

Beijing

北京

BEI JING



China's capital city is also its political, cultural and intellectual centre. Lying in the north of the country not too far from some of the most spectacular sections of the Great Wall, it is the second-largest city in China and has a population of 21.8 million (2022). With over 3,000 years of history, Beijing has had many names over the span of its life – the current one means ‘Northern Capital’ – and it was in the Ming dynasty that it rose to prominence, becoming a dynastic capital and the home of the Forbidden City that sits at the centre of Beijing to this day.



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¥ THE LOCAL ECONOMY

Beijing is a major industrial and commercial metropolis that hosts the largest number of Fortune Global 500 companies in China, as well as the headquarters of many of China's state-owned enterprises. It has a strong scholastic tradition and today is home to 475 research centres and the top two higher education institutions in the country: Peking University and Tsinghua University. It is also a leader in the tourism, electronics, automotive, metallurgy, textiles and household appliances sectors, all of which help to generate an annual GDP of CNY ¥4.16 trillion (£449.84 billion). More recently, Beijing, and particularly the Zhongguancun area of the city, has been referred to as China's equivalent of Silicon Valley, fostering the development of Chinese companies such as ByteDance and JD.com – the former is the parent company of Douyin and TikTok, while the latter is one of the largest e-commerce retailers in the world – and also welcoming international players like Google and Microsoft.

LOCAL CULTURE AND ARTS

Apart from the Forbidden City and the Great Wall, Beijing offers many more well-preserved examples of ancient Chinese architecture, such as the Temple of Heaven and the Summer Palace. It is also a key cultural hub that attracts artists from both China and the rest of the world due to its traditions of Peking Opera, handicrafts and folk arts. It is not just the past that draws the crowds to Beijing though: the city is dotted with modern galleries and spaces put together by a thriving community of collectors and curators and including the famed 798 Art Zone – a converted industrial site that now celebrates the avant-garde at the heart of the country's contemporary scene.



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Beijing Minsheng Art Museum

Unit C7, Universal Creative Park, 9 Jiuxianqiao North Road, Chaoyang District, Beijing

Founded by China Minsheng Bank in 2015, Beijing Minsheng Art Museum is committed to the research, collection and exhibition of modern and contemporary art from China as well as the analysis of the history of such art independently and objectively, so as to understand artistic trends and features of development. By using and presenting the results of such analyses, the museum supports the growth of young artists and furthers international communication and cooperation in the area of contemporary art while establishing a professional and renowned institution.

Beijing Minsheng Art Museum’s areas of focus are:

- contemporary art, especially Chinese, with an interest in its integration with architecture, design, performing arts and other more diversified art forms
- academic research into modern and contemporary Chinese art.



INTERNATIONAL COLLABORATION

Tadao Ando: Youth

12 October 2021 – 9 January 2022

Tadao Ando: Youth was a major retrospective of the renowned Japanese architect Tadao Ando. The exhibition encompassed the architect’s 50-year career through 80 works in four interlocking sections – entitled *Shape of Space*, *Urban Challenge*, *Landscape Genesis* and *Architecture and History* – attracting over 57,000 visits in three months.

Traces: International Video Collection of Isabelle and Jean-Conrad Lemaître

30 April – 21 May 2016

Isabelle and Jean-Conrad Lemaître are among the most ambitious collectors of contemporary film and video art. This exhibition was composed of selected works from the couple’s video art collection by 20 contemporary international artists who question the world we live in.

The Future Demands Your Participation: Contemporary Art from the British Council Collection

10 February – 21 March 2010

This exhibition featured selected works of British contemporary art from the British Council Collection. It brought together artworks in a wide range of media, such as sculpture, painting, video, photography, sound and installation by 41 British artists, including 11 Turner Prize winners and 22 nominees, such as Damien Hirst and Anish Kapoor.

AVERAGE VISITOR	24,400	WEIBO FOLLOWERS	19,000
NUMBER PER MONTH		WECHAT FOLLOWERS	157,186

ONLINE ENGAGEMENT HIGHLIGHT

In September 2020, *Duration: Chinese Art in Transformation* attracted 770,000 views on social media and with a post featuring the exhibition being viewed 310,000 times.



YEAR OF OPENING	2015	TICKET PRICE	£1–10
BUSINESS MODEL	Non-profit	LEADERSHIP	Feng Li
EXHIBITION SPACE	6,000m²		
ACCESSIBILITY	Accessible ramp ✕ Lift and stairs ✓	Wheelchair accessible toilet ✕	

China World Art Museum

9A Fuxing Road, Haidian District, Beijing

China World Art Museum was the first non-profit cultural institution in China. In collaboration with museums, art galleries and educational institutions worldwide, the museum demonstrates a commitment to developing a platform of communication across cultures and presenting art with the aim of exhibiting civilisations, cultivating exchanges, promoting art education and increasing public appreciation of art.

