

A truly global city, Shanghai is China's largest metropolis and one of the world's most dynamic and vibrant locations. Its bustling streets play host to nearly 25 million residents (2022) as well as throngs of businesspeople and tourists drawn from across the globe to the many opportunities for investment, trade and enjoyment to be found there. From the iconic colonial-era buildings on the Bund to the ultra-modern skyscrapers facing them across the river, from the ancient shikumen stone houses to the glitz and glamour of some of the most fashionable shopping locales in Asia, Shanghai is China's melting pot: a city in constant dialogue with influences drawn from both near and far, always reinventing itself and never standing still.





Y THE LOCAL ECONOMY

The leading financial centre in Asia, Shanghai is also the hub of China's thriving professional services and consulting sectors. With a GDP of CNY ¥4.47 trillion (£482.73 billion) in 2022 – the largest in China – the city does not just excel in business. It also offers the world's largest port and is a leader in the creative industries, as well as the technology, automotive, petrochemical and fine chemical, steel and biomedical sectors.



M LOCAL CULTURE AND ARTS

Shanghai absorbs influences from around the world yet maintains its own unique, open-minded and diverse cultural identity originating in the Wu and Yue dynasties. For Shanghai, the traditional should not stand in the way of the modern though, hence the city makes a concerted effort to promote contemporary art in museums, galleries and art spaces and also hosts an average of 300 international exhibitions each year, including the annual Shanghai International Arts Festival, one of the largest of its type across China. Indeed, in 2019 the city had 770 art galleries – the third-most globally according to the World Cities Culture Forum.



Fosun Foundation (Shanghai)

600 Zhongshan East 2nd Road, Huangpu District, Shanghai

Fosun Foundation (Shanghai) is a non-profit organisation launched and supported by the Fosun Group and the Fosun Foundation. The building houses four floors above ground and three below and was designed by British design firm Foster + Partners and creative director Heatherwick Studio. Fosun Foundation (Shanghai)'s programming is characterised by contemporary, international and highly interactive artworks, and apart from an impressive array of exhibitions, the centre also organises a wide variety of educational programmes. Through these talks, forums, film screenings, workshops and other public events, Fosun Foundation (Shanghai) offers its visitors many opportunities to engage closely with the arts. As a multi-purpose space, the centre also plays host to international conferences, brand events and small-scale performances.

Fosun Foundation (Shanghai)'s areas of focus are:

- offering contemporary, international and highly interactive artworks
- hosting international conferences, brand events and small-scale performances.



YEAR OF OPENING	2016	TICKET PRICE	£11–25
BUSINESS MODEL	Non-profit	LEADERSHIP	Jenny Wang
EXHIBITION SPACE	2,100m² (including a façade consists of a rotating golden bamboo curtain suspended from the third floor that resembles an ancient Chinese crown and a Western harp, and that rotates daily for several hours in time with music)		
ACCESSIBILITY	Accessible ramp Lift and stairs	Wheelchair acce	essible toilet X



INTERNATIONAL COLLABORATION

Tadao Ando: Endeavors

19 March – 6 June 2021

Classic designs, architectural models, drawings, calligraphy and engravings, along with footage, travel journals and photographs by Tadao Ando were used in this exhibition covering his life's work. As a way to provide a more direct experiential access to Ando's designs, his studio redesigned the spatial layout and structure of the exhibition space.

Alex Katz

29 May – 9 August 2020

The first full exhibition of American artist Alex Katz in China, featured more than 30 paintings, sculptures and cut-out installations by the 93-year-old artist from over his 70-year career. This was the first exhibition held by the venue after the Covid-19 pandemic.

AVERAGE VISITOR 16,000 WEIBO FOLLOWERS 20,000 NUMBER PER MONTH

ONLINE ENGAGEMENT HIGHLIGHT

A short video for the fifth anniversary of Fosun Foundation (Shanghai) featuring a range of celebrities and attracted 1.76 million views on Weibo.

