

IDEAS ■ TECHNOLOGY ■ BUSINESS

01:30-PAJIM

# WIRED

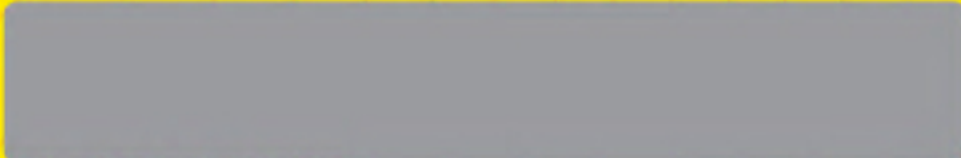
THE FUTURE UK MAGAZINE OF THE YEAR

# THE GREAT

# TRUST

# EXPERIMENT

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## DID YOU SPOT THE ARTIST?

Look at the picture above – just supermarket shelves, right? Try again. Hiding in plain sight is Liu Bolin (*inset and above*), an artist from Beijing who uses paint to camouflage himself against real-world backgrounds. Since he began playing chameleon in 2005 he has gathered a large online following. Now a second solo exhibition of his work has opened at New York's Eli Klein Fine Art gallery.

So how does he do it? "I stand

there like a statue – the painting and photographing parts are done by assistants, who are graduates from Beijing's Central Academy of Fine Arts," says Bolin, 38, who recently forged a partnership with watch brand Oris. "I place myself in front of slogans or places that are representative of China's growth and development."

His rise hasn't always been smooth: in 2005 the government shut down many artists'



studios, including his. "It was a difficult time: I had no job, no family, no source of income. I felt I was a superfluous citizen." He sees his work as a rebellious response to the shutdowns. "In China people don't know the meaning of my art works, and that helps me avoid a lot of trouble." **CB**