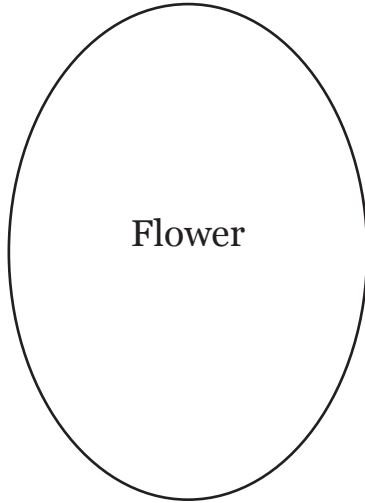
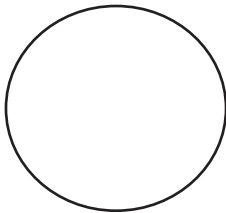


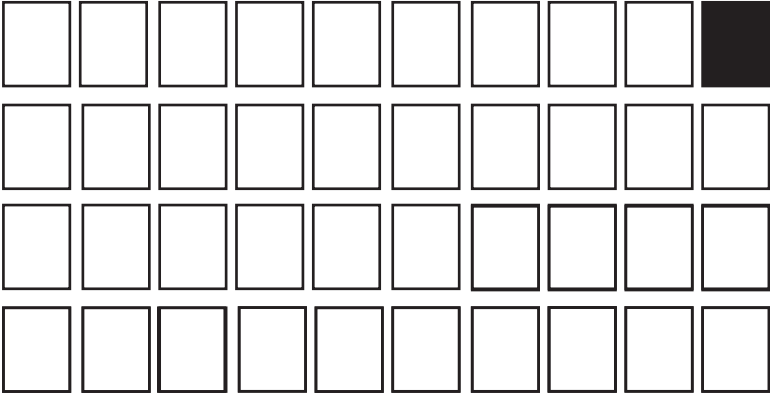
Trade Mark



Flower

**VE-TSIN**  
**GOURMET POWDER**  
INGREDIENTS: MONOSODIUM  
GLUTAMATE, SODIUM CHLORIDE





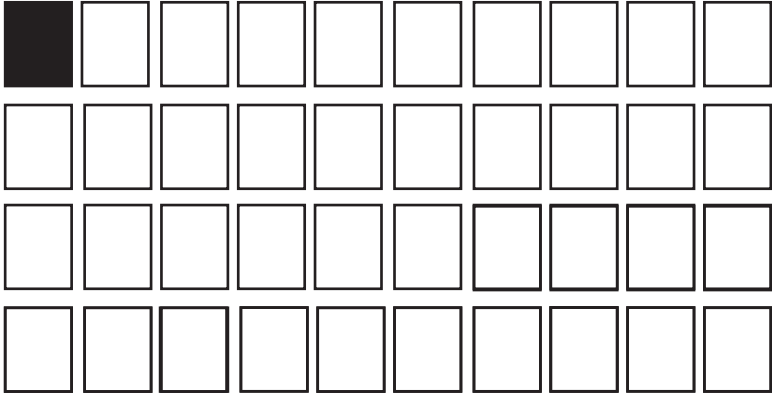
**Cover page:** VE-TSIN GOURMET POWDER

Shellie Zhang  
*Accent*

The collaborative process between Lauren and I came about through a mutual desire to explore methods of expression outside our comfort zones. We first met while I was working on creating the works in *Accent* and while Lauren was completing a writing residency at Y+. Having dug myself quite deep in an methodology which consisted of clinical archival excavation, I was interested in translating the personal, political, and emotive associations of MSG – and more generally food – to a poetic form. Lauren, an avid writer, critic, and poet, informed me she is keen on exploring the artist-writer relationship through a more collaborative process rather than approaching her engagement with an exhibition through a traditional catalogue-writing format.

