

致编辑的黄边日报信件

The YellowSide Daily Letters to the Editor

黄边村居民致编辑部的信

Letter to the Editors from resident of Huangbian Urban Village

《黄边日报》负责人：

10月8日我坐在村里的湖边时，很高兴有人给了我一份贵报，我惊讶地看到报纸头版刊头上居然是我家的地名。虽然报纸内容有点让人看不明白，而且日期也错了，不过至少它跟别的东西不太一样。可是第二天我见到了别的一些蹊跷事，比如两个男青年像柱子一样站在篮球场那里，手里举着“打工子弟篮球工作坊”的牌子，然后，我记起来这分明就是贵报昨天报道的事情！你们是怎么未卜先知的呢？

黄边骇怪孩

Dear *The YellowSide Daily*,

I was pleased to be handed a copy of your paper on October 8th as I sat next to the lake in the village. I was surprised to see a newspaper with the name of my home at the top of the front page. The content was a bit confusing, and it was dated incorrectly, but at least it was something out of the ordinary. But the next day I saw some other strange things, like two boys standing like pillars, holding up a banner at the basketball court which read: "Migrant Worker Children Basketball Workshop", and I realized that this was exactly what was reported in the newspaper! How did you know?

Astonished in HuangBian

年幼重建者的家人致编辑部的信

Letter to the Editors from young developer's family

《黄边日报》负责人：

我们是时代玫瑰园三期的一家业主。贵报在10月9日的一篇题为“年幼破坏者攻击时代玫瑰园”的文章中未经允许使用了我和我儿子的照片并使得我们全家因你们的艺术项目而无端地卷入了一个玫瑰园爆破与重建行动，对此我们十分气愤，向你们提出强烈抗议！

虽经几次交涉，贵方已向我们解释本报所有文章都纯属虚构，系时代美术馆邀请北京艺术家小组“家作坊”主办的系列艺术项目之一，但这种过于写实的虚构文章其宣传力、影响力比普通新闻报道有过之而无不及。时代玫瑰园是新建的高级住宅小区。许多外来务工白

领正将在此安居乐业。“玫瑰园爆破与重建行动”尚未被证伪。如此具有预见性、隐喻性的艺术披露，加之本小区英文名“Deconstruction Garden”有意无意的不祥暗示，其后果可想而知。

现在在玫瑰园乃至黄边区大家都在看你们的报纸，我们每次出门都会有人对我们指指点点，叽叽咕咕地议论着什么。还有许多人甚至直接走上来说我们的孩子是否真的在破坏“解构”时代玫瑰园。这给我们的正常生活带来了许多影响。特别是文章中使用的许多诸如“嫌疑人”“同谋”“犯案”等刑法字眼，虽为调侃，但严重地损害了我们的名誉权，因为有些人并不明真相，你们做的这些亦真亦假，以真乱假，以假乱真的艺术活动，足以使许多人迷惑怀疑。

鉴于贵报办报的宗旨及动机良好并已向我们真诚地做了口头道歉，我们暂不追究法律责任，但强烈要求贵报在给我们造成恶劣影响的范围内做出书而解释及道歉，以洗刷我们的名誉。如三日内不见回应，我们将采取升级措施。

时代玫瑰园居民

To responsible parties of *The YellowSide Daily*,

We are a resident family of Deconstruction Gardens. One of your reports in October 9th's paper entitled "Young Destroyer Attacks Deconstruction Gardens" used a photograph of me and my son without permission, implicating our family, for the sake of your art project, in "a ten year-long demolition and redevelopment plan". We are infuriated, and hereby lodge an adamant protest.

Though we have made objections to your representatives several times and it has been explained to us that all the articles in this newspaper are purely fictional—that it is but one of a series of projects by HomeShop from Beijing invited by the Times Museum—the circulating power of a surrealistic fiction is stronger than a common news report. Deconstruction Gardens is a newly built upper class residential district. It is home to many white collar workers living and working in peace and contentment. The verity of a ten year-long demolition and redevelopment plan has not been proven, but it is now been publicized with such predictive and metaphorical artfulness that negative consequences are obvious, especially when topped off with the—whether wittingly or not—rather unlucky name "Deconstruction Gardens".

