



ICOM international  
council  
of museums



故宫博物院

ICOM-ITC November 2017 Training Workshop

## Developing Engaging Museum Exhibitions

Nov. 5-14, 2017  
Beijing, China



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# Welcome Address

Distinguished lecturers, dear participants,  
First of all, on behalf of ICOM-China and the Palace Museum, we would like to extend our warm welcome to you.

Established on July 1, 2013, the ICOM-ITC has organized eight regular training workshops in Beijing and a special one in Tanzania in September, 2015. By now, a total of 280 museum professionals from Asia, Africa, Europe, Latin America and Oceania have participated in the previous workshops on museum management, collection, exhibition and education. The training programmes are well-designed and carefully arranged, and the lecturers share their advanced ideas through various ways such as traditional teaching methods, open discussions, engaging observation and museum visits. These programmes are not only welcomed by the participants, but also demonstrate the ICOM-ITC’s leading role in trainings for museum professionals in the world.

The theme of the ICOM-ITC November 2017 Training Workshop is “Developing Engaging Museum Exhibitions”. Exhibition is the basic service provided by museums and an essential part to link museums to social culture. A good exhibition not only displays cultural artifacts, accounts and explains history, but also spreads knowledge, inspires minds and interacts with visitors. Nowadays, museums are exploring how to make full use of museum resources to develop and stage exhibitions, how to demonstrate the value of objects to the greatest extent, and how to achieve good interactions between visitors and museums. In this context, we organize this workshop and combine the latest economic-cultural developments with cutting-edge ideas, in the hope that people could be inspired to study the historical and cultural values of the artifacts by taking exhibitions as the means of expression, in which museums can bring some new feelings to visitors and play a better role in functions of communicating and education.

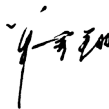
The workshop benefits tremendously from the great dedication and active engagement from all the experts, participants and faculty members. So, we would like to extend our sincere gratitude to you. We also hope it could provide assistance to and inspiration for your academic research and daily work.

In the end, we wish you all a pleasant stay in Beijing and this workshop a big success.



Guan Qiang  
Chair  
ICOM China

Nov. 2017



Shan Jixiang  
Director  
The Palace Museum

Nov. 2017

# Introduction to the Training Workshop

The ICOM-ITC was established on July 1, 2013 as a joint collaboration with the Palace Museum, ICOM and ICOM China. It is based on the purposes, missions and shared professional goals of ICOM and its Chinese national committee, and relies on the Palace Museum for its operation and management. Its main objective is to develop museum expertise and knowledge of young promising museum professionals in developing countries, especially in the Asia-Pacific region.

The ICOM-ITC holds two workshops each year, one in April and one in November. Each workshop has a specific museum topic. The November 2017 Workshop is to be held from November 5 to 14, 2017 under the theme of “Developing Engaging Museum Exhibitions”. Seven museum experts from China, Brazil, Canada, Turkey and the United States are invited as lecturers; and 33 participants are admitted, including 16 from China and 17 from other countries.

The Chinese participants are from 16 institutes of 8 provinces, including Anhui Museum, Anthropology Museum of Guangxi, Beijing Luxun Museum, Capital Museum, China Science and Technology Museum, Fudan University, Guangdong Museum, Henan University (Museum of Henan University), Hunan Provincial Museum, Memorial of Yue Fei in Tangyin County, Museum of the Cultural Palace of Nationalities, Poly Art Museum, Shanxi Museum, The Palace Museum, Tsung Dao Lee Library of the Shanghai Jiao Tong University and World Expo Museum. The international participants are from 17 countries of four continents, mostly developing countries, including Armenia, Azerbaijan, Burkina Faso, Columbia, Guatemala, Indonesia, Iran, Japan, Kenya, Lithuania, Nepal, Slovenia, South Africa, South Korea, Turkey, Vietnam and Zambia.

The theme of the workshop will be discussed and explored through diverse programme forms, including lectures, case studies, group discussions and museum visits. Lecturers and participants would discuss on museum branding, exhibition design and development, developing programmes for exhibitions, and evaluating exhibitions. Besides, participants will visit some local museums to examine exhibition planning, implementation and evaluation by observing and engaging in those exhibitions. In addition, the “Reading Artifacts” course will offer the participants a chance to closely observe the cultural relics of the Palace Museum, and help them make better use of museum collection and fully explore the educational function of museums.

Through international perspectives, extensive courses and diverse programme forms, this workshop will promote exchanges and collaborations between museums of different types from different regions, and provide a platform for museum professionals to make deep discussions and broaden their minds.

