

# Hangzhou

杭州  
HANG ZHOU



As with Shanghai – just 40 minutes away by bullet train – Hangzhou lies in the Yangtze River Delta. It is the capital of Zhejiang province and has a population of 12.4 million (2022). As an ancient city, Hangzhou was once a favourite holiday retreat for the imperial family due to the beauty of the nearby West Lake and Tianmu Mountain.



Source: Envato Elements



Source: Envato Elements

## ¥ THE LOCAL ECONOMY

Hangzhou may be an old city but it has a modern economy. As the home of Alibaba, one of Chinese largest online shopping and banking corporations, as well as of NetEase and Ant Financial, the digital economy is worth CNY ¥507.6 billion (£54.88 billion) to Hangzhou – over a quarter of the city's GDP of CNY ¥1.88 trillion (£202.73 billion). Elsewhere, the automotive giant Geely is also based there and the city is well known for its start-up culture.

## 🏛 CULTURE AND ARTS

Hangzhou, a UNESCO Creative City of Crafts and Folk Arts, has long been famed in China for its sophistication. From the Tang dynasty onwards, poets and landscape artists have visited to take inspiration from its lakes and lush vegetation, and as long ago as the sixth century it was a key rice grower and silk producer. Hangzhou has centuries of history of international trade too: traders took its tea and porcelain output through the steppes of Central Asia and into Europe via the ancient Silk Road. These ideas have prevailed into the 21<sup>st</sup> century, with Hangzhou's vibrant arts and creative community forming the backbone of a range of independent studios and creative collectives that hold a modern and outward-facing attitude, as well as establishing alternative spaces such as bars and coffee shops, often supported by the China Academy of Art.



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# BY ART MATTERS

398 Tianmushan Road, Hangzhou

BY ART MATTERS is a contemporary art museum designed and built by Renzo Piano Building workshop, opened in 2021. It aims to become a leading atelier of creativity through the use of a third space for the public outside of everyday living and working. The museum has established collaborations with a number of British artists, including Richard Long, Katie Paterson, Cally Spooner, Martin Creed, Tino Sehgal, Andrew Grassie and Phyllida Barlow.

**BY ART MATTERS’ areas of focus are:**

- becoming a new hub within the international and domestic art scene in Hangzhou
- cultivating the public’s appreciation for contemporary art.



BY ART MATTERS  
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AVERAGE VISITOR NUMBER PER MONTH	10,000	WEIBO AND WECHAT FOLLOWERS	40,000
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**ONLINE ENGAGEMENT HIGHLIGHT**

The social media campaign before and during the opening of the museum attracted 300,000 views on the museum’s then newly opened WeChat account, while collaboration with media within the art world generated over 1 million online views in 2023.

## INTERNATIONAL COLLABORATION

*Mind the Gap and 9,189km* ‘Playing between the Map and the Territory’  
29 April – 3 September 2023

Darren Bader and Li Ming’s *Mind the Gap* and Olga Mesa and Francisco Ruiz de Infante’s *9,189km, ‘Playing between the Map and the Territory’* were exhibited on the first and sixth floors of BY ART MATTERS respectively. This was an exhibition season about distances to be exposed, explored and bridged, which had been meticulously planned for a duration of three years and involved four artists from three different continents, as well as the curation team from the museum.

*After Dark*  
13 November 2022 – 9 April 2023

This was the second major institutional solo exhibition in China by the internationally acclaimed artist duo Elmgreen & Dragset. It presented sculptural scenes and large-scale installations ranging from a nightclub to a tennis court. Different sculptures created by the artists were also dispersed throughout the space to signal the inbetween state of a party about to begin or end.

*A Show About Nothing*  
25 December 2021 – 8 May 2022  
Proposed by Francesco Bonami, the director of BY ART MATTERS, and curated by Stefano Collicelli Cagol, a renowned Italian curator, together with Tian Wu and Man Sun, *A Show About Nothing* was the museum’s inaugural exhibition, bringing together more than 30 Chinese and international artists to explore how they dealt with the concept of nothingness.

