

Chengdu

成都
CHENG DU



The capital of southern China's Sichuan province, Chengdu can on first glance feel a long way from the major eastern cities like Shanghai and Shenzhen. More relaxed than its coastal counterparts, it is widely considered to be one of the most liveable cities in China, dotted as it is with parks, greenbelts and cycling trails. Still, Chengdu is a metropolis of 21.3 million people (2022) and one of China's key seats of learning, as well as a major centre of investment for the financial and professional services, research and development and creative sectors, among many others.



© 2024 Kev1n Z | Unsplash



© 2024 Richard Tao | Unsplash



Source: Envato Elements

¥ THE LOCAL ECONOMY

Chengdu has one of the largest economies of any city in China, recording a GDP of CNY ¥2.08 trillion (£225.05 billion) in 2022, making it the economic hub of southwestern China. It is a creative hub par excellence, playing a leading role in the likes of the film and television, design, sports, tourism, arts, music and advertising sectors. The local government continues to play its part in promoting the city's growth too, establishing the Chengdu Culture and Creativity Industry Development Investment Fund in 2018 to provide long-term support to Chengdu's burgeoning creative talents.

LOCAL CULTURE AND ARTS

Culturally, Chengdu is perhaps best known for two things in China: pandas and food. The Giant Panda Breeding Research Base leads the world in the protection of China's most iconic animal, while the city is a UNESCO City of Gastronomy – unsurprising given the high esteem Sichuanese cuisine is held in all over the world. Chengdu offers digital guided tours and 4D cinemas to promote its many intangible cultural heritage assets – handcrafts, local opera and folk festivals, to name but a few – and in doing so aims to cultivating a younger, more culturally aware community. With the launch of the Three Cities and Three Capitals programme in 2018, Chengdu also plans to build itself into a global city for the creative industries, tourism and sports, as well as an international capital of gastronomy, music and exhibitions.



© 2024 Lawrence Macaron | Unsplash

A4 Art Museum

Building 21, Luxetown Moutain-top Plaza, Lushan Avenue, Wanan Street, Tianfu New Area, Chengdu

A4 Art Museum is a non-profit museum group encompassing A4 Art Museum, A4X Art Center, A4 Kids and A4 Residency Art Center. It is dedicated to connecting people through art and activating creativity. Through art exhibitions and public programmes, the museum brings art into everyday life and encourages more people to create art and build a museum community that belongs to everyone. The museum has worked with nearly 500 artists from around the world, more than 40 curators, and 28 institutions and foundations to host over 80 contemporary art exhibitions, including the Southwestern Art Program, the Young Artist Experimental Season, the Young Curators Program, the Luxelakes Public Art Festival, and the iSTART Children’s Art Festival. To date, the museum has hosted nearly 2,000 events for more than 500,000 visitors from around the world, connecting and cultivating the over 1,000 core co-creation partners and members of creator groups that make up A4’s community networks.

A4 Art Museum’s areas of focus are:

- developing the art scene in southwestern China, expanding connections between international and local communities, promoting the development of community art as well as maintaining annual children’s and public education programmes with an emphasis on social justice, public participation and socialised education
- building a rich and diverse array of public programmes by employing broad-based social mobilisations, participatory designs, co-creation between social groups and visitor research.



| | | | |
|------------------|--|--------------------------------|-----------|
| YEAR OF OPENING | 2008 | TICKET PRICE | £5–15 |
| BUSINESS MODEL | Non-profit | LEADERSHIP | Sunny Sun |
| EXHIBITION SPACE | 4,200m² across five galleries | | |
| ACCESSIBILITY | Accessible ramp ✓ Lift and stairs ✓ | Wheelchair accessible toilet ✓ | |



INTERNATIONAL COLLABORATION

Drawing Words: An Exhibition of Contemporary UK Children’s Book Illustration
19–27 October 2019

Co-hosted with British Council, the exhibition brought together ten of the most exciting children’s book illustrations to come out of the UK in recent years. The illustrators showcased were selected for their distinctly personal and unique work, offering a snapshot of the vibrant work being produced today. The exhibition was curated by 2017–2019 UK Children’s Laureate Lauren Child.

Marc Chagall: Love and Hope
11 April – 11 July 2021

This show was the largest travelling exhibition of Chagall’s work in China to date. With the themes of love and hope, it was split into seven sections and featured 155 works from Chagall’s mature period to his later years, spanning six decades and multiple mediums, including oil, watercolour, gouache, tempera and etching.

| | | | |
|-------------------------------------|--------|-------------------------------|---------|
| AVERAGE VISITOR NUMBER PER MONTH | 13,300 | WEIBO AND WECHAT FOLLOWERS | 160,000 |
|-------------------------------------|--------|-------------------------------|---------|

ONLINE ENGAGEMENT HIGHLIGHT

During the 7th iSTART Children’s Art Festival, *The Choice of Transfer Students*, an entry for the *1001 Game School* exhibition focusing on bullying and marginalised children, attracted over 16 million views on Weibo and started a heated discussion on bullying.

