

Guangzhou

广州
GUANG ZHOU



With a population of 18.7 million (2022), Guangzhou – known in the past to the Western world as Canton – is one of China’s largest and most outward-facing cities. Lying on the northern edge of the Pearl River Delta, Guangzhou is the capital of Guangdong province and one of the political, economic, technological, education, transportation and cultural centres of southern China. It is also the oldest foreign trading port in mainland China.



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¥ THE LOCAL ECONOMY

Reflecting the importance of international trade to the Guangzhou economy – an economy that was worth CNY ¥2.88 trillion (£311.77 billion) in 2022 – the city is home to the annual China Import and Export Fair, more commonly referred to as the Canton Fair and long known for being one of the largest and most expansive trade fairs anywhere in the world. It is, however, just one of around 500 expos, trade fairs and exhibitions that take place in Guangzhou each year, making the city one of the most popular destinations for investment in China. With China’s Reform and Opening in the late 1970s, Guangzhou quickly became a leader in the electronics and textiles sectors before then moving into ship-building, the production of machinery and petrochemicals and the financial and professional services sector. Over 30,000 foreign-invested enterprises (FIEs) have set themselves up there so far and the city hosts the headquarters or regional headquarters of more than 100 Fortune Global 500 companies.



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LOCAL CULTURE AND ARTS

Guangzhou is one of the finest examples of old and new China successfully colliding and coexisting. Within the cultural sphere, the city is perhaps best known for the Guangzhou Triennial organised by the Guangdong Museum of Art, one of the many leading institutions and art spaces that Guangzhou is home to, alongside the likes of 1850 Creative Park, the site of a former factory that has been turned into a contemporary art zone. As the birthplace of Cantonese culture, Guangzhou also boasts a wealth of intangible cultural heritage assets through its art, crafts and culinary traditions, including Cantonese porcelain, southern lion dancing and Lingnan puppetry.

chi K11 art space

6 Zhujiang East Road, Tianhe District, Guangzhou

Designed to spark imagination and inspire creative dreams, chi K11 art space is a large, integrated exhibition area. The institution is a locally based and diverse platform offering the most cutting-edge contemporary art, both domestic and international, in order to develop and publicise Chinese expertise in this field. By bringing pieces into communities, it gives the public access to a location that integrates local art and culture.

chi K11 art space’s areas of focus are:

- contemporary arts
- design
- fashion.

YEAR OF OPENING	2018	TICKET PRICE	£5–10
BUSINESS MODEL	Privately-run	LEADERSHIP	K11 Concepts Ltd
EXHIBITION SPACE	508m² (including the Art Connexion, a semi-open walkable environment, at over 200m², and the In Art We Live space, which offers interactive experiences, at 137m²)		
ACCESSIBILITY	Accessible ramp ✓ Lift and stairs ✓	Wheelchair accessible toilet ✓	
AVERAGE VISITOR NUMBER PER MONTH	5,000	WEIBO FOLLOWERS	441,000
		WECHAT FOLLOWERS	1,090,000



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ONLINE ENGAGEMENT HIGHLIGHT

The museum’s online masterclass series covers topics such as vertical urbanism, in which an online roundtable was convened featuring Zaha Hadid Architects and the Hong Kong Design Institute. Elsewhere, the K11 Artist Klub has collaborated with New Live and Tencent Art to present 28 live recordings of productions of Shakespeare plays.

INTERNATIONAL COLLABORATION

Inside Out

19 July – 12 November 2023

The first major solo exhibition in China presenting new work by renowned Australian artist duo Craig & Karl, this exhibition offered a masterful blend of wit, irony and irreverence, Craig & Karl challenged conventional notions of art and provoke critical thought while engaging viewers in an immersive experience. Their works are an explosion of energy, bursting with iconic symbols, cultural references and a sense of humour that invites viewers to embrace the vibrant and celebratory side of contemporary art.

