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

[Content in Chinese]

《黄边日报》负责人：
10月8日我坐在村里的河边时，很兴奋有人给了我的报纸，我高兴地看到报纸头版封面上居然是我家的名字。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。我们第二天见到了别的一些情况事，比如两个男孩拿着棒球棍在篮球场打球，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您报昨天报道的事情！你们是怎么知道的呢？

黄边村居民

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. 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 Huang bian

年幼重病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：
我们是建设工地项目中的一家业主，贵报在10月9日的报章中发表的对‘年幼病弱者’的报道，让我们感到十分气愤。请向你们的强烈抗议！

现在在玫瑰园乃至黄边区大家都在看你的报纸，我们每次出门都会有人对我们指点着问，‘哎呀，这报纸上还有你们的报道吗？’这对我们来说意味着什么？还有许多人甚至直接走过来问我们是否确实存在‘玫瑰园’报道中，这确实让我们感到非常痛心。因为有些人并不明白真相，你们做的这些事，在我们看来，真是对不起艺术，对不起艺术的创作者，也对不起许多人迷惑的期待。

鉴于贵报的宗旨及动机良好并已向我们真诚地做了口头道歉，我们已不追究法律责任，但强烈要求贵报在我们造成恶劣影响的范围内做出书面及道歉，以洗清我们的名誉。如二日内无响应，我们将采取进一步措施。

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 stranger 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 being publicized with such predictive and metaphorical arbitrariness that negative consequences are obvious, especially when topped off with the—whether sittingly or not—rather unlucky name “Deconstruction Gardens”.

Now every one 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 “inspector”, “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
Although predictive reporting, as a new genre of journalism, is apt to suffer from certain miscalibrations or premonitory forebodings, we must further note, after having observed The YellowSide Daily’s inaugural date occur (as per our ethical practices), 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 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.

Letter to the Editors from Times Museum

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 appeal 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 residents 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 their reports upon strict observation and research of existing phenomena in the community. The future, after all, is only building upon a “present reality.”
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 literarily, both parties were already competing toward a goal that was off the mark—that is, 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 consensus 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

From mobile number *******260

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 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!
Response from The YellowSide Daily

Dear Publics,

The Editors would like to thank each of the respondents for their thoughtful contributions to the discourse about art, reality and art reality in Huangsi. We also wish to concur with the Museum’s regret for unwarranted harm done during the course of engaging with such a media and art landscape, but also, like the Museum, believe that new dramas are alleviated by the relative invisibility of the newspaper, both at the level of the real socio-political impact and the diminishment of its reverberations within the art world. By late the night before, our delivery crew had already spotted copies of tomorrow’s paper rumpled on curbsides destroyed 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

Solution to Page 86’s “Kids Painting Kid’s Aphorisms”

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
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.home/shopbeijing.org/#yellowsidedaily

( * Text_HomeShop Translation_Dai Weijing, Jeff Crosby *)
2. 《黄边日报》新闻图片——天降“飞蛋”
From pages of "The YellowEdge Daily": The Egg that Fell from the Sky

3. 《黄边日报》新闻图片——街头天气
From pages of "The YellowEdge Daily": Street Weather

4. 《黄边日报》新闻图片——多提一点问题，少给一些答案
From pages of "The YellowEdge Daily": "Ask more questions, give less answers"
9

From pages of "The YellowSide Daily": Huangbian Blind Experience

10

From pages of "The YellowSide Daily": How to Wait for the Arrival of an International Star Architect