# Workshop Agenda (Nov. 5-9)

Date	Time	Lecture/Activity	Lecturer/Participant	Venue
Nov.5 (Sun.)	All day	Arrivals and registration	ICOM-ITC staff	Jade Garden Hotel
	17:00	Small Gathering	Lecturers, participants, and ICOM-ITC staff	
	Dinner (Jade Garden Hotel)			
Nov.6 (Mon.)	9:00-9:30	Opening Ceremony	Leaders, Lecturers, participants, and ICOM-ITC staff	Jade Garden Hotel
	9:30-11:00	ICOM : What it Does and How	Ms. Suay Aksoy	
	11:00-12:00	Museum Exhibitions and Visitor Engagment in China	Mr. Guan Qiang	
	Lunch (Jade Garden Hotel)			Jade Garden Hotel
	13:30-17:00	Interaction and Space	Mr. Sun Miao	
	Dinner (Jade Garden Hotel)			
Nov.7 (Tue.)	9:00-12:00	Museum Branding and Exhibitions I	Ms. Lucimara Letelier	The PM Learning Centre
	Lunch (Jade Garden Hotel)			The PM Learning Centre
	13:30-17:00	Show and Tell	Lecturers, participants, and ICOM-ITC staff	
	Dinner (Jade Garden Hotel)			
Nov.8 (Wed.)	9:00-12:00	Developing Exhibitions I	Mr. Paul Orselli	Jade Garden Hotel
	Lunch (Jade Garden Hotel)			Museums in Beijing
	13:30-17:00	Museum Visits	Lecturers, participants, and ICOM-ITC staff	
	Dinner (On your own)			
Nov.9 (Thu.)	9:00-12:00	Developing Exhibitions II	Mr. Paul Orselli	The PM Learning Centre
	Lunch (The PM)			The PM
	13:00-16:30	Visit of the Palace Museum	Lecturers, participants, and ICOM-ITC staff	
	Dinner (Jade Garden Hotel)			
	19:00-21:00	Preparing Presentations	Chinese participants	Jade Garden Hotel

# Workshop Agenda (Nov. 10-15)

Date	Time	Lecture/Activity	Lecturer/Participant	Venue
Nov.10 (Fri.)	9:00-12:00	Museum Branding and Exhibitions II	Ms. Lucimara Letelier	The PM Learning Centre
	Lunch (Jade Garden Hotel)			
	13:30-17:00	Evaluating Exhibitions	Mr. Paul Orselli	The PM Learning Centre
	Dinner (Jade Garden Hotel)			
Nov.11 (Sat.)	9:00-12:00	Mini Workshop I	Ms. Lucimara Letelier Mr. Paul Orselli	The PM Learning Centre
	Lunch (The PM)			
	13:30-17:00	Mini Workshop II	Ms. Lucimara Letelier Mr. Paul Orselli	The PM Learning Centre
	Dinner (Jade Garden Hotel)			
Nov.12 (Sun.)	All day	Excursion	Lecturers, participants, and ICOM-ITC staff	
	Dinner (Jade Garden Hotel)			
Nov.13 (Mon.)	9:00-12:00	Reading Artifacts I	Mr. Claude Faubert	Zhaoxiang Residence of the PM
	Lunch (The PM)			
	13:30-17:00	Reading Artifacts II	Mr. Claude Faubert	Zhaoxiang Residence of the PM
	Dinner (Jade Garden Hotel)			
Nov.14 (Tue.)	9:00-10:30	Free Time at the PM	Lecturers, Participants, and ICOM-ITC Staff	The PM
	11:00-12:00	Experience from Past Participants	Mr. Zhao Yang	Zhaoxiang Residence of the PM
	Lunch (The PM)			
	13:30-15:00	The Mission and Exhibitions of Museums--Best Practices from the Palace Museum	Prof. Dr. Shan Jixiang	Jianfu Palace of the PM
	15:00-16:00	Evaluation of the Workshop	Participants	
	16:00-17:00	Closing Ceremony	Leaders, Lecturers, participants, and ICOM-ITC staff	
	Dinner (Jade Garden Hotel)			
	Nov.15 (Wed.)	All day	Departures	ICOM-ITC staff

# Profile of Lecturers



**Suay Aksoy  
(Turkey)**

President of ICOM

Ms. Suay Aksoy is the President of ICOM. She served as Chair of the Advisory Council (2013-2016) and as Chair of CAMOC, ICOM’s International Committee for City Museums (2010-2014). She has also been the founding Chair of the Association of Museum Professionals of Turkey (2011-2013).

She has taught graduate and undergraduate courses in Museum Management and Cultural Heritage at the Mimar Sinan University of Fine Arts and the Bogaziçi University, respectively, in Istanbul.

Ms. Aksoy worked as Director of Cultural Heritage and Museums at the Istanbul 2010 European Capital of Culture Agency. In that period she led various major projects like the Model Proposition for the Rehabilitation of Museums in Turkey and the Strategic Vision Report for the Imperial Courtyard of the Topkapi Palace.

She is a trustee of the History Foundation of Turkey where she formerly headed the museum projects (2001-2008) and also served as a Board member and Vice-President for consecutive terms.

Ms. Aksoy has a BA in Economics, an MA in Political Science and a Post Graduate Diploma in Museum Studies.





## Shan Jixiang (China)

Director, the Palace Museum  
Senior Architect  
Registered City Planner

Dr. Shan Jixiang has become the Director of the Palace Museum since January 2012. He has been the member of both the tenth and the eleventh National Committees of the Chinese People's Political Consultative Conference (CPPCC), and is a member of the twelfth National Committee of the CPPCC, and the President of Cultural Relics Society of China.