China World Art Museum’s areas of focus are:

- art from across the world.



YEAR OF OPENING	2000	TICKET PRICE	£11–25
BUSINESS MODEL	State-owned	LEADERSHIP	Pengcheng Ji
EXHIBITION SPACE	10,018m² over seven exhibition halls (including a theatre, cinema and workshop space across four floors and a gallery in the basement)		
ACCESSIBILITY	Accessible ramp ✓ Lift and stairs ✓	Wheelchair accessible toilet ✓	



INTERNATIONAL COLLABORATION

Ethereal Life in Paris: A World Tour Exhibition with Henri de Toulouse-Lautrec

20 April – 4 September 2023

Henri de Toulouse-Lautrec is best known for his works depicting scenes from the cabarets, theatres, dance halls, and brothels of late 19th century bohemian Paris. These were themes that the artist lived, beginning in 1885 when he moved to Montmartre and immersed himself in its nightlife.

This exhibition included well over 200 exhibits highlighting some of the artist’s best-known images, including large posters, lithographs and drawings (including double-sided drawings), a watercolour, a rare lithographic stone, hand-written letters by the artist, vintage photos and covers of books, magazines and music scores, all painting a picture of a Paris of the past.

The Light of Ancient Roman Civilization – Masterpieces from the National Archaeological Museum of Naples

10 June – 8 October 2023

The National Archaeological Museum of Naples is one of the world’s most significant archaeological museums. The Light of Ancient Roman Civilization showcased 69 sets of ancient Roman cultural relics, including sculptures, frescoes, bronzeware and other artforms, fully showing the beauty of Roman civilisation.

The Infinite Universe of Wuji: Masterpieces from the Galleria Nazionale d’Arte Moderna e Contemporanea di Roma

23 July – 30 October 2022

The Infinite Universe of Wuki followed a timeline to show the historic changes seen in modern and contemporary Western art between the second half of the 19th century and the mid-20th century. It displayed 62 masterpieces by 46 artists, including Vincent van Gogh, Amedeo Modigliani, Henri Matisse, Pablo Picasso, Wassily Kandinsky, Giorgio Morandi, Rene Magritte, Giorgio de Chirico and Lucio Fontana, who came from different schools of painting such as the Belle Epoque, Post-Impressionism, Fauvism, Cubism, Futurism, Abstractism, Surrealism, Spatialism and Art Informal.

Edo Fantasy

26 March – 3 July 2022

To celebrate the 50th anniversary of the normalisation of diplomatic ties between China and Japan, this large-scale woodblock painting show of Ukiyo-e pieces presented 140 classical sets of the Japanese artform. This exhibition highlighted important woodblock paintings created by famous Ukiyo-e artists during the Edo period (1603-1868), when subjects such as worldly pleasures, landscapes, people’s daily lives and Kabuki actors were favoured by Ukiyo-e printing makers.

AVERAGE VISITOR NUMBER PER MONTH	86,000
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WEIBO FOLLOWERS	25,000
WECHAT FOLLOWERS	127,225

ONLINE ENGAGEMENT HIGHLIGHT

For every exhibition, China World Art Museum combines online and offline offerings, such as academic lectures, live broadcasts targeted at exhibition guides, voluntary events and art education activities. Each exhibition attracts visitor numbers in the millions, such as a 1.5-hour live streamed event on the video platform Kuaishou during the Exhibition of the Golden Mummies, which reached 6.49 million viewers on 12 October 2021.

Choi Centre · Cloud House

Cloud House, 16 Courtyard Houyuan, Dongbajianfang Village, Chaoyang District, Beijing

The Choi Centre · Cloud House is operated by Jonathan KS Choi Foundation, in partnership with the French embassy in China and the China Cluster of the European Union National Institutes of Culture (EUNIC). As a space, the Choi Centre · Cloud House is dedicated to a range of cultural activities including exhibitions, concerts, dialogue events, residencies and performances.

The Choi Centre · Cloud House’s areas of focus are:

- contemporary art
- theatre
- dance
- music.



INTERNATIONAL COLLABORATION

Costa, Sierra and Selva: A Visual Narrative of Peru

14–25 March 2023

This exhibition received prominent media coverage, including in the Spanish-language edition of the *People’s Daily* and the Peruvian government’s Plataforma Digital Única del Estado Peruano, along with promotional activities on various social media platforms. The exhibition was covered and promoted by accounts on Weibo with a collective reach of over 59 million followers and on a WeChat channel with over 2,000 followers.

Ophiolite

22 June – 22 October 2023

The *Ophiolite* exhibition captured both local and international attention, attracting and engaging a new audience to the centre in the process. The centre’s commitment to providing exceptional content was evident through three exclusive interviews featuring the director, curator and artists. Additionally, an exclusive WeChat article with the HiArt media platform garnered over 2,000 interactions, fostering a deep engagement with a new type of audience. Elsewhere, the first week of opening saw 74 media articles from over 50 media channels covering the exhibition.