YEAR OF OPENING	2021	TICKET PRICE	£1–15
BUSINESS MODEL	Privately-run	LEADERSHIP	Francesco Bonami
EXHIBITION SPACE	2,400m²		
ACCESSIBILITY	Accessible ramp ✓ Lift and stairs ✓	Wheelchair accessible toilet	✓



# China Design Museum

352 Xiangshan Road, Hangzhou

Hosted by the China Academy of Art (CAA) with the support of Zhejiang province, the China Design Museum (CDM) is one of three CAA art museums, alongside the Art Museum and the Crafts Museum. The CDM is committed to the exhibition of modern and contemporary designs, as well as the stimulation of home-grown talent. As well as its collection of Avant-garde design works, the museum also holds more than 30,000 pieces of menswear and more than 1,800 posters from the likes of Ikko Tanaka and Pierre Bernard, plus a selection of film posters.

The CDM’s areas of focus are:

- bringing design into daily life and creating value by protecting, displaying and studying design works
- supporting cross-disciplinary projects as a research-led institute using the platform provided by the China Academy of Art.



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YEAR OF OPENING	2018	TICKET PRICE	£1–10
BUSINESS MODEL	State-owned		
EXHIBITION SPACE	7,000m², as well as a warehouse area of 4,500m², a public education space of 3,000m² and a research space of 1,200m²		
LEADERSHIP	Zoe Zhang		
ACCESSIBILITY	Accessible ramp ✓ Lift and stairs ✓	Wheelchair accessible toilet ✓	
AVERAGE VISITOR NUMBER PER MONTH	200,000		

## INTERNATIONAL COLLABORATION

**Hanzi (Chinese Character) Art Triennial**

16 September – December 2023

The Hanzi (Chinese Character) Art Triennial started from the essence and visual genes of Chinese characters, took the Chinese character cultural sphere as its geographical foundation, focused on research and creation in Chinese character art and brought together Chinese character-related artists, designers and scholars from both domestic and international fields. It also explored the methods and innovative aesthetic values of Chinese character art and design. In the context of future media, it aimed to promote the establishment of long-term mechanisms for inheriting Chinese character culture and developing innovative paths, creating a platform for research, innovation and practical exchange in Chinese character art.

**Design Education for Children: Beijing International Design Education for Children Exhibition**

20 September – 15 October 2023

Venue: East Hall, West Hall and North Gate Hall, 2nd floor, World Art Exhibition Hall, China Millennium Monument, Beijing

As the theme exhibition of the Beijing International Design Education for Children series, the 'From Children, For Children' large-scale children's design education exhibition took place at the Beijing World Art Museum in September and October 2023. The exhibition was jointly organised by the China Academy of Art, the China National Children's Center and Beijing International Design Week. The exhibition was divided into two main sections: Designing for Children and Inviting Children to Design. Designing for Children brought together research and practical cases in children's art education from various domestic academic institutions and projects. Inviting Children to Design presented interactive installation art as a medium of expression, showcasing comprehensive artistic creations by children relating to the concept of 'space + medium + emotion'.

**Society, Public, Culture: The international Visual Design Exhibition of Sports**

20 September – 20 October 2023

In order to welcome the 19th Hangzhou Asian Games, encourage a culture of enjoying sports and promote the spirit of sports, under the support and guidance of the publicity department of the organising committee of the 19th Hangzhou Asian Games, the China Design Museum of the China Academy of Art and the Hangzhou Asian Games Art Design Research Center jointly held Society, Public, Culture: The International Visual Design Exhibition of Sports.

The exhibition, with the theme of 'Sports and Society, Sports and the Public, Sports and Design', showcased over a hundred classic sports posters from China and abroad, visual design proposals for the Hangzhou Asian Games and interactive graphic installations on the theme of sports. Renowned contemporary designers were also invited to create sports-themed posters, presenting a rich display of the profound impact of sports development on society, the public and culture.

**SOCIAL MEDIA**

The venue is a branch of the China Academy of Art, which has one of the ten most popular university WeChat accounts in China.

**ONLINE ENGAGEMENT HIGHLIGHT**

The announcement of International Museum Day 2022 celebration activities attracted over 1,000 views on WeChat, while a repost of the article by the China Academy of Art account reached an audience of over 6,000.