As a student of China's renowned academician, Professor Wu Liangyong, Dr. Shan graduated from the School of Architecture, Tsinghua University and received the Eng. D degree. He is a doctoral supervisor and adjunct professor of a number of universities and colleges, including Peking University and Tsinghua University. In March 2005, Dr. Shan received the International Leadership Award issued by the American Planning Association (APA). In September 2014, Dr. Shan was awarded the Forbes Prize by the International Institute for Conservation of Historic and Artistic Works.

His published works include over a hundred academic theses and more than ten monographs such as *Cultural Heritage-Thoughts and Practice*, etc.



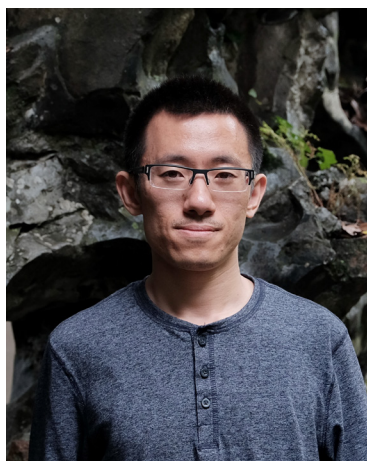
## Guan Qiang (China)

Deputy Director and Member of  
Party Committee,  
State Administration of Cultural  
Heritage (SACH)

After his graduation from the Department of Archeology of Peking University (BA) in 1985 and later from the Department of Archeology of Jilin University (MA) in 1988, Mr. Guan entered Exhibition Department of the Palace Museum in July, 1988. During his work, Mr. Guan participated in a language programme (English) in Predeparture Training Department at Beijing Language and Culture University and then pursued further education on Archeology at Cairo University in Egypt. From 1993 to 1996, he was temporarily transferred to Cultural Relics Division II of State Administration of Cultural Heritage.

In 1997, Mr. Guan started to serve in the SACH, and successively worked for Archaeology Management Division, Department of Cultural Relics Preservations, and Administrative Office. In April 2009, he took the post of the Chief of Department of Cultural Relics Preservations and Archeology (Department of World Cultural Heritage). Since December 2015, he has served as Deputy Director of the SACH and member of its Party Committee, in charge of the Department of Science and Technology (Department of Museum and Cultural Relics), Beijing Luxun Museum (New Culture Movement Memorial of Beijing), Cultural Relics Publishing House, and Art Exhibitions China.

With fairly long-time experience of working with museums and cultural heritage preservation, Mr. Guan published academic articles as follows, *Study on the Archaeological Relics in "Hetao Region" of Neolithic Age*, *Theoretical Breakthrough on the Protection of Street Blocks*, etc.



## Sun Miao (China)

Deputy Director of  
Exhibition Department,  
the Palace Museum

Mr. Sun Miao has been engaged in exhibition design in the Palace Museum since 2004. He presided over several exhibitions, for instance, The Orchid Pavilion, Special Exhibition of Selected Artefacts during Yongle and Xuande Reigns in Ming Dynasty, Special Exhibition of Inscriptions in Han and Wei Dynasties, Exhibition of Historical Records in Qing Dynasty.

Mr. Sun became an on-the-job graduate student in Chinese National Academy of Arts in 2006 and received the doctoral degree in literature in 2009. In 2007, he attended a short-term training programme organized by the British Museum. In 2012, he visited Freer Gallery of Art for four months supported by J.S. Lee Memorial Fellowship Program.

He published several articles about thinking on contemporary museum and experience of exhibition design in periodicals such as *Palace Museum Journal*, *The Forbidden City*, *Interior Design and Construction*, *Professional Lighting Design* and *Chinese Museum*.



## Claude Faubert (Canada)

Museum Consultant  
ICOM-ITC Coordinator

Mr. Claude Faubert is a museum consultant specialising in science and technology museums and exhibitions, cultural heritage as well as in museum training. Mr. Faubert was director general of the Canada Science and Technology Museum, Canada's largest and most comprehensive science and technology museum from 2001 to 2011, and its Vice-President of Collection and Research from 2011 to 2015.

Mr. Faubert was a member of ICOM's Executive Council from 2007 to 2013. He is a current member of the board of the Commonwealth Association of Museums (CAM) and a voting member of Cimuset.

Since 2013, Mr. Faubert has been the coordinator for the ICOM International Training Centre housed in the Palace Museum, Beijing.



**Lucimara Letelier  
(Brazil)**

Board Member of ICOM MPR

Lucimara has a Master in Arts Administration, Boston University (USA). She graduated in Marketing and Communications (ESPM, SP) and currently is a teacher at the MBA in Museums Management (Branding & Marketing for Museums) and MBA in Arts Management at Candido Mendes University in Rio de Janeiro.

Lucimara Letelier has 18 years of experience in marketing, fundraising and communications for museums, the Arts and non-profit sector. She founded the Artefoco-Arts & Cultural Management, as a pioneer in deploying development departments in arts and culture organizations in Brazil.

