



Ge Yulu

HK Residency Project

Contemporary Arts & Cultural Interactivity
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MA in Visual Culture Studies

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PART I

ARTIST INFORMATION

1.1 Introduction of Ge Yulu

Ge Yulu was a student of Central Academy of Fine Arts, he was born in Wu Han. “Lu” in his name actually means road, which had served as a pun in his best-known artwork Ge Yu Road.



1.2 Previous works

1.2.1 Ge Yu Road

In 2012, he found a nameless road in Beijing, then named it with his own name like this, “Ge Yu Road”. The name has accepted by the citizens and can be found in Baidu and Gaode map apps. He exhibited the road sign as his graduation design, he and his artwork then went virus on the internet. The road sign was taken down by the government soon after the expose. Later, more than 3000 nameless road were named because of the Ge Yu Road incident.





1.2.2 Penis on the flagpole

Afterwards, Central Academy of Fine Arts announced the notice of disciplinary punishment of Ge Yulu. Although the academy denied, it was said that this was actually because of another artwork he had done in the school, which he put an artificial penis on the top of the flagpole on the campus.

1.2.3 East Lake Project

Apart from making a road sign, he had once changed one before. East lake is a mutual name of a bus station and a lake, he took the road sign of the bus station in Beijing and carried it all the way to Wuhan and placed in the middle of the lake and regarded this as the combination of the urbanization process and the nature.



1.2.4 Me and My 1.1 Meters

And there's another thing he had done for East lake in his hometown, Wu Han in 2012.

He was still an undergraduate student at that time, the developer was trying to fill in the lake and claimed that they own the lake shoreline. Ge Yulu drank a bottle of lake water then pissed alongside the lake, proved that he owned his own 1.1 meters lake shoreline.



1.2.5 Gazing



In 2016, He made a shelf and sit on it, stared at the surveillance camera, tried to force the one behind it to come out, changing the fact that we can only be watched but never had a reverse watching.

Above are the main works of Ge Yulu.

It says in the punishment notice that Ge Yulu had severely affected the teaching order, living order and the public order. But interestingly, all those orders are exactly what he wanted to challenge. He was trying to point out how the order was constructed under the power of institutions and authorities. Through personal resistance, he wanted to arouse the sense of involving of the public.

1.2.6 Cool

In 2018, Ge Yulu created his new work. He thought that sweating in a city means indecent and out of control, so he managed not to shed a single drop of sweat under the extreme hot weather in Guangzhou and named the artwork as “cool”.



1.3 Artistic Statement



1.3.1 Online Celebrity

The whole process of the road sign being exposed and taken down had made Ge Yulu and his art work spread through all the front pages and top lines of different media, from mainstream media to micro media.

Therefore, the action that naming a road had transformed from a student design to a widely-spread social event, which arouse the curiosity of the mass on the creator himself. Later, every media tried crazily to dig up his information. Everyone's curiosity had been satisfied in a short time.

Interestingly, Sina Microblog reached him and forced him to verify his identification, his said no but the official of Sina told him that due to his popularity, he had to prove to the public that he is THE Ge Yulu.

Finally, his questioning the relationship between symbol & subject, public & individual had ended with a new symbol tagged on him by the name of the public, and the name of the symbol is called "online-celebrity". This shall become a new dimension for reading and interpreting "Ge Yulu".

1.3.2 His Art in Life

Ge Yulu tried to intervene the social order and challenged the concept of institution in a sensitive way built on his fanciness and creativity. He found art in life and was good at make good use of what can easily be spot but normally be neglected. He created his art in an angle of rebellious spirit, which was exactly what had been obeyed and taken for granted in people's daily life. He thought that everyone can get themselves be attached to their own city as long as using their imagination and this can make the world different from what they thought it should be like.

1.3.3 His Art & Order

The controversies on Ge Yulu, from the social media to the academy's punishment, are mainly about whether he should create his artwork in a way of breaking the social order, and also whether should his artwork be appreciated or punished.

Normally, people used the act of exhibiting to differentiate the meaning of art and the real life. That is to say, when a curator set up an exhibition and the audience has been invited to the venue, they created a space for art to spread and be received. Base on that, if we take performing art as a social behavior, the allowance and permission of the society and the institution should then be considered. However, if we interpret a performing art just in the artistic dimension, we can see the purpose of Ge Yulu's art was aiming for challenging the reasonalisation of the existing order.

中央美术学院文件

央美学纪(2017)5号

关于给予葛宇路记过处分的决定

葛宇路(学号 1214()),男,实验艺术学院2014级硕士研究生。

该生严重影响学校教育教学秩序、生活秩序及公共场所管理秩序。根据《中央美术学院学生违纪处分条例》第十六条,经学校研究,决定给予葛宇路记过处分。

2017年7月5日

1.3.4 His Teaching & Questioning

After being punished by the Academy, the work that he was about to take had turned him down. Later, he accepted an offer from a company which was willing to fund him and his art project, thinking that being paid by creating art was interesting, although he had always wanted to be a teacher. The only place that would accept a teacher like him was a training institution which was not the official admitted training agency. He once taught in a pre-entering class of a film academy, teaching contemporary art. His course had nothing to do with student's grade. He thought that encouraging students' creativity was the only thing matters. Apparently, he drew a clear border between training and educating, institution and university.

1.4 Comments

中国社会 + 关注

中央美院葛宇路挑战了什么？

陈振铎：当下太需要葛宇路这样的艺术家，为公共生活提供有趣创意并引发讨论，中央美院应为产生这样的学生而自豪。

你跟“葛宇路”之间，可能差了一个半世纪

理想国imaginist 莫小靖 2017-08-17



Culture

葛宇路與港鐵裸男，行為藝術與公共秩序的邊界在哪裏？

惡搞、塗鴉、裸體、自殘等行為藝術，哪一種你能接受，那一種不能？

糖小二 發起 2017-08-02

As for comments on the artistic dimension, his works had always been controversial and were deemed as “thin” from art critiques and the mass. “His art is thin as usual and there’s nothing deeper than the obvious class distinction.”

