



ICOM-ITC 2015 Spring Training Workshop

Exhibitions in Museums

Apr. 13-21, 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.

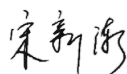
The proposal of establishing an ICOM International Training Centre for Museum Studies (ICOM-ITC) was put forward in the 22nd General Conference of ICOM in Shanghai in 2010. After three years of planning, ICOM-ITC was founded on July 1, 2013 in the Palace Museum. Up to now, ICOM-ITC has held three training workshops, during which museum colleagues from different regions and cultural backgrounds discussed museum theories and practices, and explored the development of museums in the future.

The theme of ICOM-ITC 2015 Spring Training Workshop is “Exhibitions in Museums”. Exhibition is a channel through which museum professionals communicate with visitors, a way of performing museums’ social functions, and a special language of museums. It’s a symbol of a museum’s image and affects visitors’ first impression on the museum. Though museums have a long history of exhibiting, museum professionals around the world are still exploring new ways and new ideas of presenting exhibitions. This workshop is aimed at offering you a chance to communicate with and to learn from one another, and enhancing academic discussion on museum exhibitions.

The lecturers and participants of this workshop are from museums or related organizations of different parts of the world, which range from national-level museums to city-level museums, from comprehensive museums to industry museums and college museums. With so many kinds of museums involved, we believe that, this workshop will be quite interactive, inspiring and fruitful.

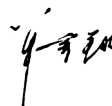
Here, please allow us to extend our gratitude to all lecturers, participants and ICOM-ITC staff; the success of the workshop won’t be achieved without your great efforts and enthusiastic participation. We sincerely hope that the workshop will be beneficial for your work and for the development of museums.

In the end, we would like to wish you all a pleasant stay in Beijing.



Song Xinchao
Chair
ICOM China

Apr. 2015



Shan Jixiang
Director
The Palace Museum

Apr. 2015

Introduction to the Training Workshop

ICOM-ITC, which is affiliated with ICOM China, is established on July 1, 2013 based on the purposes, missions, and shared professional appeal of ICOM and its Chinese national committee; it is also a collaborative platform which relies on the Palace Museum for operation and management, a professional training institution aiming to develop museum expertise of professionals from developing countries, especially those from the Asian-Pacific region, as well as the only training institution of ICOM.

The Centre holds two workshops each year, one in spring and one in autumn. The ICOM-ITC 2015 Spring Training Workshop will be held in Beijing from April 13 to 21 under the theme of “Exhibitions in Museums”. Nine experienced museum experts and professors from China, Canada, France and South Africa are invited as lecturers to this workshop. Thirty-two participants are admitted to the workshop, which include sixteen Chinese participants and sixteen international ones.

The Chinese participants are from Anhui Museum, Beijing Luxun Museum, China National Film Museum, China Science and Technology Museum, Chongqing China Three Gorges Museum, Guangxi Museum of Nationalities, Hangzhou Arts & Crafts Museum, Japanese and Russian Prison Site Museum in Lvshun, Museum of Guangxi Zhuang Autonomous Region, Museum of Jiangnan Imperial Examination Hall of Nanjing, Qian Xuesen Library & Museum of Shanghai Jiao Tong University, Shaanxi Normal University Museum, Shanxi Museum, Sichuan Museum, Tsinghua University and Yunnan Provincial Museum. The international participants are from sixteen countries of four continents, that is, Bangladesh, Chile, Colombia, Dominican Republic, Estonia, Georgia, Iran, Japan, Kyrgyzstan, Mongolia, Pakistan, Philippines, Republic of Korea, Sri Lanka, Ukraine and Zambia.

The nine-day workshop focuses on museum exhibition. Through lecture, museum visit, case studies, artifacts reading and group activities, the workshop allows lecturers and participants to discuss about the design and development of exhibitions, exhibition evaluation, visitor studies, the mission of museums, etc. During the workshop, participants will visit a couple of museums in Beijing and learn about their exhibitions. The participants will also get the chance to show their understanding of exhibitions from a specific perspective. “Reading Artifacts” enables participants to handle objects, and to learn how to use them in the design and implementation of exhibitions.