HOW Art Museum

2277 Zu Chongzhi Road, Pudong New District, Shanghai

Founded by Chinese collector Hao Zheng, HOW Art Museum has two sites: HOW Art Museum (Shanghai) and HOW Art Museum (Wenzhou). Opened in 2017, HOW Art Museum (Shanghai) is a new art complex and cultural landmark that focuses on contemporary art exhibitions and is a pioneer in the development of a new model of operating in which the museum stays open at night. The museum also holds international exchange programmes and outdoor public events, such as its International Curator Residency Program, Outdoor Film Festival and Sculpture Park.

HOW Art Museum's areas of focus are:

- the collection, research and exhibition of contemporary art
- · the provision of art to the public as a form of education.

YEAR OF OPENING	2017	TICKET PRICE	£11–25
BUSINESS MODEL	Privately-run	LEADERSHIP	Hao Zheng
EXHIBITION SPACE	7,000m ² covering the HOV Sculpture Park (the first ar while the third floor house	nd second floors a	ct as exhibition spaces
ACCESSIBILITY	Accessible ramp Lift and stairs	Wheelchair acce	essible toilet 🗸



INTERNATIONAL COLLABORATION

Friedrich Einhoff - Return to Self

15 July - 29 October 2023

The exhibition featured a varied selection of the artist spread over five decades as well as comprehensive selections from his different series, including *Personenregister, Miniaturen, Tiere* and *Überzeichnungen* (painted over photographs). The exhibition revealed the profound and sincere emotional depth of a painter deeply concerned about the human condition: a man capable of real compassion, love, and respect. With over 100 works of art, it was the most comprehensive exhibition of this artist in China yet.

Ulay: The Great Journey

13 November 2022 – 12 March 2023

The exhibition was the artist's first solo exhibition in China – a country with which Ulay had a long-lasting and personal relationship and that inspired a great deal of his oeuvre. It highlighted various series of his works inspired by China's vastness and greatness and its landscape, culture, religion and people. The exhibition was a journey through Ulay's life and his body of work, focusing on three different periods: his artistic activity in the early 1970s, his collaboration with Marina Abramovic between 1976 and 1989 and his work as a solo artist in the late 1990s.

Hajime Sorayama Metropolis

18 June - 21 November 2021

The first institutional solo exhibition of Hajime Sorayama in China showing his creation of a series of metallic robots as an investigation into the contemporary issues around boundaries of race, the eternity of life, and complexities of technology and artificial intelligence. The exhibition showed an overview of decades of the artist's work through selected paintings, sculptures and installations. The exhibition was presented in collaboration with the NANZUKA Gallery, Japan.



AVERAGE VISITOR 4,000 WECHAT FOLLOWERS 90,000 NUMBER PER MONTH

ONLINE ENGAGEMENT HIGHLIGHT

In 2018, a video report of the solo exhibition of Italian artist Leandro Erlich in collaboration with third-party media achieved 10 million views.

Museum of Art Pudong

2777 Binjiang Avenue, Pudong New District, Shanghai

The Museum of Art Pudong (MAP) is a flagship venue in Shanghai from Lujiazui Group, the largest state-owned developer in Pudong district. It is a stunning building designed by French architect Jean Nouvel. Located in the central Lujiazui area, which is also home to other Shanghai iconic landmarks such as Shanghai Tower and the Oriental Pearl Tower, the team at MAP speak both Chinese and English and have a strong interest in developing learning and engagement activities. The inaugural exhibition at MAP in 2021, *Light: Works from Tate's Collection*, included more than 100 pieces of art from Tate, many of which had never been seen in China before, like the celebrated *Ophelia* (Sir John Everett Millais, 1852). Due to pandemic travel restrictions at the time, both MAP and the Tate team took the pioneering approach of installing the entire exhibition through virtual collaboration, without any staff from Tate travelling to China, paving the way for a more environmentally conscious exhibition.

The MAP's areas of focus are:

- introducing world-class artists and exhibitions
- · acting as a new cultural landmark in Shanghai that highlights the city's culture.