# China National Silk Museum

73-1 Yu Huangshan Road, Hangzhou

China National Silk Museum, a non-profit institution, focuses on the collection, protection, research and display of the cultural inheritance of arts and practices, along with the innovation seen in the development of textiles, starting with Chinese silk and further expanding to studies of costumes.

China National Silk Museum’s areas of focus are:

- silk and textile apparel heritage conservation
- research into the Silk Road
- costume fashions.

YEAR OF OPENING	1992	TICKET PRICE	Free (only charges for special exhibitions)
BUSINESS MODEL	State-owned	LEADERSHIP	Xiaofen Ji
EXHIBITION SPACE	22,999m²		
ACCESSIBILITY	Accessible ramp ✕ Lift and stairs ✓	Wheelchair accessible toilet ✓	

## INTERNATIONAL COLLABORATION

*Silk Robes for Princes – Luxury Silks and Velvets from Hungary’s Esterházy Treasury*

27 June – 21 August 2023

Jointly curated by the China National Silk Museum and the Museum of Applied Arts, Budapest, this exhibition was divided into three sections: *Men’s Garments*, *Horse Apparel and Horse Tack* and *Weapons and Home Furnishings*, presenting 34 sets and pieces of silk costumes, bed covers, Persian tapestries, Ottoman Turkish horse accessories, jewelled ceremonial sabres and ceremonial maces from the collections of the Esterházy family, a noble Hungarian family of the 16<sup>th</sup> and 17<sup>th</sup> centuries.

