



**2013.09.18-20**

北京·全国农业展览馆-新馆

CHINA AGRICULTURE EXHIBITION CENTER BEIJING, CHINA





**WELCOME TO  
ART CHINA**

**欢迎参加  
中国国际文化艺术博览会**

**ART CHINA  
2013**

**中國國際文化藝術博覽會**

批准单位：中华人民共和国文化部

主办单位：中国人民对外友好协会

文化部艺术发展中心

承办单位：北京成聚会展有限公司

Approved by Ministry of Culture of P.R.C

Hosted by 'The Chinese People'

Association for Friendship with Foreign

Countries & Art Development Center

of Ministry of Culture of the People's

Republic of China.

Organized by C.J. Expo Co., Ltd

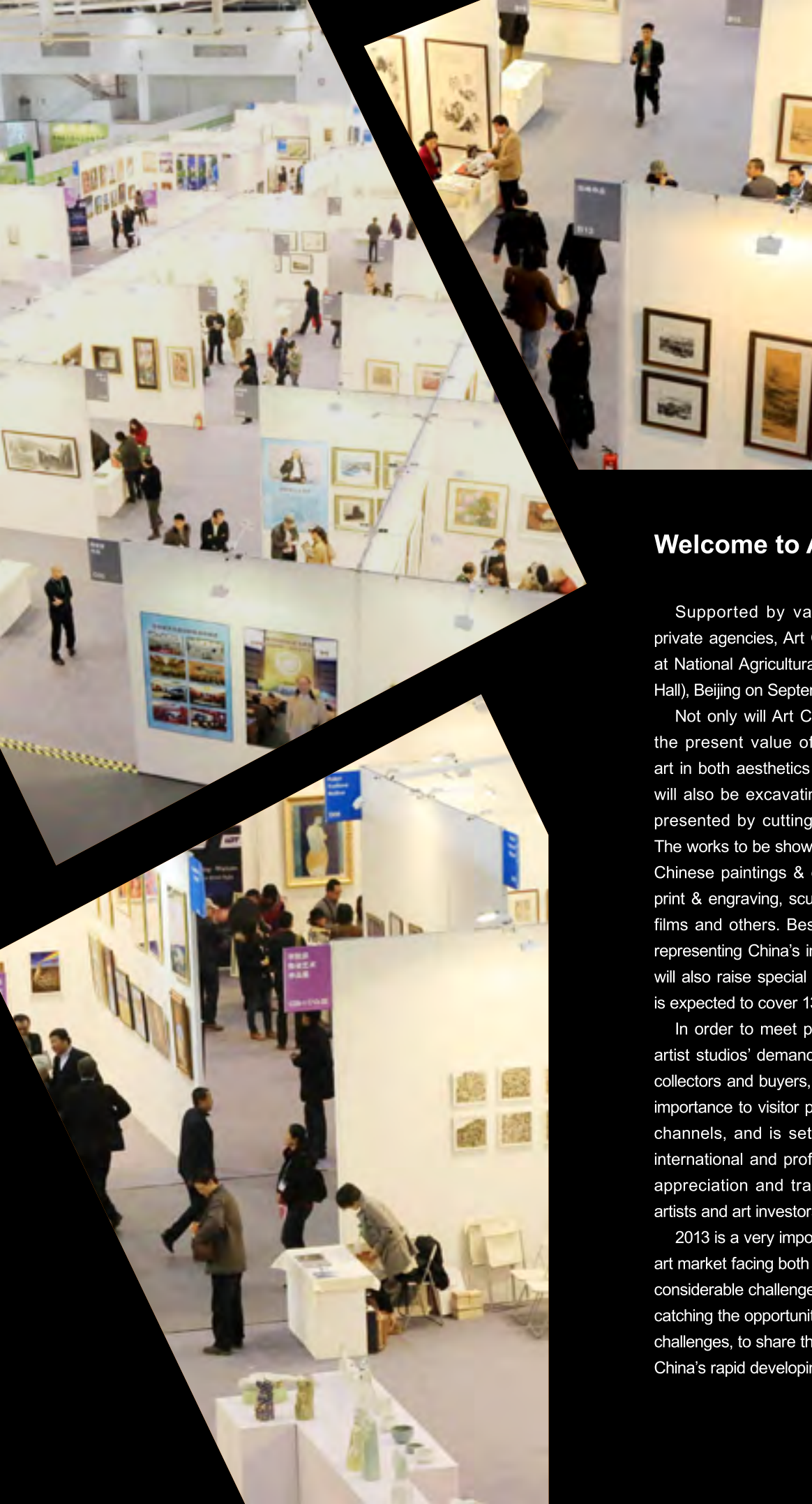


经文化部批准，由中国人民对外友好协会、文化部艺术发展中心主办，北京成聚会展有限公司承办的中国国际文化艺术博览会（Art China），将于2013年9月18日至20日在北京·全国农业展览馆（新馆）举办！

Art China 将继续探索传统与经典艺术的当代美学价值和市场价格，发掘具有实验性及先锋性的当代艺术。展出作品类别涵盖中国书画、油画、版画、雕塑、装置、影像等，还将特别呈现中国非物质文化遗产中具有代表性的传承艺术。此次博览会预计展出面积为13000平方米。

Art China 以客户需求为导向，重视藏家的邀请和培养，博览会将通过专业的资源整合把目标客户带到博览会现场，为参展机构、艺术家以及艺术投资人、收藏家、艺术爱好者搭建一个专业、开放、国际化的艺术交易平台。

2013年是中国艺术品市场非常重要的一年，机遇和挑战并存，让我们一起抓住机遇，迎接挑战，共同开辟艺术市场新的发展空间。



## Welcome to Art China 2013

Supported by various government and private agencies, Art China 2013 is to be held at National Agricultural Exhibition Center (new Hall), Beijing on September 18th- 20th 2013!

Not only will Art China continue to explore the present value of traditional and classic art in both aesthetics and collection market, it will also be excavating the contemporary art presented by cutting-edge experimentalists. The works to be shown in Art China range from Chinese paintings & calligraphy, oil paintings, print & engraving, sculptures, installation art to films and others. Besides, various art pieces representing China's intangible cultural heritage will also raise special attention. Art China 2013 is expected to cover 13000 sqm.