Chengdu Museum

1 Xiaohe Street, Qingyang District, Chengdu

Chengdu Museum, first established in 1958, has since undergone significant changes and renovations, with the new space opening to the public in September 2016. Offering an impressive collection stretching from Neolithic times to the Republic of China, the museum holds around 200,000 pieces, including examples of bronzes, gold and silver, stone carvings and ceramics, paintings, furniture, shadow figures and puppetry, and paintings depicting Taoist and Buddhist rites.

Between 2018 and 2022, Chengdu Museum collaborated with museums and institutions from the UK, France, the US, Italy, Russia and Afghanistan and developed six international exchange exhibitions.

Chengdu Museum’s areas of focus are:

- promoting touring exhibitions about art and ancient civilisations to a Chinese audience
- facilitating exchange programmes of the museum’s collections showcasing unique Sichuan culture and shadow puppetry
- hosting a diverse selection of educational activities to expound upon the meanings behind cultural relics and exhibitions.



| | | | |
|------------------|--|------------------------------|--------|
| YEAR OF OPENING | 1958 | TICKET PRICE | Free |
| BUSINESS MODEL | State-owned | LEADERSHIP | Ge Ren |
| EXHIBITION SPACE | 20,000m² | | |
| ACCESSIBILITY | Accessible ramp ✓ Lift and stairs ✓ | Wheelchair accessible toilet | ✓ |

INTERNATIONAL COLLABORATION

Floating Lights and Shadows: 500 Years of European Painting
29 September 2020 – 3 January 2021
This exhibition displayed 60 pieces from the Indianapolis Museum of Art, including masterpieces by Titian, Rubens, Van Dyke, Rembrandt, Goya and Monet, revealing the history of European fine arts.

Being Blossom
16 July – 1 September 2019
With its origins in the 54th Wildlife Photographer of the Year competition – run with the UK’s Natural History Museum – this exhibition attracted 470,000 visitors over one and a half months.

| | | | |
|-------------------------------------|---------|-------------------------------------|----------------------|
| AVERAGE VISITOR NUMBER PER MONTH | 243,000 | WEIBO FOLLOWERS WECHAT FOLLOWERS | 566,000 2,102,751 |
|-------------------------------------|---------|-------------------------------------|----------------------|

ONLINE ENGAGEMENT HIGHLIGHT
An article to celebrate the closing of the *Floating Lights and Shadows: 500 Years of European Painting* exhibition in 2021 attracted 36,000 views and 100 comments on WeChat.

Sichuan Museum

5 Qinghua Road, Chengdu

Sichuan Museum, established March 1941, is a large comprehensive museum that collects, researches, conserves and exhibits heritage and also offers educational experiences. It houses a collection of over 350,000 artefacts, including pottery, porcelain, rubbings, coins, stone sculptures, bronzeware, Chinese calligraphy, paintings and modern and contemporary items that together represent different ethnic groups and customs. Together, this collection illustrates the long and unique development of culture in Sichuan province. The museum’s Artifact Conservation Center is a leader in its field, while elsewhere the museum regularly holds exhibitions that display the history of Sichuan province and focus on featured artefacts and temporary exhibitions. With its motto of ‘the demands of the public are what we pursue’, the museum provides more than 6,600 educational programmes annually and has established an outreach service by creating the first mobile museum in China.

Sichuan Museum’s areas of focus are:

- collecting, researching and exhibiting cultural relics
- carrying out engagement programmes to support access for a diverse audience
- hosting a diverse selection of educational activities to expound upon the meanings behind cultural relics and exhibitions.

| | | | |
|------------------|--|--------------------------------|----------|
| YEAR OF OPENING | 1941 | TICKET PRICE | Free |
| BUSINESS MODEL | State-owned | LEADERSHIP | Wei Quan |
| EXHIBITION SPACE | 10,000m² across 15 exhibition halls | | |
| ACCESSIBILITY | Accessible ramp ✓ Lift and stairs ✓ | Wheelchair accessible toilet ✓ | |



© 2024 Sichuan Museum

INTERNATIONAL COLLABORATION

The City of the Ancient Mediterranean

26 November 2019 – 26 February 2020

This exhibition of 134 cultural relics from the Paestum Archaeological Park, Italy included murals, statues, painted pottery and bronzes, reflecting the history of the ancient Mediterranean city of Paestum in Magna Graecia 2,000 years ago.

Made in Britain: Contemporary Art from the British Council Collection 1980–2010

18 December 2010 – 20 February 2011

This exhibition of works specially selected from the British Council Collection presented more than 100 objects, including paintings, installations, photography and video works from 50 British artists.



© 2024 Sichuan Museum

| | | | |
|-------------------------------------|---------|-------------------------------------|--------------------|
| AVERAGE VISITOR NUMBER PER MONTH | 200,000 | WEIBO FOLLOWERS WECHAT FOLLOWERS | 849,274 914,160 |
|-------------------------------------|---------|-------------------------------------|--------------------|

ONLINE ENGAGEMENT HIGHLIGHT

The museum’s promotional video, entitled *Where are the Cultural Relics?*, used lost cultural relics to introduce unique cultural and tourism opportunities in Sichuan province, inviting the audiences to visit the museum in the process. The campaign attracted 336,000 views on Weibo and 116,000 views on WeChat.