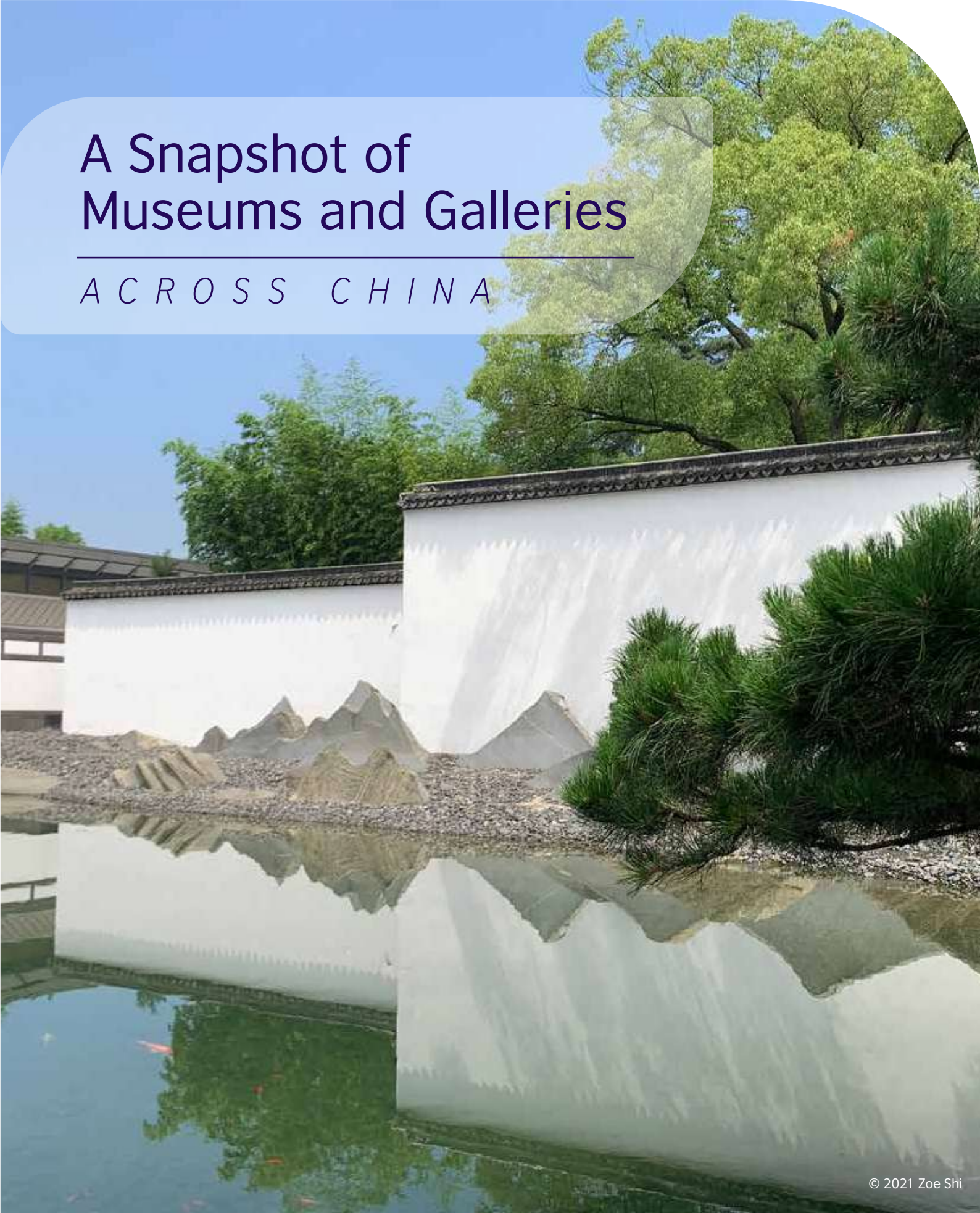


# A Snapshot of Museums and Galleries

A C R O S S   C H I N A





# Foreword

I'm really pleased to present *A Snapshot of Museums and Galleries across China*. This report - compiled by the arts team at British Council China - was produced to provide the UK Museums and Galleries sector with an overview of some of the key institutions in China with the capacity and interest to engage internationally.

China is home to over 6,500 museums and this report is by no way a comprehensive directory, instead we sought to identify potential partners in China's visual arts sector that have both the capacity to and interest in international engagement and exchange. The report provides an overview of more than 40 key organisations, and we have also profiled the 14 cities that these institutions are found in.

During the Covid-19 pandemic, opportunities for international collaboration were severely limited globally. As China re-opens to the world, there are once again significant opportunities for cultural exchange.

Many UK arts organisations already engage in China, either independently or with the support of the British Council. For many others, they may have never engaged with partners in China or there may have been a long gap since their last engagement. From talking to stakeholders in both countries, we know that colleagues working in the sector don't have the same confidence, knowledge or networks that they may once have had. We hope this report will support those who do wish to collaborate with Chinese partners by providing an introduction to some of the key organisations.

At the British Council we support peace and prosperity by building connections, understanding and trust between people in the UK and countries worldwide.

We're very fortunate to have an experienced arts team at the British Council China and welcome the opportunity to talk to UK organisations who wish to connect in China. You can email [arts@britishcouncil.org.cn](mailto:arts@britishcouncil.org.cn) to talk to us anytime.

Finally, I would like to take a moment to thank the team, and in particular Chloe Guo, for producing this report.

**Dom Hastings**  
**Head of Arts, China**  
**British Council**

Source: Envato Elements



Suzhou, China  
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# Beijing

北京  
BEI JING



China's capital city is also its political, cultural and intellectual centre. Lying in the north of the country not too far from some of the most spectacular sections of the Great Wall, it is the second-largest city in China and has a population of 21.8 million (2022). With over 3,000 years of history, Beijing has had many names over the span of its life – the current one means 'Northern Capital' – and it was in the Ming dynasty that it rose to prominence, becoming a dynastic capital and the home of the Forbidden City that sits at the centre of Beijing to this day.



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© 2024 Road Trip with Raj | Unsplash

## ¥ THE LOCAL ECONOMY

Beijing is a major industrial and commercial metropolis that hosts the largest number of Fortune Global 500 companies in China, as well as the headquarters of many of China's state-owned enterprises. It has a strong scholastic tradition and today is home to 475 research centres and the top two higher education institutions in the country: Peking University and Tsinghua University. It is also a leader in the tourism, electronics, automotive, metallurgy, textiles and household appliances sectors, all of which help to generate an annual GDP of CNY ¥4.16 trillion (£449.84 billion). More recently, Beijing, and particularly the Zhongguancun area of the city, has been referred to as China's equivalent of Silicon Valley, fostering the development of Chinese companies such as ByteDance and JD.com – the former is the parent company of Douyin and TikTok, while the latter is one of the largest e-commerce retailers in the world – and also welcoming international players like Google and Microsoft.

## LOCAL CULTURE AND ARTS

Apart from the Forbidden City and the Great Wall, Beijing offers many more well-preserved examples of ancient Chinese architecture, such as the Temple of Heaven and the Summer Palace. It is also a key cultural hub that attracts artists from both China and the rest of the world due to its traditions of Peking Opera, handicrafts and folk arts. It is not just the past that draws the crowds to Beijing though: the city is dotted with modern galleries and spaces put together by a thriving community of collectors and curators and including the famed 798 Art Zone – a converted industrial site that now celebrates the avant-garde at the heart of the country's contemporary scene.



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# Beijing Minsheng Art Museum

Unit C7, Universal Creative Park, 9 Jiuxianqiao North Road, Chaoyang District, Beijing

Founded by China Minsheng Bank in 2015, Beijing Minsheng Art Museum is committed to the research, collection and exhibition of modern and contemporary art from China as well as the analysis of the history of such art independently and objectively, so as to understand artistic trends and features of development. By using and presenting the results of such analyses, the museum supports the growth of young artists and furthers international communication and cooperation in the area of contemporary art while establishing a professional and renowned institution.

Beijing Minsheng Art Museum’s areas of focus are:

- contemporary art, especially Chinese, with an interest in its integration with architecture, design, performing arts and other more diversified art forms
- academic research into modern and contemporary Chinese art.



## INTERNATIONAL COLLABORATION

**Tadao Ando: Youth**

12 October 2021 – 9 January 2022

Tadao Ando: Youth was a major retrospective of the renowned Japanese architect Tadao Ando. The exhibition encompassed the architect’s 50-year career through 80 works in four interlocking sections – entitled *Shape of Space*, *Urban Challenge*, *Landscape Genesis* and *Architecture and History* – attracting over 57,000 visits in three months.

**Traces: International Video Collection of Isabelle and Jean-Conrad Lemaître**

30 April – 21 May 2016

Isabelle and Jean-Conrad Lemaître are among the most ambitious collectors of contemporary film and video art. This exhibition was composed of selected works from the couple’s video art collection by 20 contemporary international artists who question the world we live in.

**The Future Demands Your Participation: Contemporary Art from the British Council Collection**

10 February – 21 March 2010

This exhibition featured selected works of British contemporary art from the British Council Collection. It brought together artworks in a wide range of media, such as sculpture, painting, video, photography, sound and installation by 41 British artists, including 11 Turner Prize winners and 22 nominees, such as Damien Hirst and Anish Kapoor.

AVERAGE VISITOR	24,400	WEIBO FOLLOWERS	19,000
NUMBER PER MONTH		WECHAT FOLLOWERS	157,186

ONLINE ENGAGEMENT HIGHLIGHT

In September 2020, *Duration: Chinese Art in Transformation* attracted 770,000 views on social media and with a post featuring the exhibition being viewed 310,000 times.



YEAR OF OPENING	2015	TICKET PRICE	£1–10
BUSINESS MODEL	Non-profit	LEADERSHIP	Feng Li
EXHIBITION SPACE	6,000m²		
ACCESSIBILITY	Accessible ramp ✕ Lift and stairs ✓	Wheelchair accessible toilet ✕	



# China World Art Museum

9A Fuxing Road, Haidian District, Beijing

China World Art Museum was the first non-profit cultural institution in China. In collaboration with museums, art galleries and educational institutions worldwide, the museum demonstrates a commitment to developing a platform of communication across cultures and presenting art with the aim of exhibiting civilisations, cultivating exchanges, promoting art education and increasing public appreciation of art.

China World Art Museum’s areas of focus are:

- art from across the world.



YEAR OF OPENING	2000	TICKET PRICE	£11–25
BUSINESS MODEL	State-owned	LEADERSHIP	Pengcheng Ji
EXHIBITION SPACE	10,018m² over seven exhibition halls (including a theatre, cinema and workshop space across four floors and a gallery in the basement)		
ACCESSIBILITY	Accessible ramp ✓ Lift and stairs ✓	Wheelchair accessible toilet ✓	

## INTERNATIONAL COLLABORATION

Ethereal Life in Paris: A World Tour Exhibition with Henri de Toulouse-Lautrec

20 April – 4 September 2023

Henri de Toulouse-Lautrec is best known for his works depicting scenes from the cabarets, theatres, dance halls, and brothels of late 19th century bohemian Paris. These were themes that the artist lived, beginning in 1885 when he moved to Montmartre and immersed himself in its nightlife.

This exhibition included well over 200 exhibits highlighting some of the artist’s best-known images, including large posters, lithographs and drawings (including double-sided drawings), a watercolour, a rare lithographic stone, hand-written letters by the artist, vintage photos and covers of books, magazines and music scores, all painting a picture of a Paris of the past.

The Light of Ancient Roman Civilization – Masterpieces from the National Archaeological Museum of Naples

10 June – 8 October 2023

The National Archaeological Museum of Naples is one of the world’s most significant archaeological museums. The Light of Ancient Roman Civilization showcased 69 sets of ancient Roman cultural relics, including sculptures, frescoes, bronzeware and other artforms, fully showing the beauty of Roman civilisation.

The Infinite Universe of Wuji: Masterpieces from the Galleria Nazionale d’Arte Moderna e Contemporanea di Roma

23 July – 30 October 2022

The Infinite Universe of Wuki followed a timeline to show the historic changes seen in modern and contemporary Western art between the second half of the 19th century and the mid-20th century. It displayed 62 masterpieces by 46 artists, including Vincent van Gogh, Amedeo Modigliani, Henri Matisse, Pablo Picasso, Wassily Kandinsky, Giorgio Morandi, Rene Magritte, Giorgio de Chirico and Lucio Fontana, who came from different schools of painting such as the Belle Epoque, Post-Impressionism, Fauvism, Cubism, Futurism, Abstractism, Surrealism, Spatialism and Art Informal.

Edo Fantasy

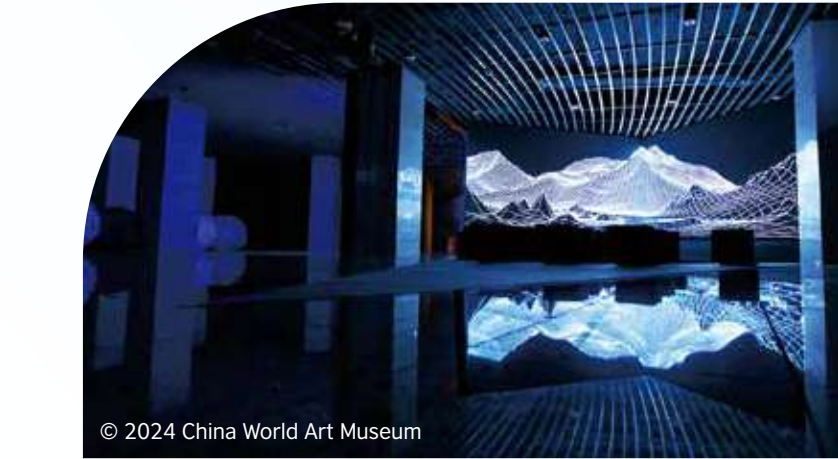
26 March – 3 July 2022

To celebrate the 50th anniversary of the normalisation of diplomatic ties between China and Japan, this large-scale woodblock painting show of Ukiyo-e pieces presented 140 classical sets of the Japanese artform. This exhibition highlighted important woodblock paintings created by famous Ukiyo-e artists during the Edo period (1603-1868), when subjects such as worldly pleasures, landscapes, people’s daily lives and Kabuki actors were favoured by Ukiyo-e printing makers.

