



ICOM-ITC 2015 Autumn Training Workshop

The Engaging Museum

Nov.2-10, 2015
Beijing, China



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Welcome Address

Dear lecturers and participants,

First of all, we would like to welcome you on behalf of ICOM-China and the Palace Museum.

The proposal of establishing an ICOM International Training Centre for Museum Studies (ICOM-ITC) was put forward in the 22nd General Conference of ICOM in Shanghai in 2010. After three years of planning, the ICOM-ITC was founded on July 1, 2013 in the Palace Museum. Up to now, four training workshops have been organized, the themes covering museum management, collection, exhibition and education. These workshops have formed a platform for world museum colleagues to share ideas and experiences, to discuss common concerns, and to explore future development.

The theme of the ICOM-ITC 2015 Autumn Training Workshop is “The Engaging Museum”. The popularity of internet has changed people’s demand for culture and arts, and experience activities have become an increasingly important appeal. For meeting people’s new demand, museums have shifted their focus from defining the target group onto being more open and engaging, and some museums have included engagement in their strategy planning. Even so, it’s still a great challenge for many of them to make the public better users of museums and to give the museum’s function into full play. So, we hope from this workshop, in the way of intensive training, you can find some new methods for meeting these challenges.

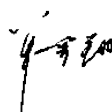
Here, please allow us to extend our gratitude to all lecturers, participants and ICOM-ITC staff; the success of the workshop won’t be achieved without your great efforts and enthusiastic participation.

In the end, wish you all a pleasant stay in Beijing and the workshop a great success!



Song Xinchao
Chair
ICOM China

Oct. 2015



Shan Jixiang
Director
The Palace Museum

Oct. 2015

Introduction to the Training Workshop

The ICOM-ITC was established in 2013 as a joint collaboration of 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; it is also a collaborative platform which relies on the Palace Museum for its operation and management. Its main objective is to develop the 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 is on a different museum topic. The theme of this ICOM-ITC workshop, held from November 2 to 10, 2015, is “The Engaging Museum”.

Today’s museums are talking more and more about engaging with their many audiences and communities. And much is being written about which communities a museum should engage with, how to engage, the many institutional and cultural changes a museum must make in order to become truly engaged and finally what does it mean to be digitally engaged? This workshop will offer elements of answers and new ideas about these questions.

Nine museum experts and professors from China, Canada, France, Great Britain, the Netherlands, and the United States are invited as lecturers of the workshop. Thirty participants are admitted, fifteen from China and fifteen from other countries.

The Chinese participants are from Beijing Normal University, Changsha Museum, China Millennium Monument Art Museum, China Science and Technology Museum, Hebei Museum, Nanjing Museum, Peasant Movement Institute Museum, Qian Xuesen Library & Museum, Qinhuangdao Museum of Glass, Shandong Museum, Shanxi Museum, The Geological Museum of China, Yixing Museum, Yunnan Nationalities Museum, and Zhoushan Museum. The international participants are from thirteen countries of four continents: Bangladesh, Brazil, Colombia, Croatia, Egypt, Iran, Japan, Korea, Mongolia, Pakistan, Senegal, Tanzania, and the Czech Republic.

Through lectures, group activities, case studies and museum visits, the workshop allows participants and lecturers the opportunity to discuss the many elements of museum engagement. Visits of local museums as well as of the Palace Museum will give the participants the occasion to see how Chinese museums are developing activities and exhibitions that engage the visitors on many levels.

We hope that the programmes prepared for the workshop will provide the participants with new ideas and expertise, promote exchanges between museum professionals from different regions, and broaden their professional networks.

Profile of Lecturers



Shan Jixiang (China)

Director of the Palace Museum,
senior architect, registered city
planner

Dr. Shan Jixiang started his research on the conservation and planning of historical cities and cultural heritage areas while studying in Japan from 1980 to 1984. After returning to China, he was successively appointed Deputy Director of Beijing Municipal Administration of City Planning, Director of the Beijing Municipal Administration of Cultural Heritage, Secretary of the CPC of Fangshan District of Beijing, Director of Beijing Municipal Commission of Urban Planning, and Director of the State Administration of Cultural Heritage. In 2012 he became Director of the Palace Museum.

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, President of Cultural Relics Society of China, and Vice Chairperson of the Architectural Society of China.

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). His published works include more than ten monographs such as *Cultural Heritage Conservation and Urban Culture Renaissance*, *Retaining the "Root" and "Soul" of Urban Culture*, *Cultural Heritage• Thoughts and Practice*, and *Secure Palace Museum• Thoughts and Practice: Collected Works of the Renchen Year*, and over a hundred academic theses.



