



In 2020, the initiator of the exhibition series Display Fetish, artist Yevna, met the Godfather of SMART, Luo Fuxing, in Dongguan and the two decided to open a hair salon in the 798 Art District during Beijing Gallery Week, an operation that maintains their usual irreverence and playfulness.

from <https://www.ellemen.com/spotlight/a36670432/shamate-210609/>



The origin of SMART coincided with the peak of urban-rural migration, when a large number of young people from the countryside or urban-rural areas moved to the city to learn the so-called "Smart" and integrate into the urban trend. Faced with another trend that went hand in hand with the SMART Horse but required a certain level of financial and cultural sophistication, most people had no choice but to go for the SMART Horse. It's easy to get started, cheap to shape, outstandingly effective, recognisable, and based on group activities, which can quickly create a sense of belonging and identity with the addition of the group.

from [https://k.sina.com.cn/article\\_6192937794\\_17120bb4202001m0lg.html#/](https://k.sina.com.cn/article_6192937794_17120bb4202001m0lg.html#/)



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