Audience participation with this exhibition was encouraged, with visitors able to share their impressions and feedback across various platforms, including WeChat, Little Red Book, Weibo and Instagram. On the centre’s Cloud House account on Instagram, content about this exhibition was viewed by over 40,000 users, generating nearly 70,000 impressions and over 100 interactions.

This exhibition also garnered coverage from a number of mainstream media platforms and led to over 90,000 search results on China’s main search engine Baidu.



YEAR OF OPENING	2022	TICKET PRICE	Free
BUSINESS MODEL	Privately-run	LEADERSHIP	Gilbert Choy
EXHIBITION SPACE	458m²		
ACCESSIBILITY	Accessible ramp ✓ Lift and stairs ✗	Wheelchair accessible toilet	✓
AVERAGE VISITOR NUMBER PER MONTH	200		

Site 1: 798 Art Zone D-06, 2 Jiuxianqiao Rd, Chaoyang, Beijing
Site 2: Building 1 & 2, Citang Street, Qingyang District, Chengdu

M WOODS’ emphasis is on presenting new and historical art by Chinese and international artists, often by those who have rarely or never had a solo exhibition in a Chinese institution. The museum presented the first institutional solo exhibitions in Beijing by artists such as Man Ray, Ryuichi Sakamoto, Yinka Shonibare, Bruce Nauman, David Hockney, Yang Lu, Richard Tuttle, Nicolas Party, Shaoji Liang, Austin Lee, Cristof Yvoré and Paul McCarthy, and collaborates with international museums such as the Tate Modern and the British Museum to present unique experiences and exhibitions for a local audience.

Opened in August 2023 as a key deployment of M WOODS’ national strategic plan of “Three Cities, Four Museums”, M Woods Chengdu is the first branch out of Beijing. Located in the historical “100-year old street” of Citang (Ancestral Hall) Street, M WOODS People’s Park, it continues to uphold the museum’s mission by presenting a year-round program of exhibitions, performances, music, live events, and talks.

M WOODS’ areas of focus are:

- curating a collection that preserves and expands traditional definitions of art, thereby encompassing diverse cultural viewpoints
- producing dynamic and experimental work within the concept that art is ‘free, alchemical and timeless’
- promoting Contemporary Art: promote and support the important field of contemporary art locally. This includes showcasing works by emerging and established Chinese artists, fostering a space for experimentation and innovation, and providing a platform for local artists to gain recognition both domestically and internationally
- hosting exhibitions featuring renowned international artists, organizing cultural exchange programs, and partnering with leading art institutions from around the world to bring art to China.



YEAR OF OPENING	2014
TICKET PRICE	£11–25
BUSINESS MODEL	Privately-run
LEADERSHIP	Lin Han and Wanwan Lei
EXHIBITION SPACE	Beijing 3,000m², Chengdu 4,000m²
ACCESSIBILITY	Accessible ramp × Lift and stairs × Wheelchair accessible toilet ✓

INTERNATIONAL COLLABORATION

Bruce Nauman: OK OK OK
11 March – 10 July 2022

In collaboration with the Tate Modern and the Stedelijk Museum Amsterdam, M WOODS presented China’s first and most comprehensive overview of the work of American artist Bruce Nauman. The exhibition featured work from 50 years of Nauman’s career, departing from previous shows in its experimental approach to displaying the works and focusing on Nauman’s interest in performance art, neon visuals, sound and the moving image.

Italian Renaissance Drawings: A Dialogue with China
3 September 2021 – 20 February 2022

As the first collaborative exhibition between a British institution (the British Museum) and an independent, not-for-profit art museum in China, the focus of this exhibition was to enlighten visitors about Italian Renaissance drawings, including examples by many of the great Renaissance artists such as da Vinci, Michelangelo, Titian and Raphael, taken from the historic collections of the British Museum. For the first time in their history, these works were placed in dialogue with contemporary art from China, highlighting the important trans-temporal relationships between the Western Renaissance and China.