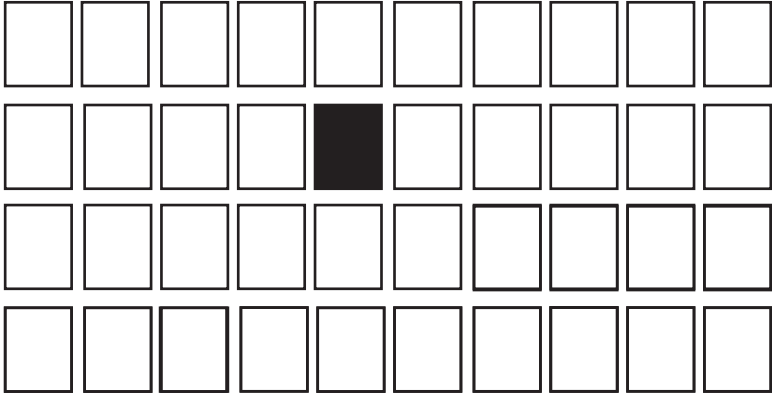
Lauren and I examined our personal goals for this approach and began discussing associations with food, the history of MSG, themes of appropriation, gentrification, and nostalgia. We reflected on the places we lived and how what we consume registers a site-specific notion. I talked about how the perception surrounding MSG varied from place to place and finding MSG bottles forgotten behind shelves in convenience stores. Lauren spoke about how food registers with her from the areas she lived and visited in Vancouver, Guleph and Toronto. Organically, this resulted in the following poems by Lauren. Her poetic focus on the MSG bottles, their physical and marketing attributes, captured my desire for a sentimental tone to mirror the themes that are represented in the exhibition.

–Shellie Zhang

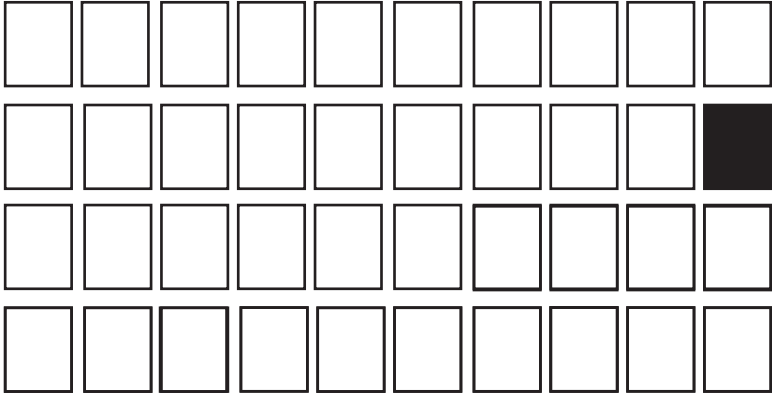


ergonomic contours suit the largest fraction of grips  
studies show utilitarian features report the most ordinary  
experiences

a slow transformation into monotony is a result of years of  
unfavourable contamination  
value-priced for quick clear out



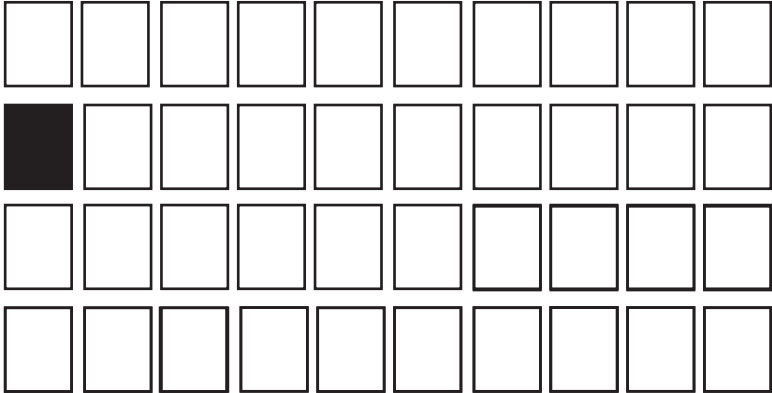
Twin minds remain suspended  
Reflecting one another like a kind of poetic Pop-art  
Neither a deviation from the rule nor a commitment  
To clone certainty  
It'll never leave its double