Now everyone at Deconstruction Gardens, and even in the whole Huangbian district, is reading your newspaper. Whenever we step out of the house, neighbors point and gossip, sometimes even coming up to us to ask whether our child is really "deconstructing" Deconstruction Gardens. This has caused immense trouble for us, especially when criminally implicating words like "suspect", "accomplice" and "committing offense" have been used in the article. Though it may be empty talk for deception and satire, it has seriously harmed the reputation of our family. Some people do not realize the truth of the situation, and the "reality" you have created with this fiction-cum-reality

artwork is ambiguous and misleading for many people.

In light of your sincere oral apology and the generally good intentions, we will for the time being not seek legal action. But we urgently demand that the responsible parties rinse clean our family name and make a written statement and apology to be distributed to those areas in which you have caused us such harm. If we do not receive a proper response within three days, we will be forced to take further, more stringent measures.

A Family of Deconstruction Gardens

更正

Correction

《黄边日报》编辑部无意否认对“年幼破坏者攻击时代玫瑰园”一文给年幼时代玫瑰园开发商及其与邻里的关系所造成的恶劣影响缺乏预见，然而就美术馆对此事的回应，本报愿作补充如下。美术馆在向时代地产集团管理范围内逾三千住户逐一派发的致歉说明中声称，《黄边日报》创刊号中的所有文章都纯属虚构，可这种说法并不确切。当然，《黄边日报》创刊号曾经是——现在是，将来也是——一个艺术项目，然而这并不表示我们这份预言性的报纸所透露的信息就是凭空想象的产物。事实上，预测性的新闻工作的职业伦理要求《黄边日报》的每一位记者必须把对小区现有现象进行严格观察和研究的结果作为预测的依据。归根结底，未来建立在某种“当下现实”之上。尽管，预言性的新闻报道，作为一种新的新闻类型，更易受判断失误或预测超前的影响，但我们必须进一步强调，经过对《黄边日报》创刊号所载日期当天的真实事件进行细致的观察（依据我们的规范操作），我们发现报上的大部分新闻事件如实地在现实生活中发生了。由此，这种公共言论证明了它试图允诺的那种公众的真实性是虚假的，从而减弱了报纸最重要的功能，即对那些——可以或应该——事关新闻、艺术及都市生活的话题作出深入评论。

谢谢！

Although the editors wish to acknowledge the lack of foresight of the effects of the article “Young Destroyer Attacks Deconstruction Gardens” on the young developer of Deconstruction and their relations with the community, The YellowSide Daily wishes to append the museum’s response to this incident. The apology and explanation issued by the museum, claiming that the stories in The YellowSide Daily’s inaugural edition were all fictional and distributed to each and every of the more than 3,000 residences managed by Times Property Group, was inaccurate. While, yes, it was (is and will be) an art project, this does not mean that the reports divulged in our predictive paper are complete fantasy. In fact, the ethics of predictive reporting require that all YellowSide Daily reporters base prognoses upon strict observation and research of existing phenomena in the community. The future, after all, is only building upon a “present reality”.

Although predictive reporting, as a new genre of journalism, is apt to suffer from certain miscalibrations or prematurity of foresight, we must further note, after having closely observed The YellowSide Daily’s inaugural date occur (as per our ethical practice), that the majority of The YellowSide Daily’s content indeed took place quite literally as it had been reported. The public statement, therefore, belies the verity of the very public which it seeks to engage, reducing the newspaper’s very important status as critical insight into issues that are (can or should be) relevant to journalism, art and suburban living.

Thank you for your attention.

时代美术馆致编辑部的信

Letter to the Editors from Times Museum

《黄边日报》负责人：

我们饶有兴趣地拜读了贵报对我馆致时代玫瑰园受扰居民的道歉信所作的更正声明，然而我们认为贵报尚未实事求是地对整个情况作详尽描述。《黄边日报》是驻北京的艺术家小组家作坊主办的，并由广东时代美术馆的几位志愿者协助实施的一个艺术项目。从一开始，这份报纸就是作为在本地周边小区展开调查和交流活动的媒介，而非真实可信的新闻来源。若非美术馆的邀请，这份报纸根本就不会存在。然而，让我们极为感兴趣的是，这个媒介有多大的可能可以成为美术馆的延伸，并以此角色深入到那些平时远离美术馆这一文化领地的人们当中去呢？由于这个过程中增加了预言性的时间维度，报纸既是分享信息的理想平台，也成为邀请读者参与的最佳形式，小区居民可从中阅读并选择参与其感兴趣的新闻事件，“让新闻发生”的口号从而就可以不仅只停留在宣传标语的层面；然而，对报纸形式的刻意摹仿却模糊了这点，因为读者有可能从头到尾读完了整份报纸却依然无从得知他们可以参与《黄边日报》十月九日刊载的“新闻日”事件。刻意追求与日常熟悉的物品外表上的相似，伤害了这个艺术项目潜在的民主可能。尽管文章内容的荒诞性抵消了其语言和外在形式给人的可信度，然而，根据我们的常识，媒体自身的影响力使它所刊载的话语信息总是必须伴随着一种对其真实效力负责的责任感。嘲讽调侃所造成的影响是相当真实的，为此我们对时代玫瑰园三期业主全家遭受的尴尬深表诚挚的歉意。