Song Jirong (China)

Deputy Director of the
Palace Museum,
Director of the ICOM-ITC

Dr. Song Jirong graduated from the Northwest University in Xi'an, China in 1982 and pursued advanced studies in Staffordshire, UK from 1992 to 1993. In 1994, she started a PhD course at Nanjing University of Science and Technology, and entered the postdoctoral research center at Northwest University in 1997. Afterwards, she served successively as the dean of the Postgraduate Department; dean of the Chemical Engineering School; professor, doctoral supervisor and vice-chairman of the Academic Degrees Committee. In 2006, Dr. Song was transferred to the Palace Museum as the director of the Conservation Department. In June 2010, she was appointed by the Ministry of Culture as a deputy director of the Palace Museum. She was the chief editor of Palace Museum Journal and committee member of the Editorial Board of Forbidden City. She has published over 100 treatises in domestic periodicals such as Chemical Physics, Inorganic Chemistry Communications, New Journal of Chemistry, Journal Molecular Structure, Science

China and Chinese Science Bulletin. More than 70 articles were indexed by SCI and EI.

Under her guidance, the Conservation Department's "Techniques for Mounting and Repair of Traditional Chinese Painting and Calligraphy" and other five conservation techniques were listed as the nation's intangible cultural heritage. She also conducted the program "Scientific Establishment of the Cultural Heritage Protection and Repair Technique Database". She also participated in the research program "Alternatives to Alum in Restoring, Copying, and Reproducing Traditional Chinese Painting and Calligraphy". Dr. Song stated the idea of "the Hospital of Cultural Heritage", which means a scientific approach to conservation. She researches the program on "Thangka's conservation in the Hall of Mental Cultivation", and meanwhile she is responsible for the management of Exhibition Department, Publicity and Education Department, Scientific Research Department, Conservation Department and Gugong Research Institute. She is now the director of the Gugong Institute, executive deputy director of Gugong Research Institute and director of the ICOM-ITC.



Claude Faubert (Canada)

Museum consultant
ICOM-ITC Coordinator

Claude Faubert started his museum career at the Ontario Science Centre, one of the world's best-known science centres. In 1992, he joined the Canada Science and Technology Museum, Canada's largest and most comprehensive science and technology museum, and was its director general from 2001 to 2011. From 2011 to September 2015, Claude was Vice-President, Collection and Research for the Canada Science and Technology Museums Corporation. Claude is now a museum consultant specialising in science and technology museums and exhibition, in cultural heritage as well as in museum training.

Claude was a member of ICOM's Executive Council from 2007 to 2013; since 2011, he has been a member of the ICOM committee that allocates annual funding to the international committees as well as to special projects.

Beginning in 2013, Claude has been the ICOM coordinator for the ICOM International Training Centre (ICOM-ITC) housed in the Palace Museum, Beijing.

Claude is a current member of the board of the Commonwealth Association of Museums (CAM) and a voting member of Cimuset.



Pan Shouyong (China)

Professor of anthropology & museology, PhD supervisor, Minzu University of China

Prof. Pan is an anthropologist and a distinguished professor of anthropology & museology at Minzu University of China, Beijing. He is also the director of the Research Institute of Multi-culture at Minzu University of China, a professor at the University of Chinese Academy of Sciences, and an honorary director of Liye Qin Slips Museum, Hu'nan Province.

His research focuses on new museology, museum anthropology, and social and cultural changes.

He has also participated in the planning and construction of the Anji ecomuseums (Zhejiang Province), Songyang ecomuseums (Zhejiang Province), and Taihang ecomuseums (Shanxi Province).



Yan Jianqiang (China)

Professor and Director,
Cultural Heritage and
Museology Department of
Zhejiang University

Prof. Yan obtained doctorate in History from Zhejiang University. He now works as Professor and Director of Cultural Heritage and Museology Department of Zhejiang University. He is also Vice Chairman of the Museology Committee of Chinese Museums Association. He has engaged in teaching and research since 1982. His publications include “Museum Theory and Practice”, “Western Philosophy of History”, “Dissemination and Utilization of Chinese Culture in Western Europe in the 18th Century”, and more than 50 essays. He has planned and designed over 440 museum exhibitions. His current research focuses on people’s perception and dissemination of museums.