She has been Deputy Director Arts of the British Council Brazil from 2012 to June 2017, and the Transform Museums Programme Coordinator. She started up the Management Center Brazil as part of the global consultancy firm, working with strategic planning in Fundraising, Marketing and Communications for 26 nonprofit organizations in the arts and social causes. She attended the National Arts Fundraising School in England. She was the first Brazilian speaker at the IFC-International Fundraising Congress (Netherlands, 2010) and at the Communicating the Museum (Metropolitan Museum, NEW YORK, 2012). She is a board member of the ICOM MPR and ICOM BRAZIL.



**Paul Orselli  
(US)**

President of Paul Orselli Workshop

For over 35 years, Paul Orselli has worked to create inventive and playful museums and exhibits. He is now the President and Chief Instigator at POW! (Paul Orselli Workshop, Inc.), an exhibition design and development corporation that he founded.

Paul has consulted on museum projects throughout North America, Europe, Africa, and the Middle East. His clients include such notable organizations as the New York Hall of Science, the Exploratorium, the National Science Foundation, and Science Projects in London. He has taught and lectured at universities on museum topics and has presented at professional conferences in North America and Europe.

Paul has also been the editor and originator of the four best-selling Exhibit Cheapbooks, published by ASTC, and has served on the board of NAME (National Association for Museum Exhibition).



# Chinese Participants



**Chen Yujiao**  
Capital Museum  
Deputy Director of  
Publicity, Education & Volunteer  
Service Department



**Chu Chu**  
Anthropology Museum of  
Guangxi  
Deputy Director of  
Exhibition Department



**Ding Ning**  
Guangdong Museum  
Curator of  
Nature Department



**Du Xilai**  
Poly Art Museum  
Curator of  
Exhibition Department



**Guo Xifeng**  
Shanxi Museum  
Deputy Director of  
Development Department



**Li Huaiyu**  
The Palace Museum  
Curator of  
Exhibition Department



**Li Lina**  
Henan University  
(Museum of Henan University)  
Associate Professor of  
School of History and Culture  
(Deputy Director)



**Liu Zhifeng**  
Hunan Provincial Museum  
Deputy Director of  
Administrative Office



**Long Jinjing**  
China Science and Technology  
Museum  
Deputy Director of  
Resources Management  
Department



**Luo Jihua**  
Museum of the Cultural  
Palace of Nationalities  
Director Assistant,  
Director of Exhibition  
Department



**Ma Xiangfang**  
Memorial of Yue Fei in  
Tangyin County  
Deputy Director



**Meng Qian**  
Anhui Museum  
Curator of  
Curation and Exchange Department



**Tang Yingying**  
Tsung Dao Lee Library,  
Shanghai Jiao Tong  
University  
Curator



**Tian Dan**  
Beijing Luxun Museum  
Curator of Research  
Department of  
the New Culture Movement



**Yu Zhenyu**  
World Expo Museum  
Deputy Director



**Zhou Jingjing**  
Fudan University  
Department of Cultural  
Heritage and Museology

# Chinese Participants



**Long Jinjing**  
China Science and Technology  
Museum  
Deputy Director of  
Resources Management  
Department



**Luo Jihua**  
Museum of the Cultural  
Palace of Nationalities  
Director Assistant,  
Director of Exhibition  
Department



**Ma Xiangfang**  
Memorial of Yue Fei in  
Tangyin County  
Deputy Director



**Meng Qian**  
Anhui Museum  
Curator of  
Curation and Exchange Department



**Tang Yingying**  
Tsung Dao Lee Library,  
Shanghai Jiao Tong  
University  
Curator



**Tian Dan**  
Beijing Luxun Museum  
Curator of Research  
Department of  
the New Culture Movement



**Yu Zhenyu**  
World Expo Museum  
Deputy Director



**Zhou Jingjing**  
Fudan University  
Department of Cultural  
Heritage and Museology

International Participants



**Aynur Mamedova**  
(Azerbaijan)  
Azerbaijan Carpet Museum  
Senior Specialist on Museum  
Development



**Barbara Rezar Grilc**  
(Slovenia)  
Technical Museum of Slovenia  
Curator



**Cesar Ramiro Garcia  
Garcia**  
(Guatemala)  
International Institute  
of Learning for Social  
Reconciliation  
Person in Charge of Exhibition



**Detty Fitriany**  
(Indonesia)  
National Institute of  
Technology, Bandung  
Museum Exhibition  
Lecturer & Designer



**Ghilraen Laue**  
(South Africa)  
KwaZulu-Natal Museum  
Curator



**Julian Emiro Roa Triana**  
(Colombia)  
National Museum of  
Colombia  
Museums and Exhibitions  
Adviser



**Kanfido Brice Levis  
Lankoande**  
(Burkina Faso)  
National Museum of  
Burkina Faso  
Curator



**Kiyoko Nishi**  
(Japan)  
Japanese Association of  
Museums  
Researcher

International Participants



**Kwon Nam Young**  
(Korea)  
Cultural Heritage Institute  
Researcher



**Maggie Katongo**  
(Zambia)  
Livingstone Museum  
Assistant Keeper



**Negar Sagharichi**  
(Iran)  
Malek National Library and  
Museum  
Head of Exhibition Department



**Ovgu Saime Sahin**  
(Turkey)  
Borusan Contemporary  
Collection Operation Specialist



**Rebecca Njeri  
Gachihi**  
(Kenya)  
National Museums of  
Kenya  
Programme Manager



**Renata  
Mikalajunaite**  
(Lithuania)  
M. K. Čiurlionis National  
Museum of Art  
Head of the museum's  
branch - Historical  
Presidential Palace of the  
Republic of Lithuania in  
Kaunas