AVERAGE VISITOR NUMBER PER MONTH	86,000	WEIBO FOLLOWERS	25,000
		WECHAT FOLLOWERS	127,225

ONLINE ENGAGEMENT HIGHLIGHT

For every exhibition, China World Art Museum combines online and offline offerings, such as academic lectures, live broadcasts targeted at exhibition guides, voluntary events and art education activities. Each exhibition attracts visitor numbers in the millions, such as a 1.5-hour live streamed event on the video platform Kuaishou during the Exhibition of the Golden Mummies, which reached 6.49 million viewers on 12 October 2021.





# Choi Centre · Cloud House

Cloud House, 16 Courtyard Houyuan, Dongbajianfang Village, Chaoyang District, Beijing

The Choi Centre · Cloud House is operated by Jonathan KS Choi Foundation, in partnership with the French embassy in China and the China Cluster of the European Union National Institutes of Culture (EUNIC). As a space, the Choi Centre · Cloud House is dedicated to a range of cultural activities including exhibitions, concerts, dialogue events, residencies and performances.

The Choi Centre · Cloud House’s areas of focus are:

- contemporary art
- theatre
- dance
- music.



## INTERNATIONAL COLLABORATION

*Costa, Sierra and Selva: A Visual Narrative of Peru*

14–25 March 2023

This exhibition received prominent media coverage, including in the Spanish-language edition of the *People’s Daily* and the Peruvian government’s Plataforma Digital Única del Estado Peruano, along with promotional activities on various social media platforms. The exhibition was covered and promoted by accounts on Weibo with a collective reach of over 59 million followers and on a WeChat channel with over 2,000 followers.

*Ophiolite*

22 June – 22 October 2023

The *Ophiolite* exhibition captured both local and international attention, attracting and engaging a new audience to the centre in the process. The centre’s commitment to providing exceptional content was evident through three exclusive interviews featuring the director, curator and artists. Additionally, an exclusive WeChat article with the HiArt media platform garnered over 2,000 interactions, fostering a deep engagement with a new type of audience. Elsewhere, the first week of opening saw 74 media articles from over 50 media channels covering the exhibition.

Audience participation with this exhibition was encouraged, with visitors able to share their impressions and feedback across various platforms, including WeChat, Little Red Book, Weibo and Instagram. On the centre’s Cloud House account on Instagram, content about this exhibition was viewed by over 40,000 users, generating nearly 70,000 impressions and over 100 interactions.

This exhibition also garnered coverage from a number of mainstream media platforms and led to over 90,000 search results on China’s main search engine Baidu.



YEAR OF OPENING	2022	TICKET PRICE	Free
BUSINESS MODEL	Privately-run	LEADERSHIP	Gilbert Choy
EXHIBITION SPACE	458m²		
ACCESSIBILITY	Accessible ramp ✓ Lift and stairs ✗	Wheelchair accessible toilet	✓
AVERAGE VISITOR NUMBER PER MONTH	200		



Site 1: 798 Art Zone D-06, 2 Jiuxianqiao Rd, Chaoyang, Beijing  
Site 2: Building 1 & 2, Citang Street, Qingyang District, Chengdu

M WOODS’ emphasis is on presenting new and historical art by Chinese and international artists, often by those who have rarely or never had a solo exhibition in a Chinese institution. The museum presented the first institutional solo exhibitions in Beijing by artists such as Man Ray, Ryuichi Sakamoto, Yinka Shonibare, Bruce Nauman, David Hockney, Yang Lu, Richard Tuttle, Nicolas Party, Shaoji Liang, Austin Lee, Cristof Yvoré and Paul McCarthy, and collaborates with international museums such as the Tate Modern and the British Museum to present unique experiences and exhibitions for a local audience.

Opened in August 2023 as a key deployment of M WOODS’ national strategic plan of “Three Cities, Four Museums”, M Woods Chengdu is the first branch out of Beijing. Located in the historical “100-year old street” of Citang (Ancestral Hall) Street, M WOODS People’s Park, it continues to uphold the museum’s mission by presenting a year-round program of exhibitions, performances, music, live events, and talks.

M WOODS’ areas of focus are:

- curating a collection that preserves and expands traditional definitions of art, thereby encompassing diverse cultural viewpoints
- producing dynamic and experimental work within the concept that art is ‘free, alchemical and timeless’
- promoting Contemporary Art: promote and support the important field of contemporary art locally. This includes showcasing works by emerging and established Chinese artists, fostering a space for experimentation and innovation, and providing a platform for local artists to gain recognition both domestically and internationally
- hosting exhibitions featuring renowned international artists, organizing cultural exchange programs, and partnering with leading art institutions from around the world to bring art to China.



YEAR OF OPENING	2014
TICKET PRICE	£11–25
BUSINESS MODEL	Privately-run
LEADERSHIP	Lin Han and Wanwan Lei
EXHIBITION SPACE	Beijing 3,000m², Chengdu 4,000m²
ACCESSIBILITY	Accessible ramp ✕ Lift and stairs ✕ Wheelchair accessible toilet ✓

INTERNATIONAL COLLABORATION

Bruce Nauman: OK OK OK  
11 March – 10 July 2022

In collaboration with the Tate Modern and the Stedelijk Museum Amsterdam, M WOODS presented China’s first and most comprehensive overview of the work of American artist Bruce Nauman. The exhibition featured work from 50 years of Nauman’s career, departing from previous shows in its experimental approach to displaying the works and focusing on Nauman’s interest in performance art, neon visuals, sound and the moving image.

Italian Renaissance Drawings: A Dialogue with China  
3 September 2021 – 20 February 2022

As the first collaborative exhibition between a British institution (the British Museum) and an independent, not-for-profit art museum in China, the focus of this exhibition was to enlighten visitors about Italian Renaissance drawings, including examples by many of the great Renaissance artists such as da Vinci, Michelangelo, Titian and Raphael, taken from the historic collections of the British Museum. For the first time in their history, these works were placed in dialogue with contemporary art from China, highlighting the important trans-temporal relationships between the Western Renaissance and China.

David Hockney: Works from the Tate Collection  
30 August 2019 – 5 January 2020

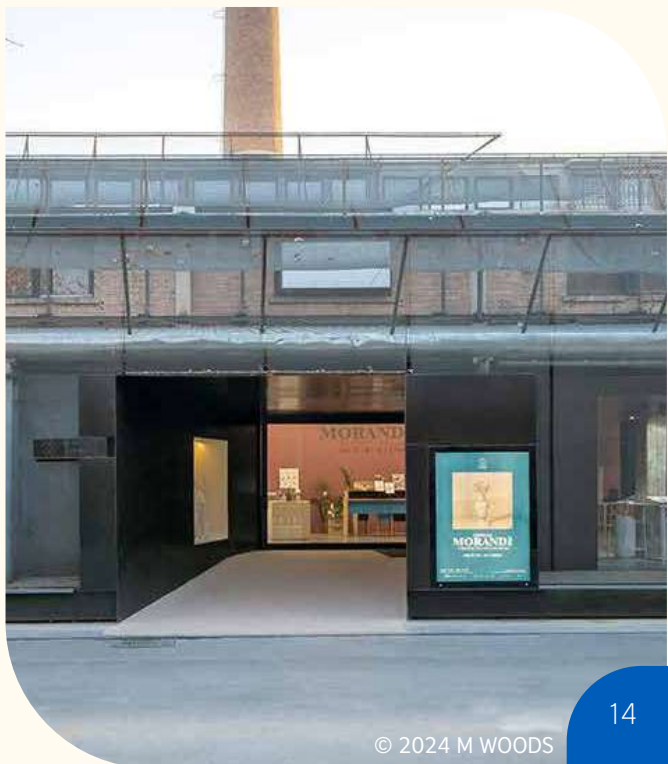
As the inaugural exhibition of the second M WOODS site, this exhibition was the artist’s first museum exhibition in China. It explored for the first time Hockney’s relationship with China and revealed how Chinese painting has continued to have a profound influence on his practice in terms of painting theory, technique and perspective. The rarely shown *The Kangxi Emperor’s Southern Inspection Tour (Scroll 6)* was presented alongside Hockney’s *Moving Focus* series of prints and more recent works in paintings and photography.

AVERAGE VISITOR NUMBER PER MONTH	30,000
WEIBO FOLLOWERS	2,437,978
WECHAT FOLLOWERS	168,970

ONLINE ENGAGEMENT HIGHLIGHT

In order to promote exhibitions, the audience were asked to post comments and feedback on Little Red Book, Weibo, Instagram and other social media platforms. *Austin Lee: Human Nature*, for example, was viewed 395,412 times on WeChat, 6.83 million times on Weibo and 167,289 times on Weibo Video in February 2022.

The recent exhibition "Austin Lee: Human Nature" WeChat posts amassed 395,412 views, while Weibo generated an impressive 6.83 million views and Weibo Video garnered 167,289 views.





# National Art Museum of China

1 Wusi Street, Dongcheng District, Beijing

The National Art Museum of China (NAMOC), as the only national museum of plastic art in China, houses over 130,000 pieces. Its collections represent a range of Chinese artists dating from ancient to present times and together tell the story Chinese art history. Within the collection are also pieces of foreign art and many examples of folk artwork.

NAMOC’s areas of focus are:

- Chinese art
- its collection of foreign and folk artwork.



YEAR OF OPENING	1963	TICKET PRICE	Free
BUSINESS MODEL	State-owned	LEADERSHIP	Weishan Wu
EXHIBITION SPACE	Indoor: 8,300m² (indoors) and 3,000m² (an outdoor sculpture park)		
ACCESSIBILITY	Accessible ramp ✓ Lift and stairs ✓	Wheelchair accessible toilet ✓	



AVERAGE VISITOR NUMBER PER MONTH	90,000	BILIBILI FOLLOWERS	69,000
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ONLINE ENGAGEMENT HIGHLIGHT

On 9 March 2021, the topic ‘Director of NAMOC talking about shooting at art exhibitions’ topped the trending charts on the social media platform Weibo, having been read over 110 million times. On 1 June 2022, as a special programme for International Children’s Day, the topic ‘Sculptor Weishan Wu says that childhood is your own creation’ was posted on the Weibo account belonging to the television channel for children and young people run by the state broadcaster CCTV, receiving 1.78 million hits.

## INTERNATIONAL COLLABORATION

*Immortal Inheritance: Sculptures of Members of the Académie des Beaux-Arts*  
28 June – 9 July 2019

This was an exhibition of 37 representative sculptures by five members of the French Académie des Beaux-Arts, including Claude Abeille, showing their reflections on and understanding of human nature and survival. All the exhibited sculptures were donated to NAMOC after the exhibition ended. In addition, in 2016 NAMOC exhibited 66 paintings by nine members of the Académie, including oil paintings, prints and mixed media pieces, some of which were also donated to NAMOC.

*Landscape of the Mind, Masterpieces from Tate Britain*  
13 September – 6 November 2018

This exhibition featured more than 70 British landscape paintings dating from the 18<sup>th</sup> century on loan from Tate Britain, including oil paintings and watercolours, representing a variety of painting schools from the traditional to the modern. It included artists such as Gainsborough, Turner, Constable, Girtin, Cozens and Millais, some of whom were part of the pre-Raphaelite Brotherhood, alongside works by other Impressionist, Surrealist and Modernist avant-garde painters.





# Red Brick Art Museum

Hegezhuang Village, Chaoyang District, Beijing

The museum’s name reflects the building’s red brick architecture – a building that is set within an ornate garden. Red Brick Art Museum is dedicated to the promotion and development of Chinese contemporary art, offering high-quality exhibitions from diverse collections. The museum also aims to further academic research, educate and inform, develop publications and organise public events, as well as participate in international art exchanges and provide tangible marketing opportunities and an overview of contemporary Chinese pieces in collections internationally.

Red Brick Art Museum’s areas of focus are:

- Chinese and international contemporary art.



## INTERNATIONAL COLLABORATION

*Christopher Le Brun A Sense of Sight: Abstract Works 1974-2020*

20 March – 9 May 2021

Red Brick Art Museum was the first museum in Asia to present a solo exhibition by Christopher Le Brun. Featuring paintings and sculptures spanning almost 50 years, the exhibition was unprecedented in showing the long development of abstraction in his work and revealed the essentially formal nature of his work as an artist.

*Sarah Lucas*

2 November 2019 – 19 July 2020

This was Sarah Lucas’s largest solo exhibition in Asia and featured more than 100 works from across a 30-year career.

YEAR OF OPENING	2014	TICKET PRICE	£11–25
BUSINESS MODEL	Privately-run	LEADERSHIP	Shijie Yan
EXHIBITION SPACE	10,000m² across nine exhibition halls		
ACCESSIBILITY	Accessible ramp ✓ Lift and stairs ✓	Wheelchair accessible toilet ✓	

AVERAGE VISITOR NUMBER PER MONTH	12,000	WEIBO FOLLOWERS	65,000
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ONLINE ENGAGEMENT HIGHLIGHT

In 2022, the museum collaborated with a famous content maker on the Chinese short-video app Bilibili, organising a dialogue with the artist to talk about the exhibition *Xu Bing: The Karman Line of Art* for a video that was viewed 554,000 times.



# The Art Museum of Central Academy of Fine Arts

8 Huajiadi South Street, Chaoyang District, Beijing

The Art Museum of Central Academy of Fine Arts (CAFA Art Museum), an international-level modern art museum, conducts research, stages exhibitions, restores artworks and delivers education about art. The museum also maintains an attitude of open-mindedness in its philosophy and practice of using knowledge to serve society, bridging the past and future through the exhibition and display of significant artistic and cultural accomplishments while sharing contemporary culture with all sections of society.

CAFA Art Museum’s areas of focus are:

- contemporary art
- works by young artists
- interdisciplinary art practices
- Chinese modern art.

YEAR OF OPENING	2008	TICKET PRICE	£1–10
BUSINESS MODEL	State-owned	LEADERSHIP	Zikang Zhang
EXHIBITION SPACE	5,000m²		
ACCESSIBILITY	Accessible ramp ✓ Lift and stairs ✓	Wheelchair accessible toilet ✓	



## INTERNATIONAL COLLABORATION

*Material Tales: The Life of Things*

17 September – 17 October 2021

Featuring over 80 iconic exhibits from the Design Museum in London alongside 30 Chinese contemporary designers’ works and displays of innovative materials, this exhibition informed and inspired visitors to understand and care for the complex processes that go into everyday objects.

