

MILANO
DESIGN
WEEK

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TORTONA
DESIGN WEEK
2024

Big is well

諸(猪)事皆宜

Big is well

諸(猪)事皆宜



HUNDREDCRAFTS  

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Tutto MINDEN

REND BEN

Tutto va bene

ALL IS

すべて
順調です



AITERI I ORDEN



WELL

SEMUA
BAIK BAK
SAJAK

Minden
rendben
van

OMNIS EST

BENE

诸事皆宜

ВСЕ ХОРОШО

ALL IS WELL



ALL IS WELL

ALL IS WELL



ALL IS WELL



MINDEN
REND BEN
VAN

ALL IS WELL

ALL IS WELL

SEMUA



诸事皆宜

ALL IS WELL

ALL IS WELL

ВСЕ ХОРОШО



ALL IS WELL

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Ma Cong Introduction

The first Chinese design artist to hold a solo exhibition at the Milan Design Week Milan Triennial Design Museum. Director of the Sino-British Intangible Cultural Heritage Innovation Center, Industrial Professor in Jiangsu Province, and Master's Supervisor at Nanjing University of the Arts.

During the 2018 Milan Design Week, Ma Cong's personal exhibition "Floral Window - the Sparks of Literary Mind" was showcased at the Milan Triennale Design Museum. It received enthusiastic praise from audiences worldwide and was recognized as one of the "TOP 30" out of 1400 exhibition projects during the design week.

Winner of numerous prestigious international and domestic awards, including the Red Dot Design Award: Best of the Best and multiple gold awards for the "Baihua Cup" in the Chinese Arts and Crafts Masters competition. Serves as an art and design consultant for several well-known international brands in the Greater China region, including Hyatt, Hilton, Carlson, and Accor, earning high acclaim on the international stage.



From Contemporary Art to Pop Icon - insight, reflection, leadership

At the 58th Venice International Art Biennale 2019, Ma Cong's «All/Pig is well» provided a fitting response to the biennale's theme of "May You Live in Interesting Times" with a humorous and critical black humor.

He was inspired by the emoticons known as "Emoji", which are widely used in virtual communication platforms such as Instagram, Twitter, WeChat, QQ, and others. These emoticons are highly valued by today's generation as they can instantly express people's emotions. The artist believes that these commonplace expressions are, in fact, probes into "uncertainty," questioning of "conventions," helplessness towards "established facts," ironic commentary on dominance, and counter-critique of absurd criticism.

These emoticons are similarly shaped but semantically ambiguous. When the artist implants them in different contexts, they instantly activate different contextual languages and emotional colours. As a result, the viewer finds that everything they see suddenly becomes both familiar and unfamiliar. It is possible for different interpretations to exist in different contexts, and what everyone believes to be reasonable or correct may vary.

Today, with the unprecedented means of communication and social media, it has become easier, faster, and cheaper to obtain information and express opinions. However, the proliferation of social media platforms has a flip side. False and perfunctory information is rampant, and standardised emoji expressions make it difficult to discern true intentions. In this era, insight, reflection, and criticism should not be limited to the niche revelry of pioneering art. Instead, they should be directed towards a new generation that masters the power of discourse in social media. In this context, we should not only focus on vanguard art but also move towards the new generation of social media discourse. We should direct the public's attention to the social issues behind the proliferation of social media, explore ways of connecting art and life, and portray the high-gloss icons of mediocre life.

SCULPTURE

Guess who I am

Me,

it is the absurd yet genuine spiritual projection presented by the "Interesting Times."

This collection of sculptures and installations offers a distinctive perspective on this "interesting" era, the artist has created an intellectual property character for the iconic item known as the "head cover with emoji".

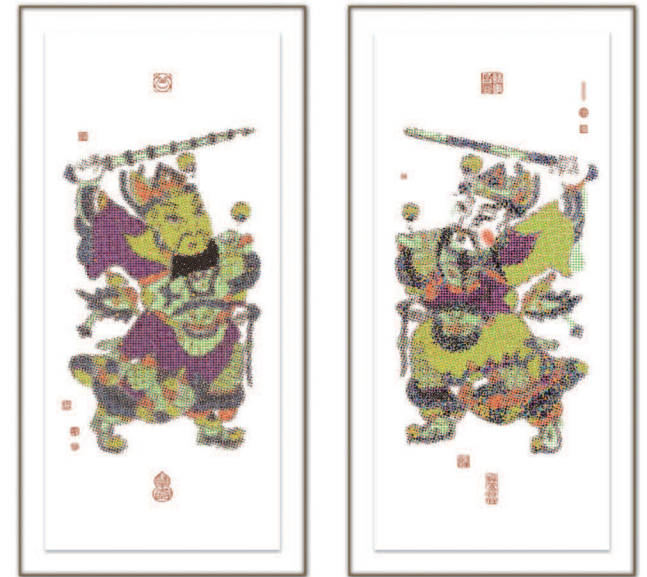
Concealed beneath the surface are gender, age and genuine emotions, eradicating individuality expressions and exchanging personalised emoji emoticons with standardised ones. The man wearing headgear who covers his eyes with his ears, and doesn't listen or look, who covers other people's eyes with the game of "Guess Who I Am", the combination of exaggerated body language and familiar classic sculptures exposes the absurd nature of black humour.