**Serob Hunanyan**  
(Armenia)  
Ministry of Culture of  
the Republic of Armenia  
Leading Specialist



**Suresh Man Lakhe**  
(Nepal)  
Patan Museum  
Development Committee  
Museum Officer



**Vuong Le My Hoc**  
(Vietnam)  
Vietnam Fine Arts Museum  
Exhibition and Education  
Department



ICOM-ITC Director and Secretariat Members



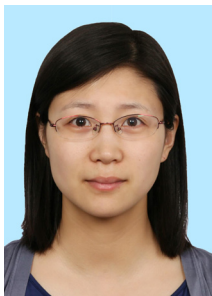
Song Jirong  
Director of the ICOM-ITC



Yan Hongbin  
Director of  
ICOM-ITC Secretariat



Guo Meixia  
Deputy Director of  
ICOM-ITC Secretariat



Jiang Qianqian  
ICOM-ITC Secretariat



Li Yingchong  
ICOM-ITC Secretariat



Wang Qianhui  
ICOM-ITC Secretariat



Tan Yao  
ICOM-ITC Secretariat

Useful Information | Museum Visits

Beijing Auto Museum

Beijing Auto Museum covers a building area of 49,059 square meters (including 30,475 square meters aboveground and 18,584 square meters underground), being multifunctional and fully equipped with 10 equipment systems including efficient and energy-saving lighting and night view lighting system, safe and reliable security system, and advanced intelligent management system, and 11 subsystems of weak current intelligent control.

According to the mainline of history-technology-future, the museum sets up three exhibition halls, namely Hall of Innovations, Hall of Development, Hall of Future, and Exhibition of Classical Collection of Chinese Automobile Industry. The museum carefully chooses a batch of collections of high historical value or political significance, including over 80 museum-collected automobiles, more than 3000 volumes related literatures and over 10000 photos. More than 50 large technically interactive exhibition items and about 40 multimedia films as well as graphic information in thousands of characters come into being through innovations, research and development by the museum, some key projects of which are supported by the municipal special funds; and the museum also organizes and compiles Auto Files, the first domestic automobile theme book series (of ten volumes), the first four books of which already published.

Address: 126 South Fourth Ring West Road, Fengtai District, Beijing

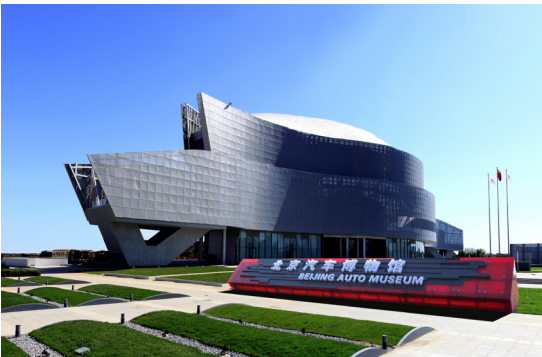
Access: Walk to Wangfujing Station, take Subway Line 1 to Military Museum Station, transfer to Subway Line 9, and get off at Fengtai Science and Technology Park (Exit B); the museum is about 500m to the northeast.

Website: <http://www.automuseum.org.cn/>

Opening Hours: 9:00-17:00 from Tuesday to Sunday

Admission: 30 RMB for each adult

Tickets: Visitors can buy tickets at ticket windows. Dial 010-63756666 for more information.



Useful Information | Museum Visits

Beijing Museum of Natural History

Beijing Museum of Natural History grew out of the preparation department of National Central Museum of Natural History founded in 1951. Beijing Museum of Natural History was formally named in 1962. Being the first large-scale museum of natural history founded on our own strength after new China was established, the museum bears three main functions: the specimen collection, the academic research and the science popularization of paleontology, zoology, botany and anthropology. The museum today boasts its rich collections, high-level research and ever-enlarging exhibitions.

The museum, covering a floor space of 14,700 square meters, with more than 10,000 square meters for display, owns more than 270,000 items in the collection, with the collection of paleontology, ornithology, mammals and invertebrates exceeding in the nationwide. The levels of both scientific research and display are also in the lead. Beijing Museum of Natural History has already been the most popular natural history museum in China.

Address: No. 126, Tianqiao Street, Dongcheng District, Beijing

Access: Walk to Donghuamen Station, take Bus No. 2 to Tiantan Ximen (West Gate of Temple of Heaven) Station, the museum is 17 meters to the east.

Website: <http://www.bmnh.org.cn/>

Opening Hours: 9:00-17:00 from Tuesday to Sunday (last entry at 16:00)

Admission: Free admission to permanent exhibitions. Visitors are recommended to book tickets in advance.