*Anish Kapoor from the Anish Kapoor Studio*

25 October 2019 – 5 January 2020

Anish Kapoor’s first solo show in China, this exhibition presented some of the artist’s most significant and celebrated works from the last 35 years.

*Under the Skin from the Marc Quinn Studio*

8 March – 1 May 2019

Marc Quinn’s first solo exhibition in China presented works from the artist’s more than three decades in the spotlight, including a series exploring his enduring interest in identity.



AVERAGE VISITOR  
NUMBER PER MONTH

20,000

WEIBO FOLLOWERS  
WECHAT FOLLOWERS

281,000

295,900

ONLINE ENGAGEMENT HIGHLIGHT

The CAFA Graduate Season 2022 online exhibition attracted over three million views within its first week. The director of the museum delivered an online guide that was available live through five online platforms, including Douyin and the China Central Television Literary and Art Channel, receiving two million views between 16 and 18 June 2022.



# The Palace Museum

4 Jingshan Front Street, Beijing

Established in 1925, the Palace Museum is located in the imperial palace of the Ming (1368–1644) and Qing (1644–1911) dynasties. The magnificent architectural complex, also known as the Forbidden City, and the vast holdings of paintings, calligraphy, ceramics and antiquities of the imperial collections make it one of the most prestigious museums in the world. In 1961, the State Council designated the former imperial residence as one of China's foremost-protected cultural heritage sites and in 1987 it was listed as a UNESCO World Heritage site.

The Palace Museum’s areas of focus are:

- the management, display, research and protection of the collection along with the conservation of historic architectural structures
- the development of cultural products and museum digitisation.



Source: Envato Elements

YEAR OF OPENING	1925	BUSINESS MODEL	State-owned
TICKET PRICE	£7.50: 1 April – 31 October (peak season) £5.00: 1 November – 31 March (low season) Free admission to temporary exhibitions		
EXHIBITION SPACE	7,369m² (for temporary exhibitions)		
LEADERSHIP	Xudong Wang		
ACCESSIBILITY	Accessible ramp ✓ Lift and stairs ✗	Wheelchair accessible toilet ✓	

## INTERNATIONAL COLLABORATION

*The Antikythera Shipwreck*

14 September 2018 – 14 February 2019

About 350 exhibits were on display, including bronze and marble statues, musical instruments and jewellery, providing visitors with insights into boat-making technology, navigation techniques and ancient Greek art. Nearly 1,900,000 people visited this exhibition.

*Britain Meets the World 1714-1830*

9 March – 10 June 2007

This was the first time the Palace Museum and the British Museum co-organised an exhibition, which showcased more than 160 objects exploring Britain’s engagement with the world during the Georgian period when the nation was emerging as an international power. The Palace Museum also displayed 13 objects from its own collection.

AVERAGE VISITOR	1,000,000	WEIBO FOLLOWERS	10,287,000
NUMBER PER MONTH		WECHAT FOLLOWERS	11,414,000

ONLINE ENGAGEMENT HIGHLIGHT

The Palace Museum displayed pieces from its collections via photographs, videos and livestreams on Weibo under titles such as ‘falling in love with the Forbidden City’. Through these posts, which have been viewed over 5 billion times, the picturesque scenery of the Forbidden City could be enjoyed in real time, as could the beauty of the 24 traditional Chinese solar terms and the changing seasons and climates that accompany them. This programme also demonstrated the wider significance of the Forbidden City, both as a world cultural heritage site and a place of historical importance.



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# Today Art Museum

Building 4, Pingguo Community, 32 Baiziwan Road, Chaoyang District, Beijing

Dedicated to providing a platform for contemporary art, Today Art Museum (TAM) is a bridge connecting artists, the public and interdisciplinary institutions and has three areas of focus: art and technology, art and design and contemporary art. As the first museum in mainland China to receive non-profit status in 2002, TAM is proud of its foundations in innovation and social impact through art. From day one, TAM has been leading and hosting an energising dialogue about, and production of, original works and concepts in Beijing. It offers an extensive programme of exhibitions, events, education, research, collections and publications reflecting issues current in China, Asia and further afield and seeking to inspire ideas and empathy in diverse audiences through accessible contemporary art.

TAM's areas of focus are:

- modern and contemporary art and design
  - classical painting
- art and technology
  - new media.



YEAR OF OPENING	2002	TICKET PRICE	£11–25
BUSINESS MODEL	Privately-run	LEADERSHIP	Jessica Zhang
EXHIBITION SPACE	7,000m² across three exhibition halls		
ACCESSIBILITY	Accessible ramp ✓ Lift and stairs ✓	Wheelchair accessible toilet ✓	

AVERAGE VISITOR NUMBER PER MONTH	27,000	WEIBO, WECHAT AND OTHER SOCIAL MEDIA FOLLOWERS	2 million
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ONLINE ENGAGEMENT HIGHLIGHT

*Meeting Ukiyo-e: the Floating World of Edo City* (12 March — 6 May 2021) had 483 WeChat articles written about it that together were read 855,000 times. It also also generated 75,000 interactions through over 8,000 Weibo articles, 2,528 articles on traditional media and 519 articles on other social media.

## INTERNATIONAL COLLABORATION

*To Your Eternity- The 4<sup>th</sup> Future of Today Biennial*  
21 July – 12 November 2023

*To Your Eternity*, the fourth instalment of the Today Art Museum’s art- and technology-themed biennial, reveled in unlikely, luminous juxtapositions across geography and time.

*To Your Eternity* featured over 30 artists across an unusual range of media: VR experiences, AI and algorithm-based art, games, videos, lecture performances, sculptures, drawings, wallpaper, photography, tapestry, lacquer, murals and monuments. By inserting crucial art historical examples from the mid-20<sup>th</sup> century into a mix of more recent work, the exhibition invited considerations on the longer throughlines within the historical conditionings of our current technological and existential crisis that never truly went away.

*Li Nu: As If Sand Were Stone*  
17 September – 15 November 2022

Curated by poet, curator and art critic Zhu Zhu, Today Art Museum presented the first museum survey of recent works by Chinese artist Li Nu. This exhibition featured more than 20 works by Li Nu, most of which were new and involved a variety of media, including sculpture, installation, video and painting.

*Environment mon amours : Exhibition of Suzanne Husky and Tong Yixin*  
3 July – 14 May 2022

Co-organised by the French Embassy in China and Today Art Museum, this exhibition showcased 28 artworks created by the French artist Suzanne Husky and the Chinese artist Tong Yixin, who share the perspective that it is vital to reflect the concepts of ecological and environmental protection through diverse artistic works. Tong used various media to explain his ‘metaphysical goodwill’ toward nature, while Husky’s film *On the Proliferation of Mermaids in Times of Shipwreck* analysed, from an anthropological perspective, the mermaid myth in the context of contemporary art and society.

*Gaetano Pesce: Nobody’s Perfect*  
20 March – 30 June 2022

This exhibition presented the transitions seen in Pesce’s major works, models and manuscripts over the past half-century. From classic domestic designs to his architectural experiments in varied locations, the exhibition comprised more than 50 three-dimensional works and 30 manuscripts, including chairs, tables, cabinets, lamps, vases, product designs, architectural manuscripts, architectural models, resin paintings and installations, as well as video and documentary materials, bringing the viewer into the whimsical world built by Pesce’s intense colours, innovative materials and figurative anthropomorphic forms.



# Tsinghua University Art Museum

Tsinghua University Campus, 30 Shuangqing Road, Hai Dian District, Beijing

Tsinghua University Art Museum (TAM) has a collection of nearly 27,000 pieces ranging from antiquity to the present. Attracting over 3 million visitors in 2023, the collection includes Chinese paintings, calligraphy, porcelain, and furniture among a wide range of historical and contemporary artifacts. The museum cultivates an environment for students, staff and the public that supports the advancement of a humanistic and aesthetic education.

TAM’s areas of focus are:

- Chinese traditional arts and crafts (for permanent exhibitions)
- modern and contemporary art, design and cultural heritage and relics (for contemporary exhibitions).

YEAR OF OPENING	2016	TICKET PRICE	£1–10
BUSINESS MODEL	State-owned	LEADERSHIP	Pengfei Du
EXHIBITION SPACE	9,000m²		
ACCESSIBILITY	Accessible ramp ✓ Lift and stairs ✓	Wheelchair accessible toilet ✓	



## INTERNATIONAL COLLABORATION

*A Sense for Beauty Across Two Countries: Cultural Exchanges Between Japan and China During the Han and Tang Dynasties*

24 September – 4 December 2022

During the Yamato period and the subsequent eras in Japan, government was centred around Nara: a region that is not only the birthplace of Japanese history but also one of the key locations for Buddhism within the country. Nara has been at the heart of Sino-Japanese cultural exchanges throughout its existence, laying the foundations for the relationship between the two countries today. To celebrate the 50<sup>th</sup> anniversary of the normalisation of Sino-Japan diplomatic relations, Tsinghua University and Nara Prefecture worked together to develop this exhibition.

*Crossing Parallels: German Design 1945–1990*

10 January – 16 April 2023

This exhibition presented over 300 pieces of German design works from the post-war era, including those in the fields of graphic design, industrial design, furniture design, lighting design, interior design, fashion, textiles and jewellery design, and focused on artists like Dieter Rams, Hans Gugelot, Rudolf Horn and Margarete Jahny, and on pre-eminent institutions like the Burg Giebichenstein, the Hochschule für Gestaltung and the Hochschule für Gestaltung Offenbach. At that time, design was a valuable aspect of industry and culture, as well as an expression of the everyday realities and goals of citizens that can still be felt today. Through different examples, the exhibition shows how design is closely intertwined with history, society and culture, and explores both the similarities and differences between design concepts and practices in the German Democratic Republic and the Federal Republic of Germany, thus tracing a panorama of post-war German design history.



AVERAGE VISITOR  
NUMBER PER MONTH

37,000

WEIBO FOLLOWERS  
WECHAT FOLLOWERS

67,000

494,248

ONLINE ENGAGEMENT HIGHLIGHT

Tsinghua University Art Museum held an in-house concert at its exhibition hall synchronised with the exhibition Design Utopia: 100 Years of Design History. The concert was also streamed live through the platform Sohu Music and attracted over 120,000 viewers, acting as a successful publicity campaign for the exhibition.



# UCCA Center for Contemporary Art

798 Art District, Jiuxianqiao Street, Beijing

The UCCA Center for Contemporary Art (UCCA) is dedicated to the idea that art both enriches lives and transcends boundaries, achieving this through promoting intercultural exchanges of contemporary art. By cultivating links between art scenes in China and across the world, the UCCA exposes local audiences to key figures they would not otherwise encounter, with a particular focus on emerging Chinese talent. The UCCA frequently stages major exhibitions and shows in collaboration with leading international institutions.

The UCCA’s areas of focus are:

- contemporary art exhibitions
- art education
- public education activities.



© 2024 UCCA Edge, Shanghai. Courtesy K. Wah Group.

YEAR OF OPENING	2007	TICKET PRICE	£11–25
BUSINESS MODEL	Privately-run	LEADERSHIP	Philip Tinari
EXHIBITION SPACE	2,511m² (UCCA Beijing) 500m² (UCCA Dune) 1,700m² (UCCA Edge)		
ACCESSIBILITY	Accessible ramp ✗ Lift and stairs ✗	Wheelchair accessible toilet ✓	

## INTERNATIONAL COLLABORATION

*Becoming Andy Warhol*

3 July – 10 October 2021

The most comprehensive exhibition of Andy Warhol in China to date reconsidered the breadth of the legendary Pop Art artist’s output, including nearly 400 drawings, paintings, photographs and films from the Andy Warhol Museum.

*Elizabeth Peyton: Practice*

15 August – 29 November 2020

This was the artist’s first solo exhibition in China. Since the 1990s, Peyton has been a major force in the resurgence of painting and the revitalisation of portraiture. The exhibition featured drawings, paintings and prints from throughout her 30-year career, with particular focus on work from the past decade.

*Picasso – Birth of a Genius*

15 June – 1 September 2019

This was the most significant exhibition of work by Pablo Picasso ever to take place in China. The exhibition, which offered a comprehensive overview of the first three decades of Picasso’s career, included 103 works drawn entirely from the collection of the Musée National Picasso-Paris, tracing Picasso’s development from childhood to middle age.

AVERAGE VISITOR	20,000	WEIBO FOLLOWERS	409,000
NUMBER PER MONTH		INSTAGRAM FOLLOWERS	28,000

ONLINE ENGAGEMENT HIGHLIGHT

Open from 20 November 2021 to 20 February 2022, *Maurizio Cattelan: The Last Judgement* was the first solo exhibition in China by Maurizio Cattelan, one of the most popular and controversial figures on the international contemporary art scene. The UCCA collaborated with Douyin for the marketing promotion of this exhibition, where the topic ‘killing the banana’ – one related to *Maurizio Cattelan: The Last Judgement* – attracted 130 million views.



© 2024 UCCA Center for Contemporary Art, Beijing.  
Courtesy Office for Metropolis Architecture, photography by Bian Jie.



# X Museum

Building E1, Lang Yuan Station, 53 Banjieta Road, Chaoyang District, Beijing

X Museum welcomes new ideas from a range of cultures and was founded by a pioneering team looking to develop a space for a new generation of youth in Beijing. It also has a vision of creating inclusive places in both its galleries and through its online virtual domain, making the institution a point of connection linking the thinking of different backgrounds and disciplines not limited to geography or ethnicity. Furthermore, X Museum cultivates and supports emerging artists globally and embraces innovative practices using critical and experimental concepts. By promoting a select group of the most influential and creative artists from around the globe, X Museum holds over 1,000 pieces by artists hailing from more than 30 countries and has organised and presented 13 exhibitions in the three years since its opening. Exhibition projects have involved nearly 80 artists from 23 countries and regions, while the museum has also organised more than 40 public programmes to date.

**X Museum’s areas of focus are:**

- becoming a prominent international destination for those with a millennial perspective and for next-generation art
- online and offline engagement, with the museum’s re-opening marked by a series of in-house curated programmes and events aiming to provide more vibrant and diverse art projects to local audiences.