YEAR OF OPENING	2021	TICKET PRICE	£11–25
BUSINESS MODEL	State-owned	LEADERSHIP	Minkun Li
EXHIBITION SPACE	10,600m ² across five floor	S	
ACCESSIBILITY	Accessible ramp Lift and stairs	Wheelchair acce	essible toilet 🗸

INTERNATIONAL COLLABORATION

The Dynamic Eye: Op and Kinetic Art from the Tate Collection

30 September 2022 – 21 May 2023

As the second exhibition from Tate, and welcoming nearly 275,000 visitors, this exhibition brought together nearly 120 artworks spanning various media, including painting, relief, screen printing, sculpture, installations and videos, revisiting Op and Kinetic art from a global perspective.

Light - Works from Tate's Collection

8 July – 14 November 2021

MAP's opening exhibition began by tracing the theme of light across Tate's international collection. With visitor numbers exceeding 385,000, and over 410,000 for the extended exhibition of *Ophelia*, it was hailed as the best themed exhibition in China in 2021 by *Hi Art Magazine*.

The museum and Tate signed an agreement in June 2019 establishing a long-term collaboration partnership that was then renewed in 2022 for an additional five years. Tate agreed to provide MAP with training and expertise in services, operations, art handling, exhibition and audience management and learning, while MAP agreed to host one exhibition each year from Tate.



AVERAGE VISITOR NUMBER PER MONTH

100,000

WECHAT FOLLOWERS

616.278

ONLINE ENGAGEMENT HIGHLIGHT

The campaign to announce the museum opening continued until late in the evening, attracting more than 50,000 clicks on WeChat. During the Beijing 2022 Winter Olympics, a campaign to promote a solo exhibition by Cai Guo-Qiang, also a member of the artistic team that worked on the Olympics opening ceremony, attracted 40,000 views on WeChat.





Power Station of Art

678 Miaojiang Road, Huangpu District, Shanghai

This contemporary art museum, created by renovating a former power plant, is a Shanghai first, having been present throughout the modernisation of the city from the industrial age to the IT age. The Power Station of Art (PSA) is the first state-run museum dedicated to contemporary art in mainland China and has been home to the Shanghai Biennale since 2012. During the World Expo 2010 in Shanghai it also played a role as the Pavilion of the Future. Offering a rich source of inspiration for artists with its simple, straightforward architectural style and space, the river-side PSA is now a landmark within the urban art collective for its vitality and combination of modern cultures and industrialisation.

The Power Station of Art's areas of focus are:

- providing an open platform for contemporary art appreciation, breaking barriers between art and life and promoting co-operation between practitioners and genres of culture
- organising international exhibitions, which make up around half of its programmes.



YEAR OF OPENING	2012	TICKET PRICE	Free-£8
BUSINESS MODEL	State-owned	LEADERSHIP	Yan Gong
EXHIBITION SPACE	15,000m² across 10 exhibition halls (ncludes an atrium of height 27 metres and a 165-metre-tall chimney that functions as an independent exhibition space)		
ACCESSIBILITY	Accessible ramp ✓ Lift and stairs ✓	Wheelchair acce	essible toilet 🗸

INTERNATIONAL COLLABORATION

David Shrigley - Lose Your Mind

9 September – 14 November 2018

Organised by PSA and the British Council, this exhibition brought over 30 years of pieces representing Shrigley's irreverent take on the intersections between art, design and popular culture.

New British Inventors: Inside Heatherwick Studio

10 July – 9 August 2015

Curated by Kate Goodwin (Drue Heinz Curator at the Royal Academy of Arts) and designed by Heatherwick Studio, this exhibition showcased the best of British contemporary architecture and design, exploring the rigorous process of critical thinking in the design process.

AVERAGE VISITOR NUMBER PER MONTH

100,000

WEIBO FOLLOWERS WECHAT FOLLOWERS

90,000 610,000

ONLINE ENGAGEMENT HIGHLIGHT

The *Trees* exhibition, co-presented by the PSA and the Fondation Cartier pour l'Art Contemporain, displayed more than 200 artworks from over 30 artists worldwide and attracted over 100 million online views through videos and published articles.



