

Hong Shu-ying

day in – day out: on telling time in a mall

27 Jun - 10 Aug 2025

Opening Reception 27 Jun 2025, 8pm

Press Release

Queensway Television is pleased to present *day in – day out: on telling time in a mall* by Hong Shu-ying. Bringing together field recordings made onsite with selected found footage and images, the work delves into our relationship with timekeeping within the familiar yet complex environment of a shopping mall—specifically at Queensway Shopping Centre.

Drawing from her ongoing interest in informal archives and our collective engagement with temporality—Shu spent several months within the mall's rhythms, while also researching into different materials that documents the mall's history in creating this video work.

From clocks that are stationary, to the movements (or non-movements) of people, to the closing of shutters, the video weaves together a variety of scenes that subtly indicates the passage of time. In the absence of conventional time-telling devices, these familiar sights and sounds provide cues for us to get a sense of time, and of time passing.

By juxtaposing imagery from various periods of time, these scenes not only portray the progression of time across a single day, but also evoke an extended scale of time, from seconds and minutes to months and years. Both standardised and non-standardised units of time are layered in ways that skew our experience and perception of temporality. Viewing the work in this largely isolated space, away from the bustling activities happening inside the mall, further creates a sensation where time seems to flow differently. The layering of sounds from the video against the ambient sound of the mall itself further conflates our senses, occasionally resulting in a strange synchrony amidst dissonance.

Change is perhaps the most visible signifier of time passing. While the transformations depicted in the video and observable shifts in the immediate environment offers us an idea of how much time has passed and how fast time is passing, the enduring presence of routines and cyclical patterns seem to provide a contrasting side. In realising that change is the only constant, yet also that constants exist within changes, we are prompted to question: has time been passing by relentlessly, or are we simply stuck in time?

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Artist Biography

Hong Shu-ying 方舒颖 (b.1997, Singapore) collects found images and traces of the everyday as part of her research and artistic process. She considers the repetitions and contradictions within these materials by reframing and sequencing them into books, moving images, and other printed matter.

Shu's works function as reflections and time capsules, exploring alternative knowledge systems and manners of dissemination. She values the everyday and amateur creations, seeing them as earnest expressions of curiosity, creativity, and dedication. This fascination is deeply rooted in her experiences growing up in amateur Chinese orchestras and engaging with user-generated content on the internet. Her recent projects draw from informal archives, incorporating handwritten elements from scores and annotations, as well as found videos and images.

Beyond her artistic practice, Shu develops projects that expand the possibilities of exhibition-making and encounters with art and books outside of purpose-built spaces. She is also one half of the collective **Part Time Book Club**, alongside Mingli Seet—exploring ways of sharing and discovering (art) books.

Shu was awarded the Kwek Leng Joo Prize of Excellence in Photography and was featured in the 6th Women in Film and Photography Showcase by Objectifs Centre for Photography and Film (Singapore). Most recently, she presented two solo exhibitions at Esplanade (Singapore) during Singapore Art Week 2024 and Yao Alternative Space (Taiwan). Her work has been showcased internationally in exhibitions, festivals, and travelling shows across Austria, Cambodia, China, Germany, Indonesia, Italy, Malaysia, the Netherlands, South Korea, Taiwan, and Thailand. Shu holds a BFA (Hons) in Media Art (Photography) from Nanyang Technological University's School of Art, Design, and Media.

For more information please DM us on Instagram @queenswaytelevision, or e-mail dd@dddd.pictures