YEAR OF OPENING	2020	TICKET PRICE	£1–10
BUSINESS MODEL	Privately-run	LEADERSHIP	Michael Xufu Huang
EXHIBITION SPACE	3,000m²		
ACCESSIBILITY	Accessible ramp ✓ Lift and stairs ✓	Wheelchair accessible toilet ✓	



## INTERNATIONAL COLLABORATION

*Cryptid*

10 December 2023 – 17 March 2024

This exhibition was a pseudo-scientific landscape of cryptozoology: a map of creatures that are ‘off-limits’, made-up or undiscovered, and were shown alongside their taxonomical, formalised binomial nomenclature. The scientific method, myth, folklore and tradition were interwoven with the work. These creatures evolved from a sound frequency (cymatics) and a common ancestor (a Zoophyte), linked through a diagrammatic phylogenetic world tree. As well as representing undiscovered and speculative creatures, the work also featured organisms which we know very little about, despite our observations and scientific studies, including the plankton and microscopic organisms found in the ocean.

*X Museum Triennial 2023: Home is Where the Haunt is*

27 August – 26 November 2023

X Museum’s second edition of its triennial, entitled *Home is Where the Haunt is*, featured 19 emerging contemporary Chinese artists, *Cryptid*, an X Virtual Incubator project and a winner of a Connections through Culture (CtC) grant from the British Council.

*The Endless Garment*

March 2021 – March 2022

The Endless Garment brought together a broad group of contemporary cultural producers from Greater China, South-East Asia and their global diasporas to study and contest the ways that Asian fashion is represented as a system and cultural narrative. It featured artists who currently live and work in the UK such as A Sai Ta, Carl Jan Cruz, Feyfey WORLDWIDE, Hanna Moon, Joyce Ng and Samuel Guiyang. Encompassing photographs, videos, garments, fashion objects and installations, the exhibition was the culmination of several years of collaboration between the curators and a wide network of artists, designers, photographers and writers from over a dozen countries.

AVERAGE VISITOR NUMBER PER MONTH 1,700

WEIBO FOLLOWERS	56,000	MICHAEL XUFU HUANG	700,000
WECHAT FOLLOWERS	35,000	(THE FOUNDER OF X	
INSTAGRAM FOLLOWERS	16,000	MUSEUM) FOLLOWERS	





# Qingdao

青 岛  
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.



## ¥ 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 20<sup>th</sup> 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 17<sup>th</sup> 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 <sup>2</sup> 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



# Luoyang

洛 阳  
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.



## ¥ 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).





# 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.





# Wuhan

武汉  
W U      H A N



Wuhan is a sprawling metropolis in the centre of China. The capital of Hubei province, it is home to 13.7 million people (2022) and lies at the point where the Han River flows into the Yangtze River. Formed by the combining of three ancient cities that expanded alongside each other – Hankou, Wuchang and Hanyang – Wuhan is sometimes referred to as the ‘City of a Hundred Lakes’, hence allowing the city to effortlessly mix the urban with the tranquil.



Source: Envato Elements



Source: Envato Elements



Source: Envato Elements

## ¥ THE LOCAL ECONOMY

Wuhan has one of the ten largest economies in China, recording a GDP of CNY ¥1.89 trillion (£203.96 billion) in 2022. Access to the Yangtze River means transportation and trading have long been mainstays of the local economy – a position that was amplified in the last century when the city became one of the country’s main railway hubs as well. In terms of manufacturing, until relatively recently the steel and iron industries formed the core of Wuhan’s output but in the 21<sup>st</sup> century they have been augmented by growth in the automotive, IT, healthcare and intelligent manufacturing sectors.

## LOCAL CULTURE AND ARTS

There are 14 national-level intangible cultural heritage items registered in Wuhan, many of which are forms of opera and other types of music in recognition of Wuhan’s contribution to Chinese performing arts. The city is also known for folk arts such as Han embroidery, wood sculpting and Xiaogan paper cutting, and was named as a Creative City of Design by UNESCO in 2017. In modern times, this passion for art is reflected in the creation of the Wuhan Design Biennale, which started in 2011 to showcase work by prominent designers across traditional and modern forms alike, demonstrating the city’s contemporary strengths in urban planning, the high-tech industries and the creative industries.



Source: Envato Elements



# Wuhan Art Museum

Site 1: 2 Baohua Street, Zhongshan Road, Wuhan (Hankou branch)  
Site 2: 77 Zhiyin Avenue, Hanyang District, Wuhan (Qintai branch)

Wuhan Art Museum is dedicated to the collection, research and display of national art treasures. In addition, the museum takes on a social responsibility for civic education, foreign cultural exchanges and cultivating contemporary art development. Since opening in 2008, Wuhan Art Museum has acted as a platform for artistic and social functions, focusing on the exchange and display of contemporary art and allowing it to grow in strength and importance as a regional arts centre.

In December 2022, Wuhan Art Museum Qintai opened to the public. As a multifunctional contemporary art museum, it is equipped to meet the needs of art exhibitions, work collections, public education and cultural tourism services.

Wuhan Art Museum’s areas of focus are:

- displays
- the promotion of art
- research
- public education
- international exchanges.



YEAR OF OPENING	2008 (Hankou branch) 2022 (Qintai branch)	TICKET PRICE	Free
BUSINESS MODEL	State-owned	LEADERSHIP	Yongjin Chen
EXHIBITION SPACE	Hankou branch: 4,230m² over seven exhibition halls Qintai branch: 10,000m² over five exhibition halls (with a total building area of 43,000m², of which 20,800m² is above ground and 22,000m² underground)		
ACCESSIBILITY	Accessible ramp ✓ Lift and stairs ✓	Wheelchair accessible toilet ✓	

## INTERNATIONAL COLLABORATION

*From Monet to Soulages – The Road to Modern Western Painting (1805-1975)*  
29 December 2017 – 29 April 2018

To celebrate the 12<sup>th</sup> Croisements Festival, the Wuhan Art Museum and the Metropolitan Museum of Modern and Contemporary Art in Saint-Etienne co-hosted this exhibition of classic Western artworks in which the audience could develop a perception of their own aesthetic existence. The exhibition featured 50 works from the Metropolitan Museum of Modern and Contemporary Art to systematically trace the history of Western painting from the early 19<sup>th</sup> to the late 20<sup>th</sup> centuries, focusing on significant developments and revolutionary events and featuring familiar artists such as Courbet, Monet, Matisse, Picasso, Dubuffet and Soulages.

*Art Space Germany*  
16 June – 14 July 2015

Contrary to German artists flocking to Paris in the 1950s or New York after the 1960s, many non-German artists have consciously chosen Germany as the centre of their life and work, bringing new ideas to visual art in the country. Together with German artists, non-German artists, especially those who immigrated to Germany, have profoundly influenced creative life in Germany: they are active in art academies, contribute to the appeal of the country’s art schools and attract more young domestic and international students.

AVERAGE VISITOR NUMBER PER MONTH	25,350 (Hankou branch) 84,700 (Qintai branch)	WEIBO AND WECHAT FOLLOWERS	1,000,000
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ONLINE ENGAGEMENT HIGHLIGHT

The exhibition *Gazing of Tranquillity: Italian Contemporary Sculptures* in 2022 showed works from different perspectives to the audience through a live online tour. The first of its kind, it attracted over 100,000 viewers and significant online discussion, at one point ranking sixth in Weibo’s search ranking.



# Shanghai

上海  
SHANG HAI



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.



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## ¥ 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.



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## 🏛️ 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.



© 2024 Harry Jing | Unsplash



# Fosun Foundation (Shanghai)

600 Zhongshan East 2<sup>nd</sup> 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.



© 2024 Fosun Foundation (Shanghai)



© 2024 Fosun Foundation (Shanghai)

© 2024 Fosun Foundation (Shanghai)

YEAR OF OPENING	2016	TICKET PRICE	£11–25
BUSINESS MODEL	Non-profit	LEADERSHIP	Jenny Wang
EXHIBITION SPACE	2,100m <sup>2</sup> (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 accessible toilet ✗	

## 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 NUMBER PER MONTH	16,000	WEIBO FOLLOWERS	20,000
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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	7,000m² covering the HOW Art Hotel, HOW Art Centre and HOW Sculpture Park (the first and second floors act as exhibition spaces while the third floor houses the HOW Design Centre and HOW Store)		
ACCESSIBILITY	Accessible ramp ✓ Lift and stairs ✓	Wheelchair accessible 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  
NUMBER PER MONTH

4,000

WECHAT FOLLOWERS

90,000

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	10,600m² across five floors		
ACCESSIBILITY	Accessible ramp ✓ Lift and stairs ✓	Wheelchair accessible 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.



@2024 Museum of Art Pudong

AVERAGE VISITOR NUMBER PER MONTH	100,000	WECHAT FOLLOWERS	616,278
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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.



@2024 Museum of Art Pudong



@2024 Museum of Art Pudong



# 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.



@2024 Power Station of Art

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 accessible 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.



Installation view of “Philippe Parreno: Synchronicity”  
© 2017 Rockbund Art Museum

## 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 KhedDhangKe 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.



Installation view of  
“UGO RONDINONE: BREATHE WALK DIE”  
© 2014 Rockbund Art Museum



© 2024 Rockbund Art Museum

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



# 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 accessible toilet ✓	



© 2024 Shanghai Museum East

## INTERNATIONAL COLLABORATION



© 2024 Shanghai Museum

AVERAGE VISITOR NUMBER PER MONTH	100,000
WEIBO FOLLOWERS	980,000
WECHAT FOLLOWERS	2,000,000

**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.

- 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 five cylindrical tanks, three of which are museum exhibition spaces and two of which provide functional support, with each tank’s interior standing at over 15 metres in height and capped by a dome designed to reflect the design’s industrial heritage)		
ACCESSIBILITY	Accessible ramp ✓ Lift and stairs ✓	Wheelchair accessible 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 was 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	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 accessible 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 16<sup>th</sup> and 20<sup>th</sup> 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 19<sup>th</sup> and early 20<sup>th</sup> 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.



© 2024 Yuz Museum Shanghai



© 2024 Yuz Museum Shanghai

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 accessible 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 NUMBER PER MONTH	12,000	WEIBO FOLLOWERS WECHAT FOLLOWERS	17,532 115,528
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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.



# 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.



© 2024 Cullen Zh | Unsplash



# 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.



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.



© 2024 China Design Museum

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*

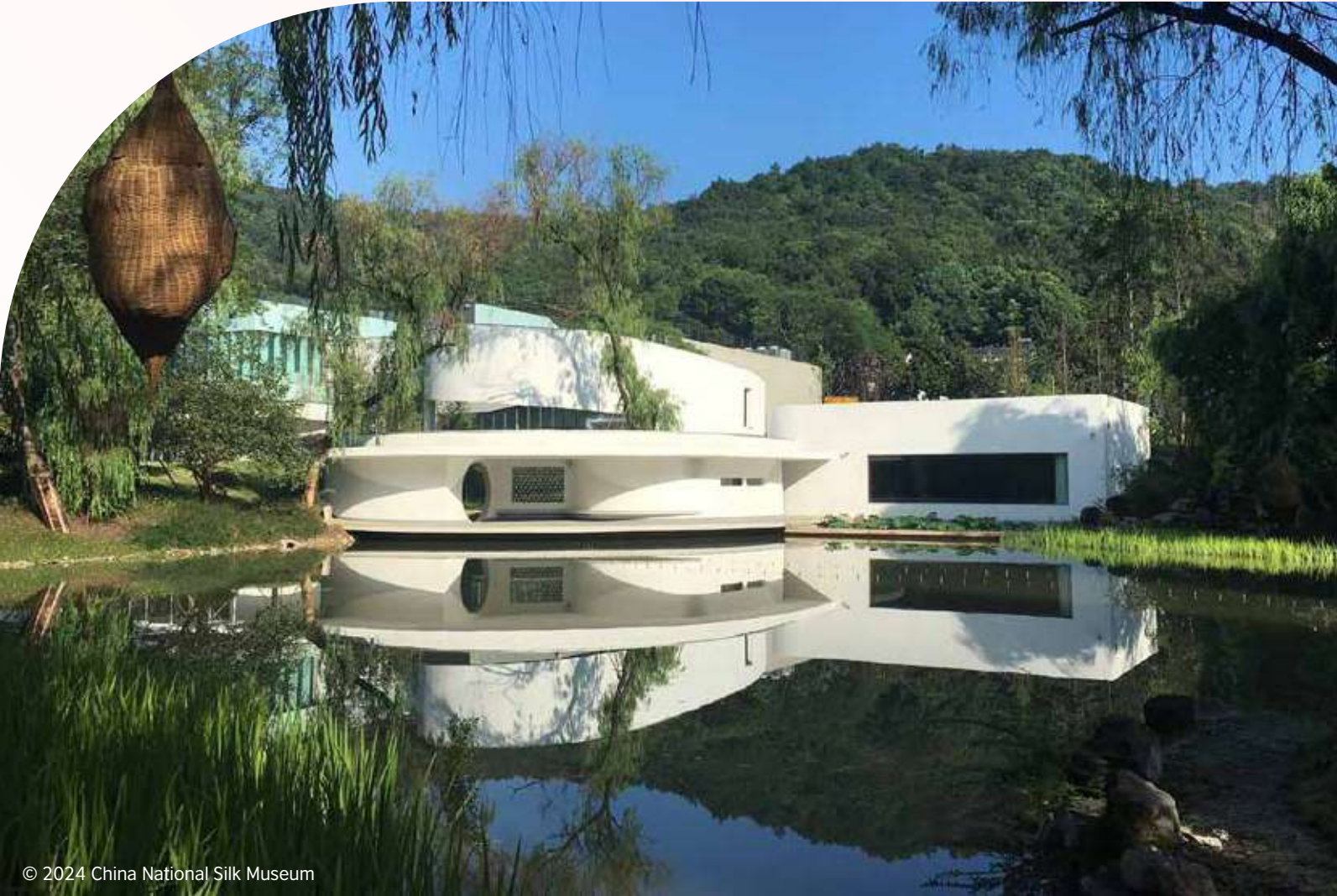
5 September – 15 November 2020

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	337,000
		WECHAT FOLLOWERS	297,000

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 35,000m<sup>2</sup> 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.