We hope that the lectures, museum activities and visits prepared for the workshop will help promote the exchange of ideas and experience between museum professionals from different regions, broaden the view of participants and promote their comprehensive expertise.

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 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 (b.1922), 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 Xinchao (China)

Chair of ICOM China,
Deputy Director and CPC
Committee member of State
Administration of Cultural
Heritage of China (SACH),
President of Chinese
Museums Association,
historian and archaeologist

Dr. Song graduated from School of History, Northwest University, and obtained doctor's degree in history from Chinese Academy of Social Sciences. He has been working in a number of leading cultural heritage and museological institutions in China for over 30 years. While working at the SACH, he had served as Director of Archaeological Administration Division, Department of Cultural Heritage Conservation, Inspector and Deputy Director of Department of Cultural Heritage Conservation, and Director of Department of Museums and Socio-Cultural Heritage (Department of Science and Technology), etc. He is current Deputy Director of the SACH in charge of museums throughout the country.

He has greatly supported international professional cooperation in museums particularly in the Asia and Pacific region representing the Chinese governmental authority. He was elected President of Chinese Museums Association and Chair of ICOM China in 2011, and Chair of ICOM ASPAC in 2012.



**Gong Liang
(China)**

Director of Nanjing Museum

Mr. Gong is the director and curator of Nanjing Museum. He was born in 1962 and received his education in archaeology from Nanjing University. While being a museum director, Mr. Gong also holds a series of other positions including Vice President of Chinese Museums Association, Vice President of Chinese Association for Heritage Conservation Technologies, Vice Chairman of Chinese Committee of Historical and Cultural Cities, and President of Jiangsu Provincial Association of Museums. He is also a visiting professor in Nanjing University of Arts and Fudan University, and a professional consultant to *Museum International* (Chinese Edition). Mr. Gong has authored 5 monographs and over 120 journal articles, co-authored 6 books, and edited over 40 catalogues. His professional achievements are focused on museum research and management, heritage protection and utilization, and architectural archaeology and education.



**Li Zhongmou
(China)**

Deputy Director of Shanghai
Museum

Mr. Li has worked at Shanghai Museum since 1996 when he graduated from the Department of Cultural Heritage and Museology of Fudan University, Shanghai. He has served the Exhibition Department and the Ceramics Research Department of the museum, and had held the position of Deputy Chief and then Chief of the Exhibition Department. In 2010, he was promoted to Deputy Director of Shanghai Museum and took charge of exhibitions and academic research of the museum. During June 2010 and September 2013, he worked for an aid-Tibet project as the Deputy Director of Shigatse Culture Bureau, Shigatse, Tibet Autonomous Region. In February 2014, with the approval from the Ministry of Culture, Mr. Li was appointed Director's Assistant of the Palace Museum as well as Chief of the Exhibition Department of the Palace Museum.

He has years of experience in special exhibitions, and has actively participated in the design and organization of several important exhibitions in Shanghai Museum, such as "The Civilization of Zhou, Qin, Han, and Tang Dynasties", "Qing Imperial Treasures from the Palace Museum", "Rembrandt and the Golden Age" and "Splendors in Smalt: Art of Yuan Blue-and-white Porcelain".

His research focuses on ancient Chinese ceramics. By now, he has published and translated dozens of papers in this field, like "A Study on Porcelain Ware with Inscription Fenghua", "An Overview of the Study on Yuan Blue-and-white Porcelain", and "Yuan Blue-and-white Porcelain: New Insights from Chinese Scholars".



Claude Faubert (Canada)

Vice President of Collection
and Research, Canada
Science and Technology
Museums Corp, Coordinator
of ICOM-ITC

Mr. Faubert had obtained Bachelor's Degree in Physics from Université de Montréal, Montréal Canada, Master's Degree in Astronomy from University of Toronto, Toronto Canada, Master's Degree in Museum Studies from University of Toronto and Master of Business Administration from University of Ottawa.