此致，

敬礼！

时代美术馆谨复

Dear The YellowSide Daily,

We have read with interest your correction about the apology letter addressing the upset residents of the Deconstruction community. We believe you have not fairly elaborated upon

the whole situation. The YellowSide Daily was a project by HomeShop based in Beijing, and carried out in conjunction with a number of volunteers of the Times Museum in Guangzhou. From the beginning, the newspaper was pursued as a medium to investigate and communicate with the surrounding community and locality—not a veritable source of news—and were it not for the invitation of the Museum there would have been no newspaper at all. But we were very interested in the possibilities that this medium would take in its role as an extension of the museum to people who normally may not access this cultural sphere. With the predictive temporal dimension added to the process, the newspaper ideally served both as a forum for sharing information but also an invitation for participation whereby area residents would be able to read and choose which stories to take part in. Thus, the slogan “Make it happen” would be more than a catch-phrase. However, commitment to the imitation of the newspaper form only confused this aspect, as readers could go through the whole paper from front to back and still have no idea that they could participate in the News Day, the October 9th day of events portrayed in The YellowSide Daily. The democratic potential of this art project was undermined by its obstinate determination to appear like an artifact of the familiar, the everyday. The believability of its language and appearance were cancelled out by the absurdity of the articles, but as we should realize with the power of media, the word must always come with a concomitant sense of responsibility for its truthful effects. Satire is very real indeed, and we stand by our sincere regrets for the embarrassment suffered by the family of Period III.

Respectfully,

Times Museum

“一个(非)美术馆”参展艺术家致编辑部的信

Letter to the Editors from “A Museum That is Not” participating artist

关于美术馆对此事的回应·作为“一个(非)美术馆”展览的参展艺术家·我想从《黄边日报》和时代美术馆以外的角度谈谈我的看法。你看·由于这个响应展览主题的艺术项目对展览标题中的“非”字理解得过于字面化·这时双方实际上就已经是在共谋实现一个离谱的目标——这个目标就是·把艺术圈外的人吸引进来。事实上·这些人从来不到画廊或展厅里来·这本身就已经很能说明问题了。艺术家和艺术机构都曾尝试去打破这个双方自愿排斥外行参与的怪圈·关于这种尝试的灾难性例子并不少见·不太惨的结果是这成为了一个景观事件·最惨的情形是白白牺牲掉·但无论在什么情况下·都是老百姓被利用了。能指望在画廊外面得到什么呢?超人气的宣传吗?艺术家更好地提升自身能力的方式是做自己的事情·与专业领域内的同辈们开展深度对话·而追随流行观点对艺术家是没有用的。的确·在美术馆内部·艺术家的权力尚处于一种微妙的平衡关系中·因为即使有美术馆的庇护·这里还是存在企图危害艺术家权力的各种密谋力量。在美术馆里面都不存在对艺术家的尊重和承认·更何谈在外面呢?你以为你活在什么乌托邦吗?拜托负责点吧。

一个(非)非艺术家

Dear *The YellowSide Daily*,

In response to the response from the Museum and as a fellow participating artist in the exhibition and programme “A Museum That is Not”, I would like to add another perspective in disagreement with both *The YellowSide Daily* and the Times Museum. You see, as an art project responding to the theme of the show, interpreting the “Not” in the title too literally, both parties were already conspiring toward a goal that was off the mark—that is, trying to engage people who do not form part of the art world circuit. The fact that they do not come into the gallery or exhibition hall is a crucial sign of something already. One can see many examples of disasters where artists and institutions try to invade this consensual space of non-participation by laymen. At best, they are spectacles, at worst, wasted breath, but in both cases, exploitative. What is to be won outside the white cube? A successful propaganda campaign? Artists would do better to sharpen their critical skills in their own game and address the depths of our discourse with our colleagues and peers in the field, rather than submitting to popular opinion. Granted, it is a delicate balance to retain sovereignty in the museum, as even inside these walls, there are forces and agendas that seek to compromise the artist’s sovereignty. How can you expect respect and acknowledgement outside, when there isn’t even any inside? What kind of utopia do you live in? Be responsible.