Pavilion of Future of 2010 Shanghai World Expo (2010-2012) @2024 Power Station of Art



Nanshi Power Plant (1955-2007) @2024 Power Station of Art

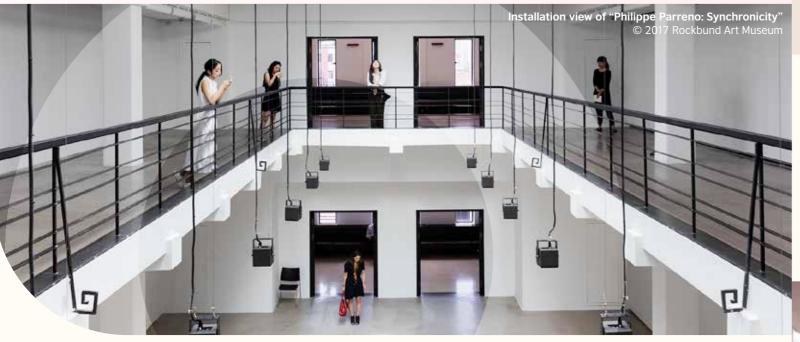
Rockbund Art Museum

20 Huqiu Road, Huangpu District, Shanghai

Rockbund Art Museum (RAM) has been leading the growth of the Chinese contemporary art scene since its inception in 2010. Located in Shanghai's central Bund district, RAM is to be found in a classic Art Deco style building and holds a unique position within the city's continually expanding cultural scene. Presenting three bold and innovative exhibitions plus a special RAM HIGHLIGHT project each year, RAM works with artists to realise ambitious projects and tailored exhibitions reflecting Shanghai. Most of the works presented are new commissions, with RAM selecting renowned international collaborations to curate and produce its in-house programmes.

The RAM's areas of focus are:

- facilitating free artistic creation, supporting bold and visionary art practices and cultivating cultural diversity and progressive social values
- building constructive paradoxes within multiple localities in Asia and different cultures globally, opening spaces to enable free expression for artists, researchers and curators, and diving into subtle and dense layers of new experiences with the audience.



YEAR OF OPENING	2010	TICKET PRICE	£11–25
BUSINESS MODEL	Non-profit	LEADERSHIP	Yingjiu Liu
EXHIBITION SPACE	1,044m²		
ACCESSIBILITY	Accessible ramp X Lift and stairs X	Wheelchair acce	essible toilet 🗸

INTERNATIONAL COLLABORATION

Shubigi Rao: These Petrified Paths

8 November 2023 – 25 February 2024

Can storytelling from the margins lead to recollection of a nation's shared identity? When transmitting knowledge, who determines what is worth preserving? What do fossil-fuel extractivism and energy supplies have to do with lost archives and books? These are among the questions that drove artist and writer Shubigi Rao's first solo exhibition in China: *These Petrified Paths*.

Tan Jing: Inlet of Arid Dreams

8 November 2023 – 25 February 2024

Inlet of Arid Dreams was the first institutional solo exhibition of the artist Tan Jing, a native of Shenzhen, China, known for her experimentation with unconventional materials across the media of sculpture, installation and moving images. Her work explores the multi-layered narratives between reality and fiction by combining elements of folklore, organic materials and personal memoirs. Tan Jing presented major new works, including the four-channel video installation Nook of a Hazy Dream (2023) and the soft fabric scented sculpture The Souvenir (2023), both commissioned by the Rockbund Art Museum.

AVERAGE VISITOR NUMBER PER MONTH

10.000

WECHAT FOLLOWERS

120,000

ONLINE ENGAGEMENT HIGHLIGHT

From 2020 onwards, the KhekDhangKe community engagement programme has been encouraging scholars, artists and educators to design, research and participate in local community projects in the museum's neighbourhood, attracting over 2,000 participants through social media.