Lisa Sasaki (USA)

Director, Audience & Civic
Engagement Center
Oakland Museum of
California

Lisa Sasaki is the Director of the Audience & Civic Engagement Center at the Oakland Museum of California (OMCA) where she oversees the institution's commitment to visitor participation and engagement through communications, public programs, school & teacher programs, visitor services, and community engagement programs. Since joining OMCA, she has tackled the goal of doubling OMCA's attendance through major initiatives such as the audience-driven engagement program series Friday Nights @ OMCA.

Sasaki has worked for 19 years in the museum field. She currently serves as Vice President of the Western Museums Association's Board of Directors and is a member of the Council of American Jewish Museum's Advisory Council.

She holds Bachelor Degrees in History and Archaeology from Cornell University and a Master's degree in Museum Studies from the University of Denver. Sasaki is also a graduate of the Getty Leadership Institute at the Claremont Graduate University's Executive Education Program for Museum Leaders.



Sharon Granville (UK)

Executive Director of
Collections & Estate at
National Museums Liverpool
(NML)

Sharon is Executive Director of Collections & Estate at National Museums Liverpool (NML), a nationally-funded museum organization in the North West of England. She has responsibility for NML's 8 museums; internationally important collections totaling some 4 million objects, and also for exhibition programming across the museums.

As Executive Director, Sharon led the development of the £73 million Museum of Liverpool for a decade between 2002 and 2012 heading both the building development and the exhibition content teams, ensuring a seamless marriage of content and architecture and community participation.

Sharon is currently Vice Chairman of INTERCOM, ICOM's international committee on management.

Sharon joined National Museums Liverpool in 2002. Prior to this she was at Tyne and Wear Museums, where she headed up major museum capital development projects at both strategic and delivery levels. She was also Senior Curator for Segedunum Roman Fort & Baths and Stephenson Railway Museum.

Sharon has lectured nationally and internationally on museum leadership, sector benchmarking, team development and managing change, museums and regeneration and on delivering large scale capital projects. She is a graduate of the Getty Foundation's Museums Management Institute (University of California at Berkeley).

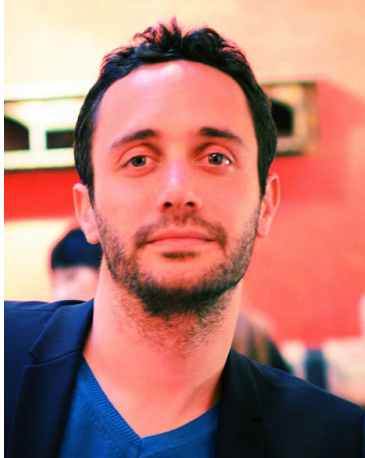


Theodorus Meereboer (The Netherlands)

Founder and Director of
COMMiDEA

Originally trained as an art & art history teacher, Theo Meereboer worked as an artist/art festival organizer. After 15 years he decided to move to the internet. He learned to concept and design educational games for non-profits. After that he worked as art director/concept developer for a television production company, where he also learned a lot about branding and marketing. Four years later he became editor in chief of two educational children's magazines. After eight years he moved back to the cultural sector, where he was consultant/concept developer for museums and other cultural institutions, specialized in experience concepts and crossmedia communication. Since 2008 Theo Meereboer is director and independent consultant at COMMiDEA, a small agency for museum concepts, engagement strategies and 'heritage futurism'.

He is also founder of Heritage 2.0, a knowledge network for heritage professionals, president of E30 Foundation and member of the Innovation Council for the Dutch Public Libraries. He is also a speaker, presenter and associated lecturer at the Reinwardt Academy. Theo received his Master degree in Art Education at the Fontys Academy of Arts in Tilburg in 2015.



Raphaël Roig (France)

Senior Programme Officer,
ICOM

Mr. Raphaël Roig holds a Master's degree in Contemporary history and a Master's degree in International relations from the University of La Sorbonne (Paris). Following years of field research in political sciences in Eastern Africa, he has been in charge of the Konso Museum project and the organisation of a range of exhibitions in Ethiopia.

Since 2011, he is working at the International Council of Museums (ICOM) as a Senior Program Officer and the Secretary of the Ethics Committee. Meanwhile, he is also working for the NGO Amnesty International as the Coordinator for East Africa, and for the organisation of the NGO's movie festival.

Within ICOM, he is particularly involved in the development of programs in the following fields: the protection and promotion of cultural heritage, the fight against illicit traffic and museum security, professional training and museum ethics.