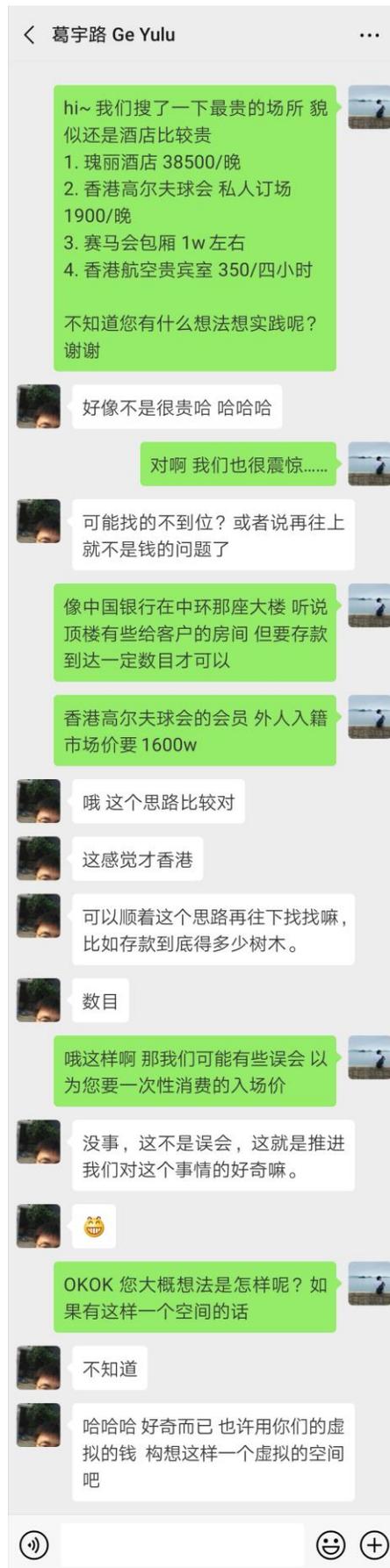
By answering these, Ge Yulu said, “It’s good to be thin, it would even be better if they thin as nothing exist.”

He had never expected the extensive discussion caused by his works, but he never felt like being understood.

“I don’t understand myself either, there’s no understanding among people. You are not supposed to enter an art piece by understanding it, it’s not a theory, it’s all about feeling.”

We love how he presented his idea in his fanciful way. And when we tried to get in touch with him, we actually got his WeChat and had a lot of conversations with him.

He seems quite interested after hearing our imaginary curating. He thought that Hong Kong could be a nice place for him to think of a new idea.



He asked us where the highest charged for entering space is in Hong Kong and although we had no idea what he was thinking about, we also continued discussing this imaginary question with him.

His question inspired us for our curating plan, and my groupmates are gonna explain further.

1.5 Previous Exhibitions

2018

[Bring Your Own Band-Aid], ZHOU B Art Center, 芝加哥

[亼], 三城·滙 艺术空间, 广州

[当下急行], 之空间, 重庆

[中国当代艺术年鉴展], 民生美术馆, 北京

[劳家辉的自助庙宇], 扉美术馆, 广州

2017

[教学相长——第三届实验艺术文献展], 中央美术学院美术馆, 北京

[朋友圈+: 文化馆线上艺术计划展], ocat上海馆, 上海

[“明天当代雕塑奖”入围暨获奖作品展], 四川美术学院美术馆, 重庆

[破折号——2017年度“青年艺术100”北京启动展], 今日美术馆, 北京

[抗体——新视觉艺术节2017], 华美术馆, 深圳

[今日·未来 首届798青年艺术家提名展], 798艺术中心, 贵阳

[第四届美术文献展/应力场], 湖北美术馆, 武汉

2016

[CAFAM双年展——空间协商], 中央美术学院美术馆, 北京

2015

[司空见惯], 一方艺术空间, 北京

[南京国际美术展], 凤凰山艺术园, 南京

[楼上楼下], 元典美术馆, 北京

2014

[不明觉厉], on space, 北京

[HET LEVEN VAN ALLEDAG(日常生活)], 线上/荷兰

[关键链接——国际当代艺术展], MOCA北京当代艺术馆, 北京

2013

[循环], K11艺术村, 武汉

[语言 语境], 望江公社, 重庆

1.6 Why Ge Yulu

We consider Ge Yulu as a proper choice of our project mainly because of the following three reasons.

Firstly, in many of the existing art activities, the topic is about political issues or the whole society. For example, a video ‘No election in Hong Kong now’ representation a ‘real’ Hong Kong during the election reminding the world that 99.97% of Hong Kong citizens are excluded from the election and they are only spectators watching how 1,194 voters determine Hong Kong people’s fate. Another art work Controlling Device reflected a situation that as the ropes on the neck Hong Kong people become getting tighter, freedom of expression and freedom of life in Hong Kong are seriously threatened.

Hong Kong people are more concerned about the political issues such as freedom of speech or civil rights which are easily perceived by people, but there is little concern about the issue on unconsciously restriction from freedom including the over planned daily life or bank system. Therefore, we want to make a reflection on our daily lives which are related to everyone by this residency project.



video-No election in Hong Kong now



Controlling Device

Hong Kong city always give us an impression about orderly and well-planned, peoples’ daily life follow a specific schedule and they are accustomed to this arranged lives. ¹According to the information on the Internet, every single road or even alleys have corresponding road names which reflects that every road in Hong Kong is well planned by the government. It is not saying that we do not need an organized city, but when everything around us is over planned, we need a gap to take a break. What we want to discuss is not only the road name but also our overloaded daily life.

Streets and Roads in Hong Kong

香港共有逾四千條大小街道。街道的名稱五花八門，請用以下篩選功能，顯示特色街道名稱。

特色街道名稱:

每頁顯示最多 10 條街道

輸入字詞篩選:

中文名稱	TI	English Name	TI	所在地區	TI	Location	TI
一鳴路		Yat Ming Road		粉嶺		Fanling	
丁貴坊街		Ting Kwai Fong Street		坪洲		Peng Chau	
丁香徑		Lilac Path		元朗		Yuen Long	
丁香街		Lilac Street		深水埗		Sham Shui Po	
七姊妹道		Tsat Tsz Mui Road		北角		North Point	

Picture-Road name on the website: <https://www.overview.hk/street/>

Ge Yulu previous works tried to criticize the negligence of the road name in mainland China, this time in Hong Kong, faced with the other side of the issue of city planning, Ge Yulu have different ideas and inspiration from his aspect.

Around the topic of order, Hong Kong people always want themselves to keep tidy or graceful. The office workers in Hong Kong wear their suits walking through the skyscraper with their delicate makeup no matter how hot the weather is. Whether it is on the subway, bus, shopping mall or office building, all public spaces are fully air-conditioned, preventing people get sweater and keeping the indoor air flowing, clean and cold, as if sweating or smelly is an embarrassing thing even though is a human nature. The following chart is about the regular temperature in most of the shopping mall, generally, the temperature is around 20 degrees, but the comfortable temperature of human body is around 26 degrees. Why people desire to overcome the human nature?