Flow in Nebula Vincent Leroy Solo Exhibition

17 December 2021 – 14 March 2022

This exhibition was built around Vincent Leroy’s dynamic installations of the slow and constant movements of machines, creating a spatiotemporal field that balanced energy, stability and circulation.

Sorayama Shark – Exhibition of Hajime Sorayama

16 July – 22 November 2021

The first immersive solo exhibition by Hajime Sorayama in southern China included an installation of 3.5 metre-long giant shark sculptures. Through a series of outreach events, the exhibition generated a record income for the venue of CNY ¥15 million within three months.

Long Time No See Neil Beloufa Solo Exhibition

27 November 2020 – 14 March 2021

French artist Neil Beloufa’s first solo exhibition in Guangzhou showcased his videos and installations. His conceptual artworks conveyed the impact digital technology has on daily life and relationships, inviting viewers to jump in and escape from reality.



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GAFA Art Museum

The gallery in Changgang campus: 257 Changgang East Road, Haizhu District, Guangzhou
The gallery in the Higher Education Mega Center campus:
168 Waihuan West Road, Guangzhou Higher Education Mega Center, Panyu District, Guangzhou

Part of the Guangzhou Academy of Fine Arts (GAFA), this museum is an art research institute and an integral part of the national system of cultural services provided to the public. It carries out academic exchanges both within China and overseas.

GAFA Art Museum’s areas of focus are:

- contemporary arts
- academic research and exchanges
- 20th century art history
- socially engaged art.

YEAR OF OPENING	1958	TICKET PRICE	Free–£1
BUSINESS MODEL	State-owned	LEADERSHIP	Huangsheng Wang
EXHIBITION SPACE	The gallery in Changgang campus: 2,000m² The gallery in the Guangzhou Higher Education Mega Center campus: 6,000m²		
ACCESSIBILITY	Accessible ramp ✓ Lift and stairs ✓	Wheelchair accessible toilet ✓	



AVERAGE VISITOR NUMBER PER MONTH	60,000	WEIBO FOLLOWERS	10,300
		WECHAT FOLLOWERS	80,000

ONLINE ENGAGEMENT HIGHLIGHT

On 8–9 July 2023, *Geography & Post History: The Third Phase of the International Academic Forum of the Tran-Southeast Asia Triennial Exhibition* took place. This forum, bringing together multi-dimensional, interdisciplinary research on southern China and Southeast Asia, built on seven research exhibitions, 13 workshops, 12 talks and two international academic forums organised in the previous three years. The forum invited 25 academics, curators and artists to partake in an in-depth discussion on three topics: reconsidering globalisation: games and connections; geographical art history and modern art education in southern China and Southeast Asia; and experimental exhibition dialogical methods and art museum practices.

INTERNATIONAL COLLABORATION

Durian-Durian: Southeast Asia Studies as a Methodology

28 February – 14 May 2023

Mainly based on the mediums of artworks, archives and researchers, this exhibition presented an interim collection and review of research findings on the southern China and Southeast Asian region over the previous three years.

The New Complexity: Contemporary Architecture in Germany

21 October – 10 December 2021

This exhibition was jointly organised by the School of Architecture and Allied Art of Guangzhou Academy of Fine Arts, the School of Architecture of South China University of Technology, the China Germany Architecture Exchange Center and the Goethe-Institut China, and selected outstanding works from 11 iconic German architectural firms in the modern era to showcase the development of German architecture and its influence on southern China.

Sharing a View: Contemporary Art from Glasgow

10–31 January 2021

In collaboration with the Glasgow School of Art, this exhibition included over 100 artworks across painting, sculpture, video and photography from 29 staff members of the Glasgow School of Art’s School of Fine Art.

