

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.



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YEAR OF OPENING	Site 1: 1960 Site 2: 2021	TICKET PRICE	Free
BUSINESS MODEL	State-owned	LEADERSHIP	Ruijin Chen
EXHIBITION SPACE	Site 1: 10,700m²	Site 2: 13,191m²	
ACCESSIBILITY	Accessible ramp ✓ Lift and stairs ✓	Wheelchair accessible toilet	✓

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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 15th and 16th 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 NUMBER PER MONTH	100,000	WEIBO FOLLOWERS WECHAT FOLLOWERS	540,000 1.07 million
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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.



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