He had served as Director General of Canada Science and Technology Museum from 2000 to 2011. In October 2011, he was appointed Vice President of Collection and Research, Canada Science and Technology Museums Corp. He had also worked as a member of ICOM's Executive Committee, and has been active in international museum field for many years. He has been the coordinator of ICOM-ITC since the Centre was established, and has invested lots of time and efforts into the programmes of ICOM-ITC workshops.



Gabrielle Andree Trépanier (Canada)

Visitor researcher, Canada
Science and Technology
Museum

Ms. Trépanier is a visitor researcher at the Canada Science and Technology Museum in Ottawa, Canada. Her responsibilities include evaluating exhibitions, conducting studies of the museums' audiences, and helping exhibition teams develop accessible visitor experiences. She has delivered workshops and presentations on museum visitors at the Canadian Museums Association annual conference, the Museums and the Web conference, and to the Science and Technology Awareness Network, and the National Council on Public History. She was a Diversity and Leadership Fellow in ASTC (Association of Science and Technology Centres) and currently serves on the board of the National Association for Museum Exhibition (NAME). She recently completed a doctorate in museum learning at the University of British Columbia, Vancouver BC.



Marie Clarté O'Neill (France)

Active member of ICOM-CECA, Professor of museology at National Heritage Institute and Louvre School, and Associate researcher, Montreal University, Canada

Prof. O'Neill obtained her master's degree in art and archeology from Paris-Sorbonne University in 1970, and national diploma of education officer of French Heritage in 1978. Since then, she has been engaged in museum education for over 30 years, and has worked for many museums and cultural organizations, like French Ministry of Culture, National Ceramic Museum (Musée National de la Céramique) and the Louvre Museum. She was also hired by School of Heritage (Ecole du Patrimoine), Louvre School (Ecole du Louvre) and National Heritage Institute (Institut National du Patrimoine) for the training of museum curators on museum education and communication. She became a board member of ICOM-CECA in 2006 and now works as the delegate for best practice in education and cultural programs.

She has published extensive professional and research publications about visitor's experience in exhibitions, education and cultural action programs, and also about the training of museum professionals.



Robert Osler Luyt (South Africa)

Curator at eThekweni
Municipalities Local
History Museums

Mr. Luyt holds a Diploma in Graphic Design from Durban University of Technology. He started his career as a Junior Art Director and has worked in advertising agencies in both Durban and Johannesburg. In 1994 he joined the eThekweni Municipalities Local History Museums where he has held various positions and participated in numerous museum projects and exhibitions as a designer and curator. He has also been an active member of the South African Museums Association and has served on the associations regional and national structures.



**Zhang Yu
(China)**

Head of Communications
and Publications Department,
ICOM

With a Bachelor's Degree in French Literature of Shanghai International Studies University and a Master's Degree in Culture and Media Management of Sciences Po Paris, Yu Zhang started in the event industry in Shanghai before joining some of the major French publishing houses on editorial projects of exhibition catalogues and trade art books. She joined ICOM Secretariat in Paris in 2009 to work on ICOM's General Conference in Shanghai and the ICOM Pavilion at the Shanghai World Expo 2010. She continued as project manager of ICOM's General Conferences and contributed to ICOM's network promotion strategy from 2010 to 2013. She is now Head of Communications and Publications Department of ICOM. She contributes frequently to articles and cultural reports for newspapers and magazines.

Workshop Agenda (Apr.11-14)

