

## 《Super Will> Super Share》

Yueh Hsiu Giffen Cheng

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*Interactive installation of "Super Will>Super Share", photo by Yueh Hsiu Giffen Cheng.*

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The concept of 《Super Will>Super Share》 is based on an idea of the ancient Chinese folk ritual called Villain Hitting, with a purpose of connecting both elements, the conflict and the opposing, the virtuality and the entity, the digital technology and the traditional cultural phenomenon. The hi-tech age has brought us a digital space where full of imagination and over the rule from the nature; it has enhanced artist's creativity, especially for artist who uses computer as creative medium or platform. As for Villain Hitting, it is a kind of old ritual or behavior of the

mankind since ancient time, and still existing and continuing at the present days in the modern society. Thus, the hi-tech and the tradition have formed a contradictive social phenomenon. 《Super Will>Super Share》 does not focus on the result from the traditional prediction, but the phenomenon of the combination of folk couture and digital culture, particularly how people's behavior have changed throughout the hi-tech era. Hence, when people visit 《Super Will>Super Share》, they are experiencing a combinational culture between traditional and digital media, a contribution for collaborative creation. 《Super Will>Super Share》 presents a phenomenon of recombination and decentralization from Post- Deconstruction.

Villain hitting, is a folk [sorcery](#), popular in the [Guangdong](#) area of [China](#) including [Hong Kong](#). Its purpose is to curse one's enemies using magic. Villain hitting is often considered a humble career, and the ceremony is often performed by older ladies. The period for villain hitting is different among temples, but Jingzhe is the most popular date. According to some folklore, Jingzhe is the date when the whole of creation is awakened by thunder. As a result, different kinds of foul spirits including byakko and villains become active.

The concept of "villain" is divided into two types: specific villain and general villain. Specific villains are individuals cursed by the villain hitter due to the hatred of their enemies who employ the hitter. A villain could be a famous person hated by the public such as a politician or could be an enemy known personally, such as when the request is to curse a love rival. Villain hitters may help their clients curse a general villain: a group of people potentially harmful to the clients. [DUALISM](#) is a mainstream in the traditional Chinese [world view](#), and many different kinds of folk sorcery beliefs derived from this view. The concept of Villain and Gui Ren (people who will do something good to the clients) developed as a result of this [yin and yang](#) world view.

In Hong Kong, Villain hitting does not only perform on the day of [Jingzhe](#), every time when people encounter difficulties from job, investment, health, love, gambling, or any kind of problems from their life, people will go for Villain hitting service- to hit the bad luck out from their Fortune, in order to pray for blessings and help from Gui Ren (people who will do something good to the clients). Although Villain hitting seems a superstitious behavior, it applies to a form of Psychology theory. The Time magazine has detailed the story of Villain hitting last April, and commented that, Villain hitting is a kind of spiritual therapy, which is beneficial for mankind.

On September 15, 2008, when the Lehman Brothers Holdings declared bankruptcy, the whole global stock market was affected by it and went down in the twinkling of an eye. Predictions from stock experts were malfunctioned, precise formulas for stock analysis had failed to operate. Thus, people started approaching a traditional way to comfort their souls, in an attempt to find a faith from the traditional folk culture which has disappeared in the hi-tech era. The idea of 《Super Will>Super Share》 is to convert the ritual of Villain hitting into a game-based artistic project, and transform the traditional culture into a digital technology platform. It shows the value of folk culture in the hi-tech age, and the social status between its close but estranged relationship.

《Super Will>Super Share》 is a collaborative creation project based on the ritual of Villain hitting, using Taiwan's stock market index as its data, allowing investors to imitate the ritual of Villain hitting, in order to strengthen people's collective wills, and to make their favor shares increase. Therefore, the stock market index in the 《Super Will>Super Share》 presented a virtual data from its participants' collective contributions. With more participants doing Villain hitting on the same share, the higher index the share will be. Consequently, when people are participating in the 《Super Will>Super Share》 project, they are also experiencing the collaborative creation at the same time. Hence, there is a metaphor to draw support from the combination of tradition digital hi-tech in a progressive tense of society.

Operation introduction for 《Super Will>Super Share》 :

1. Key in 2 sentences as your wish context into the computer system.
2. Select 1 share from the listing data, which is the one that you wish it will go up.
3. Concentrated on hitting the share from the projected image through a physical hammer.
4. A sensor of dynamometer is built inside the hammer, it transfers the strength of each hit by the participants into a digit, and responding with the appropriate format of data to a graphic pattern.
5. The pattern appears on the projected image represents a virtual value of the stock share, which accumulated from every participant's strength of hitting the stock share at the first step.

**References and Notes:**

1. Witchchart, "Witchcraft Across the World - Asia," [http://www.witchcraftandwitches.com/world\\_asia.html](http://www.witchcraftandwitches.com/world_asia.html) (accessed February 5, 2011).
2. Zsolt Bugarszki, "Villain Hitting in Wanchai, Hong Kong," *Impressions of China*, <http://chinaimpressions.blogspot.com/2010/03/villain-hitting-in-wanchai-hong-kong.html> (accessed February 5, 2011).
3. Wikipedia, "Villain Hitting," [http://en.wikipedia.org/wiki/Villain\\_hitting](http://en.wikipedia.org/wiki/Villain_hitting) (accessed February 5, 2011).