In order to meet participating galleries and artist studios' demand for communicating with collectors and buyers, Art China attaches great importance to visitor promotion through various channels, and is set to be a leading, open, international and professional platform for art appreciation and trading between galleries, artists and art investors, collectors and lovers.

2013 is a very important year for China's art market facing both great opportunities and considerable challenges. Let's go hand in hand catching the opportunities, and conquering the challenges, to share the exciting moment of China's rapid developing art market.

## 展区划分

### 大家——艺术

集中展示艺术大师的精品力作，奉献最具艺术价值的名家真品

### 当代——新艺术

推出由画廊严格甄选的新势力艺术家，彰显当代艺术领域最具创造性和先锋性的趋势和走向

### 国际——艺术

呈现多个国家和地区的具有不同艺术观点、迥异艺术风貌的艺术作品

### 多元——艺术

展示多种艺术门类和艺术风格的传承艺术作品，呈现中华民族丰富的文化底蕴

### 主题——艺术

邀请国内外知名策展人，从专业学术角度策划具有探索和创新精神的展览活动

## Exhibit Categorization

### Masters / Classical & Traditional

Featuring high quality and genuineness, this exhibition area shows masterpieces presented by renowned artists

### Talents / Contemporary & Modern

To pioneer developing & trending in art, this area is to showcase the works brought by the outstanding talented artists carefully selected by participating galleries

### International

To appreciate overseas art trends and style, here you will see many works presented by the artists from quite a few other countries and regions

### Diversified

To show profound and abundant cultural heritage of the Chinese people, Chinese legacy art works in different categories and representing different styles will be presented here

### Innovational & Inspiring

Planned by well-known curators from China and abroad, various events will show their spirit of innovation and creativity in art

