



Form - McDonald's #1

Object: Form

Place of origin: Jingdezhen (made)
Shanghai (designed)

Date: 2007 (made)

Artist/Maker: Li, Lihong (designer)

Materials and Techniques: Porcelain, hand built, painted with underglaze cobalt blue, glazed, fired

Museum number: FE.430-2007

Gallery location: Ceramics, Room 145, case 40, shelf 2

Public access description

This ceramic work entitled 'McDonald's # 1' was acquired from Shanghai based Chinese artist and designer Li Lihong. This is one of a series of works which take the form of McDonald's famous 'golden arches' logo; one of the most recognised brand emblems in the world and an acknowledged symbol of globalised consumer culture. Li juxtaposes this iconic form with traditional Chinese ceramic decorative motifs and techniques. Through this combination of themes, styles and formats, from different cultural epochs and traditions Li opens up a dialogue about the ways in which traditional culture interacts with modern life and an increasingly globalised culture.

Descriptive line

Cer, China, 21st century, blue and white

Physical description

Underglaze blue decorated porcelain letter 'M' in the style of McDonald's iconic 'Golden Arches' logo. Surface of design of dragons and clouds.

Dimensions

Height: 37 cm, Width: 46 cm, Depth: 13 cm

Museum number

FE.430-2007

URL

<http://collections.vam.ac.uk/item/O188086/mcdonalds-1-form-li-lihong/>