David Hockney: Works from the Tate Collection
30 August 2019 – 5 January 2020

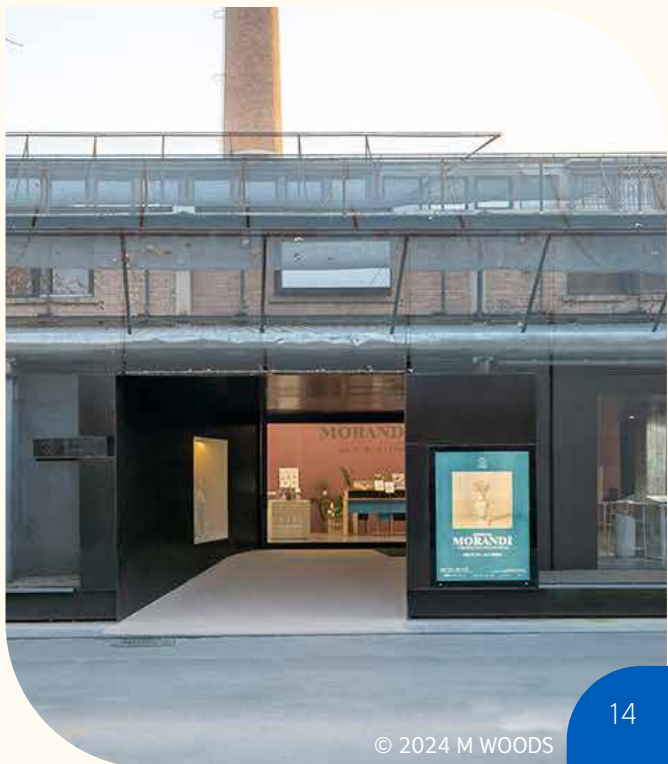
As the inaugural exhibition of the second M WOODS site, this exhibition was the artist’s first museum exhibition in China. It explored for the first time Hockney’s relationship with China and revealed how Chinese painting has continued to have a profound influence on his practice in terms of painting theory, technique and perspective. The rarely shown *The Kangxi Emperor’s Southern Inspection Tour (Scroll 6)* was presented alongside Hockney’s *Moving Focus* series of prints and more recent works in paintings and photography.

AVERAGE VISITOR NUMBER PER MONTH	30,000
WEIBO FOLLOWERS	2,437,978
WECHAT FOLLOWERS	168,970

ONLINE ENGAGEMENT HIGHLIGHT

In order to promote exhibitions, the audience were asked to post comments and feedback on Little Red Book, Weibo, Instagram and other social media platforms. *Austin Lee: Human Nature*, for example, was viewed 395,412 times on WeChat, 6.83 million times on Weibo and 167,289 times on Weibo Video in February 2022.

The recent exhibition "Austin Lee: Human Nature" WeChat posts amassed 395,412 views, while Weibo generated an impressive 6.83 million views and Weibo Video garnered 167,289 views.



National Art Museum of China

1 Wusi Street, Dongcheng District, Beijing

The National Art Museum of China (NAMOC), as the only national museum of plastic art in China, houses over 130,000 pieces. Its collections represent a range of Chinese artists dating from ancient to present times and together tell the story Chinese art history. Within the collection are also pieces of foreign art and many examples of folk artwork.

NAMOC’s areas of focus are:

- Chinese art
- its collection of foreign and folk artwork.



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AVERAGE VISITOR	90,000	BILIBILI FOLLOWERS	69,000
NUMBER PER MONTH			

ONLINE ENGAGEMENT HIGHLIGHT

On 9 March 2021, the topic ‘Director of NAMOC talking about shooting at art exhibitions’ topped the trending charts on the social media platform Weibo, having been read over 110 million times. On 1 June 2022, as a special programme for International Children’s Day, the topic ‘Sculptor Weishan Wu says that childhood is your own creation’ was posted on the Weibo account belonging to the television channel for children and young people run by the state broadcaster CCTV, receiving 1.78 million hits.

INTERNATIONAL COLLABORATION

Immortal Inheritance: Sculptures of Members of the Académie des Beaux-Arts
28 June – 9 July 2019

This was an exhibition of 37 representative sculptures by five members of the French Académie des Beaux-Arts, including Claude Abeille, showing their reflections on and understanding of human nature and survival. All the exhibited sculptures were donated to NAMOC after the exhibition ended. In addition, in 2016 NAMOC exhibited 66 paintings by nine members of the Académie, including oil paintings, prints and mixed media pieces, some of which were also donated to NAMOC.

Landscape of the Mind, Masterpieces from Tate Britain
13 September – 6 November 2018

This exhibition featured more than 70 British landscape paintings dating from the 18th century on loan from Tate Britain, including oil paintings and watercolours, representing a variety of painting schools from the traditional to the modern. It included artists such as Gainsborough, Turner, Constable, Girtin, Cozens and Millais, some of whom were part of the pre-Raphaelite Brotherhood, alongside works by other Impressionist, Surrealist and Modernist avant-garde painters.



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Red Brick Art Museum

Hegezhuang Village, Chaoyang District, Beijing

The museum’s name reflects the building’s red brick architecture – a building that is set within an ornate garden. Red Brick Art Museum is dedicated to the promotion and development of Chinese contemporary art, offering high-quality exhibitions from diverse collections. The museum also aims to further academic research, educate and inform, develop publications and organise public events, as well as participate in international art exchanges and provide tangible marketing opportunities and an overview of contemporary Chinese pieces in collections internationally.