Picture-The regular temperature in shopping malls

In our residency project, we want to make a reflection on the modern city lives through the previous works of Ge Yulu, besides the positive improvement, our city lives also form some stereotypes to impede the nature of human beings.

Secondly, Hong Kong is a Capital-Dominated society. The prosperity of Victoria Harbor is the illusion building up with money. Behind this beautiful scenery is the high prices of housing, limited space to live, unsatisfied pension, and high GINI INDEX² which ranks the ninth place in the world reflecting a big gap between rich and poor.

The screenshot shows the CIA World Factbook website. The main content area displays 'THE WORLD FACTBOOK' and a table titled 'COUNTRY COMPARISON - DISTRIBUTION OF FAMILY INCOME - GINI INDEX'. The table lists countries ranked by their GINI index. Hong Kong is highlighted in red at rank 9 with a GINI index of 53.9 in 2016.

RANK	COUNTRY	DISTRIBUTION OF FAMILY INCOME - GINI INDEX	DATE OF INFORMATION
1	LESOTHO	63.2	1995
2	SOUTH AFRICA	62.5	2013 EST.
3	MICRONESIA, FEDERATED STATES OF	61.1	2013 EST.
4	HAITI	60.8	2012
5	BOTSWANA	60.5	2009
6	NAMIBIA	59.7	2010
7	ZAMBIA	57.5	2013
8	COMOROS	55.9	2004 EST.
9	HONG KONG	53.9	2016
10	GUATEMALA	53.0	2014 EST.
11	PARAGUAY	51.7	2014

Picture-The GINI INDEX from CIA

In Ge Yulu's previous works, he conveyed a strong spirit about anti-tradition and anti-authority. Therefore, in the capital-dominated typical city of Hong Kong, we hope to challenge this dominant value through his work and pay more attention to people's own needs.

And the last reason, we consider Hong Kong a suitable place for Ge Yulu to discuss about the relationship between freedom and surveillance. People believe that Hong Kong is a city with a high degree of freedom, however we can see countless cameras in the street which supervise everyone's behavior. The so-called freedom is just dancing with an ankle chain.

As mentioned above, the concept conveyed by Ge Yulu's previous works is closely related to Hong Kong local culture including the order, capital-dominated, surveillance and freedom, we consider he is a suitable artist to discuss these issues from his own aspect. And this is why we want to invite him to create a new project in Hong Kong.

² <https://www.cia.gov/library/publications/resources/the-world-factbook/fields/223rank.html>

PART II

PROJECT INTRODUCTION

2.1 Introduction

As Ge Yulu lives in mainland China, a lot of travelling cost would be saved. In other words, more possibilities and flexibilities could be created during the whole event. Besides, taking the property of his artworks into consideration, which most of them are closely related to social issues and happening on the street, the indoor exhibition may not be the best way to present his ideas. Therefore, a 4-day trip is designed for presenting his 4 previous/new artworks as one event on each day. People with different backgrounds are welcomed to join these activities as well as the workshop on the 5th day.



2.2 4-Day Artwork Trip

Day 1: Ge Yu Road

Day1-1 Objective

The event is designed to re-exhibit his most well-known artwork, Ge Yu Road in an interactive way. Citizens in Hong Kong may have the chance to rethink the right of defining a street, and how their urban lives are detailed planned through the order-destroying project. Besides, an effective publicity would be promoted owing to his homonymic trick already hidden in the artwork.

Day1-2 Background

The original work was intended to reveal the supervision loophole and awkward mess in urban governing. The idea perfectly shifts and suits for Hong Kong for its strictly planned streets. According to Overview Hong Kong website, there are over 4000 streets in HK named with a specific rule and procedure. Even a 12-meter path has a name in Sha Tin (Lok Kwai Path).

Event helpers and volunteers would carry the road sign following Ge Yulu's walk in the busiest pedestrians during the show, which would create an interesting scenario: wherever Ge Yulu goes, the location would be re-defined as Ge Yu Road.

Besides, the conspicuous act would definitely attract people's attention, naturally promoting his art event and himself as his name is printing on the road sign.

Day1-3 Target Audience

Hong Kong residence; tourists

Day1-4 Details

Date: June 9th, Sun

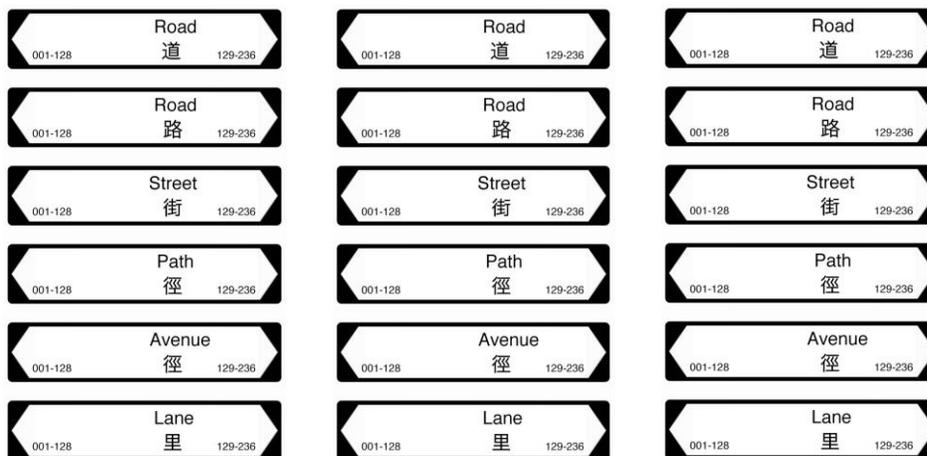
Time: 6:00 pm to 9:00 pm

Location: Tsim Sha Tsui to Mong Kok
(TST and MK are busy from 6-9, which would arouse wide attention.)

Crew: 3 people

Material: “Ge Yu Road” sign, leaflets, interactive stickers, map, video camera, food and water supplies

Plan: During the event, Ge Yulu is free to walk around the street or to stay at a specific location from Tsim Sha Tsui to Mong Kok. Places with crowds are preferred, but the artist would try the best not to avoid the traffic. One staff will help carry the road sign after him, and one will be in charge of documentary filming. The other staff will hand out leaflets about the event, and the interactive stickers with blank for audience to write their own name on. Audiences are free to talk or take photo with the artist, and may put the sticker on other street signs to claim their “ownership” just like what Ge Yulu did.