Not Not an Artist

来自手机号 ***** 2160

From mobile number ***** 2160

谢谢给我们带来这份《黄边日报》!独特的·幽默的·散发艺术气息的又全是生活内容的报纸。因为没有一条商业广告·我仔细的看着每一个字·包括编辑和记者好听的名字·感谢他们的努力·希望能继续下去·带来更多惊喜!我是时代玫瑰园里一位普通的住户·很喜欢这里的美术馆·尽管看不太懂也会经常去转转·祝愿你们的活动办成功·“今天的明日新闻”会走得更好更远!

Thank you so much for bringing us *The YellowSide Daily*! Such a unique and humorous newspaper infused with artistic flavour, and filled with life content, too. Because it doesn’t have a single line of advertising, I carefully read every word, including the nice names of all the editors and reporters; thank you to them for their efforts! I hope it will continue, bringing us more surprises! I am an ordinary resident of Times Rose Garden, and I really enjoy the museum here. Even if I don’t really understand the art I still frequently take strolls through it. I wish you all the success with your activities, and hope that “tomorrow’s news today” will go very far!

《黄边日报》致公众的信

Response from The YellowSide Daily

亲爱的读者们：

本报编辑部真诚感谢每一位给予我们反馈的读者，感谢你们精心撰写了关于黄边的媒体、艺术与现实的对话。对这一媒介在结合艺术实践的过程中所造成的无心之过，我们与美术馆一样深怀歉意。然而同样，由于本报影响力相对有限，所以我们与美术馆都相信如此的闹剧所造成的后果也并不重大，它既不会在现实中产生社会政治层面的冲击，同时在艺术界的反响也极其微弱。当天夜深的时候，我们的送报小组成员们已经看到明天的报纸有的被揉成一团扔在路边，有的被撕成碎片像五彩纸一样扔了一地，这反映了很多人对新闻的一贯态度。话虽如此，《黄边日报》愿意相信，汹涌波涛始于微小涟漪，甚至可以是极其微小的涟漪。

此致，
敬礼！

《黄边日报》编辑部启

Dear Publics,

The Editors would sincerely like to thank each of the respondents for their thoughtful contributions to the discourse about media, art and reality in HuangBian. We also would like to concur with the Museum's regrets for unwillful harm done during the course of engaging such a media and art landscape, but also, like the Museum, believe that such dramas are relieved by the relative invisibility of the newspaper, both at the level of its real socio-political impact and the diminitiveness of its reverberations within the art world. By late the night before, our delivery crew had already spotted copies of tomorrow's paper crumpled on curb-sides or shredded and tossed like confetti, reflecting the regard with which many people conventionally heed the news. That said, The YellowSide Daily acknowledges that waves begin as ripples, and those can be very small indeed.

Yours humbly,

The YellowSide Daily Editors

《黄边日报》第8页“童画童语”解答

Solution to Page 8's "Kids Painting Kid's Aphorisms"

1. 画蛇添足 2. 人山人海 3. 滴水穿石 4. 未卜先知

1. —Paint a snake with feet 2. —People in mountains, people in the sea
3. —Slow water wears the stone 4. —Know it before you predict it

《黄边日报》是为黄边——地处广州北部，时代美术馆周边的一个区域——创办的一家新的地方报纸。但作为预言性的报刊，它的“明日新闻今日报”的风格使其在传媒行业独树一帜。然而，《黄边日报》区别于其它报纸的关键点在于它真正地投身于新闻本身：这份报纸不仅只是坐等新闻发生，而且还确保新闻发生。

从时代美术馆的志愿者队伍以及公众当中招募编辑，组成了专门的工作团队，家作坊与之协同工作，并负责指导整个编辑流程，从中审定黄边的明日新闻。经过连续24小时工作直至最后一分钟的预测性调整，《黄边日报》创刊号（报载日期为2011年10月9日）于10月7日出了，总印量为4000份。10月8日清晨我们亲手把一份份报纸送到小区里的每户人家，终于，决定性的那天——10月9日——到来了。报纸上的故事随即如同文中描述的那样发生了（在《黄边日报》工作团队、义工记者以及知情公众的通力合作下）。