© 2024 Zhejiang Art Museum

YEAR OF OPENING	2009	TICKET PRICE	Free
BUSINESS MODEL	State-owned	LEADERSHIP	Jinfei Ying
EXHIBITION SPACE	10,000m <sup>2</sup> 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.



© 2024 Zhejiang Art Museum

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.



© 2024 Zhejiang Art Museum



# Nanjing

南京  
NAN JING



Nanjing – its name meaning ‘Southern Capital’, in contrast to Beijing’s ‘Northern Capital’ – is the capital of Jiangsu province and has a population of 9.5 million (2022). It is one hour from Shanghai and three from Beijing by bullet train. Similar to its northern counterpart, Nanjing is a major seat of learning in China, being the home of many prestigious universities and research centres, particularly those specialising in technology and the sciences. Elsewhere, Nanjing’s architecture offers a snapshot of two distinct periods of Chinese history: the ancient walls surrounding the traditional inner city have largely been preserved, while inside them lie an array of buildings from the Republican period during first half of the 20<sup>th</sup> century.



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Source: Envato Elements



Source: Envato Elements

## ¥ THE LOCAL ECONOMY

Nanjing is a major manufacturing centre with a focus on the automotive, electronics, metals, machine tools and building materials sectors. It is also a key player in China’s large petrochemical sector. With a GDP of CNY ¥1.69 trillion (£182.78 billion) in 2022, Nanjing is one of the largest markets in China and is especially well situated, having easy access to the Yangtze River Delta region as well as, by dint of being towards the north of this region, not lying too far from the powerhouses of the north such as Beijing, Tianjin and Zhengzhou.

## 🏛 CULTURE AND ARTS

Nanjing was founded around 200 BCE, hence it is sometimes referred to as the ‘Capital of Six Dynasties’. In 1982, not long after China’s Reform and Opening policy had started, a series of investments backed by the municipal government began to transform the city into a hub for culture, the arts and education. This foresight has paid off handsomely since, as shown by the popularity of the Nanjing Museum, the variety of private art museums spread throughout the city and the many international cultural exchanges that take place in different spheres, all of which helped Nanjing be named a City of Literature by the UNESCO Creative Cities Network in 2019.



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# Art Museum of Nanjing University of the Arts

15 North Huju Road, Gulou District, Nanjing

As part of Nanjing University, the Art Museum of Nanjing University of the Arts (AMNUA) follows strict academic standards when broadening its horizons and presenting high-level exhibitions, as well as in its stringent system of collection. With a philosophy, similar to Nanjing University of the Arts, of presenting within and to China while also collaborating internationally, AMNUA is committed to providing spaces that are open and free for artistic and academic purposes for teachers, students, artists and a wider Chinese audience.

AMNUA's areas of focus are:

- providing an open and free artistic and academic space to interact with teachers, students, artists and the audience
- independent research and planning that emphasises the distinctive diversity of AMNUA.



© 2024 Art Museum of Nanjing University of the Arts

YEAR OF OPENING	2012	TICKET PRICE	Free
BUSINESS MODEL	State-owned	LEADERSHIP	Xiaoshan Li
EXHIBITION SPACE	6,000m² over four floors (including a 200-seat lecture theatre)		
ACCESSIBILITY	Accessible ramp ✓ Lift and stairs ✓	Wheelchair accessible toilet ✓	

## INTERNATIONAL COLLABORATION

*This is Now: Film and Video after Punk*

19 September – 17 October 2018

This was a touring exhibition examining artists’ post-punk era films and videos from between 1979 and 1985, organised with the British Council and LUX and including seven screening programmes. It was developed in partnership with the BFI National Archive.

*Moving Museum 35*

29 December 2015 – 6 April 2016

*Moving Museum 35*, sponsored by the British Council and the PRS for Music Foundation, was organised by JCDecaux and AMNUA. Mira Calix, whose work is characterised by experimentality and drawing on a variety of forms, worked with 73 young artists from Nanjing University of the Arts on the exhibition, taking inspiration from the colour field painting style of abstract art. The project created 18 experimental works and converted a number 35 Nanjing bus into a mobile sound art museum, thereby transforming the ‘lofty’ institution of the museum into a mode of transport that is part of ordinary people’s everyday lives.

AVERAGE VISITOR  
NUMBER PER MONTH

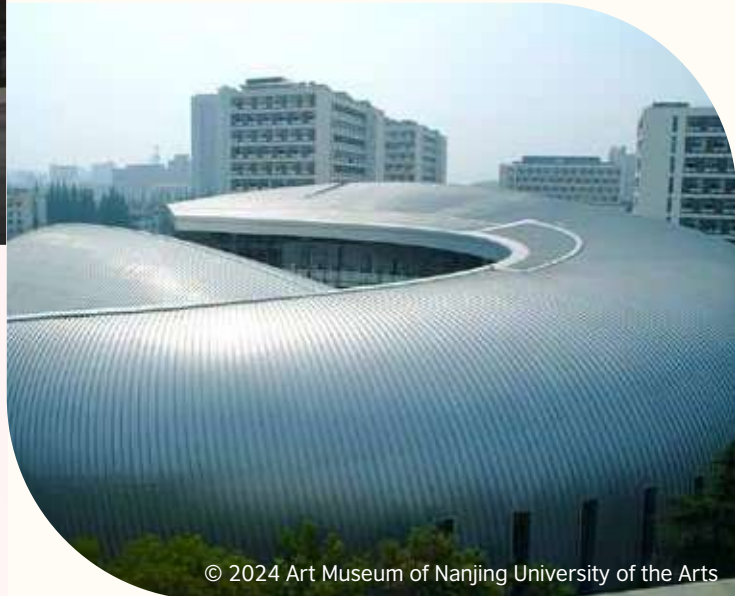
75,000

WECHAT FOLLOWERS

51,245

ONLINE ENGAGEMENT HIGHLIGHT

In 2019, the exhibition *Kayu, Nobuyoshi Araki* attracted 281,000 views on WeChat.



© 2024 Art Museum of Nanjing University of the Arts



© 2024 Art Museum of Nanjing University of the Arts



# Nanjing Museum

321 East Zhongshan Road, Nanjing

Located at the southern foot of Zijin Mountain and north of Zhongshan Gate, Nanjing Museum was the first large-scale comprehensive museum funded and constructed in China. As an institution, it aims to promote scientific research and supplement public education, and seeks to increase knowledge and wisdom through displays and exhibitions.

Nanjing Museum’s areas of focus are:

- collections offering ancient relics and artworks from Jiangsu province and across China, dating from the Palaeolithic Period to contemporary times
- international exhibition exchanges with partners from overseas.



## INTERNATIONAL COLLABORATION

*Beyond William Morris: British Arts and Crafts, 1890-1920*

18 May – 2 September 2023

The V&A’s hugely varied Morris collection reflects the impressive range of one of Britain’s most prolific designers. In this exhibition, there was a strong focus on Morris’s celebrated designs for wallpapers and printed textiles, as well as representative works from his and his collaborators’ other areas of interest, including tiles, stained glass, floor coverings, embroidery and furniture.

*Romantic Scotland & Poetic Jiangnan*

29 April – 28 July 2017

This exhibition presented oil paintings of natural landscapes and the built heritage of Scotland. It was delivered in collaboration with the National Gallery of Scotland and Historic Environment Scotland.

AVERAGE VISITOR NUMBER PER MONTH	330,000	WECHAT FOLLOWERS	1.3 million
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ONLINE ENGAGEMENT HIGHLIGHT

The museum created a 2021 year-end celebration short video platform inviting experts with backgrounds in history, technology, sports, photography and other areas to share their knowledge and research experience with the general public, attracting 39 million views.



YEAR OF OPENING	1933	TICKET PRICE	Free
BUSINESS MODEL	State-owned	LEADERSHIP	Feng Shi
EXHIBITION SPACE	26,000m² over six exhibition halls		
ACCESSIBILITY	Accessible ramp ✓ Lift and stairs ✓	Wheelchair accessible toilet ✓	

© 2024 Nanjing Museum



# Suzhou

苏州  
S U      Z H O U



Just because it is something of a cliché to refer to Jiangsu province's Suzhou as the 'Venice of the East' does not make it any less true. It is estimated that over 40% of the city is covered in water and walking through the streets it can feel as though one comes across a different stream, canal, bridge or classical garden at nearly every turn, each of which has played its role in attracting poets and writers for many centuries now. Despite its bucolic charms, Suzhou is also a thriving metropolis with a population of nearly 13 million people (2022) and a city centre that offers some of the most modern architecture in China. It is also well located, at just 30 minutes from Shanghai and 90 from Hangzhou by bullet train.



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## ¥ THE LOCAL ECONOMY

Although not the provincial capital, Suzhou has got the largest economy in Jiangsu province: its GDP in 2022 was CNY ¥2.39 trillion (£259.00 billion), making it one of the ten biggest municipal economies in China. Suzhou is a hub for businesses both domestic and international, attracting a growing of foreign investment such that that it now plays host to 17,000 foreign-funded enterprises from 115 countries and regions worldwide. The city also has designs on the biomedical and pharmaceutical sector, with a goal to make itself the 'Pharmacy Valley of China'.



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## 🏠 LOCAL CULTURE AND ARTS

Suzhou's gardens were listed as a UNESCO World Heritage site in 1997, while the city itself joined the UNESCO Creative Cities Network as a City of Crafts and Folk Art in 2014 and subsequently joined the Organization of World Heritage Cities. As indicated by these awards, Suzhou's creative and cultural industries make up a key part of the city's identity – an identity that can be felt in the many museums and theatres catering for locals and visitors alike, as well as in traditions being kept alive such as ancient Kun opera and Suzhou embroidery.



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# Suzhou Museum

Site 1: 204 Northeast Street, Suzhou  
Site 2: 399 Changjiang Road, Suzhou

With 24,729 pieces, 9,647 being valuable relics, Suzhou Museum houses collections that include archaeological artefacts, calligraphic works and paintings from the Ming and Qing dynasties, as well as other crafts. The first site of the museum was designed by I.M. Pei, with the subsequent Suzhou Museum West designed by GMP Architects. Suzhou Museum was listed within the first group of national top-level museums in May 2008.

Suzhou Museum’s areas of focus are:

- Jiangnan culture (please note: the Jiangnan region is the region south of the lower reaches of the Yangtze River)
- displays about civilisations from around the world.



© 2024 Suzhou Museum

## INTERNATIONAL COLLABORATION

*Rome: City and Empire*

29 September 2021 – 8 October 2022

This exhibition showcased over 200 of the British Museum’s most beautiful Roman objects, demonstrating how Rome grew from a series of small villages to become a mighty empire.

*Italian Renaissance Drawings from the British Museum*

6 October 2016 – 6 January 2017

For the first time, the British Museum brought a selection of Italian Renaissance drawings to China, including major studies by celebrated Italian artists of the 15<sup>th</sup> and 16<sup>th</sup> centuries such as Vittore Carpaccio, Leonardo da Vinci, Filippino Lippi, Michelangelo Raphael and Titian. It was a recipient of the China Top 10 Museum Exhibitions Award.

AVERAGE VISITOR	100,000	WEIBO FOLLOWERS	540,000
NUMBER PER MONTH		WECHAT FOLLOWERS	1.07 million

ONLINE ENGAGEMENT HIGHLIGHT

On 12 May 2022, the launch ceremony campaign on International Museum Day reached an audience of nearly 4 million via a WeChat advertisement that was mainly broadcast within Jiangsu province.

YEAR OF OPENING	Site 1: 1960 Site 2: 2021	TICKET PRICE	Free
BUSINESS MODEL	State-owned	LEADERSHIP	Ruijin Chen
EXHIBITION SPACE	Site 1: 10,700m <sup>2</sup>	Site 2: 13,191m <sup>2</sup>	
ACCESSIBILITY	Accessible ramp ✓ Lift and stairs ✓	Wheelchair accessible toilet ✓	



© 2024 Suzhou Museum



© 2024 Suzhou Museum



# Hefei

合 肥  
H E F E I



Hefei is the capital of Anhui province and with a population of 9.6 million (2022) also serves as its political, economic and cultural hub. The fourth part of the Yangtze River Delta, Anhui has perhaps sometimes been overlooked in the past in comparison to the other locations in the delta: the booming coastal provinces of Zhejiang and Jiangsu and the international metropolis that is Shanghai. This is not the case anymore though. Anhui is making the most of its proximity to and transportation links with many of China's biggest cities to place itself at the forefront of a number of future-facing sectors, while Hefei is now a member city of the World Technopolis Association and has been designated by the government as one of China's four science and education bases.



## ¥ THE LOCAL ECONOMY

Hefei's GDP grew by 3.5% to reach CNY ¥1.20 trillion (£129.87 billion) in 2022 – a result driven by the city's strengths in the manufacturing of electrical appliances, new energy vehicles (NEVs) and integrated circuits, as well as in the chemical products, new materials and biomedical sectors.



## LOCAL CULTURE AND ARTS

There are multiple historical sites, art galleries and museums throughout Hefei, reflecting the city's achievements, cultural heritage and folk arts throughout the ages, including traditional shadow plays and Lu opera. Hefei is also the birthplace of a number of famous figures from China's past such as the Qing dynasty diplomat Hongzhang Li and Chen Ning Yang, a winner of the Nobel Prize in Physics, and plays a key role in the culture of China's present through its annual hosting of the International Culture Expo.





# Anhui Museum (Anhui Provincial Station for Cultural Relics Identification)

Site 1: 268 Anqing Road, Hefei  
Site 2: 87 Huaining Road, Hefei

Anhui Museum is situated over two locations. The first building, designed in a Socialist Realist style, focuses on Chinese revolutionary history, paleontological fossils and important people from the perspective of Anhui province. The second site is built according to a style typically seen in the architecture of the Huizhou region and is based around one main exhibition: the *Anhui Civilization Exhibition*. However, both sites hold special themed annual exhibitions. With a collection of nearly 220,000 cultural relics, including many examples of bronzeware from both the Shang and Zhou dynasties, Anhui Museum is also renowned for the mounting and repairing of historically valuable calligraphy and paintings, the restoration of bronzeware and the conservation of inscriptions and instruments used in the practice of inking and calligraphy.

Anhui Museum’s areas of focus are:

- collections of bronzeware, stone relief and gold and silver ware
- relics unique to Anhui culture and associated areas of research, such as traditional calligraphy and paintings, as well as carvings from Huizhou.