Day1-5 Difficulty forecasting

The artist will switch to indoor activities that are planned in the following days if the weather is bad.
Keep the conflict with the police that may occur as little as possible.

Day 2: Cool

Day2-1 Objective

A performance art would be provided to Hong Kong residence to encourage their rethinking about the habitual “elegant” urban life, and the spontaneous, even crazy tendency of “getting control”.

Day2-2 Background

Ge Yulu has already done this project in Guang Zhou. The word cool means both low temperature and fashionably attractive. He explains that “cool implies not to sweat and vice versa” in the context of urban life. Event staffs followed with ice cube machine and large fans to keep his body temperature as low as possible avoiding sweating. They challenged in and between buildings where air conditioners affected every now and then. Even the lunch was in the iced basement and the meal was cold.

When it comes to Hong Kong, the conflicts are even stronger:

- (1) People may not “survive” without cold and fresh air indoor, showing their unconscious and extreme control of “being tidy and graceful”;
- (2) The topic of class contrast that hidden in the artwork would be presented more frontally and apparently;
- (3) Celebrity effect and unconsciously jollifical enthusiasm.

Day2-3 Target Audience

Hong Kong residence, salariat, white-collar class

Day2-4 Details

Date: June 10th, Mon

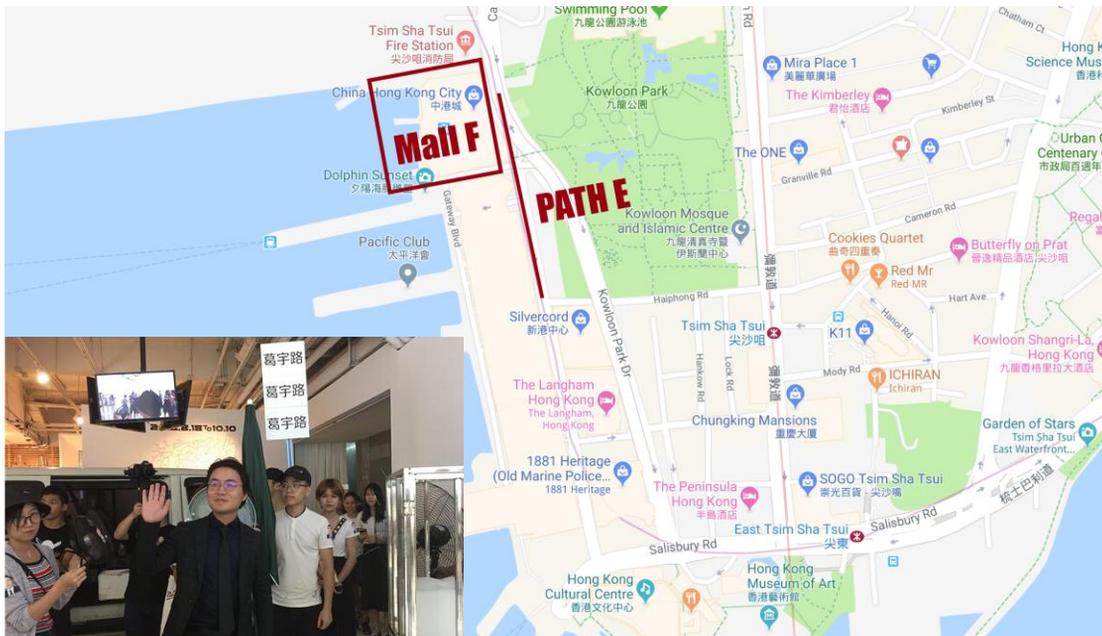
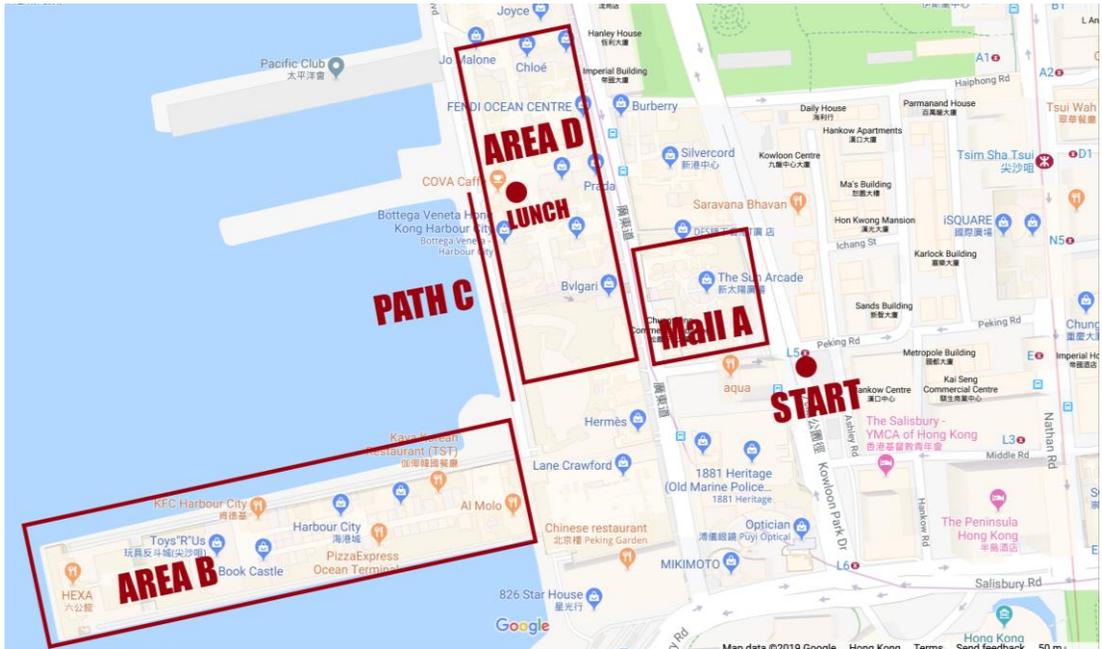
Time: 12:00 am to 3:00 pm

Location: Tsim Sha Tsui

(There are many connected malls which provide intensive indoor-outdoor crossing space in TST, and the crowds are ubiquitous, which contributes to more interaction.)