*Balenciaga Shaping Fashion from V&A Museum London*

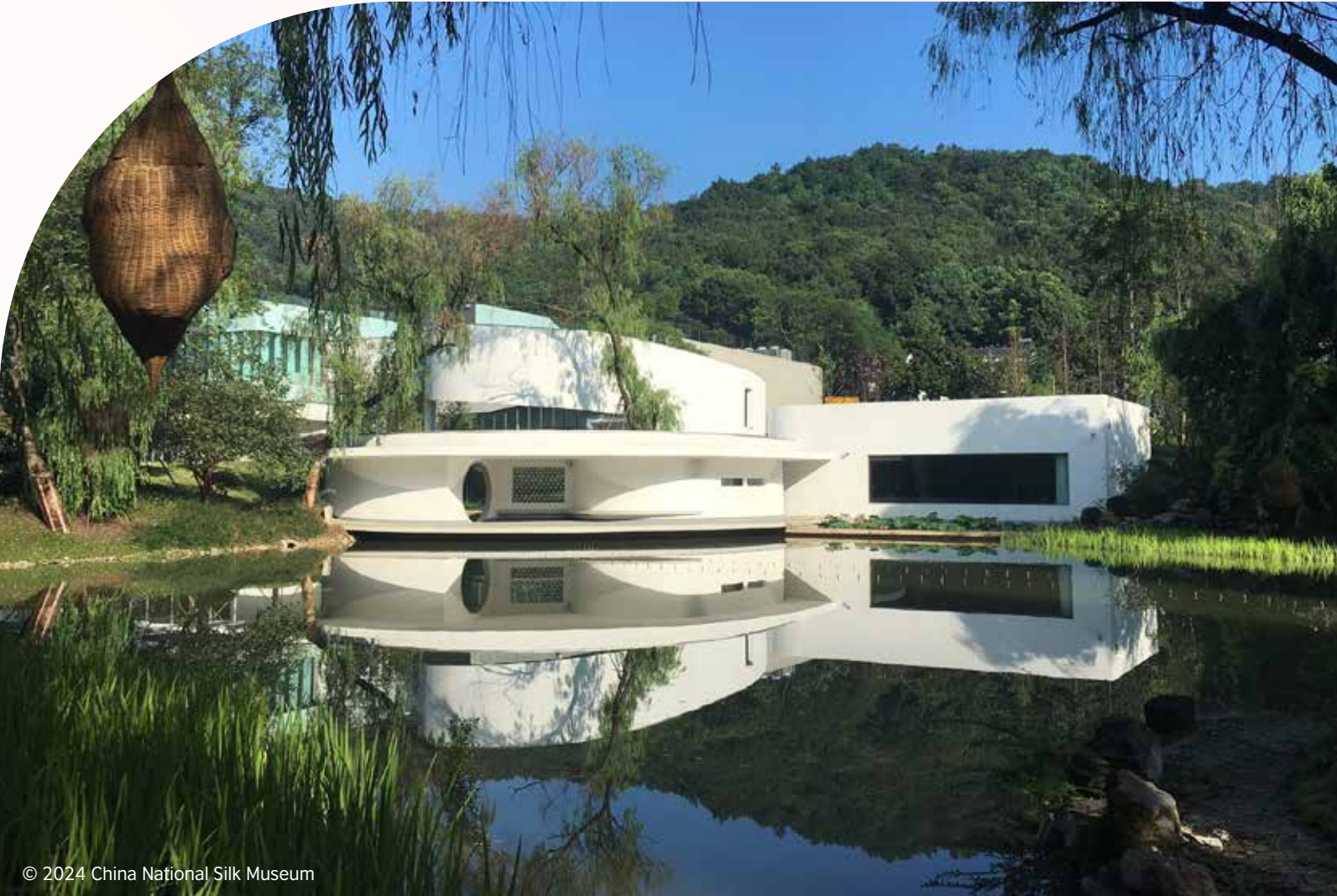
5 September – 15 November 2020

This exhibition charged £10–12 per ticket and received approximately 10,000 visitors. The museum also collaborated with the Design Society in Shenzhen and the V&A in London in the China section of the latter’s *Fashioned from Nature* exhibition, shown at the Design Society in Shenzhen. In addition, the museum signed a strategic agreement with the British Museum for a Dunhuang and Silk Road collections collaboration in February 2022.

AVERAGE VISITOR NUMBER PER MONTH	50,000 – 60,000	WEIBO FOLLOWERS WECHAT FOLLOWERS	337,000 297,000
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ONLINE ENGAGEMENT HIGHLIGHT

Silk Road Week, an annual event held by the museum, features a wide range of themed activities including exhibitions, seminars and performances organised by museums and relevant cultural institutions that lie on the Silk Road. The first iteration of this event in 2020 attracted nearly 200 million views via live broadcasts and videos delivered on Chinese social media platforms and over 12 million views on Facebook and Twitter. The fourth edition of Silk Road Week in 2023 generated more than 2,300 media reports worldwide.





# Zhejiang Art Museum

138 Nanshan Road, Hangzhou

Zhejiang Art Museum (ZAM) hosts approximately 50 exhibitions and 300 public education events annually within its 35,000m² grounds. With its commitment to its collection and to the exhibition of art, cultural relics, literature and documents reflecting the development of art in Zhejiang province, the museum holds almost 20,000 individual pieces across many styles. In particular, it has a focus on pieces from contemporary artists whose work is closely related with art events in Zhejiang. ZAM's values are to provide academic research, education programmes, international exchange opportunities and public cultural services, and the museum became a member of the International Committee for Museums and Collections of Modern Art in 2011, then in 2015 was named as a key national art museum in China.

ZAM's areas of focus are:

- Chinese traditional art
- Modern and Contemporary art in Zhejiang.



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YEAR OF OPENING	2009	TICKET PRICE	Free
BUSINESS MODEL	State-owned	LEADERSHIP	Jinfei Ying
EXHIBITION SPACE	10,000m² across 14 exhibition halls		
ACCESSIBILITY	Accessible ramp ✓ Lift and stairs ✓	Wheelchair accessible toilet ✓	

## INTERNATIONAL COLLABORATION

*The Master's Road*

June – July 2018

Jean Auguste Dominique Ingres's collection from Montauban in France, the first organised exhibition of the artist in China and featuring 70 oil paintings and sketches, vividly showed the development and achievements of this 19<sup>th</sup> century Neoclassical master. The exhibition was co-organised by the Montauban municipal government and the Musée Ingres.



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AVERAGE VISITOR  
NUMBER PER MONTH150,000

WECHAT FOLLOWERS690,000

ONLINE ENGAGEMENT HIGHLIGHT

The 2019 media campaign for the *International Fiber Art Exhibition* generated reports by more than 100 media outlets and over 10 million views online.



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