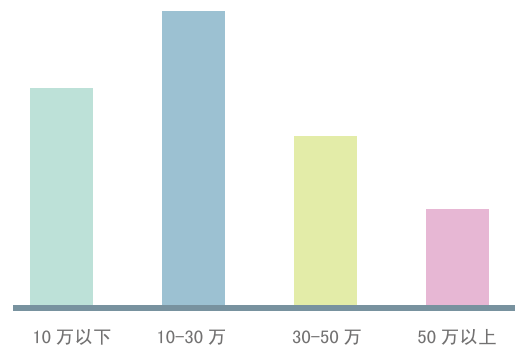




## 观众邀请

- ◆主、承办单位联手共同邀请国家部委、各国驻华使领馆、文化艺术界及社会名流、知名企业家等嘉宾莅临现场
- ◆与银行等金融组织、商协会、基金会等机构结成战略合作伙伴，定向邀请其高端会员参观展会
- ◆凭借承办单位丰富的高端客户资源，邀请国内汽车、地产、IT 等领域的文化艺术投资人、企业家、爱好者、收藏者等高端买家观展
- ◆通过重点合作媒体向文化艺术界、美术专业人士、艺术品投资人、艺术院校、艺术机构、艺术类媒体、艺术家等重量级专业观众发出邀请

不同价格作品成交比例:



## Invited Guests

### Host and Organizing Committee

- ◆ Will jointly invite VIP guests comprised of officials, representatives, celebrities, and high profile entrepreneurs from the national government, foreign diplomatic agencies, as well as the arts and culture sphere, respectively
- ◆ Will form strategic partnerships with leading financial institutions and commercial organizations to distribute a more directed invite to VIP clientele
- ◆ Will draw on existing resources to invite high-end clients and buyers from domestic automobile, real estate, and I.T industries
- ◆ Will cooperate with key media to invite heavyweights in the arts and culture sphere comprised of fine art professionals, investors, artists, art professionals from educational institutions and art agencies, as well as subscribers to art related media



# Event Programs Highlights



## 展会亮点

**艺术市场黄金季**——金秋时节是艺术品市场大放异彩的时节，Art China 值此登场，为京城艺术品交易的活跃浪潮助力

**超高媒体曝光度**——数百家国内外主流媒体和专业媒体现场直击，实时进行精彩报道，呈现国家级的艺术盛会

**藏家邀请专业化**——凭借丰富的高端客户资源、广泛与金融机构、基金会、驻华领事馆、公关公司、商协会、外资企业、会所俱乐部组织合作，由独立的专业团队，通过营销手段把这些人带到博览会，帮助他们走上充满魅力的收藏之路

**参展商国际化**——将继续坚持国际化，立足亚洲，面向全球拓展，搭建国际间艺术交流的平台

**艺术新推荐**——将呈现深具独特东方美学特色及历史价值的名家作品，同时在组委会的精心筛选下，展示青年艺术家丰富和多元的创作风貌

**丰富的现场活动**——紧密跟踪艺术市场动向，邀请业界专家深度剖析市场走向，聚焦艺术投资新行情，探讨文化产业发展新动向

## Highlights

**The Golden Season Of Art Market**——Golden Autumn foresees golden season of art market. Art China will fuel the boom of art works trading in Beijing

**Unprecedented Media Exposure**——The national gathering of art insiders will be live reported by hundreds of mainstream and professional media units from both China and abroad

**High Profile Collectors**——By making full use of organizers' abundant resources of high end customers from financial communities, funding institutions, foreign embassies and consulates in China, associations, foreign invested companies, leading PR companies and VIP clubs, a professional team will launch various marketing campaigns to ensure all participating galleries and artists to have chance to meet and talk with their targeted buyers

**International Exhibitors & International Quality**——Art China never stops inviting international participation to hammer out a premier platform for exchange of international artists not only from Asia but also the rest of world

**Tradition With Innovation**——Art China will present both the masterpieces featuring brilliant oriental civilization and the works full of experiment by gifted young artists. All works are carefully and strictly selected by the organizing committee