Shanghai Museum

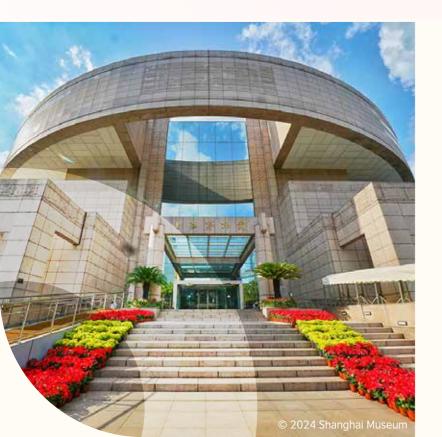
201 People's Avenue, Huangpu District, Shanghai

With a focus on collecting, researching, displaying and providing education about pre-modern Chinese arts, the Shanghai Museum has built up a high-quality collection of both national and international renown. Made up of over a million items, the collection includes 140,000 national treasures and is particularly celebrated for its bronzes, ceramics, calligraphy and paintings. Elsewhere, the 33 categories that the museum covers also include sculpture, oracle bones, seals, coins, jade, furniture, embroidery, lacquerware, bamboo and wood carvings and the arts and crafts of Chinese ethnic minorities.

Shanghai Museum's areas of focus are:

the collection, research, exhibition and education of Chinese ancient relics and artworks.

YEAR OF OPENING	1952	TICKET PRICE	Free
BUSINESS MODE	State-owned	LEADERSHIP	Xiaobo Chu
EXHIBITION SPACE	12,000m² (including ten permanent galleries, four special donation showrooms and three temporary exhibition halls)		
ACCESSIBILITY	Accessible ramp ✓ Lift and stairs ✓	Wheelchair acce	ssible toilet 🗸



AVERAGE VISITOR NUMBER 100,000 PER MONTH

WEIBO FOLLOWERS980,000WECHAT FOLLOWERS2,000,000

ONLINE ENGAGEMENT HIGHLIGHT

A documentary made up of 25 mini-episodes entitled *Incredible Treasures* was produced by Shanghai Museum and broadcast over social media, attracting over 35 million views in 2021.



INTERNATIONAL COLLABORATION

Botticelli to Van Gogh: Masterpieces from The National Gallery, London

17 January – 7 May 2023

Showcasing 50 masterpieces from the early Renaissance to post-impression spanning over 400 years, this exhibition was a blockbuster that attracted over 420,000 visitors in three months. It was the first exhibition to charge for entry (general admission: CNY ¥100; concession: CNY ¥50) in the history of the Shanghai Museum.

Landscapes of the mind - masterpieces from Tate Britain (1700-1980)

27 April – 5 August 2018

This exhibition showcased landscape paintings that reveal the social and aesthetic changes in the times of the Industrial Revolution, urbanisation and globalisation.

A History of the World in 100 Objects from the British Museum

28 June - 8 October 2017

Breaking the boundaries between archaeology, history and art history, selected man-made objects from prehistory to contemporary times told the story of development of different cultures, their connections and how they sometimes came to be in conflict with each other.

TANK Shanghai

2380 Longteng Avenue, Shanghai

TANK Shanghai, a non-profit institution, is a multi-functional art space allowing visitors to get up close and personal with radical art pieces, exhibitions and events. As a complex consisting of decommissioned aviation fuel tanks, a park and a piazza, TANK Shanghai is spacious, offering outstanding views of the local landscape and the Huangpu River.

TANK Shanghai's areas of focus are:

- works that suit being presented in a multi-functional, unique and spacious centre that combines art, architecture, the city, nature and the landscape of the Huangpu River
- · contemporary and groundbreaking art exhibitions.