Date	Time	Activity	Lecturer/ Participant	Venue
Apr. 11 (Sat)	All day	Arrivals and registration	ICOM-ITC Staff	Jade Garden Hotel
Apr. 12 (Sun)	All day	Arrivals and registration	ICOM-ITC Staff	Jade Garden Hotel
	17:00-18:00	Meeting together	Lecturers Participants ICOM-ITC staff	Jade Garden Hotel
	Dinner (Jade Garden Hotel)			
Apr. 13 (Mon)	9:00-9:30	Official launch of the workshop: 1. Introduction of the guests by Mr. Claude Faubert, coordinator of the ICOM-ITC 2. A word of welcome by Dr. Shan Jixiang, Director of the Palace Museum 3. A word of welcome by Dr. Song Xinchao, Chair of ICOM China	Dr. Shan Jixiang Dr. Song Xinchao Dr. Duan Yong Dr. An Laishun Dr. Song Jirong Lecturers Participants ICOM-ITC staff	Jianfu Palace of the PM
	9:30-12:00	Exhibitions to Celebrate the 90 th Anniversary of the Palace Museum and Exhibition Strategic Planning	Dr. Shan Jixiang	Jianfu Palace of the PM
	Lunch (the PM)			
	14:00-17:30	The Mission of the Museum, its Construction and Development	Mr. Gong Liang	Jianfu Palace of the PM
	Dinner (Jinhong Restaurant)			
	Apr. 14 (Tue)	9:00-12:00	Museum Exhibitions in China	Mr. Gong Liang
Lunch (the PM)				
14:00-14:30		Overview of workshop	Mr. Claude Faubert	Jianfu Palace of the PM
14:30-17:00		Introduction to Museum Exhibitions		
17:00-17:30		Introduction to ICOM, ICs, training, etc.	Ms. Zhang Yu	
Dinner (Jinhong Restaurant)				

Workshop Agenda (Apr.15-18)

Date	Time	Activity	Lecturer/ Participant	Venue
Apr. 15 (Wed)	9:00-12:00	The Exhibition Development Process I	Prof. Marie Clarté O'Neill	Room 404 Gugong Institute
	Lunch (Jade Garden Hotel)			
	14:00-17:30	The Exhibition Development Process II	Prof. Marie Clarté O'Neill	Room 404 Gugong Institute
	Dinner (Jinhong Restaurant)			
Apr. 16 (Thu)	9:00-12:00	Understanding Visitors	Ms. Gabrielle Trépanier	Room 404 Gugong Institute
	Lunch (fast food)			
	14:00-17:30	Museum visit: small groups to 3 museums in Beijing	Lecturers Participants ICOM-ITC staff	Museums in Beijing
	Dinner (self-arranged)			
Apr. 17 (Fri)	9:00-12:00	Evaluating Exhibitions	Ms. Gabrielle Trépanier	Room 404 Gugong Institute
	Lunch (Jade Garden Hotel)			
	14:00-17:30	Planning and Implementation of Special Exhibitions --A Case Study of Shanghai Museum	Mr. Li Zhongmou	Room 404 Gugong Institute
	Dinner (western-style food)			
Apr. 18 (Sat)	9:00-12:00	How to Design an Exhibition I	Mr. Robert Luyt	Room 404 Gugong Institute
	Lunch (Jade Garden Hotel)			
	14:00-17:30	How to Design an Exhibition II	Mr. Robert Luyt	Room 404 Gugong Institute
	17:00-18:00	Review of the workshop & Executive Committee meeting	Mr. Claude Faubert Dr. Song Jirong Dr. Duan Yong Dr. An Laishun Ms. Zhang Yu Mr. Yan Hongbin Ms. Guo Meixia	Jade Garden Hotel
	Dinner (Jinhong Restaurant)			

Workshop Agenda (Apr.19-22)

Date	Time	Activity	Lecturer/ Participant	Venue
Apr. 19 (Sun)	All day	Excursion: the Great Wall, Silk Street Market	Lecturers Participants ICOM-ITC staff	The Great Wall, Silk Street Market
	Dinner (self-arranged)			
Apr. 20 (Mon)	9:00-12:00	Reading Artifacts	Mr. Claude Faubert	Palace Kitchen Complex of the PM
	Lunch (the PM)			
	14:00-17:30	Reading Artifacts (continued)	Mr. Claude Faubert	Palace Kitchen Complex of the PM
	Dinner (Beijing roast duck)			
Apr. 21 (Tue)	9:00-12:00	Visit of the Palace Museum	Lecturers Participants ICOM-ITC staff	The Palace Museum
	Lunch (the PM)			
	14:00-15:30	What Makes a Good Museum Exhibition? -- Reflections on the Originality of Museum Displays	Dr. Song Xinchao	Jianfu Palace of the PM
	15:30-16:30	Evaluation of the workshop	Participants	Jianfu Palace of the PM
	16:30-17:30	Closing Ceremony & Certificate Awarding	Dr. Shan Jixiang Dr. Song Xinchao Dr. Duan Yong Dr. An Laishun Dr. Song Jirong Lecturers Participants ICOM-ITC staff	Jianfu Palace of the PM
	Dinner (Jinhong Restaurant)			
Apr. 22 (Wed)	All day	Departures	ICOM-ITC staff	Jade Garden Hotel