Workshop Agenda (Nov.1-5)

Date	Time	Lecture/Activity	Lecturer/Participant	Venue
Nov.1 (Sun.)	All day	Arrivals and registration	ICOM-ITC staff	Jade Garden Hotel
	17:00	Meeting together	Lecturers, participants, and ICOM-ITC staff	Jade Garden Hotel
	Dinner (Jade Garden Hotel)			
Nov.2 (Mon.)	9:00-9:30	Opening ceremony	Prof. Dr. Shan Jixiang Dr. Song Xinchao Dr. Duan Yon Dr. An Laishun Prof. Dr. Song Jirong Lecturers, participants, and ICOM-ITC staff	Jianfu Palace of the PM
	9:30-11:30	The Palace Museum towards the Public	Prof. Dr. Shan Jixiang	
	11:30-12:00	Overview of ICOM	Mr. Raphaël Roig	
	Lunch (the PM)			
	13:30-17:00	Introduction to the workshop	Mr. Claude Faubert	Jianfu Palace of the PM
		The Interpretation and Engagement in Natural Science Exhibitions	Prof. Yan Jianqiang	
	Dinner (Jinhong Restaurant)			
Nov.3 (Tue.)	9:00-12:00	Reshaping the Museum for Engagement I --Culture and Attitudes	Ms. Sharon Granville	Room 404 Gugong Institute
	Lunch (Jade Garden Hotel)			
	13:30-17:00	Reshaping the Museum for Engagement II --Structure and Practice	Ms. Sharon Granville	Room 404 Gugong Institute
	Dinner (Jinhong Restaurant)			
Nov.4 (Wed.)	9:00-12:00	The Art and Science of Engagement Programming I	Ms. Lisa Sasaki	Room 404 Gugong Institute
	Lunch (Jade Garden Hotel)			
	13:30-17:00	The Art and Science of Engagement Programming II	Ms. Lisa Sasaki	Room 404 Gugong Institute
	Dinner (Jinhong Restaurant)			
Nov.5 (Thu.)	9:00-12:00	The Art and Science of Engagement Programming III	Ms. Lisa Sasaki	Room 404 Gugong Institute
	Lunch (Gugong Institute)			
	13:30-17:00	Museum visits	Lecturers, participants, and ICOM-ITC staff	
	Dinner (self-arranged)			

Workshop Agenda (Nov.6-11)

Date	Time	Lecture/Activity	Lecturer/Participant	Venue
Nov.6 (Fri.)	9:00-12:00	Museum Engagement: A Chinese perspective	Prof. Pan Shouyong	Room 404 Gugong Institute
	Lunch (Jade Garden Hotel)			
	13:30-17:00	Developing a Digital Engagement Strategy I	Mr. Theodorus Meereboer	Room 404 Gugong Institute
	Dinner (Jinhong Restaurant)			
Nov.7 (Sat.)	9:00-12:00	Developing a Digital Engagement Strategy II	Mr. Theodorus Meereboer	Room 404 Gugong Institute
	Lunch (Jade Garden Hotel)			
	13:30-17:00	Developing a Digital Engagement Strategy III	Mr. Theodorus Meereboer	Room 404 Gugong Institute
	Dinner (Jinhong Restaurant)			
Nov.8 (Sun.)	All day	Excursion	Lecturers, participants, and ICOM-ITC staff	
	Dinner (self-arranged)			
Nov.9 (Mon.)	9:00-12:00	Reading Artifacts I	Mr. Claude Faubert	Palace Kitchen Complex of the PM
	Lunch (the PM)			
	13:30-17:00	Reading Artifacts II	Mr. Claude Faubert	Palace Kitchen Complex of the PM
	Dinner (Beijing roast duck)			
Nov.10 (Tue.)	9:00-12:00	Visit of the Palace Museum	Lecturers, participants, and ICOM-ITC staff	The PM
	Lunch (the PM)			
	13:30-15:00	On the Hospital of Cultural Heritage	Prof. Dr. Song Jirong	Jianfu Palace of the PM
	15:00-16:00	Evaluation of the workshop	Participants	
	16:00-17:00	Closing Ceremony & Certificate Awarding	Prof. Dr. Shan Jixiang Dr. Song Xinchao Dr. Duan Yong Dr. An Laishun Prof. Dr. Song Jirong Lecturers, participants, and ICOM-ITC staff	
	Dinner (Jinhong Restaurant)			
Nov.11 (Wed.)	All day	Departures	ICOM-ITC staff	Jade Garden Hotel

Chinese Participants



Bai Junfeng

Deputy Director of the
Visitor Service Center
China Science and
Technology Museum