Schedule:

Time	Location	Arrangement
9:00	Null	Re-confirm with equipment suppliers
11:45	TST MTR	Staff and equipment get ready at exit L5
12:00	TST MTR	Ge Yulu arrive at exit L5
12:00-12:20	Mall A	Walk inside The Sun Arcade
12:30-1:00	Area B	Cross the road and walk inside area B
1:00-1:10	Path C	Walk outside at the harbor path
1:10-2:00	Cova	Have lunch with cold meal
2:00-2:30	Area D	Walk inside Harbour City
2:30-2:40	Path E	Walk outside Canton Rd
2:40-3:00	Mall F	Walk inside China Hong Kong City



Crew arrangement:

Post	Qty	Duty in charge
Chief manager	1	Publicity and schedule management
Ice controller	2	Carrying 2 ice cart (outside)
Fans controller	2	Carrying 2 fans installations (i&o)
Photographer	1	Film documentary

Day2-5 Material:

Item	Qty	Sample	Remark
Cart	2		WCShop ³ Dr. Logistics 85*65*170cm
Ice bag	20		HK Ice & Cold Store ⁴ Industrial ice 50*25*80cm 100kg/piece
Fans	10		Taobao Zhi Duo Xing ⁵ Portable fans 21*10.4cm 1200mAh
Battery	20		18650 rechargeable battery ⁶
Carrier	2		Taobao Guteqi 111*140cm ⁷

3 <https://www.wcshop.hk/%E6%89%8B%E6%8E%A8%E8%BB%8A-c27.php>

4 <http://www.hk-ice.com/site/tc/industrial>

5 <https://item.taobao.com/item.htm?spm=a1z0d.6639537.1997196601.112.3ea97484THe4HV&id=588857313440>

6 https://detail.tmall.com/item.htm?spm=a220m.1000858.1000725.192.737162f7hP1dkC&id=19548563228&areald=441900&user_id=407673331&cat_id=2&is_b=1&rn=57f847642c9484a5f55ffb15650c0571

7 https://detail.tmall.com/item.htm?spm=a230r.1.14.6.328345cdTrUiwn&id=43575237039&cm_id=140105335569ed55e27b&abbucket=17&skuld=3129408585791

Day2-6 Difficulty forecasting:

Ice bag carts are too large-scaled to be permitted entering into malls, so they will wait outside at the entrance for seamless connection of cold air.

Day 3: Hourly Wage

Day3-1 Objective

The satire interactive artwork will challenge against the capital dominating situation in Hong Kong. By materialize the power of money, people will have the chance to rethink and be sensitive to how the capital forming our daily routine.

Day3-2 Background

Hong Kong is famous for its highly developed capitalist society, and Ge Yulu showed a lot of interests in that. He wants to create a new artwork challenging that part and asked us to search about the most expensive space that was available to enter.

However, the most representable place is Hong Kong Golf Club with an entrance fee of 16 million, which is out of our budget. After a communication, Ge Yulu decides to move onto another idea, to “create capitalist symbol” in his words.

The CEO of HSBC earns around \$11,520 HKD per hour (£ 3.26 million per year⁸), which is pretty much the highest pay of a salariat in Hong Kong. Ge Yulu wants to bring that money with him entering the HSBC building, and behave alternatively within one hour. A dramatic scenario is created that the artist actually is as rich, or as capitally powerful as the most profitable person in HK. Although they will be physically in the same space, Ge Yulu will spend the CEO’s hourly salary.

⁸ <http://bank.jrj.com.cn/2017/10/14070523230409.shtml>

Day3-4 Details

Date: June 12th, Wed

Time: 12:00 am to 3:00 pm

Location: Central, HSBC Building



Probable plans: (depends on artists' will)

- (1) Spending the money in every consumable occasion;
- (2) Distributing the money to the staffs that he bumps into;
- (3) Donating the money at the counter as he's offering the hourly wage to the CEO via alternative scheme in HSBC.

Crew: 2 (one is in charge of film shooting and the other one is in response of coordinating and time recording)

Material: \$11,520 HKD in cash, timer, video camera

Day3-5 Difficulty forecasting:

The event may be sensational enough to attract security guard's attention (which would be challenged in next event), which would cause forcing abrupt. The coordinator should be alert enough to keep the activity go on smoothly and safely.

Day 4: Normal consumer

Day4-1 Objective

To remind Hong Kong people the invisible or habitual capital rules, manifesting as being trained to be a normal consumer by security guards in shopping malls and office buildings. Besides, the boundary of public and private space, and manufactural surveillance is also challenged in this project.

Day4-2 Background

After the decision of doing “hourly wage” project, Ge Yulu is reminded that he may get expelled or even arrested by doing that sensational performance. A wealth man tried to spread money from the roof of Shan Shui Po building. He was arrested by violating public order days later⁸.



Moreover, if a customer act “abnormally” as gathering, laughing or even taking picture strangely in a shopping mall, he will also be asked to restrain or leave. Ge Yulu regards the situation to be similar with his “surveillance camera staring” project. However, the supervising charge is shifted to capital rules. Customers are in an unfair relationship as the merchant is playing role of judgement and player at the same time.

The artist believes that an straightforward antagonism suits this situation.

⁸<https://www.am730.com.hk/news/%E6%96%B0%E8%81%9E/%E7%96%91%E6%B6%89%E9%AC%A7%E5%B8%82%E6%92%92%E9%8C%A2%E3%80%8C%E5%B9%A3%E5%B0%91%E7%88%BA%E3%80%8D%E8%A2%AB%E6%8D%95-154248>

Day4-3 Details

Date: June 13th, Thu

Time: 12:00 am to 3:00 pm

Location: Lam Ham Palace, Moko, Festival Walk
(These are adjacent and representable shopping malls with professional security guards and staffs)

