



JIAWEI GONG

2305 60th St.
Lubbock, TX 79412
T/F: (806)368-0566
jiaweigong.com
jiaweigong@yahoo.com

ARTIST STATEMENT

The current themes I am exploring in my artwork include the fundamental human experience and contemporary social commentary. I primarily choose digital media, such as digital photography, digital video, sound and interactive web art, to practice my artistic ideas. I find that the temporality of moving images and sound is comparable to that of living beings. It makes me aware, not only of the transience of art, but also of our own transitory existence. I use the possibilities provided by digital technology to represent the temporal structure of life.

I draw my inspiration from my daily life and cultural background. Traditional Chinese philosophy and literature serve as a dominant and informative resource for my artwork. At the same time, I find many similar values and insights about, either the practice of art or life, which are shared by different people around the world. My series of video and sound installations address some of the fundamental concerns of human beings, such as the perception of reality and illusion, time and space, physical existence and spiritual potentials. These installations are personal reflections concerning universally charged ideas of existence. People recognize and respond to the installations as a part of their own experience of life. In my artwork, I try to create a visual event that insists on the primacy of experiencing a universal condition of life, with the purpose of accessing emotion. Through the modest setup, the artwork provides viewers a few meditative moments apart from the ordinary world.

While exploring the inner world of human beings, I also make direct social commentary on the current conditions of the outside human world. In the past over 20 years, I have worked in both the applied arts field (advertising and commercial design, publishing and video production) and the fine arts world (teaching and studio practice). These two fields of production generate a hybrid quality that is evident in my series of block puzzles and digital photomontage. Integrating the visual language and marketing strategies of advertising and entertainment industry, I bring playfulness and visual impact into the work, so as to challenge the delineation between popular and elite culture, as well as to assist our understanding of the world.