

HEHE

HELEN EVANS

7PM SEPT 14 PLANETARIUM

MAN MADE CLOUDS

In association with MSU Professor of Biosystems and Agricultural Engineering Yan Liu and her team, Yingkui Zhong and David Pavlik

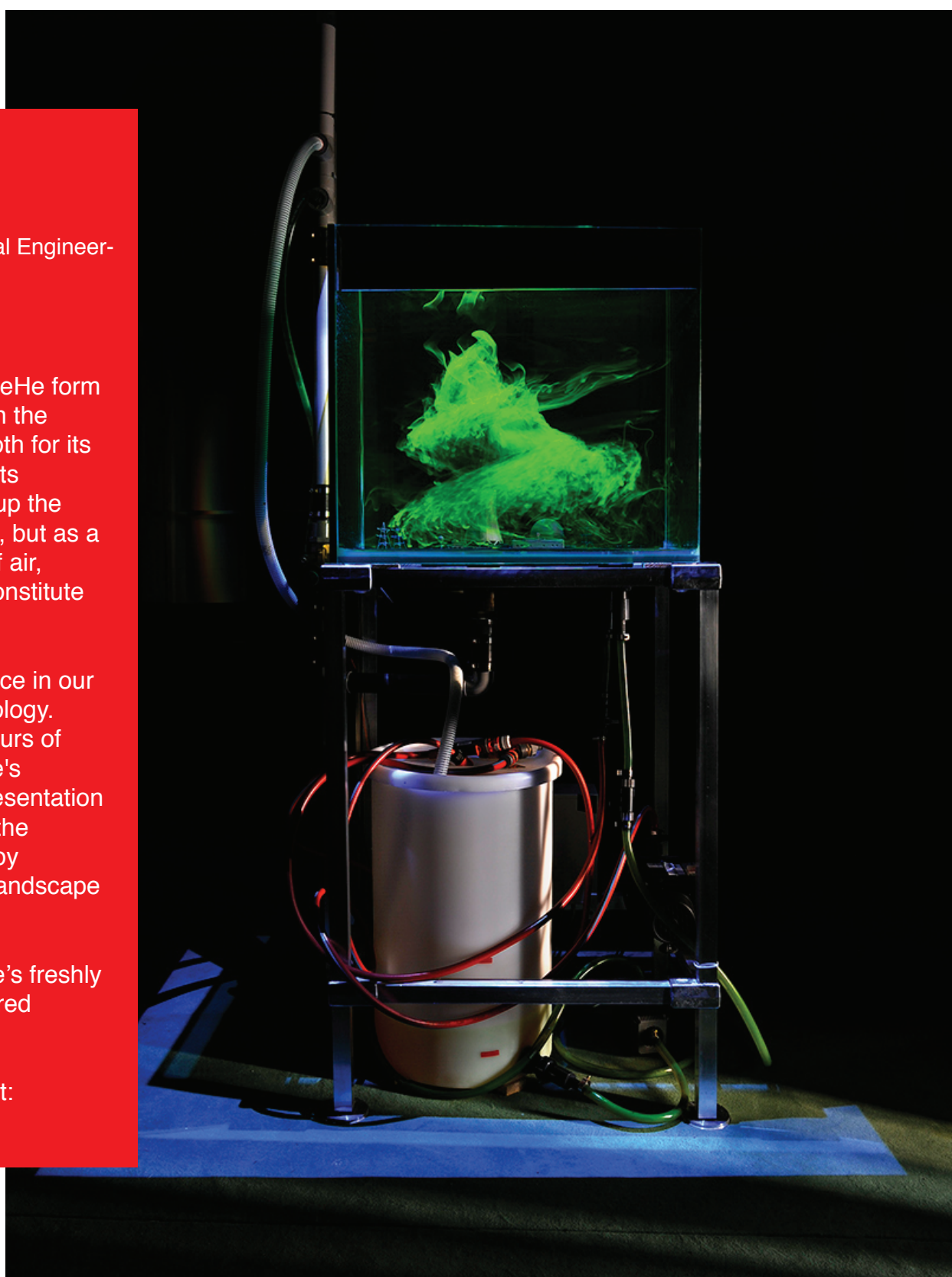
Introduction by Jens Hauser, MSU distinguished affiliated faculty

Paris-based artists Helen Evans and Heiko Hansen alias HeHe form an internationally acclaimed duo whose practice focuses on the staging of man-made clouds of all kinds. HeHe is known both for its large-scale social and environmental interventions and for its scalable 'domestic catastrophes.' Evans and Hansen take up the cloud not only as the ultimate historical motif and metaphor, but as a material medium. What matters to them is the physicality of air, vapour, particles and pollution, which, in their materiality, constitute true matters of concern.

While clouds, in their countless forms, occupy a special place in our imaginations, their visual representations also embody ideology. Even more explicit than clouds formed by nature, the contours of man-made clouds are shaped to carry political ideas. HeHe's performative installations engage with the perception, representation and phenomena of man-made clouds and seek to unravel the multiple meanings they convey. Artificial clouds, produced by industrial emissions, vehicle exhaust or cigarettes, offer a landscape charged with hidden connotations.

Following the lecture, Helen Evans will sign copies of HeHe's freshly printed book *Man Made Clouds*, including specifically cultured organic tobacco.

For more information about the Bridge Artist Residency visit:
<http://bridge.art.msu.edu/>



Hehe - Fleur de Lys (2009), photo: Laurence Godart.