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FAMEME

DURIAN Pharmaceutical

Interactive installation, performance

Mixed media

Producer: Cheng-Ta Yu

Space design: Troy Lee

Visual design: Jason Peng

Interactive design: Hsien-Yu Cheng, I-Yeh Wu

Cinematographer: Liam Morgan

Producer: Chao-Hui Ting

Still photographer: Hedy Chang

3D scanning: Solid Memory

3D modeling: Ming-Chien Luo

Dimensions variable

2020

Lecture Performance Times

2020/8/22 (Sat.) 14:00-15:30

2020/9/19 (Sat.) 14:00-15:30

FAMEME is an artist/fictional web celebrity. He has inherited the brand Durian King, which his father founded in 1936. Through his love of fashion and music, he began to reinvent the brand, selling durians, the “king of fruit,” all over the world. 2019 marked his first arrival in the United States, where he posted an ad on the Edition Hotel’s giant digital billboard in New York’s Times Square. In the city’s SoHo district he established the world’s first “Museum of Durian,” a popular check-in spot for online influencers. In 2020 FAMEME invaded Korea, collaborating with the Gyeonggi Museum of Modern Art (GMoMA) to introduce the Durian Exercise Room, beloved by children and parents alike.

In 2020 FAMEME crossed over to the biotech industry to establish Durian Pharmaceutical Co., Ltd. Dedicated to extracting the durian nutrient *Misohthornii*, they have applied for a patent and by 2023 plan to introduce MST, a customized, contemporary elixir of life. At the same time, they have set up a concept store displaying MST at Taipei Fine Arts Museum. This pill fortifies an individual’s health, prevents viral infections, and serves as a catalyst to activate the amygdala, strengthening limbic system responses and stimulating dopamine in the brain, so that the user feels a surge of emotion as if falling in love. It intensifies the heat energy produced by exercise, elevating the effects of endorphins. It also stimulates the production of serotonin, which brings a sense of control through positive energy, unblocking channels of thought that lead to feelings of happiness. MST is a panacea for the body, mind and spirit. Just like FAMEME, it will “Make You Smile Again”!