## INTERNATIONAL COLLABORATION

*Sharing a Common Aspiration: Exhibition of Treasures along the Silk Road*

29 September 2022 – 19 February 2023

This exhibition featured collections from the Hirayama Ikuo Silk Road Museum, including cultural relics from the Mediterranean and Mesopotamia and from Central and West Asia, as well as a number of Hirayama Ikuo's paintings of the Silk Road.

*Afterlife in Ancient Egypt - Journey into Immortality*

18 May – 4 September 2018

This exhibition featured ancient Egyptian funereal and religious ceremonial objects and was put together in collaboration with the National Archaeological Museum of Florence.

*European Glassware Art Treasure Exhibition*

10 March – 11 June 2017

In collaboration with the National Museum of Arts and Crafts of the Czech Republic, this exhibition presented glass art from different times to showcase the form’s birth, development and diversity.

YEAR OF OPENING	Site 1: 1956 Site 2: 2011	TICKET PRICE	Free
BUSINESS MODEL	State-owned	LEADERSHIP	Xiufu Lei
EXHIBITION SPACE	Site 1: 7,620m²	Site 2: 9,860m²	
ACCESSIBILITY	Accessible ramp ✓ Lift and stairs ✓	Wheelchair accessible toilet ✓	

AVERAGE VISITOR NUMBER PER MONTH	150,000	WEIBO FOLLOWERS	571,000
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ONLINE ENGAGEMENT HIGHLIGHT

In 2023, four live streams of exhibitions attracted a total of over 900,000 viewers. In the same year, the short video *How Many Steps Does it Take to Pack Cultural Relics?*, co-produced with Xinhua Net, was viewed online over 1.5 million times.



# 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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© 2024 Wally Yang | Unsplash

## ¥ 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



© 2024 chi K11 art space

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 Neïl 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.



© 2024 chi K11 art space



# 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
- 20<sup>th</sup> 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 ✓	



© 2024 GAFA Art Museum



© 2024 GAFA Art Museum

© 2024 GAFA Art Museum

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.



## 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 18<sup>th</sup> 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 14<sup>th</sup> century to French Impressionism in the 19<sup>th</sup> 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 22<sup>nd</sup> to the 1<sup>st</sup> 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.

YEAR OF OPENING	1959	TICKET PRICE	Free for most exhibitions (£1–10 for special exhibitions)
BUSINESS MODEL	State-owned	LEADERSHIP	Haiming Xiao
EXHIBITION SPACE	77,000m <sup>2</sup> over two sites		
ACCESSIBILITY	Accessible ramp ✓ Lift and stairs ✓	Wheelchair accessible toilet ✓	

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.



# Shenzhen

深圳  
SHEN ZHEN



Located on the eastern bank of the Pearl River in Guangdong province just across from Hong Kong, Shenzhen was a fishing village when China began its Reform and Opening policy in the late 1970s. As one of the original special economic zones (SEZs) created in 1980, it quickly became China's archetypal low-margin high-volume manufacturing base, then served as a pioneer for the country's subsequent reform by moving up the value chain as the decades passed. Where Shenzhen differs from many other Chinese cities is the sheer scope of its growth: what was a small, anonymous settlement barely known even within the province just 40 years ago is now a city of 17.7 million people (2022).



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## ¥ THE LOCAL ECONOMY

With a GDP of CNY ¥3.24 trillion (£350.13 billion) in 2022, Shenzhen has both the third-busiest container port and the fourth-busiest airport in China. Although starting out as a centre of cheap manufacturing, Shenzhen has long since moved on from that growth model and is now a leader in the technology, financial services, logistics and cultural sectors – together referred to as the city's four pillar industries. Indeed, on the technology side, Shenzhen is one of the China's most important R&D and manufacturing bases for companies including Apple and Huawei – emblematic of how the city is able to attract large-scale investment from the biggest international and Chinese companies.



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## LOCAL CULTURE AND ARTS

Shenzhen is a city largely known for its contemporary culture rather than its links to great dynasties and palaces from centuries past. For example, there is now the Shenzhen Discovery Route, guiding locals and visitors alike to a wide selection of galleries, museums and creative parks. Elsewhere, Shekou district is renowned for its chic restaurants and fashionable stores, while in 2021, ten large-scale cultural projects worth CNY ¥16.8 billion (£1.8 billion) were announced alongside the construction of over 20 new cultural districts throughout the city. In December 2017, Design Society opened in Shekou district. The V&A partnered with China Merchants Shekou Holdings to open this new cultural hub dedicated to design, featuring the V&A's first international gallery alongside several other exhibitions and cultural spaces. The collaboration is the latest and most ambitious initiative to result from the V&A's long-standing relationship with China.



# C Future Lab

C Future City, 9283 Binhe Boulevard, Futian District, Shenzhen

Founded by Centralcon Holdings as an innovative and future-looking platform, C Future Lab brings together talented groups from across the globe with a focus on the fields of science, technology, the arts, design, nature and creativity. Seeking to explore the ways in which ideology and technology can combine to enhance and elevate both human material fulfilment and spiritual pursuits, C Future Lab is a project that empowers the process of modernised urban development and living through creating an inspiring and sustainable urban environment.

C Future Lab’s areas of focus are:

- multi-disciplinary research and practices covering the creative industries, technology and arts, sustainability, fashion, youth culture and international educational collaboration.

## INTERNATIONAL COLLABORATION

*An Experiment of Future City: C Future Lab Opening & Stockholm Design Lab Exhibition*

October 2020 – April 2021

This exhibition created a 2,000m² experimental urban space that explored a blueprint for human development and featured contributions from Stockholm Design Lab (SDL), Ross Lovegrove, teamLab, MOTSE, QUAD and Patrick Blanc.

YEAR OF OPENING	2020	TICKET PRICE	£11–25
BUSINESS MODEL	Privately-run	LEADERSHIP	Hua Lü
EXHIBITION SPACE	2,000m²		
ACCESSIBILITY	Accessible ramp ✓ Lift and stairs ✓	Wheelchair accessible toilet ✓	
AVERAGE VISITOR NUMBER PER MONTH	3,500	WECHAT FOLLOWERS	20,000





# Design Society

1187 Wanghai Road, Nanshan, Shenzhen

Design Society, founded by China Merchants Shekou (CMSK) and with the V&A as its founding partner, is an innovative cultural platform. It has established an impressive network of partners, supporters and contributors across China and globally within academia, business, government and education, and has set up collaborations with a range of major museums, residential programmes and archival institutions. Combining the growth of this network with advice from industry experts allows Design Society to bring together the overlapping creative practices of society and commerce – a key part of the museum’s overall vision.

Design Society’s membership programme offers exclusive opportunities in industry and career acceleration, making it a leading artistic resource both locally and on an international scale. Its mission is to encourage audiences to make, create and connect with design.

Design Society’s areas of focus are:

- visual arts
- technology
- sustainability
- digitisation.

YEAR OF OPENING	2017	TICKET PRICE	£8–15
BUSINESS MODEL	Non-profit	LEADERSHIP	Rong Zhao
EXHIBITION SPACE	Main Gallery: 1,260m² Park View Gallery: 324m²	V&A Gallery: 820m² Shenzhen UCCN Gallery: 1,400m²	
ACCESSIBILITY	Accessible ramp ✓ Lift and stairs ✓	Wheelchair accessible toilet ✓	



AVERAGE VISITOR NUMBER PER MONTH	233,000	WEIBO FOLLOWERS	44,000
		WECHAT FOLLOWERS	380,000

ONLINE ENGAGEMENT HIGHLIGHT

Design Society curated an online design forum, *Values of Design*, for 2020 Shenzhen Design Week.



## INTERNATIONAL COLLABORATION

*Eternal Spiral III*

12 August – 17 November 2023

Hosted by Design Society and Gallery All at SeaWorld Culture and Art Center, Shenzhen, this exhibition showcased more than 200 works of James Jean spanning a creative period of more than 20 years for the first time in southern China. It featured a diverse range of art forms, including large-scale paintings, sculptures, animations, prints, sketches, colour studies and a collection of rare sketchbooks from Jean’s early years as an artist.

Along with many extraordinary works, a number of classic series of James Jean’s creation – *Inferno III*, *Adrift IV*, *Braid III*, *Angels*, *Nervosa IV*, *Lacing* and *Sunflower* – were also exhibited in China for the first time.

*Everyone is an Artist: Joseph Beuys*

2 February – 30 June 2023

This exhibition brought together more than 200 of the artist’s works, comprehensively reviewing his creative career, which was at the time of great artistic relevance and at the same time extremely controversial. The exhibition was Beuys’s first large-scale solo exhibition in southern China.

*Viktor&Rolf: MetaFashion!*

29 April – 8 October 2022

The Dutch duo’s first exhibition in Asia featured around 80 iconic haute couture and ready-to-wear collections by Viktor Horsting and Rolf Snoeren, as well as photographic works by Arthur Elgort, Greg Kadel and Ellen von Unwerth and 24 sets of miniature fashion dolls wearing iconic looks from the brand.

*Values of Design: China in the Making in Collaboration with V&A*

19 January 2020 – 19 January 2025

This was the first exhibition in China to explore the growing field of Chinese design and also the first to attempt to understand how changing and evolving values are helping to shape what we design, produce and consume. Initiated and curated by Design Society and in collaboration with the V&A, the exhibition continued the success of the institutions’ long-term partnership. It was the follow-up exhibition to *Values of Design*, the inaugural exhibition produced by the V&A in collaboration with Design Society in 2017.



# OCT Contemporary Art Terminal Shenzhen

Enping Road, Overseas Chinese Town, Nanshan District, Shenzhen

OCT Contemporary Art Terminal Shenzhen (OCAT) has at its core the values of independence, professionalism and public service. Its goal is to promote domestic and global contemporary art community cross-platform exchanges through exhibitions, research projects, academic forums, public education, publications and international art residencies. OCAT aspires to be an important representative and channel of communication for Chinese independent art in various global contemporary art communities.

**OCAT's areas of focus are:**

- internationally acclaimed visual artists and those who are active and keen on artistic creation with residency experience
- the research and display of contemporary visual art, while also extending activities into other fields including experimental theatre and film, music, design and architecture
- historical research in relation to both Chinese modern and contemporary art.



AVERAGE VISITOR	2,000	WEIBO FOLLOWERS	22,000
NUMBER PER MONTH		WECHAT FOLLOWERS	25,000

**ONLINE ENGAGEMENT HIGHLIGHT**

On the occasion of the OCAT Museum Group’s 10<sup>th</sup> anniversary in 2022, OCAT Shenzhen initiated two online forums: *Contemporary Art Museums Practising as ‘Museum Groups’* and *The Practices of Public Art in Contemporary Art Museums*, inviting museum directors across China to share and discuss artistic practices among museums, with artists and academics sharing observations and insights on public art to support the development of art ecology in China.

## INTERNATIONAL COLLABORATION

**CURRENT: Contemporary Art from Scotland Phase Four**

22 May – 22 August 2021

This exhibition featured artists Corin Sworn and Nashashibi/Skaer and was delivered in collaboration with Cooper Gallery, Duncan of Jordanstone College of Art and Design and the University of Dundee.

**Follow Me: New Narratives in Contemporary Photography, China – Switzerland**

21 April – 4 June 2018

In collaboration with Prehelvetia and with Peter Pfrunder as one of the curators, this exhibition presented Swiss artists David Favrod, Anne Golaz, Romain Mader, Virginie Rebetez and Salvatore Vitale.

YEAR OF OPENING	2005	TICKET PRICE	Free
BUSINESS MODEL	Non-profit	LEADERSHIP	Yiling Fang Mingjun Lu
EXHIBITION SPACE	Exhibition Hall A: 1,120m <sup>2</sup> Exhibition Hall B: 280m <sup>2</sup> New exhibition hall: 2,000m <sup>2</sup>		
ACCESSIBILITY	Accessible ramp ✓ Lift and stairs ✓	Wheelchair accessible toilet ✓	



# Shenzhen Museum of Contemporary Art & Urban Planning

184 Fuzhong Road, Futian Central District, Shenzhen

Shenzhen Museum of Contemporary Art and Urban Planning (MOCAUP) sits in the centre of Futian district and aims to facilitate communication about, and the inheritance and development of, the contemporary art and urban culture of Shenzhen. The museum actively develops the culture and art of the present day, taking a diverse and cross-disciplinary approach to maintain a global vision of enabling engagement with art in the city. MOCAUP espouses an innovative model of ‘Art+’ in order to cultivate an open and global platform with a focus on contemporary cultural and art exchanges, therefore enabling the public to better explore the possibilities of art. MOCAUP’s collective vision includes acting as a bridge enabling a dialogue between domestic and international contemporary art, and it is committed to bringing international exhibitions to China while also displaying China’s evolution of contemporary art to the world and providing a window into Shenzhen’s past, present and future in urban development.

**MOCAUP’s areas of focus are:**

- works of and research into distinguished national and global contemporary artists
- works and research that emphasise the intersection of technology and art
- important works and research that focus on culture and art in the Greater Bay Area
- works of and research into urban planning, architecture and design nationally and globally.



AVERAGE VISITOR	155,000	WECHAT FOLLOWERS	300,000
NUMBER PER MONTH			

**ONLINE ENGAGEMENT HIGHLIGHT**

The museum ran its Children’s Mirror Image Creation Contest in conjunction with its *Anish Kapoor* exhibition, which received 673 submissions of work from children across China. The winners had the opportunity to showcase their work at the museum.

## INTERNATIONAL COLLABORATION

*Transcendence and Ren Jian: Christopher Le Brun & Su Xinpeng*  
5 August – 19 September 2021

This exhibition was the first for both artists in Shenzhen and featured more than 40 prints, oil paintings and videos created over the course of the artists’ careers. It aimed to initiate a conversation around the exchange of contemporary art between China and the West.

*Topologies of the Real: Techne Shenzhen 2023*  
1 May – 23 July 2021

This exhibition featured over 100 works by international artists spanning from the late 19<sup>th</sup> century to the present, including early experiments with film, photography, video, computer and telepresence art, as well as works by modern art pioneers and contemporary artists from many international museums and art foundations, including the Centre Pompidou, the Museum of Modern Art in New York and the San Francisco Museum of Modern Art, among others.

