

# Changsha

长沙  
CHANG SHA



The capital of Hunan province in southern central China, Changsha is known for its fiery summers and equally fiery cuisine, as well for its rather positive outlook: it has appeared in Happy City Forum's list of the ten happiest cities in China for 13 years in a row. With a population of 10.4 million (2022), the city is one of the lynchpins of China's vast interior, serving as a connection between the generally more developed coastal cities and those found inland. To this effect, Changsha is a hub for three key high-speed rail networks: the Beijing-Guangzhou, Shanghai-Kunming and Chongqing-Xiamen railway lines.



Source: Envato Elements



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## ¥ ECONOMY

Changsha's economy was worth CNY ¥1.39 trillion (£150.98 billion) in 2022, 4.5% more than the year before. The city has worked to develop a welcoming environment for technology companies and those with valuable intellectual property such as firms in the creative and artistic sectors, and now attracts significant investment and talent in these areas. The city also has a bustling night-time economy due to the proliferation of eateries, sightseeing tours, shopping centres, sports events, exhibitions and live performances.



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## 🏛️ CULTURE AND ARTS

Playing on the city's reputation for supporting creative talent as well as its technological strengths, Changsha organises interactive festivals and programmes and also backs industrial parks that specialise in multimedia production technologies, which in turn act as incubators of new talent. In 2020, Changsha joined together with fellow UNESCO Creative Cities of Media Arts to launch the City to City project in support of local artists. For this project, participants were invited to create digital artworks via remote and virtual collaboration, with these works then showcased in a virtual gallery.



# Hunan Museum

50 Dongfeng Road, Changsha

Hunan Museum, a large history and art museum, mainly focuses on the culture of Hunan province. Owned, built and shared by the community, the museum is committed to motivating the public to participate in, take an interest in and protect their cultural heritage.

Hunan Museum’s areas of focus are:

- world civiliation and art
- the history and art of China
- the history and culture of Hunan province.



## INTERNATIONAL COLLABORATION

*Jaguar-Un Totém De Mesoamérica*

1 January – 17 September 2023

This exhibition brought together 154 pieces and sets of fine cultural relics collected by nine Mexican cultural institutions and covering the period from 2300 BC to the 16<sup>th</sup> century. Taking an approach rooted in cultural anthropology, it explained how water shaped the environment the ancient Mexicans lived in, as well as how their civilisation produced goods such as corn, how they lived and how worship of the jaguar played a role in their spiritual beliefs. The exhibition also traced the ancient culture of Mexico in different periods and regions, as well as that found in different ethnic groups.

*Wandering-Digital Art in Historical Spacetime*

30 June – 17 November 2023

The exhibition was an interdisciplinary and cross-media experiment of historical archaeology and digital art, formed from the ideas, concepts and methods seen in global digital art. As the first international digital art exhibition held in Hunan province, it covered works also featured in some of the most important global exhibitions, including Documenta, the Venice Biennale and the Ars Electronica Festival in Linz, Austria.

*A Feast for the Eyes from Europe: Treasures from the Rosalinde & Arthur Gilbert Collection*

18 January – 17 April 2022

This exhibition presented 90 cultural relics, including religious ceremonial vessels, luxurious gold and silver utensils, exquisite pocket art and colourful miniature masterpieces, vividly reflecting the lifestyle and etiquette of European courts and aristocrats in the 17<sup>th</sup> to 19<sup>th</sup> centuries. The pieces on display included a selection from the V&A collection.

*From Renaissance to Impressionism: Five Hundred Year of European Painting*

29 May – 13 September 2020

An exhibition of 60 European masters’ paintings from the Indianapolis Museum of Art at Newfields were selected to show the extraordinary techniques and significant artistic value in a range of paintings from the 14<sup>th</sup> to the 19<sup>th</sup> centuries, including works by the most eminent European masters such as Titian, Rubens, Rembrandt, El Greco, Goya, Turner, Monet, Gauguin and Renoir.

YEAR OF OPENING	1956	TICKET PRICE	Free for most exhibitions (£1–10 for special exhibitions)
BUSINESS MODEL	State-owned	LEADERSHIP	Xiaoming Duan
EXHIBITION SPACE	27,265m² Temporary exhibition gallery 1: 1,400m² Temporary exhibition gallery 2: 1,000m² Visitor service and education: 21,370m² Collection preservation: 14,550m²		
ACCESSIBILITY	Accessible ramp ✓ Lift and stairs ✓ Wheelchair accessible toilet ✓		

AVERAGE VISITOR NUMBER PER MONTH	450,000	WEIBO FOLLOWERS WECHAT FOLLOWERS	527,200 2,000,000
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ONLINE ENGAGEMENT HIGHLIGHT

In 2021, Hunan Museum collaborated with Hunan Normal University to produce the animation series *Time Travel with Cultural Treasures*, broadcast domestically and abroad. The series was viewed over 100 million times globally and won several awards as an excellent example of social science educational practice.





# Xie Zilong Photography Museum

387, Section 1, Xiaoxiang South Road, Yanghu Street, Yuelu District, Changsha

Zilong Xie (photographer, Chairman of Hunan Photographers Association, President of LBX Pharmacy Chain Co Ltd) founded his eponymous museum in 2017 with a fund of CNY ¥150 million. It is the largest not-for-profit photography museum in China and as a high-end photography art museum, it integrates image collections, exhibitions, academic research and public education, and is committed to acting as a window for the dissemination of, as well as a means to promote, Chinese photographic art.

Xie Zilong Photography Museum’s areas of focus are:

- photographic art
- historic photography.

YEAR OF OPENING	2017	TICKET PRICE	Free–£10
BUSINESS MODEL	Privately-run	LEADERSHIP	Zilong Xie
EXHIBITION SPACE	4,000m² across a multi-functional hall, a library, special exhibition areas and an outdoor lawn space		
ACCESSIBILITY	Accessible ramp ✓ Lift and stairs ✓	Wheelchair accessible toilet ✓	



## INTERNATIONAL COLLABORATION

### Dear Old Days – Ryoji Akiyama Solo Exhibition

6 September – 18 December 2022

In this exhibition, Xie Zilong Photography Museum, Three Shadows Xiamen Photography Art Centre and Seisodo jointly presented the classic photographic work *Dear Old Days* by artist Ryoji Akiyama, who took 700 rolls of film and 8,000 colour photos across China from 1981 to 1982.

### Sino-French New Vision Art Exhibition 2021: Twelve Beams of Light

10 July – 28 November 2021

In collaboration with the French embassy in China, the Service de Coopération et d’Action Culturelle (SCAC), the Institut Français de Chine, and E-Art, the exhibition featured 12 artists from China and France who use light as a medium to share stories about themselves. The exhibition was part of the Croisements Festival.



AVERAGE VISITOR NUMBER PER MONTH	400,000	WEIBO FOLLOWERS	24,900
		WECHAT FOLLOWERS	500,000

### ONLINE ENGAGEMENT HIGHLIGHT

#### The Iconology of History and Historiography: A Dialogue

12 August 2023

As the sixth event of the *Photographic Moments: The Emergence of Photographic Visuality in China* forum, this dialogue invited renowned historians and art history scholars to discuss the visual studies within historical research, the usage of images as historical evidence, and the values and pitfalls of using visual materials in historical research.