Tickets: Valid documentation (ID cards, passports, driving licenses and household registers) is required for booking tickets, or getting tickets from the ticket window.

Online Booking: <http://www.bmnh.org.cn> (available for 24 hours a day).

Booking Phone No.: 010-67027702 (available during 9:00-16:00 from Tuesday to Sunday).

(Tickets for the day of visiting cannot be booked via phone or online.)

TEMPORARY EXHIBITIONS: “Exploring Human Bodies” (Free admission), “Exploring Deer Horns”: (20 RMB/person, tickets should be booked one day ahead).



Useful Information | Museum Visits

Capital Museum of China

The Capital Museum of China was opened in Confucius Temple in 1981 and moved into its present building in 2006. It houses a large collection of ancient porcelain, bronze, calligraphy, painting, jade, sculpture and Buddhist statues from imperial China as well as other Asian cultures. With its magnificent architecture, abundant exhibitions, advanced technology and complete functions, the Capital Museum, makes its contribution to the titles such as “cultural center” and ranks among the first class museums both at home and abroad.

The present Capital Museum's building with massive roof and the gradient at the entrance square is influenced by the design from ancient Chinese architecture, and the stone-made exterior wall is meant to symbolize imagery of the city walls and towers in ancient China. A piece of danbi (a massive stone carved with images of dragon, phoenix and imperial artifacts) is embedded on the ground in front of the north gate of the museum, whereas a decorative archway from the Ming Dynasty is set in the receptional hall in which shows the "central axis" feature that is commonly seen in Chinese architecture.

Address: 16 Fuxingmen Outer Street, Xicheng District, Beijing

Access: Walk to Tiananmen West Station, take Subway Line 1 to Muxidi Station (Exit C1); the museum is 500 meters to the east.

Website: <http://www.capitalmuseum.org.cn/>

Opening Hours: 9:00-17:00 from Tuesday to Sunday (last entry at 16:00).

Admission: Free admission.

Tickets: Visitors can book tickets in advance, or get tickets when they get there.

Valid ID card and passports are required for booking.

Online Booking: <http://www.capitalmuseum.org.cn/zjsb/pwfw.htm>

Booking Phone No.: 010-63393339, available from 9:00-17:00 every day. The ticket for your visiting day is only open for booking till noon.

TEMPORARY EXHIBITIONS: “Treasures of Hong Kong—The 20th Anniversary of Hong Kong’s Handover” (free admission) and “Reading the City: Discovering the Charm of Beijing Quadrangles” (free admission).





## Useful Information | Museum Visits

### China Science and Technology Museum

China Science and Technology Museum is the only state-level comprehensive science and technology museum in China. To its east is the residential district of the Asian Games Village. The water system of the Olympic Village is to its west. The main stadium of the 2008 Olympic Games lies to the south of it. North of it is the Forest Park. It covers an area of 48,000 square meters with the architectural scale reaching 102,000 square meters. It is a key part of the Olympic Park central area that embodies three conceptions, namely, “Green Olympics, Hi-tech Olympics and People’s Olympics”.

The museum consists of five permanent exhibition halls (“Science Paradise” located on the first floor in the northwest area, “Glory of China” on the first floor, “Exploration and Discovery” on the second floor, “Sci-tech and Life” on the third floor, and “Challenge and Future” on the fourth floor), a short-term exhibition hall, and four special-effect theaters (Dome Theater, Huge-screen Theater, Motion Theater and 4D Theater). In addition, many laboratories, classrooms, science popularization lecture halls and multifunctional halls are found in the museum.

Address: 5 Beichen East Road, Chaoyang District, Beijing  
Access: Walk to Xila Hutong Station, take Bus No. 60 to Luoguxiang Station, transfer to Subway Line 8 and get off at Olympic Park Station (Exit A2); the museum is about 1.1 km to the northeast.  
Website: <http://cstm.cdstm.cn/>  
Opening Hours: 9:30-17:00 from Tuesday to Sunday.  
Admission: Main Exhibition Hall: 30 RMB per person  
Children’s Science Paradise: 10 RMB per adult  
Dome Theater, Giant Screen Theater, Motion Theater, 4D Theater: 30 RMB per person  
Tickets: Valid documentation (ID card, passport, etc) is required for visitors to buy tickets online or at ticket windows.  
Online Booking: <http://ticket.cdstm.cn/index>



## Useful Information | Museum Visits

### China Fire Museum

China Fire Museum is the only museum of fire prevention at national level in China. It is built and run by the Fire Department of Ministry of Public Security of China, opened to public since November 8, 2011. China Fire Museum is a comprehensive museum, which exhibits the culture and history of fire prevention, educates visitors about fire warning and fire and disaster prevention, and provides them with interactive experience.

China Fire Museum occupies an area of 48,000 square meters. The museum has five major thematic exhibitions, namely introduction exhibition, temporary exhibition, ancient fire prevention exhibition, modern fire prevention exhibition and fire and disaster prevention experiencing area. To present the relationship between fire and human being in each historical period, China Fire Museum displays objects, models, pictures and videos in the exhibition galleries, and also sets simulating scene area and interactive experience area. China Fire Museum has put a lot of efforts in inheriting the historical culture of fire prevention and fostering the development of fire prevention industry.

