



**PRESS RELEASE: 'DAISY, DAISY - Ode of digits'** by Sandrine Llouquet at  
Phuong My Flagship Store from 15 February - 25 April 2014

Curated by Arlette Quynh-Anh Tran

*"Daisy, Daisy / Give me your answer, do. /  
I'm half crazy / all for the love of you."  
(Chorus of the song 'Daisy Bell')*

'Daisy Bell' (Harry Dacre) had become such a popular love song in early 20<sup>th</sup> century that in 1961 it was chosen the first to be performed by a computer. Another digital version of this romance was sung again by the intelligent HAL 9000 computer during its last generated moments in Stanley Kubrick's influential sci-fi movie '2001: A Space Odyssey' (1968), as if that computer could have felt love like humans. Such intimacy between humans and technology is now celebrated in Sandrine Llouquet's exhibition 'DAISY, DAISY - Ode of digits'.

'DAISY, DAISY - Ode of digits' is an exhibition that explores the poetry behind the relationship of humans and technology. Sandrine Llouquet's large-scale hand-drawn sci-fi characters and landscape installation emerge from an aluminum background, and shine with a mysterious red luster. Using motifs of the science-fiction genre, such as metallic materials, the red light of a spaceship control center, precise laser-cut components and 3-D drawn figures Sandrine depicts various persona of her ideal futuristic woman, the one

whom both humans and machines fall in love, like 'Daisy' in the song 'Daisy Bell'. Each persona appears as graphic 3 dimensional drawings inside the windows and on the surface of the glass of Phuong My Flagship Store, resembling the various stages of metamorphosis of the female body, which parallels the cycle of construction and deconstruction in developing technology. This exhibition proposes a magical futuristic landscape where human desire for transformation pushes the limits of technology and Sandrine Llouquet responds with awe of its potential.

The exhibition is the outcome of the third collaboration between visual artists and fashion designer Phuong My. From shared dialogue about ideas of technology, Sandrine Llouquet is inspired by the designer's attempt to sculpt the female figure with fabric invented in a scientific laboratory. Consequently, two creative practitioners weld together a desire for the most revolutionized idea of beauty for a futuristic human physique.

The exhibition will be on view at Phuong My Flagship Store, 81 Le Thanh Ton, Dist.1, HCMC from 15 February – 25 April 2014

To be notified of relevant upcoming events in association with this project or for more information and images please contact: [tra@san-art.org](mailto:tra@san-art.org).

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### ***Notes to Editor:***

#### **Sandrine Llouquet:**

Born in 1975 in Montpellier, France, Sandrine Llouquet has lived in Vietnam since 2005. She graduated from École Pilote Internationale d'Art et de Recherche – Villa Arson in 1999. A dynamic contributor to the development of contemporary art in Vietnam, she was a founding member of Wonderful District, a project that promotes contemporary art through exhibitions, concerts and theater pieces, as well as a member of Mogas Station, a Vietnam-based artist collective. Llouquet's work has been exhibited in numerous venues including the Palais de Tokyo, Paris, Yerba Buena Center for the Arts, San Francisco, California and Tate Modern, London. She has also participated in a number of biennales with Mogas Station such as the Shenzhen Biennale (2007), the Singapore Biennale (2006) and in Migration Addicts – a collateral event of the 52nd Venice Biennale. Her drawings, objects and videos are in private collections around the world.

#### **About SàN Art:**

Sàn Art is an artist initiated, non-profit contemporary art organization committed to the exchange and excavation of cultural knowledge within an interdisciplinary community. San Art is the most active independent arts organization in Vietnam dedicated to promoting, facilitating and showcasing contemporary art through production, exhibition, discourse and education.

Sàn Art

3 Me Linh, Binh Thanh District

Open Tuesday-Saturday 10.30am – 6.30pm.

[www.san-art.org](http://www.san-art.org)

#### **About SàN Art Productions:**

'San Art Productions' is a program initiated by San Art, supporting young emerging artists in Vietnam by collaborating with non-visual art organizations / businesses in the development of new artwork.

[www.san-art.org/San-Art-Production/info.html](http://www.san-art.org/San-Art-Production/info.html)

**About Phuong My:**

Phuong My, a prominent Vietnamese fashion designer trained in San Francisco, has been featured on international catwalks such as Tokyo and New York, as well as in Vietnam's Elle Fashion Show. The Phuong My flagship store was launched in May 2013.

Phuong My is 'San Art Productions' inaugural partner, establishing her as a pioneer in Vietnam's creative circle. 'San Art Productions x Phuong My' program selects a young artist to produce commissioned works for a solo exhibition at Phuong My Flagship Store every three months. Each exhibition embodies a thematic response to Phuong My's seasonal design patterns, with a focus on Spring/Summer and Fall/Winter.

Phuong My Flagship Store

81 Le Thanh Ton, District 1, Ho Chi Minh city

[www.phuongmystyling.com](http://www.phuongmystyling.com)

San Art is proudly supported by Nicholas and Angela Curtis, Sydney, Australia.



Image: "0100010001100001011010010111001101111001" 2014 (detail); Sandrine Llouquet; Installation: white sand, red light, plexi glass, aluminium, glass; 83 x 123 x 45 cm.  
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