The artist intends to utilise art IP as an emotional bridge between contemporary art and everyday life, to evoke the public's thoughts and empathy towards life through the use of nonsense, uncertainty, and black humour.





PRINTS AND PAINTINGS



Me,

it is the identity and sentiment of the new generation, humorous, funny and unexpected. It is the sensual transcendence of rational life, and the extraordinary imagination of mediocre daily life.

The youth of today are often considered the driving force of any era. They are currently experiencing a technological wave that includes AI, virtual idols, NFT, and meta-universes. They tend to see the world plainly, search quickly, share with others, and express confidence. They are increasingly eager to pursue individuality, more proactive in using consumption to give voice to their attitudes, and more willing than ever to participate in the definition of value.

From pioneering art to fashion IP, from critical debate to fashion leadership, art can continue to touch the sensitive nerves of the new generation in different ways.



BLOCK PRINTING

Contemporary Art and Traditional Culture

Printing, as one of the world-famous four great inventions of ancient China, had created the conditions for the wide dissemination and exchange of knowledge, and was the forerunner of the modern civilization of mankind, with great influence on the history of the development of the world's civilization.

Through this interpretation of the intangible cultural heritage across time and space - the traditional Chinese engraving and printing process, we can appreciate the sparks of the collision between contemporary art and traditional culture, and perceive the richness and diversity of art into life.





BRAND CO-BRANDING

Me,

*it's not just me, it's you, it's him and her,
it's us.*

Retaining individuality and attitude while attempting new breakthroughs, creating new values, and boldly colliding and exploring the possibilities of fresh things are the spiritual values of the new era.

Based on the insight and understanding of the new generation, the artist transforms "everything is suitable" into art IP and co-branded products, so that the concepts and ideas behind contemporary art can enter into the daily life of contemporary people through the IP co-branded products of the brand, creating a new fashion and trend culture, and letting the new generation seek identity and emotional support from it, and creating a deep emotional connection with them, making them the highlight icon in the mediocre life. The new generation will be able to seek identity and emotional support from it, and create a deep emotional connection with them, becoming the highlight icon in the mediocre life.



HANDICRAFTS SECTION

Material - Nature - Contemporary Art

These artifacts demonstrate the chemical reaction between traditional Chinese intangible cultural heritage crafts, special materials, and contemporary art symbols characterized by IP. The materials' characteristics are fully utilized, and ancient oriental handicrafts are integrated into contemporary art design, making them part of modern life and interpreting the eternal theme of "man and nature".

Our purpose is to reflect on history, honour ancient civilisations, and anticipate future developments in the relationships between people and materials, people and the environment, and people with each other. Our goal is to bring new and exciting experiences to life.



HUNDREDICRAFTS

Key Project Team of International Co-operation of the Ministry of Culture and Tourism of the People's Republic of China

A creative brand that gathers artists, designers and handicraft inheritors, the team of key international cooperation projects of the Ministry of Culture and Tourism of China.

The works have been highly appreciated by audiences from all over the world, leaders from many countries and embassies and institutions in Paris Design Week (France), Milan Triennale Design Museum (Italy), Venice International Art Biennale, Milan International Furniture Fair, London Design Festival (UK), etc. It has been rated as TOP30 among 1400 exhibitions in Milan Design Week 2018, and more than a hundred of Chinese and foreign media featured in the special article report. It has grown into an authoritative international cultural creativity, art design and industrial innovation base in China, and an important window for foreign cultural exchange.

The team has won more than 100 top international and domestic awards, including the German Red Dot Design Award(Best of the Best), the German IF Award, the Italian A'Design Award, and the gold medal of the "Baihua Cup" of China's Arts and Crafts Masters, etc., and we own more than 600 copyrights, patents, and other independent intellectual property rights. Owning more than 600 copyrights, copyrights, patents and other independent intellectual property rights, the world's top 500 companies such as Hyatt (U.S.), Hilton (Hilton), Accor (France), Carlson (U.S.) and many other top international brands in Greater China art and design consultants.



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