



*Your City in Second Life*

PRESS RELEASE- FOR IMMEDIATE RELEASE



**“Love Letter to an Avatar”**  
**a special project by Mian Mian for RMB City**  
Part of “Play with Your Triennale”  
by Cao Fei (SL: China Tracy) and RMB City for Yokohama Triennale 2008

RMB City is pleased to announce a special project by acclaimed writer Mian Mian entitled “Love Letter to an Avatar.” From now until December 15th, anyone in Second Life can commission an original love letter from Mian Mian— all she needs is a photo of the recipient (in Second Life), and a payment (amount to be chosen by the buyer). However, the recipient of the love letter must be a stranger to Mian Mian in real life. See details below and commission your love letter today...

**PROJECT DETAILS:**

Mian Mian, one of the most celebrated and controversial Chinese writers of her generation, will write a love letter just for you...

From now until December 15th, any Second Life resident can order a love letter from Mian Mian through the official art dealer of RMB City (SL: RMBArtDealer Xue). However, the recipient of the love letter cannot know Mian Mian in reality—they must be a total stranger.

To order, please send: 1) A portrait of the recipient (SL avatar photo, but needs



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to be a portrait). It does not have to be the one who orders, but should be of the individual who will finally read the letter. 2) The buyer can choose their own price (starting at \$1 Linden), but must send the payment to RMBArtDealer Xue with their submission. Please include the following information in your notecard order: your own avatar name, the avatar name of the intended recipient/photo subject, your payment amount, and your email address.

When RMBArtDealer Xue receives the payment and photo, they will be passed on to Mian Mian. She will compose the letter within 1-3 days based on these materials, writing in both English and Chinese, or in Chinese (then translated to English or French), depending upon Mian Mian's choice.

Buyers will have the right to use their letter freely until December 15, and if they wish to have permanent copyright of this letter afterward, they will need to negotiate with RMBArtDealer Xue. All portraits and letters will be displayed in RMB City, unless specified as confidential by the buyer.

Deadline: December 15, 2008. Contact [info@rmbcity.com](mailto:info@rmbcity.com) for more information.

**In Second Life:** RMB City: People's Worksite, RMB City 2 (221, 196, 21)  
[http://slurl.com/secondlife/RMB City 2/221/196/21/](http://slurl.com/secondlife/RMB%20City%202/221/196/21/)

**Guest Artist Bio: Mian Mian (Shanghai, China)**

Blog: <http://www.mianmianbyearart.blogbus.com>

Mian Mian is a true icon of China's alternative culture over the past decade. Starting from age 17, her writings helped spark international interest in contemporary Chinese literature, despite the fact that her novels were banned for their treatment of sensitive issues such as sex and drug use. Her best-known book "Candy" was an underground best-seller, and has become a classic work of youth literature in China. Mian Mian was also one of the first organizers of rock and electronic parties, and her works and life have had an influential impact on the generation of Chinese youth born in the 1970s and '80s. Her most recent books are "Panda Sex" and "On High Blue Tomorrows".

**About RMB City ([www.rmbcity.com](http://www.rmbcity.com))**

RMB City is a virtual art community in the online world of Second Life, initiated by Beijing artist Cao Fei (SL: China Tracy) as a public platform for creativity. Opening in late 2008, it will continue to grow and change over its two-year run,

[info@rmbcity.com](mailto:info@rmbcity.com)

[www.rmbcity.com](http://www.rmbcity.com)



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with the participation and support of leading international art institutions and networks. The city is a laboratory for experiments in art, design, architecture, literature, cinema, economy, society, and beyond.

**For more information, please contact: [press@rmbcity.com](mailto:press@rmbcity.com)**

[www.rmbcity.com](http://www.rmbcity.com)

[www.rmbcity.com/blogs](http://www.rmbcity.com/blogs)

[www.youtube.com/user/RMBCityHall](http://www.youtube.com/user/RMBCityHall)

Landmark in Second Life: RMB City 1 (130, 123, 140)

[http://slurl.com/secondlife/RMB\\_City\\_2/130/123/140/](http://slurl.com/secondlife/RMB_City_2/130/123/140/)

**Developer of RMB City:** Cao Fei (SL: China Tracy) and Vitamin Creative Space

**Facilitator:** Uli Sigg

**Public Presenter:** Serpentine Gallery (London)

**Chief Engineer:** Avatrian

**Planning/Promotion Phase: December 2007- July 2008**

**Construction Phase: July- Fall 2008**

**Open City: Late 2008-Fall 2010**

**Artist Bio: Cao Fei (SL: China Tracy) ([www.caofei.com](http://www.caofei.com))**

Born 1978, Guangzhou/Lives and works in Beijing, China

Known for her multimedia installations and videos, Cao Fei is acknowledged as one of the key young artists emerging from Mainland China. She mixes social commentary, popular aesthetics, Surrealism, and documentary conventions in her films and installations. Her works comment on the rapid and chaotic changes that are occurring in all facets of Chinese society.

**About *Second Life*** (<http://secondlife.com/>)

*Second Life* was conceived as an online platform for participants to create a parallel reality in which to live out their dreams, and 14 million people worldwide have registered since it launched in 2003. Each user is represented by an 'avatar', a digital figure that they can customize and control. As well as visiting existing environments and communicating with other inhabitants, participants can purchase land, design buildings, develop businesses and trade in a marketplace of their choice.