Address: 70 Guanganmen South Street, Xicheng District, Beijing (Near Zhongjia Mansion)  
Access: Walk to Donghuamen Station, take Bus No.2 to Dashilan Station, transfer to Bus No.59 to Daguan Yuan West Station; and the museum is about 60m to the north.  
Website: <http://www.cfm119.com>  
Opening hours: 9:00 – 16:30 from Wednesday to Sunday (last entry: 16:00)  
Admission: Free admission.  
Tickets: ID cards or passports are required for getting tickets.  
Visitors can get tickets from self-service machines at the reception on the first floor during 9:00 and 16:00 from Wednesday to Sunday.  
Dial 010-66267926/7928 for more information.





Useful Information | Museum Visits

National Museum of China

The National Museum of China (NMC) is located at the east side of Tian’ anmen Square, opposite to the Great Hall of the People. NMC, an integrated national museum under the Ministry of Culture of China, originally developed from the preparation department of the National History Museum which was established by the Education Department of the Chinese National Government in 1912. The museum draws equally from both history and art, and is dedicated to its collections, exhibitions, research, archeology, public education and cultural communication. In 2011, the NMC reopened to the public in its new site.

The museum, whose construction area totals nearly 200,000 square meters, boasts over 1,000,000 pieces of collection and 48 exhibition halls. Besides the two basic exhibitions, Ancient China and the Road of Rejuvenation, NMC also has lots of thematic exhibitions as its permanent exhibitions, such as Ancient Chinese Jade, Ceramics, Painting and Calligraphy, Bronze, Ancient Coins, Buddha Statue, Furniture of Ming and Qing Dynasty, Architectural Design, African Sculpture, Contemporary Art, etc. NMC’s International Exchange exhibition which is updated continuously and various temporary exhibitions are remarkably held and well worthy of visiting.

Address: No. 16, East Chang’an Avenue, Dongcheng District, Beijing

Access: It is located on the south side of the Palace Museum, about 30-minute walk toward south from the Xihua men (West Prosperity Gate).

Website: <http://www.chnmuseum.cn/>

Opening Hours: 9:00-17:00 from Tuesday to Sunday (last entry at 16:00)

Admission: Free admission (excluding a few special exhibitions).

Tickets: Visitors are recommended to get tickets from the ticket windows. Valid ID card and passports are required for booking.

TEMPORARY EXHIBITIONS: “Qin and Han Civilization” (free admission). This exhibition is limiting the daily number of visitors to 3,000, and each visitor can only get one ticket a day.



Useful Information | Excursion

Mutianyu Great Wall

Located in Huairou County about 45 miles from the centre of Beijing city, Mutianyu Great Wall enjoys a long history and is part of the glorious culture of China. It connects Juyongguan Pass in the west and Gubeikou Great Wall in the east. The wall was first built in Northern Qi Dynasty (550-557). In Ming Dynasty (1368-1644), Tan Lun and Qi Jiguang, two famous patriotic generals, rebuilt it in order to strengthen its defensive potential when they guarded the strategic pass.

It served as the northern protective screen, guarding the capital and imperial mausoleums for generations. Besides its strategically important location and compact layout, the Mutianyu Great Wall is also famous for the breath-takingly beautiful scenery. There is steep climb from the main gate and there is a chairlift to make it easy. It is a good place for views across the ridges and down the valleys.





## Useful Information | Excursion

### Summer Palace

Situated in the Haidian District northwest of Beijing City, the Summer Palace is 15 kilometers (9.3 miles) from central Beijing. Being the largest and most well-preserved royal park in China, it greatly influences Chinese horticulture and landscape with its famous natural views and cultural interests, which has been recognized as "The Museum of Royal Gardens".

The construction started in 1750 as a luxurious royal garden for royal families to rest and entertain. It later became the main residence of royal members in the end of the Qing Dynasty. According to historical documents, with original name as "Qingyi Garden" (Garden of Clear Ripples), the Summer Palace (Yiheyuan) was renamed after its first reconstruction in 1888. It was also recorded that Empress Dowager Cixi embezzled navy funds to reconstruct it as a resort in which to spend the rest of her life. In 1900, the Summer Palace suffered another hit by the Eight-Power Allied Force and was repaired in the next two years. In 1924, it was open to the public. In 1998, it ranked amongst the World Heritage Sites by UNESCO.



## Guide for Living in Beijing

### Training Venue

The Palace Museum

Address: 4 Jingshan Qianjie, Dongcheng District, Beijing

### Hotel

Jade Garden Hotel

Address: 1 Nanheyuan Street, Dongcheng District, Beijing

### Meals

In most days, the Training Centre offers three meals a day to all the lecturers and participants.

Breakfast: Jade Garden Hotel

Lunch: Jade Garden Hotel or the Palace Museum

Dinner: Jade Garden Hotel

### Transportation

The training centre provides each lecturer and participant from outside Beijing with a public transport card. You can take bus and subway with this card.