Red Brick Art Museum’s areas of focus are:

- Chinese and international contemporary art.



INTERNATIONAL COLLABORATION

Christopher Le Brun A Sense of Sight: Abstract Works 1974-2020

20 March – 9 May 2021

Red Brick Art Museum was the first museum in Asia to present a solo exhibition by Christopher Le Brun. Featuring paintings and sculptures spanning almost 50 years, the exhibition was unprecedented in showing the long development of abstraction in his work and revealed the essentially formal nature of his work as an artist.

Sarah Lucas

2 November 2019 – 19 July 2020

This was Sarah Lucas’s largest solo exhibition in Asia and featured more than 100 works from across a 30-year career.

YEAR OF OPENING	2014	TICKET PRICE	£11–25
BUSINESS MODEL	Privately-run	LEADERSHIP	Shijie Yan
EXHIBITION SPACE	10,000m² across nine exhibition halls		
ACCESSIBILITY	Accessible ramp ✓ Lift and stairs ✓	Wheelchair accessible toilet ✓	

AVERAGE VISITOR NUMBER PER MONTH	12,000	WEIBO FOLLOWERS	65,000
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ONLINE ENGAGEMENT HIGHLIGHT

In 2022, the museum collaborated with a famous content maker on the Chinese short-video app Bilibili, organising a dialogue with the artist to talk about the exhibition *Xu Bing: The Karman Line of Art* for a video that was viewed 554,000 times.

The Art Museum of Central Academy of Fine Arts

8 Huajiadi South Street, Chaoyang District, Beijing

The Art Museum of Central Academy of Fine Arts (CAFA Art Museum), an international-level modern art museum, conducts research, stages exhibitions, restores artworks and delivers education about art. The museum also maintains an attitude of open-mindedness in its philosophy and practice of using knowledge to serve society, bridging the past and future through the exhibition and display of significant artistic and cultural accomplishments while sharing contemporary culture with all sections of society.

CAFA Art Museum’s areas of focus are:

- contemporary art
- works by young artists
- interdisciplinary art practices
- Chinese modern art.

YEAR OF OPENING	2008	TICKET PRICE	£1–10
BUSINESS MODEL	State-owned	LEADERSHIP	Zikang Zhang
EXHIBITION SPACE	5,000m²		
ACCESSIBILITY	Accessible ramp ✓ Lift and stairs ✓	Wheelchair accessible toilet ✓	



INTERNATIONAL COLLABORATION

Material Tales: The Life of Things

17 September – 17 October 2021

Featuring over 80 iconic exhibits from the Design Museum in London alongside 30 Chinese contemporary designers’ works and displays of innovative materials, this exhibition informed and inspired visitors to understand and care for the complex processes that go into everyday objects.

Anish Kapoor from the Anish Kapoor Studio

25 October 2019 – 5 January 2020

Anish Kapoor’s first solo show in China, this exhibition presented some of the artist’s most significant and celebrated works from the last 35 years.

Under the Skin from the Marc Quinn Studio

8 March – 1 May 2019

Marc Quinn’s first solo exhibition in China presented works from the artist’s more than three decades in the spotlight, including a series exploring his enduring interest in identity.



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AVERAGE VISITOR	20,000	WEIBO FOLLOWERS	281,000
NUMBER PER MONTH		WECHAT FOLLOWERS	295,900

ONLINE ENGAGEMENT HIGHLIGHT

The CAFA Graduate Season 2022 online exhibition attracted over three million views within its first week. The director of the museum delivered an online guide that was available live through five online platforms, including Douyin and the China Central Television Literary and Art Channel, receiving two million views between 16 and 18 June 2022.

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The Palace Museum

4 Jingshan Front Street, Beijing

Established in 1925, the Palace Museum is located in the imperial palace of the Ming (1368–1644) and Qing (1644–1911) dynasties. The magnificent architectural complex, also known as the Forbidden City, and the vast holdings of paintings, calligraphy, ceramics and antiquities of the imperial collections make it one of the most prestigious museums in the world. In 1961, the State Council designated the former imperial residence as one of China's foremost-protected cultural heritage sites and in 1987 it was listed as a UNESCO World Heritage site.

The Palace Museum’s areas of focus are:

- the management, display, research and protection of the collection along with the conservation of historic architectural structures
- the development of cultural products and museum digitisation.



Source: Envato Elements

YEAR OF OPENING	1925	BUSINESS MODEL	State-owned
TICKET PRICE	£7.50: 1 April – 31 October (peak season) £5.00: 1 November – 31 March (low season) Free admission to temporary exhibitions		
EXHIBITION SPACE	7,369m² (for temporary exhibitions)		
LEADERSHIP	Xudong Wang		
ACCESSIBILITY	Accessible ramp ✓ Lift and stairs ✗	Wheelchair accessible toilet ✓	

INTERNATIONAL COLLABORATION

The Antikythera Shipwreck

14 September 2018 – 14 February 2019

About 350 exhibits were on display, including bronze and marble statues, musical instruments and jewellery, providing visitors with insights into boat-making technology, navigation techniques and ancient Greek art. Nearly 1,900,000 people visited this exhibition.