当日新闻精选：

- * 新的黄边国际艺术区落成，典礼由世界知名建筑师雷姆·库哈斯主持。同时还组织了导览活动，向公众介绍当地众多珍贵的现代艺术杰作，其作者包括巴勃罗·毕加索、达米安·赫斯特、罗伯特·巴里，等等。
- * 作为本市“文明广州”活动的一个组成部分，“文明摩的”行动启动。
- * 天气预报全天有零星阵雨。
- * 由职业篮球运动员主持的外来务工人员子女篮球工作坊出现。

更多精彩内容……

居民们会大声嚷嚷，“哦，黄边的报纸?!”，有时候会问，“那这个报纸每天都出新的?”这个问题的未来完全取决于黄边居民自己，敬请到万维网阅读过刊。

《黄边日报》创刊号网址：

<http://www.homeshopbeijing.org/#yellowsidedaily>

The YellowSide Daily is a new newspaper for HuangBian, the district in northern Guangzhou surrounding the Times Museum. But as a predictive newspaper, it is also unique in the media landscape, as it reveals tomorrow's stories today. However, the crucial difference is in The YellowSide Daily's true commitment to the news: a newspaper that not only waits for it to

happen, but ensures that it does.

Working with a dedicated team of predictive journalists recruited from among the Times Museum's volunteer corps and members of the public, HomeShop oversaw an editorial process locating HuangBian's future stories. Working around the clock with last-minute predictive adjustments, the inaugural edition of *The YellowSide Daily* (dated 9 October 2011), appeared in a print run of 4,000 copies on October 7th. The newspapers were distributed by hand and door-to-door around the community in the morning of October the 8th, and finally, the fateful news day—October 9th—arrived. The articles from the newspaper then happened just as had been written (in cooperation with *The YellowSide Daily* team, volunteer reporters and the well-informed public).

Among the day's features,

- * The inauguration of HuangBian as a new International Art District, with a ceremony presided over by world-renowned architect Rem Koolhaas. A tour also took place, introducing the public to the district's many invaluable modern art masterpieces by the likes of Pablo Picasso, Damien Hirst, Robert Barry, and many more.
- * The launch of a "civilized moto-taxi" initiative to complement the city's "Civilized Guangzhou" campaign.
- * Weather reports of scattered seed showers throughout the day.
- * A pop-up basketball workshop for children of migrant workers run by a professional basketball player.

and much, much more ...

Residents exclaimed, "Oh, a newspaper for HuangBian?!" and sometimes, "So, this will come out every day?" While the future of such a question can only be determined by the residents of HuangBian themselves, please feel free to peruse old news on the world wide web.

The inaugural issue of *The YellowSide Daily* is available for free at:

<http://www.homeshopbeijing.org/#yellowsidedaily>

(文_家作坊 译_戴伟平、谢飞 Text_HomeShop Translation_Dai Weiping, Jeff Crosby)



《黄边日报》新闻内容——“醉设计”取悦黄边时尚达人
From pages of "The YellowSide Daily": "Drunken Design" is Favored by Fashionistas



2



《黄边日报》新闻内容——天降“飞蛋”

From pages of "The YellowSide Daily": The Egg that Fell from the Sky

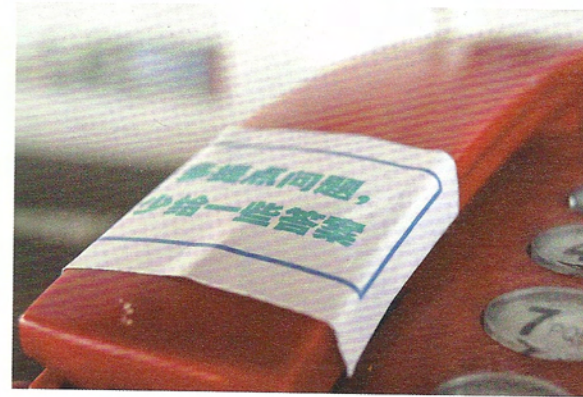
3

《黄边日报》新闻内容——黄边天气

From pages of "The YellowSide Daily": Huangbian Weather



4



《黄边日报》新闻内容——“多提点问题, 少给一些答案”

From pages of "The YellowSide Daily": "Ask more questions, give less answers"



5



《黄边日报》新闻内容——你今日坐左“文明”摩托未啊？
From pages of "The YellowSide Daily": Have You Ridden the "Civilized" Motorbike Today Yet?

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From pages of "The YellowSide Daily": Local Residents on Local Tour

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How to Wait for the Arrival of an International Star Architect



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