The nearest stations:

Subway: Tian'anmen East Station / Tian'anmen West Station (Line 1), Wangfujing Station (Line 1)

Bus: Donghuamen Station (2/82)

Tip: You can find English spoken staffs in most of the big hotels, fine dining restaurants and shopping malls. Most of the taxi drivers do not speak fluent English, therefore we suggest you ask the hotel staff to write down your destination in Chinese before going out. Please make sure to carry the hotel information (in Chinese) with you.

## Currency

The currency used in China is CNY.

The exchange rate of CNY and USD is approximately 1 USD= 6.65 CNY.

Most hotels, restaurants, supermarkets, and shops accept international credit cards.

## Electricity

The voltage in China is 220 Volt, with 50 Hz frequency.

## Telephone

The country code for China is 86; the city code for Beijing is 010 and for Beijing local calls just dial the eight digit number. To make an international direct dial call from Beijing, use the international access code “00”. Local SIM cards are easily available.

## Climate

According to weather statistics, Beijing's average temperature in November is around 10°C (50°F), with considerable day / night temperature difference.

## Shopping

### Wangfujing Shopping Street

The Jade Garden Hotel is near to Wangfujing Shopping Street which is one of China’s most attractive and modern shopping streets. Now much of the road is off-limits to cars and other motor vehicles, and it is not rare to see the entire street full of people.

### How to Get There

On foot: walk along the Donghuamen Road. In about 10 minutes (approximately 500 meters) you will see an Apple Store and Wangfujing Shopping Street is on your right.

### Xidan Commercial Street

Xidan Commercial Street is a favorite shopping area among locals, especially young people, as it is a fantastic combination of shopping, dining, entertainment, culture and commerce.

### How to Get There

By subway: take Subway Line 1 at Tian’anmen East Station and get off at Xidan Station.

By bus: take Bus 2/82 at Donghuamen Station and get off at Tian’anmen East Station, transfer to Bus 52/1/99 and get off at East Xidan Lukou Station.

## Places to go in the evening

### Nanluoguxiang Hutong

Nanluoguxiang, one of the best preserved historical areas in downtown Beijing, is famous for its hutong and siheyuan courtyards, as well as the bars, cafes, clothing and handicraft shops there. This 768-meter-long south-north central lane has 16 hutong branching off the central lane, giving each side 8 hutong. Located between Gulou East Street and Di'anmen East Street, this quaint street boasts many cool shops offering silk shawls, handicrafts designed by local artists, and trendy T-shirts featuring images of everything. It is more than just a chic place to buy some Chinese-inspired gifts for friends, but also a mirror perfectly showing Chinese architecture of the Yuan Dynasty.

### How to Get There

By subway: take Subway Line 1 from Tian’anmen East Station, transfer at Dongdan Station to Subway Line 5. Get off the train at Dongsì Station, transfer to Subway Line 6, and Nanluoguxiang Station is only one stop away.

By bus: take bus 60 from Donghuamen Station and get off at Luoguxiang Station (about 20 minutes), Nanluoguxiang is two minutes' walk away.

### Houhai Bar Street

Houhai (literally: “Rear Sea”) refers to a lake and its surrounding neighborhood in Xicheng

District of central Beijing. Houhai is the largest of the three lakes, along with Qianhai (lit. the "Front Sea") and Xihai (lit. the "Western Sea"), that comprise Shichahai, the collective name for the three northern-most lakes in central Beijing. In the last 200 years, many governmental officers, celebrities, monks and nuns chose to build mansions, temples and nunneries in it. Thus, its attraction lies not only in its natural beauty, but also in the historical value of its architecture. Since the early 2000s, the hutong neighborhood around Houhai has become known for its nightlife as many residences along the lake shore have been converted into restaurants, bars, and cafes. The area is especially popular with foreign tourists visiting Beijing and is also often visited by the expatriate community and the younger generations of locals.

How to Get There

By bus: take bus 2/ 82 at Donghuamen Station, and get off at Gulou Station.

Tian'anmen Square

Located at the center of Beijing City, Tian'anmen Square covers an area of 440,000 square meters. Thousands of people come here every day. It is a must-see place in Beijing. At the north end of the Square is Tian'anmen Tower. The most important use of it in the past was to declare in a big ceremony to the common people who became the emperor and who became the empress. Until 1911 when the last feudal kingdom was over, no one could enter the Tower except for the royal family and aristocrats. The granite Monument to the People's Heroes is just at the center of the square. Built in 1952, it is the largest monument in China's history. "The People's Heroes are Immortal" written by Chairman Mao is engraved on the monument. Eight unusually large relief sculptures show to the people the development of Chinese modern history. Two rows of white marble railings enclose the monument, simple and beautiful. West of the Square is the Great Hall of the People. This building is the site of the China National People's Congress meetings and provides an impressive site for other political and diplomatic activities. Memorial Hall of Chairman Mao is at the south side of the Square, and National Museum of China the east side.

How to Get There

By bus: take bus 2/ 82 at Donghuamen Station, and get off at Tian'anmen East Station.

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