**A Wide Range Of On Site Events**——Closely monitoring the movement in the art market, we invite renowned experts to deliver in depth analysis on art investment and probe into the new tendency of the cultural market

## 活动安排

Art China 的现场活动一直承载着开展艺术教育和推动艺术普及的使命，为不同阶段的收藏爱好者提供专业的支持与辅助，是历届展会的重要部分。今年以“中国艺术市场现状及其前景”为讨论线索，邀请国内外学术专家、资深专业人士到现场与展商和观众进行交流。同时，还将开展小型拍卖和更多的现场互动！

## Events

On site events are designed to support Art China's mission of art promotion and education. Art collectors and lovers are provided with professional support and assistance here. This has been regarded as an important part of previous editions of Art China. Again in this year, a number of experts and professionals in art from both China abroad are invited to discuss and interact with exhibitors and visitors on the topic of where and how China's art is standing and where and how to go in the future. Besides, on site auctions and many other exciting events are open to all participants during the show !





## 上届展会回顾 Revisiting Art China 2012

- ◆ 到场观众——展会期间近万人次到场参观
  - ◆ 参展展商——37家艺术机构，230位艺术家，7000余幅艺术作品
  - ◆ 买家邀请——128家专业买家邀请合作机构，涉及政府机关、金融投资机构、房地产商、高端会所、俱乐部以及媒体
  - ◆ 成交作品——单个艺术机构作品全部售罄，80%参展艺术机构均有成交业绩，近百名艺术家作品现场签售
- ◆ Attendees——almost ten thousand people attended
  - ◆ Exhibitors —— 37 art organizations, 230 artists, more than 7000 pieces of art works
  - ◆ Buyers——buyers from 128 agencies including government agencies, financial and investment institutions, real estate businesses, VIP clubs media etc
  - ◆ Concluded transactions ——One of the exhibiting galleries sold out all the works it displayed. 80% exhibitors had closed at least a deal on site



## 各界评价

◆在 Art China 上我们画廊主要推出了洪凌老师的作品，与在伦敦的个展互动展出，宣传效果很满意！

——台湾索卡艺术中心董事长：萧富元

◆真诚希望中国国际文化艺术博览会能打造一个艺术品健康交流的平台！

——知名策展人、艺术经纪人：贾廷峰

◆最具价值的艺术定位，中国及国际文化传播的推动者；博览会现场遇到不少买家和潜在客户，可见博览会在买家邀请方面做的很到位，现场交易很不错！

——Art Tree 艺术机构董事长：张磊

◆跟中国国际文化艺术博览会合作很愉快，希望更加严谨、认真，建成一个注重品牌、注重发展、注重长远，集学术与传播，交流与推广的艺术平台！

——德滋画廊 画廊主：白洪

◆很长时间没有参加展会了，这次参加中国国际文化艺术博览会，确实有国字头展会的风范，见到了许多政府相关领导、大使馆人士以及许多文化名人！

——艺术家：郝丽

◆中国国际文化艺术博览会非遗作品成博览会亮点，展示了我国深厚丰富的非物质文化遗产资源，弘扬了中国传统文化，促进了中国非物质文化遗产保护与传承。

——中央电视台《朝闻天下》

◆通过当代艺术与传统艺术的综合展出，在看似艺术北京一家独大的北方，中国国际文化艺术博览会不仅显示了其官方背景，更充分体现了艺博会的共融性与多元性。——《HI 艺术》

◆中国国际文化艺术博览会的五场围绕展览展开的主题讲座，“激活”了千余件原本静态的展品，拉近了展品与参观者的距离。

——《北京日报》





## Testimonial

◆ Art China 2012 was very good experience for us. We showed Hong Ling's works to interact with his personal show done in London, It did very well to help us with the promotion !

——Fuyuan Xiao, Chairman , Taiwan Soka Art Center

◆ I sincerely hope Art China will develop well. It will be a good platform of art communication !