Britain Meets the World 1714-1830

9 March – 10 June 2007

This was the first time the Palace Museum and the British Museum co-organised an exhibition, which showcased more than 160 objects exploring Britain’s engagement with the world during the Georgian period when the nation was emerging as an international power. The Palace Museum also displayed 13 objects from its own collection.

AVERAGE VISITOR	1,000,000	WEIBO FOLLOWERS	10,287,000
NUMBER PER MONTH		WECHAT FOLLOWERS	11,414,000

ONLINE ENGAGEMENT HIGHLIGHT

The Palace Museum displayed pieces from its collections via photographs, videos and livestreams on Weibo under titles such as ‘falling in love with the Forbidden City’. Through these posts, which have been viewed over 5 billion times, the picturesque scenery of the Forbidden City could be enjoyed in real time, as could the beauty of the 24 traditional Chinese solar terms and the changing seasons and climates that accompany them. This programme also demonstrated the wider significance of the Forbidden City, both as a world cultural heritage site and a place of historical importance.



© 2024 The Palace Museum



© 2024 The Palace Museum

Today Art Museum

Building 4, Pingguo Community, 32 Baiziwan Road, Chaoyang District, Beijing

Dedicated to providing a platform for contemporary art, Today Art Museum (TAM) is a bridge connecting artists, the public and interdisciplinary institutions and has three areas of focus: art and technology, art and design and contemporary art. As the first museum in mainland China to receive non-profit status in 2002, TAM is proud of its foundations in innovation and social impact through art. From day one, TAM has been leading and hosting an energising dialogue about, and production of, original works and concepts in Beijing. It offers an extensive programme of exhibitions, events, education, research, collections and publications reflecting issues current in China, Asia and further afield and seeking to inspire ideas and empathy in diverse audiences through accessible contemporary art.

TAM's areas of focus are:

- modern and contemporary art and design
 - classical painting
- art and technology
 - new media.



YEAR OF OPENING	2002	TICKET PRICE	£11–25
BUSINESS MODEL	Privately-run	LEADERSHIP	Jessica Zhang
EXHIBITION SPACE	7,000m² across three exhibition halls		
ACCESSIBILITY	Accessible ramp ✓ Lift and stairs ✓	Wheelchair accessible toilet ✓	

AVERAGE VISITOR NUMBER PER MONTH	27,000	WEIBO, WECHAT AND OTHER SOCIAL MEDIA FOLLOWERS	2 million
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ONLINE ENGAGEMENT HIGHLIGHT

Meeting Ukiyo-e: the Floating World of Edo City (12 March — 6 May 2021) had 483 WeChat articles written about it that together were read 855,000 times. It also also generated 75,000 interactions through over 8,000 Weibo articles, 2,528 articles on traditional media and 519 articles on other social media.

INTERNATIONAL COLLABORATION

To Your Eternity- The 4th Future of Today Biennial
21 July – 12 November 2023

To Your Eternity, the fourth instalment of the Today Art Museum’s art- and technology-themed biennial, reveled in unlikely, luminous juxtapositions across geography and time.

To Your Eternity featured over 30 artists across an unusual range of media: VR experiences, AI and algorithm-based art, games, videos, lecture performances, sculptures, drawings, wallpaper, photography, tapestry, lacquer, murals and monuments. By inserting crucial art historical examples from the mid-20th century into a mix of more recent work, the exhibition invited considerations on the longer throughlines within the historical conditionings of our current technological and existential crisis that never truly went away.

Li Nu: As If Sand Were Stone
17 September – 15 November 2022

Curated by poet, curator and art critic Zhu Zhu, Today Art Museum presented the first museum survey of recent works by Chinese artist Li Nu. This exhibition featured more than 20 works by Li Nu, most of which were new and involved a variety of media, including sculpture, installation, video and painting.

Environment mon amours : Exhibition of Suzanne Husky and Tong Yixin
3 July – 14 May 2022

Co-organised by the French Embassy in China and Today Art Museum, this exhibition showcased 28 artworks created by the French artist Suzanne Husky and the Chinese artist Tong Yixin, who share the perspective that it is vital to reflect the concepts of ecological and environmental protection through diverse artistic works. Tong used various media to explain his ‘metaphysical goodwill’ toward nature, while Husky’s film *On the Proliferation of Mermaids in Times of Shipwreck* analysed, from an anthropological perspective, the mermaid myth in the context of contemporary art and society.