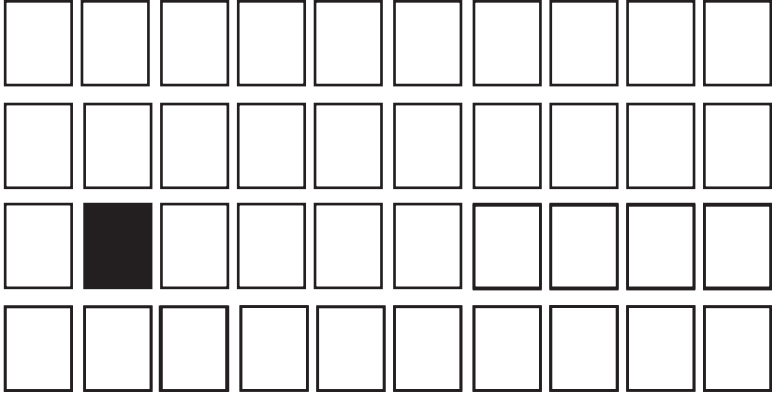
Amino acids created by fermenting sugar cane

Savory

The red soup pan promises “the top of tastes” for all of your kitchen endeavours

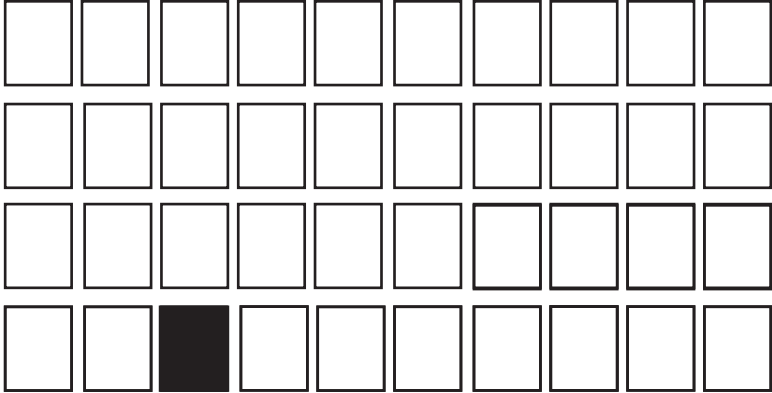


A sublime nonchalance haunts the day's fashion  
It's not a product to be ashamed of using  
In the suburbs of the big American city  
Dinner is a performance, and presentation is key  
Just don't let it fall flat

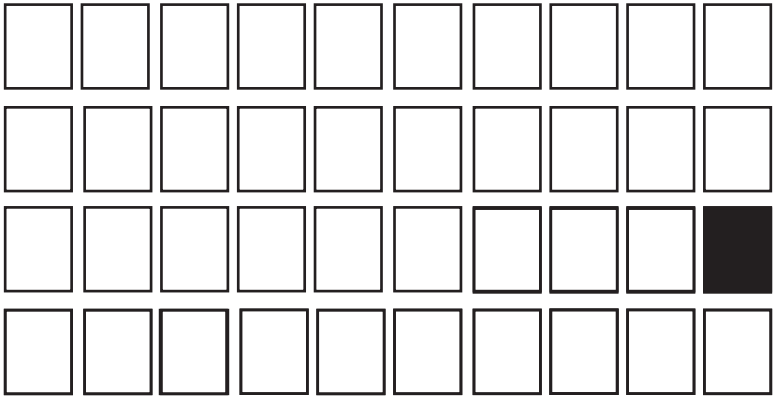


A decorative exterior makes for a confident internal  
mandate,  
and  
although its proportion is fun-sized, seeing it at eye level  
enhances the drama of its title.  
How can something be so ornamental and  
so strangely unnoticeable?