——Tingfeng Jia, well-known curator and art manager

◆ Very well positioned show! It boosts the development of both China and international art. I met a lot of buyers and potential buyers at the exhibition. The organizer was doing quite a lot to invite buyers. Trading on site went very well !

——Lei Zhang, Chairman of Board, Art Tree

◆ I was very happy cooperating with Art China last year. I hope Art China will become a long-term oriented brand for art exchange and promotion

—— Hong Bai, director, Dezi Gallery

◆ It's been long time since I've attended an art show last time. I'm impressed this time by Art China's organization. It was really the art show of China! I met quite a lot government official, diplomatic officer and many famous people from the culture circle !

——Li Hao, artist

◆ The exhibition of intangible culture heritage is one of the highlights of the show. It displayed China's profound and rich cultural heritage, promoted China's traditional culture and encouraged the protection of China's Intangible cultural heritage

——CCTV

◆ Having contemporary art alongside traditional art, Art China showed the characters of melting and diversifying as well as its official background

—— HI Art

◆ Five key on site events made thousands of art pieces showed in Art China live. Art was getting closer to the public

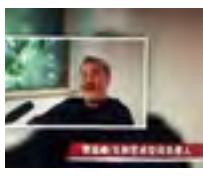
—— Beijing Daily



# Media & Reports

- 105 家大众媒体
- 32 家专业媒体
- 55 家参与了开幕式的报道
- 24 家专业媒体展期全程跟踪报道

- 105 mass media units
- 32 art media units
- 55 media units reporting the opening ceremony live
- 24 professional art media units doing on-site report every day during the exhibition





2012 中国国际文化艺术博览会的成功举办吸引了众多媒体的关注。多家电视台、广播电台、平面媒体及网络媒体纷纷给予报道及评论。无论是收藏名人的参与还是现场成交额的不刷新，一时间成为媒体关注的热点及话题！

In 2012, Art China successfully harnessed the national media spotlight as a myriad of broadcasting television networks, radio stations, print and online media reported on the event. Whether it was the involvement of famous collectors or the daily increase in turnover rates, Art China created a boisterous fanfare and surely decorated the end of the year 2012 with an exclamation point !



# Media

# 合作媒体

# & cooperation

## 高端专业媒体支持

中国文化报

## 独家特约合作媒体



## 合作媒体



## 媒体支持

电视媒体：中央电视台新闻频道、北京电视台新闻频道  
 电台媒体：中央人民广播电台文艺之声、北京人民广播电台文艺台、中国国际广播电台  
 网络媒体：搜狐网、人民网、中国社会新闻网、优酷网、酷6网、乐视网、凤凰网…  
 平面媒体：北京日报、京华时报、光明日报、新华社、艺术财经、当代艺术、北京晨报、  
 人民日报、新京报、北京青年周刊、法制晚报、北京青年报、北京晚报、  
 人民日报海外版、人民政协报、澳门日报…

## 合作单位





# CONTACT US

## 联系我们

中国国际文化艺术博览会组委会  
(北京成聚会展有限公司)

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泰德商务大厦501室 (100027)

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010-64465141转8014/15/16

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网址：[www.art-china.cn](http://www.art-china.cn)

邮箱：[artchinainfo@gmail.com](mailto:artchinainfo@gmail.com)

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网址：[www.sh-bhexpo.com](http://www.sh-bhexpo.com)





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## EXHIBITOR CHECKLIST

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1	DOWNLOAD EXHIBITOR MENU	----	x
2	SUBMIT APPLICATION-PART A	<i>by 2013-07-31</i>	
3	RECEIVE APPROVAL EMAIL & INVOICE	----	
4	SUBMIT FULL PAYMENT	<i>after 10 days upon receipt of invoice</i>	
5	RECEIVE RECEIPT	----	
6	SUBMIT APPLICATION-PART B	<i>by 2013-08-09</i>	
7	RECEIVE EXHIBITOR CONFIRMATION KIT	----	
8	MOVE IN	<b>2013-09-17</b>	

