囍: Quantified Expectations in Contemporary Chinese Marriage Culture

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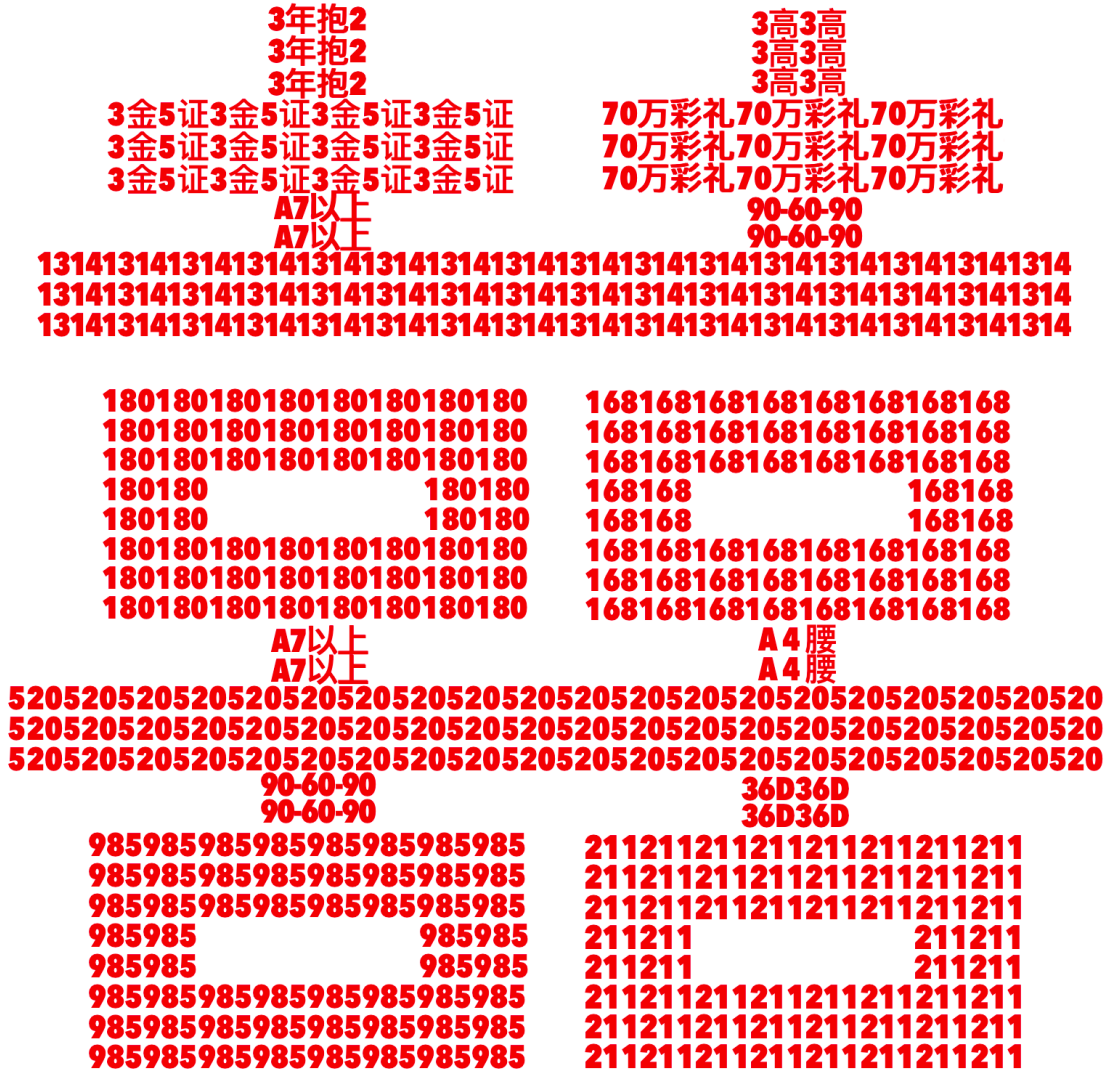
This artwork reconstructs the traditional Chinese character '囍' (double happiness)- a ubiquitous symbol of marriage- using a collection of culturally significant numbers and numeric expressions that reflect modern societal expectations placed upon men and women within the context of marriage in China.

From auspicious numbers such as **520** (a homophone for 'I love you') and **1314** (a homophone for 'a lifetime'), to performance metrics like **985/211** universities (elite education), **A4** 腰 (a waist as slim as an A4 sheet, symbolising an idealised body image), and **70** 万彩礼 (a 700,000 RMB bride price), each element within the character serves as a numeric shorthand for social desirability, success, beauty, or worth. Phrases like **3** 年抱 **2** (two children within three years) and **3** 高 (tall, rich, and handsome or high income, education, and height) further underscore how romantic relationships are increasingly framed through a quantifiable lens.

By embedding these values into the structure of a traditional marriage symbol, the artwork reveals how deeply quantification and consumerist logic have permeated the intimate realms of love, marriage, and gender roles. This juxtaposition of ancient symbolism with contemporary numerical codes invites reflection on how metrics, expectations, and standards shape not only individual desires but also broader cultural ideals around partnership and success in China.



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