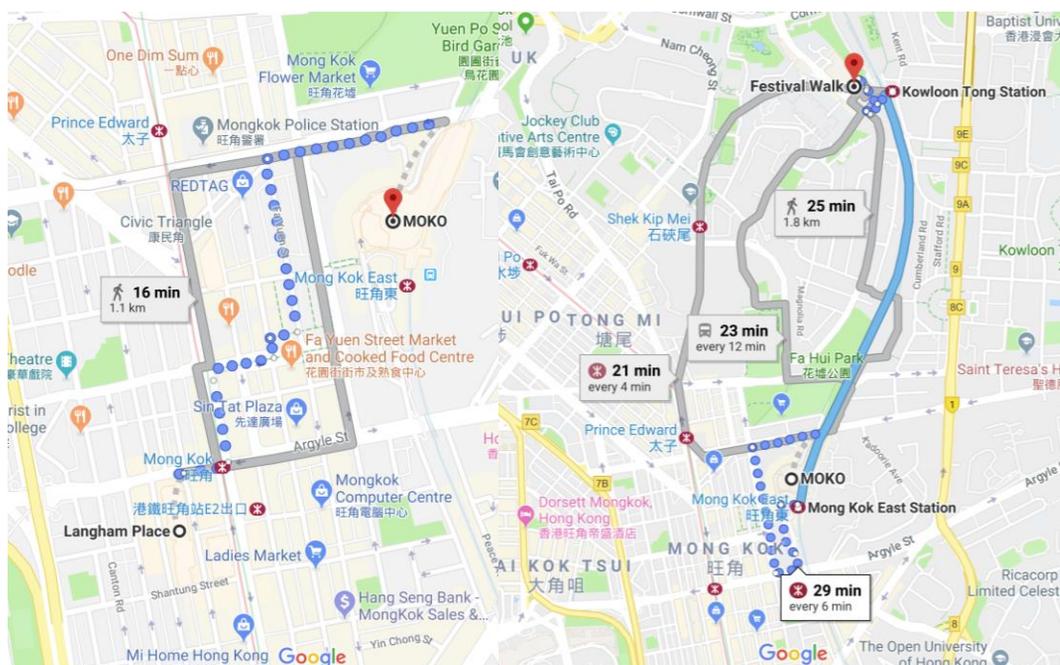


Plan: Ge Yulu with 5 volunteers (applied and filtrated before via social media, which will bring in more interactivities.) will be dressed in the same uniform of the security guards and staffs. Artists would stand aside these staffs and keep watch on other costumers until they are forced to leave, which will trigger an ironic situation that governors are governing themselves back. A documentary will be recorded during that.

Day4-4 Schedule:

Date & Time	Location	Arrangement
Preparation		
April 20 th	Malls	Check the uniform; order on Taobao
May 20 th	Nil	Ddl for receiving uniform
Jun 1 st	Online	Ddl for confirming 5 volunteers
Jun 5 th	Online	Reconfirm with the volunteers

Date & Time	Location	Arrangement
Jun 13 th		
12:00-12:20	LHP	Change uniform
12:20-13:00	LHP	Perform until being driven away
13:00-13:30	Nill	Move to Moko on foot
13:30-14:10	Moko	Perform until being driven away
14:10-14:40	Nill	Move to Festival Walk
14:40-15:20	FW	Perform until being driven away
15:20-15:40	FW	Change clothes



Crew: 10 volunteers, 1 video photographer and 1 coordinator

Day4-5 Difficulty forecasting:

The event may be cause forcing abruption. The coordinator should be alert enough to keep the activity go on smoothly and safely.

2.3 Workshop

Introduction: Ge Yulu's final communication with Hong Kong. 200 people are considered to join the workshop session with the tour documentary and artist's sharing.

After a 4-day artwork tour, Ge Yulu will have already brought some new ideas to Hong Kong. The area covers both Kowloon and Hong Kong island, which reaches different society classes. People may have the chance to reconsider their relationship with the city, order, capitalist, surveillance and freedom in an interactive and interesting way. That's apart from what Hong Kong conceptual artists did before - not with an apparently political theme but everything is about political issues. Ge Yulu's sensitive and challengeable attitude towards daily life is even more valuable for Hong Kong people when they're may be tired of seeing political art in an obvious way.

Besides, Ge Yulu may also come up with new thinking after "touching" the city. As an artist, he can from time to time think of some new ideas which impressed us a lot. For example, he even asked whether we can pretend to be Ge Yulu and design the whole tour including thinking of new arts. He only takes the budget as our charge of using his name and on the sharing session, he will reveal the labor-capital relationship between us to the audience. He believes that's a more ironic way to challenge against the capital dominating situation in Hong Kong. Thus we believe he can share more of his experience and feeling about the city, in addition to his already existing artwork.



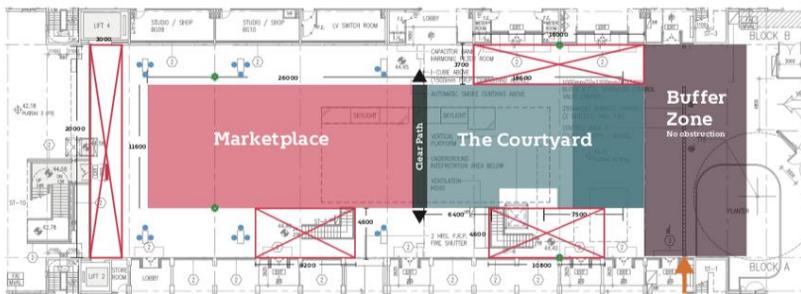
Date: Jun 15th, Sat.

Time: 3:00pm – 6:00pm

Location: PMQ Marketplace & Qube

(PMQ locates in Hong Kong island and is easy to reach for local people. Besides, HK island is a typical symbol of Ge Yulu’s challenge against capital dominating situation. Moreover, PMQ provides enough place for exhibition and sharing.)

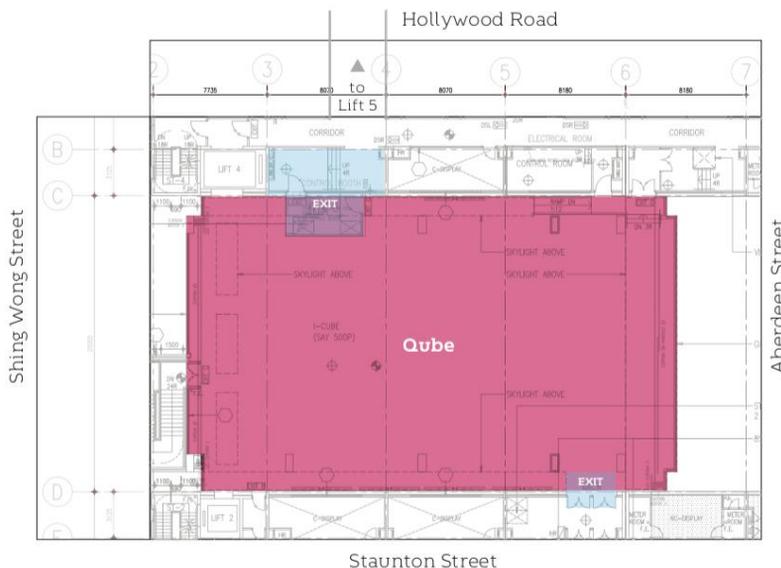
Floor Plan : Marketplace & The Courtyard