### BEIJING C. J. EXPO CO., LTD- ART CHINA ORGANIZING COMMITTEE

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No. 12 Xinyuanli Zhongjie  
Chaoyang District Beijing CHINA 100027  
P | +86 10 6446 5141  
F | +86 10 6446 2873  
E | [artchinainfo@gmail.com](mailto:artchinainfo@gmail.com)  
W | [www.art-china.cn](http://www.art-china.cn)



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## SCOPE OF ART FAIR

**Exhibition |** The art fair that will feature **100 +** leading galleries from China and abroad showcasing artworks of a various media including, but not exclusive to drawing, digital art, painting, photography, print , sculpture, installations, calligraphy, water and ink, and jewelry.

**Exhibitors | Galleries, Auction Houses, Art Institutions and SOLO Artists**

Exhibitors will be carefully chosen by the Arts Council of Ministry of Culture and the ART CHINA Organizing Committee through a rigorous selection process.

## TIME & VENUE

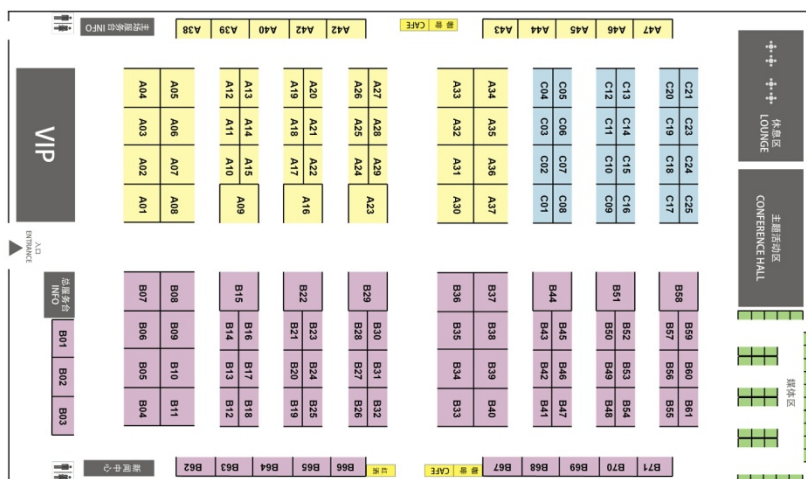
**Time | September 18-20, 2013**

- DAY 1 INSTALLATION
- DAY 2 OPENING CEREMONY / OPEN TO PUBLIC
- DAY 3 OPEN TO PUBLIC
- DAY 4 OPEN TO PUBLIC / DISMANTLEMENT

**Venue | BEIJING, CHINA**

National Agriculture Exhibition Center (New Hall)  
 No. 16 Beijing East Third Ring Road  
 Chaoyang District, Beijing CHINA 100026

**Exhibition Space | 13,000 square meters**





2013 9/18-20 中国国际文化艺术博览会场馆平面图  
 北京·全国农业展览馆—新馆 ART CHINA FLOOR PLAN  
 CHINA AGRICULTURE EXHIBITION CENTER BEIJING, CHINA



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## BOOTH INFORMATION

PACKAGE	
<p><b>A</b></p> <p><b>36 SQM</b> (6×6) display meters: 18 M</p> 	<ul style="list-style-type: none"> <li>▪ 18 white wooden panels [wall height: 3.6 M / wall width: 1 M]</li> <li>▪ signage</li> <li>▪ 4 exhibitor badges</li> <li>▪ one 5A / 220 outlet</li> <li>▪ artwork published in catalogue-4 pages (1-2 artworks per page)</li> <li>▪ 10 long arm spotlight</li> <li>▪ 10 entrance ticket</li> <li>▪ 4 catalogue</li> <li>▪ furniture package: carpeted floor, one table, two chairs, one wastebasket</li> </ul> <p style="text-align: right;"><b>BOOTH FEE: USD \$ 11,800</b> ***Additional fees apply for added equipment.</p>
<p><b>B</b></p> <p><b>18 SQM</b> (3×6) display meters: 12 M</p> 	<ul style="list-style-type: none"> <li>▪ 12 white wooden panels</li> <li>▪ signage</li> <li>▪ 4 exhibitor badges</li> <li>▪ one 5A/220 outlet</li> <li>▪ artwork published in catalogue-2 pages (1-2 artworks per page)</li> <li>▪ 6 long arm spotlight</li> <li>▪ 10 entrance tickets</li> <li>▪ 2 catalogues</li> <li>▪ furniture package: carpeted floor, one table, two chairs, one wastebasket</li> </ul> <p style="text-align: right;"><b>BOOTH FEE: USD \$ 5,900</b> ***Additional fees apply for added equipment.</p>

