic addiction.

WHITE CUBE alpha, 1 to 20, are the different stages of this discovery. Each bottle, preserving one specific step of this quest, is offered with an original formula delivered to the collector for his/her exclusive use.

L'essence de l'art contemporain

當代藝術精華

Each White Cube alpha is a unique fragrance, a new step in the quest of the essence of contemporary art.

The most sensible experts have for a long time been aware that what counts is not producing an important work of art or exploring new paths, but 'creating contemporary-art-like works', as one of the curators of the Pompidou Centre so very rightly declared. Most of the time, we neglect the importance of his/her statement.

Recognition is the basis of acceptance in the art world and requires producing minimal signs of respect for implicit standards. There is thus no point in being surprised by reactions of refusal that are based not on rational decisions, but on the necessity to preserve all or some of the rules that define the institutional framework, which enable art to evolve in a context of total serenity.

What is important then is to identify the properties determining the limits of these external signs of contemporary art, which engender that a critic, a curator or a collector to immediately feel he is on familiar ground, with just a sufficient degree of excitement to allow him to glimpse a possible danger, existing, it is true, but that represents no threat to the body or to the spirit experiencing it. MoBen proposes attempting to achieve the equivalent in art, thus creating the essence of contemporary art.