Guangdong Museum

2 Zhujiang East Road, Tianhe District, Guangzhou

Guangdong Museum receives more than 2 million visitors annually and is a landmark for cultural tourism within the Greater Bay Area, i.e., the part of China centred on the Pearl River Delta. It was listed within the first group of national first-class museums in China and presents traditional Chinese culture and an understanding of world civilisations to visitors. Spread across two sites located in Zhujiang New Town and on Wenming Road, the museum space contains the largest number of collections and the widest range of artefact types in South China, with over 320,000 pieces and sets from the worlds of history, art, revolution, nature and others. The museum’s core values are centred on peace, grace, academia, quality and innovation, through which it aims to develop a strong cultural atmosphere in Guangdong, boosting the innovation and entrepreneurial spirit of the culture of Lingnan (another name for Guangdong and Guangxi provinces) while also telling the story of Guangdong and the Greater Bay Area.

Guangdong Museum’s areas of focus are:

- ancient civilisations
- classical fine arts
- international cultural exchanges, relics and exhibitions.



YEAR OF OPENING	1959	TICKET PRICE	Free for most exhibitions (£1–10 for special exhibitions)
BUSINESS MODEL	State-owned	LEADERSHIP	Haiming Xiao
EXHIBITION SPACE	77,000m² over two sites		
ACCESSIBILITY	Accessible ramp ✓ Lift and stairs ✓	Wheelchair accessible toilet ✓	

INTERNATIONAL COLLABORATION

An Exhibition of Antiquities from Ancient Syria

20 July – 20 October 2023

The 210 artefacts and sets on display in this exhibition were from nine Syrian museums, including the National Museum of Damascus and the Aleppo Museum, and four Chinese museums, namely the Dunhuang Academy, Xinjiang Uygur Autonomous Region Museum, Xi'an Beilin Museum and Guangdong Museum. The exhibition presented the magnificent civilisations of ancient Syria stretching from the Palaeolithic era to the 18th century, and showcased the long- standing friendship between China, Syria and other West Asian countries.

Splendour: Art in the Age of Victoria

28 April – 20 August 2023

In collaboration with National Museums Liverpool, this exhibition selected over 100 artworks that showcase the extraordinary artistic achievement of the Victorian period, from painting to sculpture and from fabrics to jewellery.

Rembrandt to Monet :500 Years of European Painting

10 January – 5 May 2020

This exhibition was an international touring exhibition of the most outstanding paintings by European masters from the Indianapolis Museum of Art (IMA). It presented 60 IMA works for the first time in China, showcasing artistic achievements from the early Renaissance in the 14th century to French Impressionism in the 19th century and featuring paintings from across Europe.

Echoes of the Nile: Exhibition of Ancient Egyptian Civilisation

20 December 2018 – 20 March 2019

This exhibition featured 144 groups of 238 ancient Egyptian artifacts from the Egyptian Museum of Turin, which has the world’s second-largest collection of Egyptian antiquities and was the first Egyptian museum in the world. Items in the exhibition included mummies and sarcophagi, ancient books and amulets, idols and monuments, carnelian necklaces and plant-fibre sandals, in total spanning a 3,000-year period from the 22nd to the 1st century BC. Through these displays, visitors learnt about how the ancient Egyptians saw their own lives, their respect for their gods, their fearlessness towards death and their expectations of eternal life in a next world. By recreating the mysteries of ancient Egypt, the museum aimed to complete a dialogue across time and space among different civilisations.

AVERAGE VISITOR NUMBER PER MONTH	279,975	WEIBO FOLLOWERS WECHAT FOLLOWERS	645,000 1,900,000
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ONLINE ENGAGEMENT HIGHLIGHT

The Cloud Guangdong Museum provides a diversified museum experience for online visitors through offering a virtual exhibition, 3D cultural relics, relics in HD, online courses and digital interactive activities. In 2021, the museum attracted 160 million online visits, 2.49 million followers and 10 million participants over 33 livestreaming events.

The museum has also collaborated with the smartphone brand Oppo to promote cultural relic-themed digital wallpapers to its users, with 16 designs generating 87 million online impressions, 3.9 million views of information about cultural relics and 129,000 fans in the space of three months.