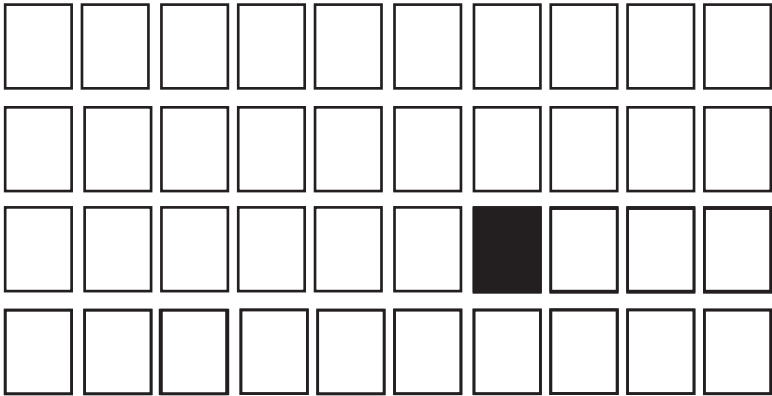




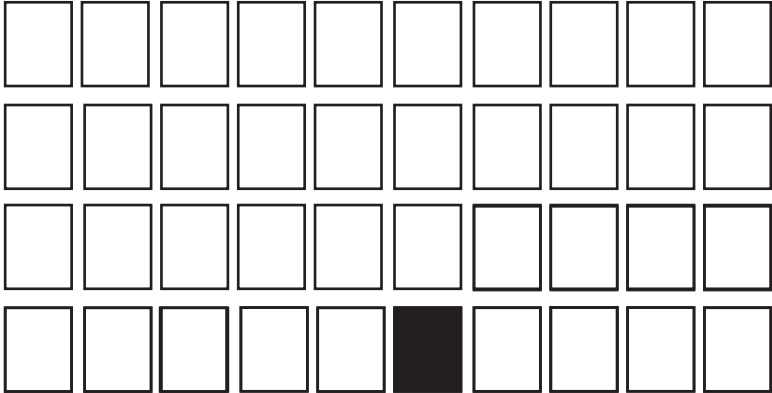
The surface asserts a state of durability  
an encased square body  
announcing  
emphasizing  
accenting  
justifying a certain resolution  
in a self-assured labelled density



The work can be done with a single hand  
a small, pear-shaped vessel, bearing a shadow of femininity  
but since it is a slight thing like me, the distance between  
us  
is scarcely discernible



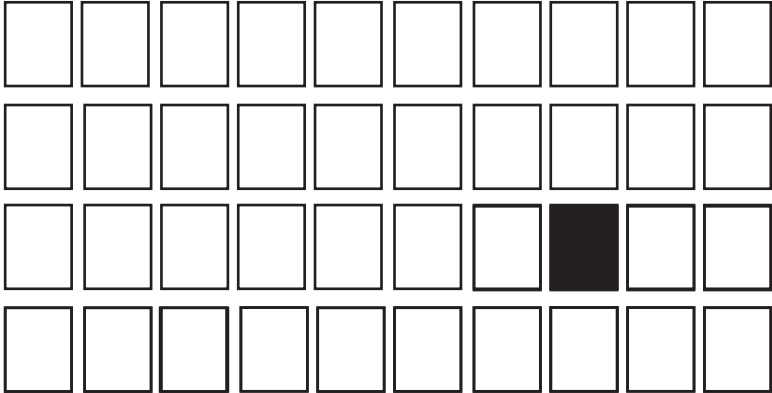
If a bottle could be the equivalent of a plain Jane  
this is it.  
No frills, just to be clear, with a limited palette.  
Maybe the rest of the year will bring maturity,  
but for now  
this is it.



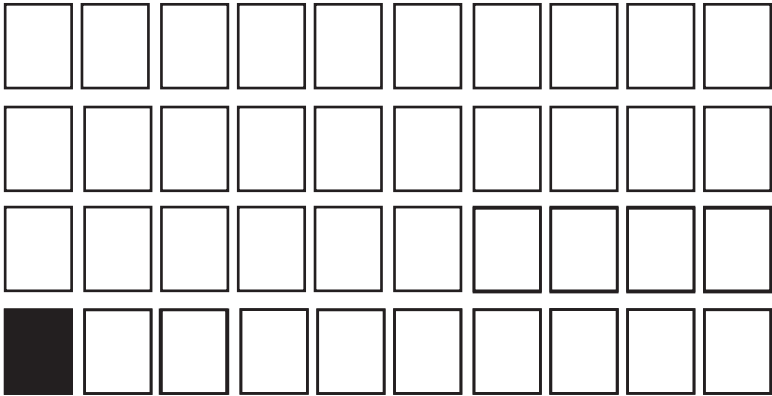
It represents a progress towards the indiscernible,  
imperceptible.

A desperate display of foods to be prepared  
lined up in the most appetizing arrangement.

The metamorphosis of its appreciation is somber  
But conformity does not judge the masses.