- Fan: No obstruction to its function
- CCTV: CCTV camera For Fire Safety No obstruction
- Pathway people can pass through always
- Surface Channel: Delivery on its right side

Surface Channel
Delivery on its right side

Floor Plan : Qube



Schedule:

Time	Session
14:00-14:30	Setting up
14:30-15:00	Audience let in with documentary playing
15:00-15:10	Ge Yulu's introduction
15:10-15:30	Documentary screening
15:30-16:30	Ge Yulu's sharing
16:30-16:50	Volunteer's sharing
16:50-17:30	Q&A session
17:30-18:00	Grand photo

Material: Ge Yu Road sign, stickers, fans, holder, security guards' uniform, poster, documentary, music, PPT, leaflet, sign-up form, video camera, DLSR, tripod

Crew arrangement:

Title	Qty	Task in charge
Manager	1	Coordinate, including volunteer
Host	1	Cue rundown
Front desk	2	Sign up
Photographer	2	Take photo and video
Volunteer	10	Help guide the audience

PART III

PRACTICAL INFORMATION

3.1 Promotion

3.1.1 Online Promotion

A-Social Media

- Before the event:
 - Create specialized Facebook/Twitter/Instagram/Weibo account for the event (before 6-May) ;

预算和排期
设置你的花费预期，以及广告展示时间。

预算 单日预算 \$110.00 HKD
每日花费的实际金额可能有所不同。

排期 从今天开始长期投放
 设置开始和结束日期

开始
结束
(香港时间)

广告投放期为9天，总花费不会超过\$990.00。

[显示高级选项](#)

预估每日成效

覆盖人数

预估数据的准确性受往期广告系列数据、所输入预算和市场数据等因素影响。这些数据根据你的预算提供大致的广告表现，但只是预估值，并不保证实际成效。

[这些预计数据是否有帮助?](#)

地区

香港
 香港

包含 [浏览](#)

[批量添加地区](#)

年龄 -

性别 不限 男性 女性

语言

细分定位 包含至少符合一项条件的用户

兴趣 > 更多兴趣爱好

- 城市规划
- 文化研究
- 现代艺术
- 行为艺术
- 艺术与音乐

[添加人口统计数据、兴趣和行为](#)

[建议](#) [浏览](#)

[排除用户或缩小受众范围](#)

- Public the event information and share one Ge Yulu's past work every two days;
- Post a sign-up link to recruit volunteers for cooling project & security project (a month ahead) ;
- Buying 9-days Facebook advertising: a month ahead (6 May – 13 May) and two days before the activity (7 Jun – 8 Jun);

- During the event:
 - Webcast the whole activity process;
 - Update information/photos/videos/tricks of the activities;
 - Encourage Participants and passerby to take picture or video and post it with the tag #rule breaker#;
 - “Artist sharing” every night;

B-Mass Media

- Before the event:
 - Prepare a media pitch and send to the relevant media;
 - During the event:
 - Invite them to join the daily activities and workshop and provide certain information for the activity report;
 - Arrange a media interview after workshop;
- Offline Promotion
- Giving out posters and leaflets to art spaces, universities and communities;

3.1.2 Offline Promotion

- Giving out posters and leaflets to art spaces, universities and communities;

3.2 Working Schedule

Working Schedule

Stage 1 – Beforehand Preparation (Before 6 May)

- Contact and invite the artist;
- Reserve venue;
- Design event poster;
- Create specialized Facebook/Twitter/Instagram/Weibo accounts for the event;
- Send the media pitch about the pre-event message;
- Book airplane tickets and hotel for the artist;

Stage 2 – Promotion (6 May – 13 May)

- Public the upcoming event information and post the event poster;
- share one Ge Yulu's past work every two days;
- recruit volunteers;
- Facebook advertising;
- Prepare a media pitch and invitation, and send it to the relevant media;
- Giving out posters and leaflets to art spaces, universities and communities;
- share one Ge Yulu's previous work every two days;

Stage 3 – Pre-event Preparation

- Express the road sign from Wuhan to Hongkong;
- Purchase all event materials;
- Print exhibition boards;
- Facebook advertising (7 Jun – 8 Jun);

Stage 4 – Event Execution

(6 Jun – 16 Jun)

6-Jun	13:50	Pick up the artist at the airport;
	15:00	Help to check in hotel
	18:00	Have dinner together with the artist
	After dinner	Confirm the Schedule and Plan
7-Jun	Free arrangement	Guide the artist to the activity sites
8-Jun	Free arrangement	Prepare for the upcoming activities;
9-Jun	18:00-21:00	Walk from Tsim Sha Tsui MTR to MongKok MTR
	21:00-22:00	Pick up carts and prepare other materials for tomorrow's activity;
10-Jun	11:00	Get the ice;
	11:45	Arrive at Tsim Sha Tsui MTR L5 Exit for preparation;
	12:00-15:00	Walk around indoor-outdoor crossing space
	15:10	Photo time;
11-Jun	Free arrangement	Prepare for the upcoming activities;
12-Jun	12:00	Wait outside HSBC;
	12:00-15:00	Spent the money;
13-Jun	11:45	Gather volunteers and hand out suits;
	12:00-12:20	Change Uniform;
	12:20-15:20	Performing at 3 different Malls;
	15:30-16:00	Change clothes
14-Jun	Free arrangement	Prepare for the workshop;
15-Jun	10:00	Arrange the venue;
	14:30-15:00	Audience let in;
	15:00-18:00	Workshop;
	18:00-19:00	Interview;
	19:30	Clean up the venue;
16-Jun	8:30	Send the artist to the airport;

3.3 Artist Schedule

Artist Schedule

Date	Description	Location	Time
6-Jun	Arrive at HK	HK Airport	13:50
	Check in Hotel	Iclub Mongkok Hotel	15:00
	Welcome Dinner	Around the Hotel	18:00
	Confirm the Schedule and Plan	Hotel Room	After Dinner
7-Jun	Visit the Activity Sites with our Guidance	HK	10:00-17:00
8-Jun	Free Time for the Artist	HK	Free arrangement
9-Jun	"Ge yu Road" Project	Tsim Sha Tsui - Mong Kok	18:00-21:00
10-Jun	"Cool" Project	Tsim Sha Tsui	12:00 Arrive at TSTmtr L5 Exit 12:00-15:00 Walk around indoor-outdoor crossing space
11-Jun	Free Time for the Artist	/	/
12-Jun	"The hourly wage" Project	HSBC Main Building (Central)	12:00-15:00
13-Jun	"Normal consumer" Project	Langham Place; Moko; Festival Walk	12:00 Arrive at Langham Place; 12:00-12:20 Change Uniform; 12:20-13:00 Langham Place; 13:30-14:10 Moko; 14:40-15:20 Festival walk;
14-Jun	Free Time to Prepare the workshop	/	/
15-Jun	Workshop	PMQ QUBE	14:00-18:00 Workshop 18:00-19:00 Interview
16-Jun	Back to Wuhan	HK Airport	11:25 (Set out at 8:30)