Gao Mang

Deputy Director of the
Exhibition Department
Zhoushan Museum



Hao Dianfeng

Director of Exhibition,
Publicity and Education
Department
Yixing Museum



Huang Yingdan

Director of Public Service
Department
Yunnan Nationalities Museum



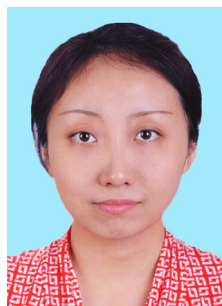
Le Yuan

Exhibition Designer
The Geological Museum
of China



Li Kaiying

Exhibition Editor
Peasant Movement
Institute Museum



Lin Miaomiao

Education Director
China Millennium
Monument Art Museum



Liu Weihua

Director of Education
Department
Hebei Museum

Chinese Participants



Liu Yikun

Deputy Director of the
Department of Operation &
Organization

Qian Xuesen Library &
Museum, Shanghai Jiao Tong
University



Sun Xin

Director of Social
Education Department

Qinhuangdao Museum of
Glass



Wang Ping

Deputy Director of the
Department of Publicity
and Education

Shandong Museum



Wang Qian

Director of the Museum
Opening Management

Changsha Museum



Yang Ju

Assistant to the Director of
the Education Department
Shanxi Museum



Zhang Ni

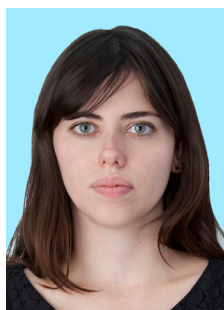
Executive Deputy Director
Children's Museum Research
Center (CMRC) of CPRI,
Beijing Normal University



Zheng Jing

Deputy Director of Social
Service and Education
Department
Nanjing Museum

International Participants



Andrea Barbosa
(Brazil)

Partnership Coordinator
São Paulo Museum of
Modern Art



Carlos Serrano
(Colombia)

Chief, Education and
Culture Division
National Museum of
Colombia



Eunjung Cho
(Korea)

Assistant Manager,
International Relations
and Special Events
Leeum, Samsung Museum
of Art



**Fatemeh
Amini Khoshouei**
(Iran)

Curator
Research Center for
Conservation of Cultural
Relics(RCCCR)



Flora Vicent Kessy
(Tanzania)

Senior Curator of
Ethnography
National Museum of
Tanzania



Ganganchimeg Aviraa
(Mongolia)

Senior Curator
Mongolian Military
Museum



Kanae Aoki
(Japan)

Associate Curator,
Educational Division
The Museum of Modern
Art, Wakayama



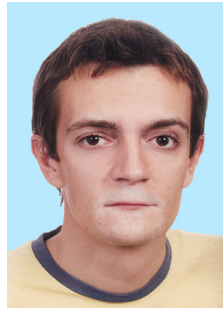
Kazuyoshi Sasaki
(Japan)

Development Division
The National Museum
of Emerging Science and
Innovation (Miraikan)

International Participants



Lucie Voborilova
(Czech Republic)
Curator for Education
The National Gallery in
Prague



Matija Dronjic
(Croatia)
Curator
Ethnographic Museum,
Zagreb



Mazhar Naveed
(Pakistan)
Intern Coordinator and
Curatorial Assistant
Lahore Museum



Md. Shariful Islam
(Bangladesh)
Assistant Keeper
Bangladesh National
Museum



Momath Drame
(Senegal)
Head of Cultural Mediation,
Collection Management and
Public Education
Historical Museum of Goree



**Samar Mahmoud
Hamdowun**
(Egypt)
Curator in Learning
Department
Egyptian Museum



**Ugantuya
Galbadrakh**
(Mongolia)
Educator
The National Museum of
Mongolia

ICOM-ITC Staff



Yan Hongbin

Director of Publicity and
Education Department



Guo Meixia

Deputy Director of Publicity
and Education Department



Fan Xuechun

Publicity and Education
Department



Jiang Qianqian

Publicity and Education
Department



Wang Qianhui

Publicity and Education
Department



Li Yingchong

Publicity and Education
Department

Information about the Participating Museums

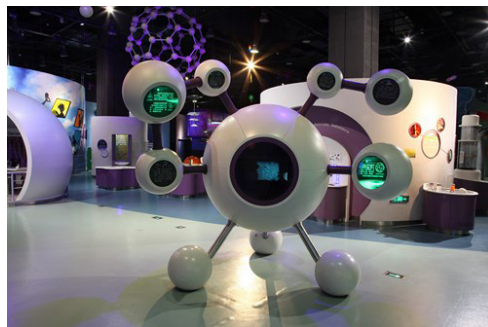
China Science and Technology Museum

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.



