

# Luoyang

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LUO YANG



Located in the central plains of China, Luoyang has a population of almost 7.1 million people (2022), making it the second largest city in Henan province. As the capital of 13 ancient Chinese dynasties and the eastern starting point of the Silk Road, Luoyang is one of the oldest urban settlements in the world and has a history stretching back more than 5,000 years. Given this storied past, it is no surprise that the city is famous for its literary heritage, especially in the field of Confucian scholarship, as well as for its Buddhist and Taoist influences.



Source: Envato Elements



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## ¥ THE LOCAL ECONOMY

A major industrial base and part of the Central Plains Economic Zone, Luoyang's GDP stood at CNY ¥567.52 billion (£61.35 billion) in 2022. Following China's Reform and Opening policy at the end of the 1970s, Luoyang became home to a wide range of innovative manufacturing companies predominantly in the metallurgical, new energy, advanced equipment, petrochemical, textile and food-processing industries.

## LOCAL CULTURE AND ARTS

As one of the birthplaces of Chinese civilisation, Luoyang is a popular destination for history enthusiasts. This city is home to many tombs and ruins, including multiple UNESCO World Heritage sites such as the Longmen Grottoes and the Buddhist White Horse Temple, where visitors can learn about China's history, traditions and artwork through performances and exhibitions. Keen to protect the city's heritage, the local government has developed digital guided tours, history-themed live action role-play scripts (such games are very popular in China) and collaborations with other cities with long histories. In line with this drive, in 2022 six cultural and tourism projects focusing on immersive technology were agreed to at the China Immersive Cultural Tourism Development Investment Fair, worth a total of CNY ¥9.1 billion (£984 million).



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# Luoyang Museum

Wenbo Road, Luolong District, Luoyang

As a significant cultural hub and landmark in the ancient capital of Luoyang, Luoyang Museum currently has eight exhibition halls and offers displays of the Heluo civilisation, ancient stone carving, calligraphic works and paintings. Examples of Heluo civilisation and culture can be seen in the tricolour glazed pottery of the Tang dynasty, along with ancient treasures of Luoyang and the Imperial Palace. With many exhibitions about important cultural themes, including the Silk Road, the Grand Canal, the origins of the Hakka ethnic group and Luoyang as an ethnic melting pot, the museum is both long established and an important part of the city’s drive to strengthen its international exchanges, spread the spirit of the Silk Road and document a modern, changing world.

Luoyang Museum’s areas of focus are:

- the collection of cultural relics
  - academic research
  - exhibitions
- public education
  - merchandising
  - cultural exchanges.

YEAR OF OPENING	1958	TICKET PRICE	Free
BUSINESS MODEL	State-owned	LEADERSHIP	Wenchu Li
EXHIBITION SPACE	11,000m²		
ACCESSIBILITY	Accessible ramp ✓ Lift and stairs ✓ Wheelchair accessible toilet ✓		



## INTERNATIONAL COLLABORATION

*From Mediterranean to China, Hirayama Ikuo Silk Road Exhibition*  
10 September – 10 December 2019

Hirayama Ikuo, a prominent artist and scholar of contemporary Japanese history, conducted a significant amount of field research along the Silk Road during his lifetime. Through collecting cultural relics and creating paintings on this subject, his presentations allow the audience to acknowledge and understand the Silk Road endowed with new life and strength. This exhibition displayed Hirayama’s collection of about 200 pieces from 17 countries and covered subjects as diverse as the Mesopotamian, ancient Greek, Roman, Persian and Central Asian civilisations, as well as the Gandhara Buddhist culture.

AVERAGE VISITOR NUMBER PER MONTH	200,000
WEIBO FOLLOWERS WECHAT FOLLOWERS	142,000 516,000

**ONLINE ENGAGEMENT HIGHLIGHT**  
On 18 May 2022 for International Museum Day, the museum’s Luoyang Museum Ambassador online promotion activities attracted 250 million online impressions and 495,000 interactions within 24 hours, while 53 media organisations reported on the event via Weibo.