YEAR OF OPENING	2019	TICKET PRICE	Free-£15
BUSINESS MODEL	Privately-run	LEADERSHIP	Zhibing Qiao
EXHIBITION SPACE	10,000m² (consisting of f museum exhibition space support, with each tank's height and capped by a industrial heritage)	es and two of what interior standing	nich provide functional at over 15 metres in
ACCESSIBILITY	Accessible ramp Lift and stairs	Wheelchair acces	ssible toilet 🗸

INTERNATIONAL COLLABORATION

Ed Atkins: Refuse

8 July 2022 – 8 January 2023

Ed Atkins presented a bold new iteration of his seminal real-time 3D simulation *Refuse.exe*, installed and projected onto a suite of huge plywood structures alongside a series of large, new embroideries produced in China. The exhibition wass the culmination of several years of conversation and planning between the artist and TANK Shanghai and represented a singular expression of the artist's oeuvre.

Theaster Gates: Bad Neon

19 March - 11 October 2021

Gates recreated a 1980s disco atmosphere by transforming TANK Shanghai into a roller-skating rink, with visitors navigating the contemporary art and a series of neon works through movement and sound.

Convex/Concave: Belgian Contemporary Art

31 October 2019 – 12 January 2020

The largest such showcase of Belgian art in China featured over 50 works by 15 artists including paintings, sculptures, videos and installations.

AVERAGE VISITOR 50,000 WEIBO FOLLOWERS 221,000 NUMBER PER MONTH WECHAT FOLLOWERS 100,000

ONLINE ENGAGEMENT HIGHLIGHT

As one of TANK Shanghai's first online exhibitions, *The Calling of Harsh* was an extension and expansion of Aili Jia's ongoing solo exhibition *Harsh* at TANK Shanghai. It received 103 visits. By collecting sketch works on the theme of 'harsh' from the general audience and through specially extended invitations to artists and art students in the top eight academies of fine arts in China to depict the 'harsh' in their hearts, the exhibition on TANK Shanghai's WeChat mini-program was viewed over 27,000 times following its opening on 29 May 2022.





World Expo Museum

823 Mengzi Road, Huangpu District

The World Expo Museum (WEM) was jointly created by the Shanghai Municipal Government and the Bureau International des Expositions (BIE). It is the only official museum and official documentation centre of the BIE and has a mission to pass on the legacy of the world expos, to preserve the essence of the Expo and to extend the cultural impact of the Expo.

The WEM not only showcases the history, creation and themes of the World Expo series, but also organises exhibitions and events under the concepts of 'Window of the World' and 'Origin of Creativity', providing a platform for international cultural exchanges.

Located in the heart of the city by the Huangpu River at the site of the World Expo 2010 Shanghai, the World Expo Museum covers an area of 46,000m². The unique architectural design integrates indoor and outdoor spaces organically, making the museum a new landmark in the city to experience lifestyles from across the world.

The WEM's areas of focus are:

- · cultures and high-quality works of art from across the world
- architecture, decoration, design, fashion and creativity
- case studies of urban sustainable development.



YEAR OF OPENING	2017	TICKET PRICE	Free
BUSINESS MODEL	Public	LEADERSHIP	Wentao Liu
EXHIBITION SPACE	permanent exhibition 1 917 2 , 630 2 and 640 into one hall of 1,27	The WEM accommodates various exhibition spaces, including eight permanent exhibition halls, three temporary exhibition halls (of sizes 917m², 630m² and 640m², the latter two of which can be combined into one hall of 1,270m²), a special-effects cinema (120 seats), a multi-functional rooftop hall (900m²) and an outdoor garden (3000 m²)	
ACCESSIBILITY	Accessible ramp ✓ Lift and stairs ✓	Wheelchair acco	essible toilet 🗸

INTERNATIONAL COLLABORATION

A Glittering World of Masterpieces – Treasures from the Rosalinde and Arthur Gilbert Collection 26 September – 24 December 2023

This exhibition introduced 90 selected pieces from the V&A's Rosalinde and Arthur Gilbert Collection – a significant collection of European decorative art – including gold and silver works of art, snuffboxes, enameled portraits and micromosaics.

The exhibition explored the exquisite craft techniques of European artworks between the 16th and 20th centuries, and showed the pursuit of craftsmanship and the delicate aesthetic interest behind these objects. Some exhibits exhibited pieces typical of China's manufacturing history, demonstrating the influence of foreign trade along the ancient Maritime Silk Road and China's centuries of exchanges with the world.