*Anish Kapoor*  
2 April – 22 June 2021

This was the first large-scale solo exhibition by an internationally celebrated artist that Shenzhen hosted in the aftermath of the global pandemic and also the first solo exhibition of Anish Kapoor staged in southern China. The exhibition brought Kapoor’s iconic works spanning the past forty years to the city, including large-scale installations, sculptures and architectural models, as well as the art museum debut of a collection of his paintings.

YEAR OF OPENING	2017	TICKET PRICE	Free for standard exhibitions (£11–25 for special exhibitions)
BUSINESS MODEL	State-owned	LEADERSHIP	Weixin Yan
EXHIBITION SPACE	Integrated Hall: 1,768m² A1 Exhibition Hall: 713m² B1 Exhibition Hall: 467m² A3 Exhibition Hall: 1,850m² Cloud Centre Hall: 800+420m²		
ACCESSIBILITY	Accessible ramp ✓ Wheelchair accessible toilet ✓ Lift and stairs ✓		



# Foshan

佛山  
F O S H A N



With a population of 9.6 million (2022), Foshan is located in the Pearl River Delta in southern China and is part of the Greater Bay Area – a grouping of a number of cities in Guangdong province together with Hong Kong and Macao. The city is also part of the Guangzhou-Foshan integration plan and is a vital hub along the Belt and Road Initiative (BRI) due to its geographical and commercial strengths. The Guangzhou-Shenzhen high-speed railway line and the Guangzhou-Zhuhai intercity line connect Foshan to Hong Kong and Macao in what is referred to as a ‘one-hour transportation circle’.



## ¥ THE LOCAL ECONOMY

Foshan's GDP surpassed the symbolic CNY ¥1 trillion mark in 2019, making it the third city in Guangdong province to do so after Guangzhou and Shenzhen. It then hit CNY ¥1.27 trillion (£137.27 billion) in 2022, reflecting in part the continuing strength of the city's manufacturing sector. With the implementation of the nationwide Made in China 2025 industrial policy – designed to transform China into a global manufacturing power rather than a mere ‘factory of the world’ and in the process to influence international standards and supply chains – and the Chinese government's announcement of the 14<sup>th</sup> Five-Year Plan in 2021, formulated to guide economic, social and environmental development in the period 2021-2025, Foshan is set to move towards digitalising and upgrading its manufacturing capabilities as well as to branch out further into the service sector.

## LOCAL CULTURE AND ARTS

Silk production, handicrafts, folk arts, martial arts and Cantonese opera have all been part of cultural life in Foshan for hundreds of years, with this cultural heritage celebrated in Foshan's many state-owned and private museums. Indeed, following a drive by the local government, there are now more museums in Foshan than ever before – around 250 when also counting those under construction. Foshan's museums also adapted well to the Covid-19 pandemic, with many of them creating online archives or digital exhibitions to stay connected with their audiences.





# He Art Museum

6 Yixing Road, Beijiao New Town, Shunde

The He Art Museum (HEM), a family-established and non-profit organisation, is located in Shunde, Guangdong and was designed by Tadao Ando. It has a strong focus on culture and the arts in modern and contemporary times, especially those with an international perspective. HEM presents captivating and fascinating exhibitions alongside a range of diverse cultural activities, so as to establish a hub to communicate and explore values and concepts of cross-cultural exchange. It demonstrates its values and mission to bring art to life through offering a multi-dimensional experience, and presents five to eight art exhibitions on different themes each year.

HEM’s areas of focus are:

- museum collections
- emerging forces in Chinese art
- influential foreign artists.

YEAR OF OPENING	2020	TICKET PRICE	£11–25
BUSINESS MODEL	Non-profit	LEADERSHIP	Jianfeng He
EXHIBITION SPACE	8,000m² over four floors (including an education space of 500m²)		
ACCESSIBILITY	Accessible ramp ✕ Lift and stairs ✓	Wheelchair accessible toilet ✓	



© 2024 He Art Museum

## INTERNATIONAL COLLABORATION

*Roni Horn: A Dream Dreamt, in a Dreaming World is Not Really a Dream... But a Dream Not Dreamt is*

7 June – 19 November 2023

Co-curated by the artist and HEM, this exhibition was Roni Horn's largest solo exhibition in Asia, presenting 50 representative works from the artist’s career.

*Beyond: Tadao Ando and Art*

30 March – 21 September 2021

With support from Tadao Ando Architect & Associates, this was Tadao Ando’s first art exhibition to shed light on his artistic journey and how he works to transcend aspiration. The exhibition was split into three chapters – *Beyond Art*, *Beyond Light* and *Beyond Ando* – and was the first time that the links between his inspirations and ideas and his creations were uncovered. It featured exhibits by some of the greatest artists in history with personal and professional connections to Tadao Ando, and at the same time acted as the museum’s launch exhibition. The same exhibition also featured artworks by British artists including Richard Long, Damien Hirst and Anish Kapoor.



© 2024 He Art Museum

© 2024 He Art Museum

AVERAGE VISITOR  
NUMBER PER MONTH

20,000

WEIBO FOLLOWERS  
WECHAT FOLLOWERS

18,000

260,000

ONLINE ENGAGEMENT HIGHLIGHT

In March and April 2022, HEM initiated its #ON-OFF-2022 campaign, inviting followers to share their experiences of the Covid pandemic and respond to questions such as ‘What are you missing the most?’ and ‘What do you hope to change in the future?’, as well as to share their exhibition experiences. The competition generated 1,761 reposts on social media and the five most popular responses online won museum tickets.



# Changsha

长沙  
CHANG SHA



The capital of Hunan province in southern central China, Changsha is known for its fiery summers and equally fiery cuisine, as well for its rather positive outlook: it has appeared in Happy City Forum's list of the ten happiest cities in China for 13 years in a row. With a population of 10.4 million (2022), the city is one of the lynchpins of China's vast interior, serving as a connection between the generally more developed coastal cities and those found inland. To this effect, Changsha is a hub for three key high-speed rail networks: the Beijing-Guangzhou, Shanghai-Kunming and Chongqing-Xiamen railway lines.



Source: Envato Elements



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## ¥ ECONOMY

Changsha's economy was worth CNY ¥1.39 trillion (£150.98 billion) in 2022, 4.5% more than the year before. The city has worked to develop a welcoming environment for technology companies and those with valuable intellectual property such as firms in the creative and artistic sectors, and now attracts significant investment and talent in these areas. The city also has a bustling night-time economy due to the proliferation of eateries, sightseeing tours, shopping centres, sports events, exhibitions and live performances.



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## 🏛️ CULTURE AND ARTS

Playing on the city's reputation for supporting creative talent as well as its technological strengths, Changsha organises interactive festivals and programmes and also backs industrial parks that specialise in multimedia production technologies, which in turn act as incubators of new talent. In 2020, Changsha joined together with fellow UNESCO Creative Cities of Media Arts to launch the City to City project in support of local artists. For this project, participants were invited to create digital artworks via remote and virtual collaboration, with these works then showcased in a virtual gallery.



# Hunan Museum

50 Dongfeng Road, Changsha

Hunan Museum, a large history and art museum, mainly focuses on the culture of Hunan province. Owned, built and shared by the community, the museum is committed to motivating the public to participate in, take an interest in and protect their cultural heritage.

Hunan Museum’s areas of focus are:

- world civiliation and art
- the history and art of China
- the history and culture of Hunan province.



## INTERNATIONAL COLLABORATION

*Jaguar-Un Totém De Mesoamérica*

1 January – 17 September 2023

This exhibition brought together 154 pieces and sets of fine cultural relics collected by nine Mexican cultural institutions and covering the period from 2300 BC to the 16<sup>th</sup> century. Taking an approach rooted in cultural anthropology, it explained how water shaped the environment the ancient Mexicans lived in, as well as how their civilisation produced goods such as corn, how they lived and how worship of the jaguar played a role in their spiritual beliefs. The exhibition also traced the ancient culture of Mexico in different periods and regions, as well as that found in different ethnic groups.

*Wandering-Digital Art in Historical Spacetime*

30 June – 17 November 2023

The exhibition was an interdisciplinary and cross-media experiment of historical archaeology and digital art, formed from the ideas, concepts and methods seen in global digital art. As the first international digital art exhibition held in Hunan province, it covered works also featured in some of the most important global exhibitions, including Documenta, the Venice Biennale and the Ars Electronica Festival in Linz, Austria.

*A Feast for the Eyes from Europe: Treasures from the Rosalinde & Arthur Gilbert Collection*

18 January – 17 April 2022

This exhibition presented 90 cultural relics, including religious ceremonial vessels, luxurious gold and silver utensils, exquisite pocket art and colourful miniature masterpieces, vividly reflecting the lifestyle and etiquette of European courts and aristocrats in the 17<sup>th</sup> to 19<sup>th</sup> centuries. The pieces on display included a selection from the V&A collection.

*From Renaissance to Impressionism: Five Hundred Year of European Painting*

29 May – 13 September 2020

An exhibition of 60 European masters’ paintings from the Indianapolis Museum of Art at Newfields were selected to show the extraordinary techniques and significant artistic value in a range of paintings from the 14<sup>th</sup> to the 19<sup>th</sup> centuries, including works by the most eminent European masters such as Titian, Rubens, Rembrandt, El Greco, Goya, Turner, Monet, Gauguin and Renoir.

YEAR OF OPENING	1956	TICKET PRICE	Free for most exhibitions (£1–10 for special exhibitions)
BUSINESS MODEL	State-owned	LEADERSHIP	Xiaoming Duan
EXHIBITION SPACE	27,265m² Temporary exhibition gallery 1: 1,400m² Temporary exhibition gallery 2: 1,000m² Visitor service and education: 21,370m² Collection preservation: 14,550m²		
ACCESSIBILITY	Accessible ramp ✓ Lift and stairs ✓ Wheelchair accessible toilet ✓		

AVERAGE VISITOR NUMBER PER MONTH	450,000	WEIBO FOLLOWERS WECHAT FOLLOWERS	527,200 2,000,000
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ONLINE ENGAGEMENT HIGHLIGHT

In 2021, Hunan Museum collaborated with Hunan Normal University to produce the animation series *Time Travel with Cultural Treasures*, broadcast domestically and abroad. The series was viewed over 100 million times globally and won several awards as an excellent example of social science educational practice.





# Xie Zilong Photography Museum

387, Section 1, Xiaoxiang South Road, Yanghu Street, Yuelu District, Changsha

Zilong Xie (photographer, Chairman of Hunan Photographers Association, President of LBX Pharmacy Chain Co Ltd) founded his eponymous museum in 2017 with a fund of CNY ¥150 million. It is the largest not-for-profit photography museum in China and as a high-end photography art museum, it integrates image collections, exhibitions, academic research and public education, and is committed to acting as a window for the dissemination of, as well as a means to promote, Chinese photographic art.

Xie Zilong Photography Museum’s areas of focus are:

- photographic art
- historic photography.

YEAR OF OPENING	2017	TICKET PRICE	Free–£10
BUSINESS MODEL	Privately-run	LEADERSHIP	Zilong Xie
EXHIBITION SPACE	4,000m² across a multi-functional hall, a library, special exhibition areas and an outdoor lawn space		
ACCESSIBILITY	Accessible ramp ✓ Lift and stairs ✓	Wheelchair accessible toilet ✓	



## INTERNATIONAL COLLABORATION

### Dear Old Days – Ryoji Akiyama Solo Exhibition

6 September – 18 December 2022

In this exhibition, Xie Zilong Photography Museum, Three Shadows Xiamen Photography Art Centre and Seisodo jointly presented the classic photographic work *Dear Old Days* by artist Ryoji Akiyama, who took 700 rolls of film and 8,000 colour photos across China from 1981 to 1982.

### Sino-French New Vision Art Exhibition 2021: Twelve Beams of Light

10 July – 28 November 2021

In collaboration with the French embassy in China, the Service de Coopération et d’Action Culturelle (SCAC), the Institut Français de Chine, and E-Art, the exhibition featured 12 artists from China and France who use light as a medium to share stories about themselves. The exhibition was part of the Croisements Festival.



AVERAGE VISITOR NUMBER PER MONTH	400,000	WEIBO FOLLOWERS	24,900
		WECHAT FOLLOWERS	500,000

### ONLINE ENGAGEMENT HIGHLIGHT

#### The Iconology of History and Historiography: A Dialogue

12 August 2023

As the sixth event of the *Photographic Moments: The Emergence of Photographic Visuality in China* forum, this dialogue invited renowned historians and art history scholars to discuss the visual studies within historical research, the usage of images as historical evidence, and the values and pitfalls of using visual materials in historical research.



# Chengdu

成都  
CHENG DU



The capital of southern China's Sichuan province, Chengdu can on first glance feel a long way from the major eastern cities like Shanghai and Shenzhen. More relaxed than its coastal counterparts, it is widely considered to be one of the most liveable cities in China, dotted as it is with parks, greenbelts and cycling trails. Still, Chengdu is a metropolis of 21.3 million people (2022) and one of China's key seats of learning, as well as a major centre of investment for the financial and professional services, research and development and creative sectors, among many others.



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Source: Envato Elements

## ¥ THE LOCAL ECONOMY

Chengdu has one of the largest economies of any city in China, recording a GDP of CNY ¥2.08 trillion (£225.05 billion) in 2022, making it the economic hub of southwestern China. It is a creative hub par excellence, playing a leading role in the likes of the film and television, design, sports, tourism, arts, music and advertising sectors. The local government continues to play its part in promoting the city's growth too, establishing the Chengdu Culture and Creativity Industry Development Investment Fund in 2018 to provide long-term support to Chengdu's burgeoning creative talents.

## LOCAL CULTURE AND ARTS

Culturally, Chengdu is perhaps best known for two things in China: pandas and food. The Giant Panda Breeding Research Base leads the world in the protection of China's most iconic animal, while the city is a UNESCO City of Gastronomy – unsurprising given the high esteem Sichuanese cuisine is held in all over the world. Chengdu offers digital guided tours and 4D cinemas to promote its many intangible cultural heritage assets – handcrafts, local opera and folk festivals, to name but a few – and in doing so aims to cultivating a younger, more culturally aware community. With the launch of the Three Cities and Three Capitals programme in 2018, Chengdu also plans to build itself into a global city for the creative industries, tourism and sports, as well as an international capital of gastronomy, music and exhibitions.



