



The Color of Cuong's Smile
Art Vietnam Gallery
June 11 – July 5, 2010

Art Vietnam Gallery is pleased to present the second solo exhibition of the irreverent, witty and provocative works of our humorist artist Nguyen Nghia Cuong.

Cuong once again delights in provoking the audience to laughter with his gleeful humor and whimsical view of life. 'Laughter is the most beautiful music in our life,' the artist muses, 'an endless field of laughter's: a loud laugh, a muffled laugh, a happy laugh, a laugh with tears, a belly roaring laugh, a split one's side with laughter,' all are expressed in these creative, playful works.

By utilizing images from traditional Vietnamese Dong Ho prints, religious and folklore paintings combined with Pop culture Cuong juxtaposes history, art, culture and humor with contemporary life. His kaleidoscope of color provokes the images to jump off the canvas and spring to life. The artist's intent is to delight and prod the audience to mirthful laughter. 'No need money to buy the laughter,' Cuong says, 'just laugh! One laugh is as helpful and equal to 10 traditional medicines, as in the old Vietnamese saying, "Mot nu cuoi bang muoi thang thuoc bo".'

'That laughter medicine, if it's not nutritious to the upper part, it will be nutritious to the lower part, or the vertical part, or the horizontal part. It won't be lost anywhere, once you laugh, you have it all. Hee, hee, heeeeeeeeeee!'

Come laugh with us and enjoy the colorful life of Cuong's Smile.

Suzanne Lecht
Art Director
Art Vietnam Gallery
Hanoi, May 2010