Gaetano Pesce: Nobody’s Perfect
20 March – 30 June 2022

This exhibition presented the transitions seen in Pesce’s major works, models and manuscripts over the past half-century. From classic domestic designs to his architectural experiments in varied locations, the exhibition comprised more than 50 three-dimensional works and 30 manuscripts, including chairs, tables, cabinets, lamps, vases, product designs, architectural manuscripts, architectural models, resin paintings and installations, as well as video and documentary materials, bringing the viewer into the whimsical world built by Pesce’s intense colours, innovative materials and figurative anthropomorphic forms.

Tsinghua University Art Museum

Tsinghua University Campus, 30 Shuangqing Road, Hai Dian District, Beijing

Tsinghua University Art Museum (TAM) has a collection of nearly 27,000 pieces ranging from antiquity to the present. Attracting over 3 million visitors in 2023, the collection includes Chinese paintings, calligraphy, porcelain, and furniture among a wide range of historical and contemporary artifacts. The museum cultivates an environment for students, staff and the public that supports the advancement of a humanistic and aesthetic education.

TAM’s areas of focus are:

- Chinese traditional arts and crafts (for permanent exhibitions)
- modern and contemporary art, design and cultural heritage and relics (for contemporary exhibitions).

YEAR OF OPENING	2016	TICKET PRICE	£1–10
BUSINESS MODEL	State-owned	LEADERSHIP	Pengfei Du
EXHIBITION SPACE	9,000m²		
ACCESSIBILITY	Accessible ramp ✓ Lift and stairs ✓	Wheelchair accessible toilet ✓	



INTERNATIONAL COLLABORATION

A Sense for Beauty Across Two Countries: Cultural Exchanges Between Japan and China During the Han and Tang Dynasties

24 September – 4 December 2022

During the Yamato period and the subsequent eras in Japan, government was centred around Nara: a region that is not only the birthplace of Japanese history but also one of the key locations for Buddhism within the country. Nara has been at the heart of Sino-Japanese cultural exchanges throughout its existence, laying the foundations for the relationship between the two countries today. To celebrate the 50th anniversary of the normalisation of Sino-Japan diplomatic relations, Tsinghua University and Nara Prefecture worked together to develop this exhibition.

Crossing Parallels: German Design 1945–1990

10 January – 16 April 2023

This exhibition presented over 300 pieces of German design works from the post-war era, including those in the fields of graphic design, industrial design, furniture design, lighting design, interior design, fashion, textiles and jewellery design, and focused on artists like Dieter Rams, Hans Gugelot, Rudolf Horn and Margarete Jahny, and on pre-eminent institutions like the Burg Giebichenstein, the Hochschule für Gestaltung and the Hochschule für Gestaltung Offenbach. At that time, design was a valuable aspect of industry and culture, as well as an expression of the everyday realities and goals of citizens that can still be felt today. Through different examples, the exhibition shows how design is closely intertwined with history, society and culture, and explores both the similarities and differences between design concepts and practices in the German Democratic Republic and the Federal Republic of Germany, thus tracing a panorama of post-war German design history.



AVERAGE VISITOR
NUMBER PER MONTH

37,000

WEIBO FOLLOWERS
WECHAT FOLLOWERS

67,000

494,248

ONLINE ENGAGEMENT HIGHLIGHT

Tsinghua University Art Museum held an in-house concert at its exhibition hall synchronised with the exhibition Design Utopia: 100 Years of Design History. The concert was also streamed live through the platform Sohu Music and attracted over 120,000 viewers, acting as a successful publicity campaign for the exhibition.

UCCA Center for Contemporary Art

798 Art District, Jiuxianqiao Street, Beijing

The UCCA Center for Contemporary Art (UCCA) is dedicated to the idea that art both enriches lives and transcends boundaries, achieving this through promoting intercultural exchanges of contemporary art. By cultivating links between art scenes in China and across the world, the UCCA exposes local audiences to key figures they would not otherwise encounter, with a particular focus on emerging Chinese talent. The UCCA frequently stages major exhibitions and shows in collaboration with leading international institutions.

The UCCA’s areas of focus are:

- contemporary art exhibitions
- art education
- public education activities.



© 2024 UCCA Edge, Shanghai. Courtesy K. Wah Group.

YEAR OF OPENING	2007	TICKET PRICE	£11–25
BUSINESS MODEL	Privately-run	LEADERSHIP	Philip Tinari
EXHIBITION SPACE	2,511m² (UCCA Beijing) 500m² (UCCA Dune) 1,700m² (UCCA Edge)		
ACCESSIBILITY	Accessible ramp ✗ Lift and stairs ✗	Wheelchair accessible toilet ✓	

INTERNATIONAL COLLABORATION

Becoming Andy Warhol

3 July – 10 October 2021

The most comprehensive exhibition of Andy Warhol in China to date reconsidered the breadth of the legendary Pop Art artist’s output, including nearly 400 drawings, paintings, photographs and films from the Andy Warhol Museum.