The National Art Museum of China

The National Art Museum of China is a national museum dedicated to the collection, research and presentation of modern and contemporary artistic works in China.

The building covers an area of more than 18,000 square meters with 17 exhibition halls. The museum boasts an exhibition area of 8,300 square meters and a length of 2,110 meters. A modern storeroom founded in 1995 covers an area of 4,100 square meters.

The museum houses more than 100,000 pieces of various collections, most of which are created around the establishment of the People's Republic of China. Some collections are masterpieces from the late period of the Ming (1368-1644) and Qing (1644-1911) dynasties and the early period of the Republic of China, while most items are modern and contemporary works, including masterpieces of renowned contemporary Chinese artists, award-winning works from major art exhibitions, and various folk works. The museum also collects hundreds of foreign artistic works.

Since its establishment, the museum has held thousands of various influential exhibitions, which not only reflect development and prosperity of Chinese art but also provide an important platform of artistic exchange between China and the world. The museum attracts over one million visitors each year.

Address: 1 Wusi Street, Dongcheng District, Beijing

Access: Walk to Donghuamen Station, take Bus No.82 to Shatan Lukou North; the museum is 300m to the east.



CNCC Children's Discovery Museum

CNCC Children's Discovery Museum (CCDM) is the first large-scale children's museum in Beijing that is initiated by China National Children's Center (CNCC) and funded by Lao Niu Foundation. The project has also received great support from All-China Women's Federation. Re-built on the basis of CNCC Science Palace, CCDM covers a construction area of approximately 2,400 square meters.

CCDM, Chinese Zodiac-themed, contains five exhibit halls (sixteen galleries with nearly one hundred exhibits), a changing exhibit hall, and a 4D theater. All exhibits are designed by an American professional design company in museum area. The exhibit design perfectly incorporates advanced concepts of foreign exhibit design and traditional Chinese culture.

CCDM focuses on the educational philosophy of hands-on and discovery learning. The museum is committed to providing kids with experiences that will ignite their imagination, creativity, and other potentials, so that they can get a clear understanding of the world and acquire knowledge and skills as well as developing independent thinking and problem-solving ability.

CMRC provides professional management training and consulting services on construction, exhibit design and fabrication, and operations management for CCDM.

Address: 43 Ping'anli West Street, Xicheng District, Beijing

Access: Walk to Xila Hutong Station, take Bus No.60 to Luoguxiang Station, then walk to Nanluoguxiang Station and take Subway Line 6 to Chegongzhuang Station (Exit B), the museum is 800m to the northeast.



Useful Information

Training Venue

The Palace Museum

Address: 4 Jingshan Qianjie, Dongcheng District, Beijing

Gugong Institute

Address: 19 Nanheyuan Street, 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 lecturers and participants.

Breakfast: Jade Garden Hotel

Lunch: Jade Garden Hotel or the Palace Museum

Dinner: Jinhong Restaurant (53 Dong'anmen Street)

Transportation

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

The nearest stations:

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

Bus: Donghuamen Station (2/82)

Tourist Bus: East gate of the Palace Museum Station (专1, 专2)

Tip: English is not widely spoken in Beijing. You can find English spoken staffs in most of the major 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 1USD= 6.35CNY.

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

Electricity

The voltage in China is 220 Volt, with 50Hz 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 15°C , 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 15 minutes (approximately 750 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 to Subway Line 5. Get off the train at Dongsì, 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.

Excursion

Mutianyu Great Wall

Located in Huairou County about 45 miles from Beijing, 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 but there is a chairlift to make it easy. A good place for views across the ridges and down the valleys.

Silk Street Market

Silk Street Market is a shopping center in Chaoyang District, Beijing that accommodates over 1,700 retail vendors, notorious among international tourists for their wide selection of counterfeit designer brand apparel. Opened on March 19, 2005, and replacing the old alley-based Xiushui Market, the current Silk Street establishment has diversified their business scope. In addition to selling fashion apparels and accessories such as hats, handbags, shoes, belts, sportswear and silk fabrics like their predecessor, the new Silk Street has introduced traditional Chinese handicrafts, antiques, calligraphy, carpets, table cloths, bed coverings, paintings, hand-knit dresses, toys, electronic gadgets, trinkets, and fine jewelry. However, you should be aware that almost all the world famous goods brands here are imitations.