Meow's Wonderland - An Exhibition of Naïve Arts from Belarus

23 August – 13 November 2022

This exhibition displayed 50 original paintings, most of which were created by the Belarusian contemporary artist Rimashevsky Igor Vileorovich, also the creator of the giant facade painting seen at the Belarussian pavilion during the World Expo 2010 Shanghai.

Naïve art is a genre of art that emerged in Europe in the late 19th and early 20th centuries. This exhibition featured a group of cats from the artist's works, observing and telling the story of human beings and the city from a feline perspective. During this experience, visitors were able observe their own cities from a different standpoint and understand the beauty of urban life.

AVERAGE VISITOR Over 50,000 (average) WECHAT FOLLOWERS 420,000

NUMBER PER MONTH 100,000—150,000 (peak season)

ONLINE ENGAGEMENT HIGHLIGHT

During the summer of 2022, WEM participated in an event launched by Douyin entitled *Everyone on Tiktok is Busy Searching for Treasures* by releasing a short video *Do You Want to Come and See Our Treasures?*. The 15-second video showed the architecture and exhibits of the museum and attracted more than 100,000 views.



Yuz Museum Shanghai

8 Lane 123, Panding Road, Qingpu District, Shanghai

Yuz Museum Shanghai, opened in May 2014, is a contemporary art museum founded by Budi Tek, a Chinese-Indonesian entrepreneur, philanthropist and collector. Yuz Museum Shanghai is committed to drawing the world's attention to Shanghai, advancing the development of contemporary Chinese art, actively engaging in the field of art education and promoting cultural dialogues between East and West. As a non-profit institution, the museum aims to serve as a leader in exhibiting and building up the reputation of contemporary Chinese art.

Yuz Museum Shanghai's areas of focus are:

- the history and the future, and the telling of new stories via the Yuz Foundation's collection
- the history of Chinese contemporary art and the support available for young artists
- annual exhibitions as part of two-way international exchanges, with foreign exhibitions visiting Shanghai and Shanghai exhibitions going abroad
- reconstructions paired with the ancient buildings seen in the Panlong neighbourhood of Shanghai, as well as new residency programmes.



YEAR OF OPENING	2014	TICKET PRICE	£1-10
BUSINESS MODEL	Privately-run	LEADERSHIP	Justine Alexandria Tek
EXHIBITION SPACE	6,971m² over two floors (includes a café and a green space)		
ACCESSIBILITY	Accessible ramp Lift and stairs	Wheelchair access	sible toilet 🗸



INTERNATIONAL COLLABORATION

In Production: Art and the Studio System

7 November 2019 – 30 August 2020

The exhibition explored the interconnected histories of visual art and film. It had a particular focus on how the position of the studio, both in visual arts and in cinematic production, has radically shifted in the last 20 years. Featuring 24 contemporary artists whose works critiqued, appropriated and engaged with Hollywood and the film studio system, the exhibition highlighted the exceptional gifts and acquisitions related to film and video that have entered the Los Angeles County Museum of Art's permanent collection in recent years.

Giacometti Retrospective

22 March – 31 July 2016

With 250 masterpieces ranging from 1917 to 1966, this retrospective gave a comprehensive overview of the artist's career through presentating the culture and lifestyles during the time he lived. It was not only the first Giacometti exhibition in China, but also his largest retrospective worldwide to date following a similar exhibition in the Centre Pompidou in Paris in 2007. The exhibition covered Giacometti's entire oeuvre, ranging from his early years and his Cubist and Surrealist periods through to his prolific output in the 1960s.

AVERAGE VISITOR 12,000 WEIBO FOLLOWERS 17,532 NUMBER PER MONTH WECHAT FOLLOWERS 115,528

ONLINE ENGAGEMENT HIGHLIGHT

The campaign to announce a major survey exhibition of the Japanese artist Yoshitomo Nara on view at Yuz Museum, which was not only the artist's first solo exhibition in mainland China but also his first international retrospective, attracted 40,000 views on WeChat.