

Qingdao

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Q I N G D A O



Situated at the foot of Laoshan Mountain and on the coast of the Yellow Sea, Qingdao is one of the biggest cities in Shandong province and has a population of 10.3 million (2022). Offering a pleasant climate and stunning natural scenery, the city is also known as one of the cleanest in China as well as one of its most beautiful thanks to the proliferation of European-style architecture dotting its streets.



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¥ THE LOCAL ECONOMY

Qingdao's GDP grew by 3.9% in 2022 to reach CNY ¥1.49 trillion (£161.37 billion). The local economy benefits from the city's historic position as a major port, incorporating the sprawling Jiaozhou Bay area at the tip of the Shandong peninsula and long playing a role as a home to China's maritime and manufacturing industries. With China's continued push to create a modern, demand-led economy, Qingdao now not only ships materials like oil and coal worldwide but, as a key point along China's Belt and Road Initiative, also acts as a logistics hub for the importing and exporting of a wide range of consumer goods. Elsewhere, Qingdao's economy is diverse, as shown by the 172 Fortune Global 500 companies, including IBM and Panasonic, that have invested and established a presence there.

LOCAL CULTURE AND ARTS

Film and television have been central to culture in Qingdao for well over a century. The city is part of UNESCO's Creative Cities Network and regularly hosts internationally acclaimed film festivals and cultural events such as the Golden Phoenix Awards, one of the country's most prestigious film awards. More recently, 2018 saw the opening of the Oriental Movie Metropolis in Qingdao, one of China's largest and most technologically advanced film and television studios.

Although there are records of prehistoric civilisation in the area, Qingdao's modern history dates from colonial times when it became a German and later a Japanese outpost. This has given the city's streets an international flavour, with buildings from the turn of the 20th century now complemented by the likes of the more modern Central Pavilion and Cruise Terminal, making the city a popular stop for architecture enthusiasts. There are many museums, art galleries and research centres spread throughout the city and supported by the local government through programmes such as the Qingdao Handicraft Festival, through exhibitions and lectures as part of International Museum Day and through cultural collaborations with international sister cities. And in keeping up with the times, the city recently joined forces with the State Russian Museum to open a virtual branch of the latter in Qingdao, complete with holographic projections and virtual reality exhibits.

Qingdao TAG Art Museum

1111 Yinshatan Road, West Coast New District, Qingdao

Qingdao TAG Art Museum, a non-profit art organisation, is located in the West Coast New District of Qingdao on the south bank of Tangdao Bay. Looking to the future and with a focus on welcoming in a new era of art, Qingdao TAG Art Museum exhibits Chinese and international work, integrating academic thought and education into its collections. The museum is dedicated to the promotion and development of modern and contemporary art.

Qingdao TAG Art Museum’s areas of focus are:

- artistic innovation and expression with a cross-cultural and cross-media focus through both traditional and contemporary high-quality exhibitions
- extending audience interaction and understanding art through fashion, design, music and performance activities.



INTERNATIONAL COLLABORATION

Antony Gormley: Living Time

28 April – 10 December 2023

This large-scale exhibition by Antony Gormley presented the most comprehensive collection of his work in Asia to date. It offered a never-before-seen dialogue between pieces created in a range of media from across his career, with these works varying greatly in size, weighing from three kilograms to eight tonnes.

Myonghi Kang: Ciel Terre

28 April – 30 July 2023

This solo exhibition by France-based artist Myonghi Kang, curated by former French Prime Minister Dominique de Villepin and curator Arthur de Villepin, coincided with the 17th Croisements Festival. The exhibition presented about 90 works, including the artist’s rarely exhibited works from the 1960s to the 1980s, as well as new works that she had recently completed.

Man Ray and His Muses

14 January – 3 March 2022

As Man Ray’s biggest show in China to date, the exhibition demonstrated the various identities he possessed throughout his artistic career: Dadaist, Parisian Surrealist, portrait and fashion photographer, painter, film maker, writer and sculptor. In doing so, it positioned him as an artist who created a considerable number of works that were sensational when new and that have endured with the passage of time.

This exhibition displayed nearly 250 pieces of Man Ray’s work, ranging from photography, painting and sculpture to jewellery and textual materials. It focused retrospectively on his maturation as an artist against a background of cultural diversity and explored the colourful, albeit contradictory, relationship between the artist and his muses: from his first attempts at Dadaism to portrait photography, from sculptures to writings and paintings and from fashion design to works of Surrealism.

Beyond

12 August 2021 – 6 January 2022

Beyond, the museum’s opening exhibition, included the latest works from 14 Chinese and foreign artists such as Bing Xu, Xiaodong Liu, Jianguo Sui, Hong Yu, Alex Katz, Anish Kapoor, Bill Viola, Carsten Höller, David Hockney, Luc Tuymans and Richard Deacon. It was the debut for the majority of works at the exhibition, which included pieces the artists created exclusively for the occasion.

ONLINE ENGAGEMENT HIGHLIGHT

During *Beyond*, the museum interacted with nearly one hundred art media outlets, including *The Art News China*, *Artron* and *Condé Nast Traveler*, generating content and views from people across different occupations, cultural backgrounds and ages and reaching an audience of 10 million. The exhibition attracted nearly 80,000 visitors despite the strict pandemic prevention and control systems in place at the time.



YEAR OF OPENING	2021	TICKET PRICE	£11–25
BUSINESS MODEL	Privately-run	LEADERSHIP	Xianwei Meng
EXHIBITION SPACE	17,000m ² across 12 exhibition halls along the coast		
ACCESSIBILITY	Accessible ramp ✓ Lift and stairs ✓	Wheelchair accessible toilet ✓	
AVERAGE VISITOR NUMBER PER MONTH	16,000	WECHAT FOLLOWERS	83,000