**NOTE** | Extra fee will be applied to booths with additional wall space.

## EXHIBITOR SELECTION

- ✓ The Art Council and the ART CHINA Organizing Committee will first review submitted material then send an Application Approval Letter via email. All submitted documents will be returned to disapproved candidates.
- ✓ Upon receipt of this Letter, Exhibitors must make FULL PAYMENT of booth fee to the designated account within 10 working days.
- ✓ Upon receipt of FULL PAYMENT, the Organizing Committee will send an Exhibitor Confirmation Kit that explains the details of participating in ART CHINA.

## PAYMENT INFORMATION

### WIRE TRANSFER |

Beneficiary: **BEIJING C. J. EXPO CO., LTD.**  
 Bank: **CHINA MERCHANTS BANK**  
 Branch: **BEIJING JING AN LI BRANCH**  
 Account No.: **110-9079-2871-0902**  
 Swift Code: **CMCCNBS**

**NOTE** | Please verify payment details to prevent errors.

**PAYMENT DEADLINE** | AFTER 10 WORKING DAYS UPON RECEIPT OF INVOICE

**CANCELLATION** | Cancellations made before July 31<sup>st</sup>, 2013 will be fully refunded.

Cancellations thereafter will incur a 30% deduction from total payment.



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## TERMS & CONDITIONS

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### INTELLECTUAL PROPERTY RIGHTS

EXHIBITORS guarantee that all graphic and text material submitted to the Organizing Committee does not infringe upon Third Party's intellectual property rights. EXHIBITORS shall bear full responsibility and be liable for all compensations for damage or loss caused to the Organizing Committee.

### ART FAIR MARKETING

EXHIBITOR agrees to allow ORGANIZING COMMITTEE to use submitted artworks to be published on websites, post cards, and other channels of advertising with the appropriate credit provided to publicize the art fair.

### SECURITY

From installation to dismantling, the Organizing Committee will provide 24-hr professional security. However, EXHIBITORS are responsible for the security of all works carried to the event. All EXHIBITORS must strictly adhere to public security and fire safety provisions. If the EXHIBITOR'S own negligence leads to breach in public security and fire safety requirements, harm or cost THIRD PARTIES, the EXHIBITOR is responsible for full compensation. During exhibition, EXHIBITORS may bring additional items into the storage area but must inform the ORGANIZING COMMITTEE in advance. Removing items from the exhibition floor is strictly prohibited until the end of the show.

### INSURANCE

EXHIBITORS must obtain insurance for art collection and its staff on its own. The ORGANIZING COMMITTEE is not responsible for direct or accidental damage or losses including those caused by lighting and air conditional failure.

### FORCE MAJEURE

In the event of non-human factors or accidents beyond the control of the ORGANIZING COMMITTEE, including, but not limited to, earthquakes, fire, flood, riots, wars, strikes, epidemic, economic, political unrest and other force majeure events, the ORGANIZING COMMITTEE reserves the right to cancel, postpone, or shorten the event. In this case, the EXHIBITORS' payments will not be refunded and loss claims against ORGANIZING COMMITTEE will be prohibited.

### LEGAL EFFECT

These regulations constitute the entire and final agreement between the ORGANIZING COMMITTEE and exhibitors and shall be governed by the laws of the People's Republic of China. In the event of a legal dispute, both parties agree to submit to the China International Trade Arbitration Commission for settlement.