CONNECTING AUDIENCE AT THE HEART OF CHINA’S MUSEUM BOOM

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CHINA’S MUSEUM BOOM

Explained in figures and in facts
LATEST FIGURES

• As of 2015, there are 4,510 registered museums in China, 345 more than the previous year;
• Museums totaled 781,120,000 visits, up by 8.8% from the previous year;
• 11,805 temporary exhibitions were held in museums and cultural institutions.
NUMBER OF MUSEUMS IN CHINA

Source: State Administration of Cultural Heritage
WHY SO MANY MUSEUMS?

- City governments look to the “Bilbao model”, expecting to attract tourists with new cultural landmarks.
- New archaeology discoveries leading to the establishment of site museums.
- Trade or industrial museums being opened by (former) state-owned enterprises.
- A boom in private museums
- Increasingly specialized museums being opened, for example, science and technology, natural history, (contemporary) art, ethnology, folk art, industrial heritage, 21st century heritage, intangible heritage, etc.
- The museum boom was also supposed to draw the Chinese middle-class population to museums, an affluent and well-education population more attracted to arts and culture and seeking ways to get back to their roots.
MYTHS ABOUT CHINESE MUSEUMS AND EXHIBITIONS

• Big and fancy buildings, empty inside
• No professional staff
• No sustainable business model
• No high-quality exhibitions
• No quality visitors
National Museum, Beijing
Chengdu Museum, Chengdu, Sichuan
Ordos Museum, Inner Mongolia
Suzhou Museum, Jiangsu Province
The “8 + 3” Most Important Museums in China

First-batch
- Liaoning Provincial Museum
- Shaanxi History Museum
- Henan Museum
- Nanjing Museum
- Shanghai Museum
- Zhejiang Provincial Museum
- Hubei Provincial Museum
- Hunan Provincial Museum

Second-batch
- Capital Museum
- Shanxi Museum
- Chongqing Three Gorges Museum

Source: A 2009 policy introduced by Ministry of Finance and the State Administration of Cultural Heritage for the public funding and evaluation of museums. The 11 museums were announced in two batches.
HOW TO CONNECT WITH AUDIENCES
Number of visitors to the Palace Museum (unit: 10,000)
Palace Museum, Beijing
Hunan Provincial Museum, whose ongoing expansion work (since 2012) prompted the museum to tour its collection to other institutions around China, and also to bring its collection as a “mobile museum” to secondary schools in the countryside.
Touring to Shanghai Museum, Inner Mongolia Museum, etc.
Hunan Provincial Museum’s Mobile Museum
TRAVELLING EXHIBITION “A STORY OF LANTING” FROM SHAOXING MUSEUM

- Shaoxing Museum, whose exhibition toured 28 museums in China and connected with local public wherever it travelled.
- It started with the 15 municipalities close to Shaoxing, in the same province from May 2013 to Dec. 2014.
- It then continued to other provinces and expect to reach 50 cities in China in 2015 and has so far reached 28 museums.
- Audio-guides via WeChat are added to the exhibition when it began its national tour in 2015.
- In 2017, it will tour to Italy.
• Guangdong Museum, whose history exhibition organised in one of the city’s metro stations with 3D technology to immerse the public in the city’s past days
DEVELOPING CULTURAL PRODUCTS

- Encourage the cultural creativity industry (so far, income from museum shops and products accounts for 10% of the global income of museums)
首届广东省博物馆文化产品创意设计大赛入围设计作品公示

作品列表

活动简介

首届广东省博物馆文化产品创意设计大赛受到社会各界广泛关注，支持，11月11日投稿截止时共收到126幅（组）作品。现评选出100幅入围作品，现予以公示，并接受网上投票。时间为：11月15日至25日。
把博物馆带回家

云南馆藏文物全球文创设计大赛

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