Elizabeth Peyton: Practice

15 August – 29 November 2020

This was the artist’s first solo exhibition in China. Since the 1990s, Peyton has been a major force in the resurgence of painting and the revitalisation of portraiture. The exhibition featured drawings, paintings and prints from throughout her 30-year career, with particular focus on work from the past decade.

Picasso – Birth of a Genius

15 June – 1 September 2019

This was the most significant exhibition of work by Pablo Picasso ever to take place in China. The exhibition, which offered a comprehensive overview of the first three decades of Picasso’s career, included 103 works drawn entirely from the collection of the Musée National Picasso-Paris, tracing Picasso’s development from childhood to middle age.

AVERAGE VISITOR NUMBER PER MONTH	20,000	WEIBO FOLLOWERS	409,000
		INSTAGRAM FOLLOWERS	28,000

ONLINE ENGAGEMENT HIGHLIGHT

Open from 20 November 2021 to 20 February 2022, *Maurizio Cattelan: The Last Judgement* was the first solo exhibition in China by Maurizio Cattelan, one of the most popular and controversial figures on the international contemporary art scene. The UCCA collaborated with Douyin for the marketing promotion of this exhibition, where the topic ‘killing the banana’ – one related to *Maurizio Cattelan: The Last Judgement* – attracted 130 million views.



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Courtesy Office for Metropolis Architecture, photography by Bian Jie.

X Museum

Building E1, Lang Yuan Station, 53 Banjieta Road, Chaoyang District, Beijing

X Museum welcomes new ideas from a range of cultures and was founded by a pioneering team looking to develop a space for a new generation of youth in Beijing. It also has a vision of creating inclusive places in both its galleries and through its online virtual domain, making the institution a point of connection linking the thinking of different backgrounds and disciplines not limited to geography or ethnicity. Furthermore, X Museum cultivates and supports emerging artists globally and embraces innovative practices using critical and experimental concepts. By promoting a select group of the most influential and creative artists from around the globe, X Museum holds over 1,000 pieces by artists hailing from more than 30 countries and has organised and presented 13 exhibitions in the three years since its opening. Exhibition projects have involved nearly 80 artists from 23 countries and regions, while the museum has also organised more than 40 public programmes to date.

X Museum’s areas of focus are:

- becoming a prominent international destination for those with a millennial perspective and for next-generation art
- online and offline engagement, with the museum’s re-opening marked by a series of in-house curated programmes and events aiming to provide more vibrant and diverse art projects to local audiences.

YEAR OF OPENING	2020	TICKET PRICE	£1–10
BUSINESS MODEL	Privately-run	LEADERSHIP	Michael Xufu Huang
EXHIBITION SPACE	3,000m²		
ACCESSIBILITY	Accessible ramp ✓ Lift and stairs ✓	Wheelchair accessible toilet ✓	



INTERNATIONAL COLLABORATION

Cryptid

10 December 2023 – 17 March 2024

This exhibition was a pseudo-scientific landscape of cryptozoology: a map of creatures that are ‘off-limits’, made-up or undiscovered, and were shown alongside their taxonomical, formalised binomial nomenclature. The scientific method, myth, folklore and tradition were interwoven with the work. These creatures evolved from a sound frequency (cymatics) and a common ancestor (a Zoophyte), linked through a diagrammatic phylogenetic world tree. As well as representing undiscovered and speculative creatures, the work also featured organisms which we know very little about, despite our observations and scientific studies, including the plankton and microscopic organisms found in the ocean.

X Museum Triennial 2023: Home is Where the Haunt is

27 August – 26 November 2023

X Museum’s second edition of its triennial, entitled *Home is Where the Haunt is*, featured 19 emerging contemporary Chinese artists, *Cryptid*, an X Virtual Incubator project and a winner of a Connections through Culture (CtC) grant from the British Council.

The Endless Garment

March 2021 – March 2022

The Endless Garment brought together a broad group of contemporary cultural producers from Greater China, South-East Asia and their global diasporas to study and contest the ways that Asian fashion is represented as a system and cultural narrative. It featured artists who currently live and work in the UK such as A Sai Ta, Carl Jan Cruz, Feyfey WORLDWIDE, Hanna Moon, Joyce Ng and Samuel Guiyang. Encompassing photographs, videos, garments, fashion objects and installations, the exhibition was the culmination of several years of collaboration between the curators and a wide network of artists, designers, photographers and writers from over a dozen countries.

AVERAGE VISITOR NUMBER PER MONTH 1,700

WEIBO FOLLOWERS	56,000	MICHAEL XUFU HUANG	700,000
WECHAT FOLLOWERS	35,000	(THE FOUNDER OF X	
INSTAGRAM FOLLOWERS	16,000	MUSEUM) FOLLOWERS	

