 **Moscow Government**

 **The Moscow Department of Culture**

**Multimedia Art Museum, Moscow**

present the exhibition

**Wu Guoyong**

No Place To Place

Exhibition runs **27 November 2019 — 26 January 2020**

**Curator:** Maria Lavrova

 **Strategic Partner of the museum:** Tele2

The Multimedia Art Museum, Moscow presents a project illustrating the thesis that the finest idea, brought to the point of absurdity, can lead to disaster. ‘No Place To Place’, an exhibition by Chinese photographer Wu Guoyong, is about the rental bicycle cemeteries that have almost engulfed the country for several years now, on the wave of promoting a healthy lifestyle and caring for the environment.

Bicycle sharing, known as one of China's ‘Four Great New Inventions’, originated during a period of mass entrepreneurship and innovation. In May 2015 the first shared bicycles were introduced on the campus of Peking University. The concept of bicycle sharing as an environmentally friendly transport system was broadly welcomed. In just two years more than seventy companies specializing in bike rental appeared in China. Around twenty-seven million shared bicycles were deployed to major cities in distinct colors to differentiate the brands, and soon they literally flooded the public spaces.

To begin with no measures were taken by the Chinese government, they even encouraged bicycle sharing. The authorities only began to impose restrictions in September 2017, after spontaneous dumps formed on city streets. Surplus bicycles were evacuated to temporary parking on the outskirts of cities, dubbed the bicycle cemeteries. As a result most shared bicycle companies have closed. Only a few are still operational. Deposits worth several billion Chinese yuan will never be refunded to customers, and shared bicycles costing tens of billions of yuan have become urban garbage.

These events prompted Chinese photographer Wu Guoyong to create the large-scale project ‘No Place To Place’, bringing him worldwide recognition. After collecting information from the Internet and other sources he has traveled to more than 50 shared bicycle cemeteries and recorded what he saw using photographic and aerial shots, video and virtual reality technology.

On the morning of 26 July 2018 Sohu.com published photos and videos by Wu Guoyong that were instantly disseminated by Chinese and foreign media. Hundreds of millions of Internet users viewed them and thousands of comments were posted. The breadth of distribution of these photographs was phenomenal.

The ‘No Place To Place’ project has shown that the best ideas for protecting the environment or promoting a healthy lifestyle can lead to catastrophic consequences when the follow-up is not fully analyzed.

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| With the support of |  |  | Multimedia Art Museum, MoscowOstozhenka st., 16[*http://mamm-mdf.ru/*](http://mamm-mdf.ru/) *Tel: +7 (495)-67-11-00* |
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