



Press Release

To be endorsed, or not to be endorsed? — The Inner Field of Legitimacy in Contemporary Art

A solo exhibition and spatial installation by Loy Luo

Curated by the artist

Abstract

This essay is included in the *Loy Luo Theoretical Collection* as part of the artist's ongoing exploration of legitimacy and autonomy within the contemporary art field. Through the exhibition “*To be Endorsed, or Not to be Endorsed? — The Inner Field of Legitimacy in Contemporary Art*” (Loy Luo Space, 2025), the artist transforms curatorial practice into a form of philosophical inquiry — questioning the institutional structures that define visibility, value, and the self-legitimizing potential of art.

Rather than rejecting the system, the exhibition seeks a new equilibrium between structure and existence, proposing a model of “internal endorsement” grounded in history, culture, and the continuity of artistic spirit.

Keywords

Keywords: endorsement; legitimacy; field; Bourdieu; self-legitimacy; internal endorsement; autonomy; visibility; institutional critique; existence; curatorial philosophy; Loy Luo; contemporary art; China; ontology of art

Full Text: <https://www.loyluospace.com/to-be-endorsed-2025>

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Biographical Note

Loy Luo is a contemporary artist, curator, and writer based in New York. Her practice spans painting, sculpture, installation, and theory, exploring the philosophical and cultural dimensions of abstraction. She is the founder of Loy Luo Space (Tribeca, NYC), an independent “Open Theater” dedicated to experimental exhibitions and interdisciplinary collaboration.

To be endorsed, or not to be endorsed? —The Inner Field of Legitimacy in Contemporary Art

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Curated by the artist

On **November 7, 2025**, **Loy Luo Space** presents a new solo exhibition by artist Loy Luo, curated by the artist herself. Through painting, spatial installation, and textual composition, the exhibition raises a philosophical question concerning the legitimacy of contemporary art systems.

In the system of contemporary art, *endorsement* functions as an implicit institutional logic. It shapes not only the order of the art world but also the very way an artist becomes visible. To be recognized as an “artist” often depends on external naming — institutional validation, curatorial discourse, and media narration. Together, these dynamics construct what Pierre Bourdieu might call the “*field of endorsement*” — a structure that defines both artistic order and visibility.

“To be endorsed, or not to be endorsed?” does not reject the system; rather, it reexamines the reciprocal relationship between structure and existence.

The “not to be” here carries a question mark — it asks whether an exhibition seemingly without endorsement might, in fact, propose another kind of validation: one that arises from the artist’s own spiritual structure, from a renewed dialogue with the environment, or from a reactivation of cultural

memory and lived experience across millennia.

Of course, no matter how hard the artist strives or how subversive one may appear, much like Hamlet’s entanglement with “*to be or not to be*,” the question of endorsement remains inescapable — a fundamental dilemma bound to the very existence of art itself.

The exhibition unfolds through a calligraphy wall, paintings wrapped in rice paper, and a central series of five oil-on-canvas works titled “*Earthenware*.” The spatial composition draws inspiration from the poetic image of “*Long River, Setting Sun, and Full Circle*,” evoking a flowing continuity between light, space, and time.

Exhibition Information

Title: *To be endorsed, or not to be endorsed?*— The Inner Field of Legitimacy in Contemporary Art

Artist / Curator: Loy Luo

Opening: Friday, November 7, 2025 · 6–8 PM

On View: November 7 – December 15, 2025

Venue: Loy Luo Space · 101 Lafayette Street · New York

Hours: Tuesday– Sunday · 12:00–6:00 PM

Website: www.loyluospace.com

Press Contact :
info@loyluospace.com



Loy Luo, Painting Installation, 2025, Rice paper, print, wood frame inside, 16x16inches

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