



UniversalSHOPS

For *China Power Station: Part 1* UniversalSTUDIOS has invited artists and designers to create a series of 'Guerilla Shops' – reminiscent of Chinese street sellers working around and beyond the limits of the law. The shops will include items such as T-shirts, posters, DVDs, bags, shoes, toys, clothes and other commodities from China, many of which will be priced at £10 or under. The shop is located in the Toyo Ito, with Arup, Pavilion alongside the Yauatcha Tea House at Battersea Power Station.

The idea for the UniversalSHOPS project, organized by Pi Li, is to present the work of each artist and designer in the 60 cubic centimetre containers in which they were shipped from China. The containers have been designed by Zheng Guogu, an artist from Yangjiang, and constitute the means of displaying the products. The project also involves a visual identity by Jiji, a designer based in Shanghai, and Fu Jie, an artist from Beijing.

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Art, design, illustration, fashion design and model and toy design are among the creative industries represented by UniversalSTUDIOS. Nanjing-based Tang Yan is among the fashion designers, producing a variety of designs for urban wear and accessories from T-shirts to baseball caps. Wang Ting and Liu Qing run the L+W label.

Toy designers who have previously worked with UniversalSTUDIOS include Dingding, a graduate of the Textile Industry University now living

in Shanghai, who produces soft toys of a range of misfit and outcast characters. Others include Beijing-based WZL, Hong Kong-based Michael Lau, and Eddi Yip, director of ADFUTURE, who is also based in Hong Kong. Current collaborators PERK, a design group from Shanghai, and Pan Jianfeng are collaborators. Illustrators and designers who have collaborated with UniversalSTUDIOS include Bei Bang, who is a member of Bysea Design, Xiao Jinbao, and Shanghai-based RoRo.

Visual artists currently collaborating with UniversalSTUDIOS include Beijing-based Liu ding, Liu Wei, and UNMASK, Guangzhou-based Jiang Zhi and Cao Fei, and Amsterdam-based Ni Haifeng.

Pi Li completed his studies in art history at the Beijing Art Academy in 2001. He has published texts in countless art magazines and was a curator for the travelling exhibition Under Construction, which toured various countries in Asia from 2001 to 2003. In 2005 he founded UniversalSTUDIOS – Beijing with Waling Boers of Büro Friedrich, Berlin. UniversalSTUDIOS is a space dedicated to exhibitions, communication and research on contemporary visual art, film, design, architecture and other aspects of visual culture in Beijing.

Above: Promotional banner for UniversalSHOPS (Summer). Below from left: original proposal for exterior of UniversalSHOPS in Toyo Ito, with Arup, Pavilion at Battersea Power Station; original proposal for the display of containers designed by Zheng Guogu, presenting UniversalSHOPS products. Images courtesy Pi Li.