An asymmetrical line reaches higher as it moves to the right  
Specks of grainy white texture pebble the inside of the glass  
A silhouette widens as it reaches the bottom  
The top capped off with a striking red lid  
Holding it all in place against the infinite blue abyss



cotton candy pink skies promise sailors a calm journey

white, frothy waters ebb and flow amongst a rippled glass surface

while the last glimmer of golden sun shines on the horizon

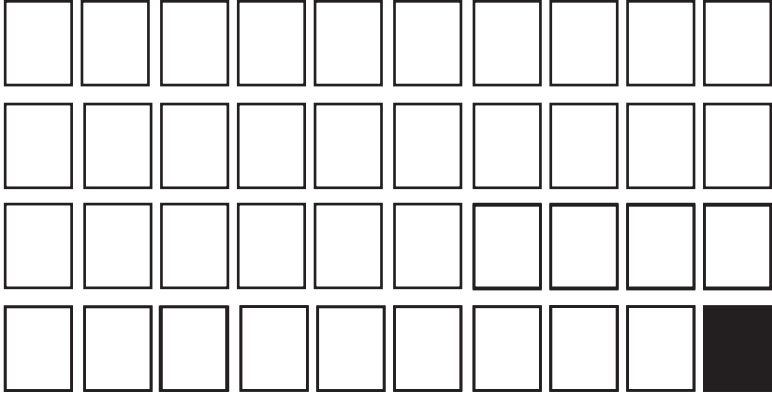
it's like experiencing an idyllic landscape painting by the masters

even if only pure imagination

The bottles and containers were lined up on a small series of shelves, each one placed in an even distance from their counterparts. Although the packages are observably different from each other—a result of time and changing marketing strategies for various audiences—their filling is what brings them together in this unexpected art studio environment. Shellie Zhang's extensive investment into researching MSG (monosodium glutamate) realizes a space between the familiar and the ethereal, and its ability to transcend beyond the mere—and perhaps unfair—negative representation it is more recently associated with. Her studio was a compelling reflection of this recent research, and upon seeing the containers subsisting in the similar stoic manner they are represented in photographs, only strengthened my impressions of them as objects.

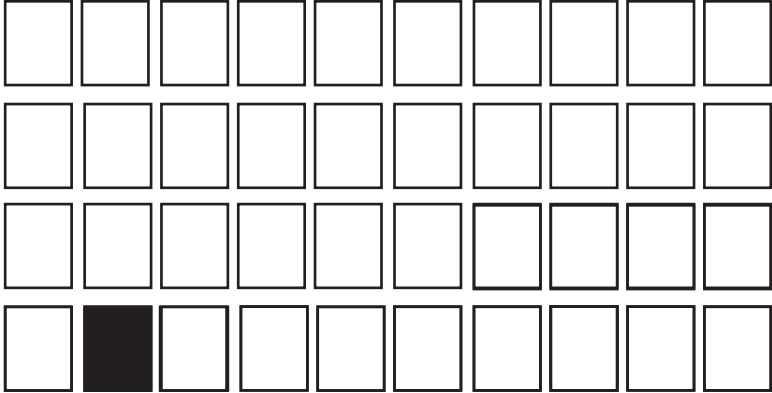
In our minds, to describe this series of work through a more traditional writing strategy would seem a sort of injustice, as the careful attention put into the collection and documentation of these packages itself held such a rich history. The only clear obstacle seemed to be how to go about it. After speaking with Shellie about her work and sharing our own personal histories and experiences with the product, it seemed only natural to give more intimate attention to the individual containers themselves. The resulting poems thus correspond to specific packages and bottles, but also attempt to elaborate on the greater contextual history, identity and associated cultural inferences placed onto them, and what is now expected of them as art objects.

—Lauren Lavery



*Mo's peaceful nature is desired*  
what still remains of the original creature did not effect his  
tender gaze  
from the nose to the ears, or the eyes to the mouth  
his anatomy exaggerated only to amuse inclined  
sentiments,  
the rights of mythic origins sold to the highest bidder





A symphonic enthusiasm illustrated in playful script  
has perfect pitch.  
Seeking inspiration from its natural contents  
it's glass constitution aims to please  
if only you'll sit and listen.



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This text was produced with support from the Ontario Arts Council,  
Doris McCarthy Gallery, and the Office of the Vice-President and Principal,  
University of Toronto Scarborough.