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# A4 Art Museum

Building 21, Luxetown Moutain-top Plaza, Lushan Avenue, Wanan Street, Tianfu New Area, Chengdu

A4 Art Museum is a non-profit museum group encompassing A4 Art Museum, A4X Art Center, A4 Kids and A4 Residency Art Center. It is dedicated to connecting people through art and activating creativity. Through art exhibitions and public programmes, the museum brings art into everyday life and encourages more people to create art and build a museum community that belongs to everyone. The museum has worked with nearly 500 artists from around the world, more than 40 curators, and 28 institutions and foundations to host over 80 contemporary art exhibitions, including the Southwestern Art Program, the Young Artist Experimental Season, the Young Curators Program, the Luxelakes Public Art Festival, and the iSTART Children’s Art Festival. To date, the museum has hosted nearly 2,000 events for more than 500,000 visitors from around the world, connecting and cultivating the over 1,000 core co-creation partners and members of creator groups that make up A4’s community networks.

A4 Art Museum’s areas of focus are:

- developing the art scene in southwestern China, expanding connections between international and local communities, promoting the development of community art as well as maintaining annual children’s and public education programmes with an emphasis on social justice, public participation and socialised education
- building a rich and diverse array of public programmes by employing broad-based social mobilisations, participatory designs, co-creation between social groups and visitor research.



YEAR OF OPENING	2008	TICKET PRICE	£5–15
BUSINESS MODEL	Non-profit	LEADERSHIP	Sunny Sun
EXHIBITION SPACE	4,200m² across five galleries		
ACCESSIBILITY	Accessible ramp ✓ Lift and stairs ✓	Wheelchair accessible toilet ✓	



## INTERNATIONAL COLLABORATION

**Drawing Words: An Exhibition of Contemporary UK Children’s Book Illustration**  
19–27 October 2019

Co-hosted with British Council, the exhibition brought together ten of the most exciting children’s book illustrations to come out of the UK in recent years. The illustrators showcased were selected for their distinctly personal and unique work, offering a snapshot of the vibrant work being produced today. The exhibition was curated by 2017–2019 UK Children’s Laureate Lauren Child.

**Marc Chagall: Love and Hope**  
11 April – 11 July 2021

This show was the largest travelling exhibition of Chagall’s work in China to date. With the themes of love and hope, it was split into seven sections and featured 155 works from Chagall’s mature period to his later years, spanning six decades and multiple mediums, including oil, watercolour, gouache, tempera and etching.

AVERAGE VISITOR NUMBER PER MONTH	13,300	WEIBO AND WECHAT FOLLOWERS	160,000
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ONLINE ENGAGEMENT HIGHLIGHT

During the 7<sup>th</sup> iSTART Children’s Art Festival, *The Choice of Transfer Students*, an entry for the *1001 Game School* exhibition focusing on bullying and marginalised children, attracted over 16 million views on Weibo and started a heated discussion on bullying.



# Chengdu Museum

1 Xiaohe Street, Qingyang District, Chengdu

Chengdu Museum, first established in 1958, has since undergone significant changes and renovations, with the new space opening to the public in September 2016. Offering an impressive collection stretching from Neolithic times to the Republic of China, the museum holds around 200,000 pieces, including examples of bronzes, gold and silver, stone carvings and ceramics, paintings, furniture, shadow figures and puppetry, and paintings depicting Taoist and Buddhist rites.

Between 2018 and 2022, Chengdu Museum collaborated with museums and institutions from the UK, France, the US, Italy, Russia and Afghanistan and developed six international exchange exhibitions.

Chengdu Museum’s areas of focus are:

- promoting touring exhibitions about art and ancient civilisations to a Chinese audience
- facilitating exchange programmes of the museum’s collections showcasing unique Sichuan culture and shadow puppetry
- hosting a diverse selection of educational activities to expound upon the meanings behind cultural relics and exhibitions.



YEAR OF OPENING	1958	TICKET PRICE	Free
BUSINESS MODEL	State-owned	LEADERSHIP	Ge Ren
EXHIBITION SPACE	20,000m²		
ACCESSIBILITY	Accessible ramp ✓ Lift and stairs ✓	Wheelchair accessible toilet	✓

## INTERNATIONAL COLLABORATION

- Floating Lights and Shadows: 500 Years of European Painting**  
29 September 2020 – 3 January 2021

This exhibition displayed 60 pieces from the Indianapolis Museum of Art, including masterpieces by Titian, Rubens, Van Dyke, Rembrandt, Goya and Monet, revealing the history of European fine arts.
- Being Blossom**  
16 July – 1 September 2019

With its origins in the 54<sup>th</sup> Wildlife Photographer of the Year competition – run with the UK’s Natural History Museum – this exhibition attracted 470,000 visitors over one and a half months.

AVERAGE VISITOR NUMBER PER MONTH	243,000	WEIBO FOLLOWERS WECHAT FOLLOWERS	566,000 2,102,751
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**ONLINE ENGAGEMENT HIGHLIGHT**

An article to celebrate the closing of the *Floating Lights and Shadows: 500 Years of European Painting* exhibition in 2021 attracted 36,000 views and 100 comments on WeChat.



# Sichuan Museum

5 Qinghua Road, Chengdu

Sichuan Museum, established March 1941, is a large comprehensive museum that collects, researches, conserves and exhibits heritage and also offers educational experiences. It houses a collection of over 350,000 artefacts, including pottery, porcelain, rubbings, coins, stone sculptures, bronzeware, Chinese calligraphy, paintings and modern and contemporary items that together represent different ethnic groups and customs. Together, this collection illustrates the long and unique development of culture in Sichuan province. The museum’s Artifact Conservation Center is a leader in its field, while elsewhere the museum regularly holds exhibitions that display the history of Sichuan province and focus on featured artefacts and temporary exhibitions. With its motto of ‘the demands of the public are what we pursue’, the museum provides more than 6,600 educational programmes annually and has established an outreach service by creating the first mobile museum in China.

Sichuan Museum’s areas of focus are:

- collecting, researching and exhibiting cultural relics
- carrying out engagement programmes to support access for a diverse audience
- hosting a diverse selection of educational activities to expound upon the meanings behind cultural relics and exhibitions.

YEAR OF OPENING	1941	TICKET PRICE	Free
BUSINESS MODEL	State-owned	LEADERSHIP	Wei Quan
EXHIBITION SPACE	10,000m² across 15 exhibition halls		
ACCESSIBILITY	Accessible ramp ✓ Lift and stairs ✓	Wheelchair accessible toilet ✓	



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## INTERNATIONAL COLLABORATION

*The City of the Ancient Mediterranean*

26 November 2019 – 26 February 2020

This exhibition of 134 cultural relics from the Paestum Archaeological Park, Italy included murals, statues, painted pottery and bronzes, reflecting the history of the ancient Mediterranean city of Paestum in Magna Graecia 2,000 years ago.

*Made in Britain: Contemporary Art from the British Council Collection 1980–2010*

18 December 2010 – 20 February 2011

This exhibition of works specially selected from the British Council Collection presented more than 100 objects, including paintings, installations, photography and video works from 50 British artists.



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AVERAGE VISITOR NUMBER PER MONTH	200,000	WEIBO FOLLOWERS WECHAT FOLLOWERS	849,274 914,160
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ONLINE ENGAGEMENT HIGHLIGHT

The museum’s promotional video, entitled *Where are the Cultural Relics?*, used lost cultural relics to introduce unique cultural and tourism opportunities in Sichuan province, inviting the audiences to visit the museum in the process. The campaign attracted 336,000 views on Weibo and 116,000 views on WeChat.



ART HANDLER

# ART ZHOU

In 2012, ART ZHOU (Shanghai Ke Xi Art Exhibition Service Co Ltd) was created in Shanghai M50 Art Park. Since then, it has grown to become an industry leader and pioneer in the field of art and exhibition services, including artwork installation, artwork storage, artwork insurance and other related services. ART ZHOU has serviced over 150 clients to date and has more than 80 staff and 20 vehicles of different sizes across its four branches in Shanghai, Beijing, Shenzhen and Hangzhou.

COMPANY NAME	Shanghai Ke Xi Art Exhibition Service Co Ltd
YEAR OF OPENING	2012
LEADERSHIP	Hongrong Zhou
STAFF NUMBER	Approximately 80 employees
ADDRESS	Room 282, Block C, Level 2, Building 1, 1288 Huateng Road, Qingpu District, Shanghai



© 2024 ART ZHOU

Business scope/Services:

• Storage

ART ZHOU has an independent artwork warehouse in Shanghai with nearly 10,000m<sup>2</sup> of storage space that is conveniently located adjacent to the G20 Beijing-Shanghai expressway. The building is equipped with full CCTV surveillance, 24-hour security, temperature control systems and fire-fighting facilities, providing a safe environment for storing artworks. ART ZHOU can also offer a separate space for exclusive storage upon discussion of the specifics of such a request.

ART ZHOU's warehouse is equipped with a digital management system that allows for quick access to inventory records and for clients to monitor their artworks online.

• Installation

ART ZHOU is supported by a group of tradespeople that includes carpenters, electricians and those specialising in moving heavy objects. They have a wealth of experience in exhibition construction and a detailed knowledge of safe working practices. In addition, their precise control of space and light on a site helps curators and artists to realise their ambitions safely and efficiently.

• Insurance

ART ZHOU works with many insurance companies, including Ping An, PPIC and AXA. Its policies mainly cover shipping and exhibition insurance, i.e., those that focus on direct loss of artworks due to fire and other natural disasters and accidents during shipping and exhibition.

MILESTONES

2012

Hongrong Zhou founded ART ZHOU in Shanghai

2014

Beijing branch established

2015

Opening of the first warehouse centre in Shanghai

2017

Shenzhen branch established

2021

Hangzhou branch established

2012

Hongrong Zhou founded ART ZHOU in Shanghai

## TRACK RECORD

*Yayoi Kusama: All About Love Speaks Forever*

BFC Art Centre, Shanghai  
6 March – 9 June 2019

Reference 1

Reference 2

*Tadao Ando: Chapel of Songs*

Heyuan, Guangdong  
12 October 2021 – 9 January 2022

Reference

*High Light: Splendor Worn Thin in the Recesses of the Time*

Long Museum (Xi'an), Shanghai  
31 January 2021 – 8 April 2021

Reference



# ART HANDLER

# Youxiang Art

With the stated goal of ‘planning excellent exhibitions and promoting international exchanges’, Youxiang Art has cooperated with many well-known Chinese and international museums and art galleries in recent years. It not only offers high-quality exhibitions to the public, but also provides in-depth platforms for people to admire the world’s cultural history from different perspectives.

From its establishment through to the present day, the company has strived to build communication bridges and promote cultural exchanges, and has held a series of exhibitions in China about relics and artworks on loan from international museums. At the same time, it has also actively promoted the spread of traditional Chinese culture overseas to increase interactions between China and foreign countries.

## Business scope/Services:

- sourcing exhibition venues
- designing and selling cultural creative products
- curation and installation
- exhibition maintenance and operation.



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<b>COMPANY NAME</b>	Shanghai Youxiang Art Exhibitions and Exchange Development Co Ltd
<b>YEAR OF OPENING</b>	2010
<b>LEADERSHIP</b>	Ou Zhao
<b>STAFF NUMBER</b>	Approximately 50 employees
<b>ADDRESS</b>	29F, Oceanic Building, 550 Yan'an Road East, Huangpu District, Shanghai
<b>WEBSITE</b>	www.youxiangart.com/

## TRACK RECORD

### *Art in the Age of Victoria*

April 2023 – November 2024

#### Chinese partner organisations:

Guangdong Museum (28 April – 20 August 2023), Anhui Museum (9 September – 10 December 2023), National Centre for the Performing Arts (22 December 2023 – 24 March 2024)

#### International partner organisations:

The Walker Art Gallery, the Lady Lever Art Gallery, Sudley House and the World Museum (all part of National Museums Liverpool)

The term ‘Victorian’ denotes a period, not a style, as Victorian painting comprises many different styles and movements. This exhibition selected 100 sets of artworks from the collections of four of the seven world-leading museums and galleries that make up National Museums Liverpool: the Walker Art Gallery, Sudley House, the Lady Lever Art Gallery and the World Museum. The exhibition demonstrated the richness and fertility of British art in the reign of Victoria, in doing so presenting a complete picture of Victorian England through the eyes of JMW Turner, John Everett Millais and Frederic Leighton, among others, and reflecting the brilliant and varied artistic achievements of the time.

#### Reference

### *The Inka and Their Tawantinsuyu: The Land of Four Quarters*

10 June 2023 – November 2024

#### Chinese partner organisations:

Shaanxi History Museum (10 June – 10 September 2023), China Grand Canal Museum (20 September 2023 – 1 February 2024), Jinsha Site Museum (10 January – 10 April 2024), Nanshan Museum (19 April – 21 July 2024)

#### International partner organisations:

Ministry of Culture of Peru

The principal aim of the exhibition was to introduce to the Chinese public the main organisational- institutional, material and symbolic-ideological features of the Inka empire, as well as the Inkas and their dynamic and varied relationships with their subjects and environment. The exhibit not only informed the Chinese public, but also stimulated and challenged them to think anew what constitutes a civilisation.

#### Reference

### *Ancient Civilization of the Andes Illuminating the Origins of the Inca Empire*

22 September 2019 – 22 August 2021

#### Chinese partner organisations:

Shanxi Museum (22 September 2019 – 5 January 2020), Tianjin Museum (17 January – 4 May 2020), Chongqing China Three Gorges Museum (19 May – 23 August 2020), Hunan Provincial Museum (25 September 2020 – 3 January 2021), Guangdong Museum (22 January – 4 May 2021), National Centre for the Performing Arts (18 May – 22 August 2021)

#### International partner organisations:

Ministry of Culture of Peru

This exhibition gave the Chinese public a greater understanding and knowledge of the long-term development, achievements and legacies of the ancient (pre-Hispanic) Andean civilisation, one of the greatest independent civilisations of the ancient world. It identified, illustrated and explained the nature and features of this culture so that its place among the great ancient civilisations of the world could be appreciated.

#### Reference





Source: Envato Elements

# A Snapshot of Museums and Galleries

A C R O S S C H I N A

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