3.4 Budget

	Description		Price (HKD)	Unit	Quantity	Total (HKD)
Promotion	Facebook Ads		110	per day	9	990
	posters A3(285*420mm)		187.28	100 piece	1	187.28
4-day artwork trip	Ge Yu Road	stickers (6*2.2cm)	115.6	2000 piece	1	115.6
	Cooling project	Handheld Fan	15.15		20	303
		18650 Battery	23		20	460
		Ice	60		20	1200
		Ice Stickers	23.37	40 piece	1	23.37
		Cart rental fee	150	per day	2	300
		Carrier	39.3		2	78.6
		Cooling vest	29.36	piece	3	88.08
	The hourly wage project	hourly wage	11520	1hr	1	11520
Security Guards project	Suits	220.81		10	2208.1	
Workshop	Venue Rental Fee		14000	per day	1	14000
	Food and Beverage		800		1	800
	Leaflet A5(140*120)		128.32	100 piece	1	128.32
Other	Transportation	Round-Trip Airfare	1983.9		1	1983.9
		Business Travel	300	per day	10	3000
	Freight of signpost		150		1	150
	Hotel		871.1	per day	10	8711
	Meal		300	per day	10	3000
Overall						49247.25

PART IV APPENDIX

4.1 Airplane Ticket

Wuhan ⇄ Hong Kong
6 June 2019 | 1 Adult [Change Flight](#)

Departure flight: Wuhan - Hong Kong

6 Jun	11:35	Tianhe International Airport T3		Cathay Dragon	2h15m
6 Jun	13:50	Hong Kong International Airport T1		KA853 Airbus A330-300 Economy	¥ ✈ 🧳

Return flight: Hong Kong - Wuhan

16 Jun	11:25	Hong Kong International Airport T1		China Southern Airlines	2h0m
16 Jun	13:25	Tianhe International Airport T3		CZ3076 Boeing 737-800 Economy	¥ ✈ 🧳

[Non-refundable](#) | [Includes Checked Baggage](#)

Adult **HK\$ 1,983.90 x 1**

Fare	HK\$ 1,365.83
Taxes & fees	HK\$ 618.08

Total HK\$1,983.90

4.2 Accommodation



iclub Mong Kok Hotel



4.3 /5 Excellent

Check-in:

Thu, 6 Jun 2019

From 14:00

Check-out:

Sun, 16 Jun 2019 10 nights

Before 12:00

[Change Dates](#)

ISelect Room

Max. guests per room	2
Bed	1 double bed
Breakfast	No Breakfast

1 Room x 10 Nights	HK\$7,574.78
Taxes & Fees	HK\$1,136.22
Total	HK\$8,711.00



Address: 2 Anchor Street,
Kowloon, HK, Mong Kok

4.3 Materials

- Posters & Leaflet



- Fan



<- Suits

共10件, 合计: ¥1880.00
大约 HKD 2208.13

提交订单

- Cooling vest

淘 北京绿友防护



夏日高温神器衣服冰凉马甲 ¥25.00
夏季消暑解暑避暑户外防暑... x3

颜色分类:清爽绿;
发货时间:卖家承诺48小时

共3件 小计: ¥75.00

共3件, 合计: ¥75.00
大约 HKD 88.09

提交订单

- Ice stickers

天猫 南极人法斯特专卖店



南极人冰凉贴冰冰贴手机降温 ¥19.90
贴退热贴学生散热清凉贴夏... x1

颜色分类:40片;片数:清凉物理降温(独立包装);

天猫无忧购 七天退换

共1件 小计: ¥19.90

共1件, 合计: ¥19.90
大约 HKD 23.37

提交订单

-Battery



特价强光手电筒 太阳能灯电池 3.7V电池 充电18650锂电池

价格 **¥20.00**

运费 杭州

累计评价 **612** | 送天猫积分 **10**

数量 件

[立即购买](#) [加入购物车](#)

服务承诺 正品保证 极速退款 赠运费险 支付方式

七天无理由退换

检测到您当前处于非安全网络环境, 部分商品信息可能不准确, 请在交易支付页面再次确认商品价格信息。

- "Road" stickers

二狗子



亲, 您需要的6X2.2铜板纸不干胶 不覆膜
1000枚 60元哦,
2000枚 100元哦,
3000枚 110元哦,
5000枚 140元哦,
数量多一些相对划算, 您看一下哦

- Cart



列印資料



編號:WT-SBT-WNC

物流籠車

Dr. Logistics 物流籠車
WT-SBT-WNC850
size:L850xD650xH1700mm
配 6寸車輪
鐵板底

WT-SBT-WNC1100
size:L1100xD800xH1700mm
配 6寸車輪
鐵板底

以上尺寸只供參考, 所有產品尺寸以實貨為準



熱線: 3580 8692

- Carrier

GUTE 固特
生活定制+

公益宝贝

111-140cm

蜂窝银白

注意 该产品为定制产品, 切割后无法复原请务必在留言中标明精确尺寸长度, 允许1-2mm误差

固特挂衣杆加厚衣柜内固定法兰座室内晾管横杆子衣柜配件长度定制衣杆尺寸留言客服, 否则默认最长尺寸发货

聚划算 此商品正在参加聚划算, 2天17小时后结束, 请尽快购买!

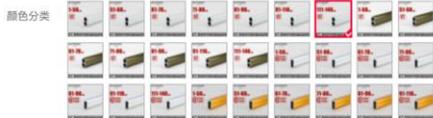
价格 ¥97.50

促销价 **¥34.00** 聚划算

本店活动 满50元, 包邮 更多优惠

运费 浙江温州 至 泉州 快递包邮

月销量 **1.5万+** | 累计评价 **44126** | 送天猫积分 **17**



- Ice

INDUSTRIAL ICE



- Poster printing