Chinese Participants



Bu Lin

Lecturer

Shaanxi Normal University
Museum



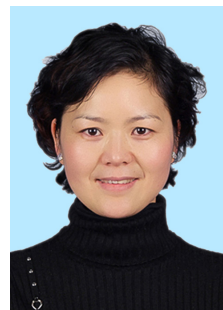
Chen Fenxia

Deputy Director of
Development Department
Shanxi Museum



Fan Fangfang

Deputy Director of Exhibition
Design Department
Anhui Museum



Feng Jiahong

Director
Museum of Jiangnan Imperial
Examination Hall of Nanjing



Guan Xiaorui

Deputy Director of Exhibition
Department
Chongqing China Three
Gorges Museum



He Donglei

Exhibition Designer of
Exhibition Department
Sichuan Museum



Huang Ting

Exhibit Planner of Exhibit
Design Department
China National Film
Museum



Liu Jing

Deputy Director of Conservation
Department
Beijing Luxun Museum

Chinese Participants



Lu Wendong
Vice Director
Museum of Guangxi Zhuang
Autonomous Region



Qiu Wei
Deputy Director of
Administration Office
Yunnan Provincial Museum



Wu Weibin
Director of Exhibition
Department
Guangxi Museum of
Nationalities



Xu Xiaoxiao
Director of Exhibition
Department
Hangzhou Arts & Crafts Museum



Xue Zhigang
Director of Exhibition Research
Department
Japanese and Russian Prison
Site Museum in Lvshun



Zhang Chunyi
Director of Century Tsinghua
Sports Museum
Tsinghua University



Zhang Shanshan
Deputy Director of the
Department of Exhibition and
Display
Qian Xuesen Library &
Museum of Shanghai Jiao
Tong University



Zhao Yang
Deputy Director of Scientific
Research Management Department
China Science and Technology
Museum

International Participants



Asma Ferdousi
(Bangladesh)

Assistant Keeper
Bangladesh National Museum



Camilo Sanchez
(Colombia)

Exhibition Designer/ Collection
Manager/ Museological Adviser
Museum of Independence and
Bolivar's House Museum



Carolina Barra Lopez
(Chile)

Keeper
National History Museum of
Chile



Cholpon Tentieva
(Kirgizstan)

Head of PR and Visitor
Services
Gapar Aitiev Kyrgyz National
Museum of Fine Arts



Fatemeh Ahmadi
(Iran)

Curator
Iran National Museum of
Medical Science History



George Kalandia
(Georgia)

Director
Georgian State Museum of
Theatre, Music, Cinema and
Choreography



Kristjan Raba
(Estonia)

Head of Exhibitions Department
Estonian National Museum



Manori Goonatilake
(Sri Lanka)

Assistant Director (Entomology)
Department of National Museums

International Participants



Mukang'andu Siatontola
(Zambia)

Assistant Education Officer
Copperbelt Museum



Nataliya Dzyubenko
(Ukraine)

Curator & Senior Research
Scientist
State Museum of Natural History



Ozma Bhatti
(Pakistan)

Research and Documentation
Lahore Museum



Paula Victoria Acuin
(Philippines)

Head of Exhibitions
Museum of Contemporary Art
and Design



Sang Hyun Lee
(Republic of Korea)

Researcher
Institute of Cultural Properties,
Hanyang University



Ulziibayar Bolooj
(Mongolia)

Registration officer
Mongolian Theatre Museum



Yumi Watanabe
(Japan)

Researcher
Aqua Restoration Research
Center, Public Works
Research Institute



Yurkidia Diaz
(Dominican Republic)

Manager of Museography
Department
National Museum of Natural
History

ICOM-ITC Director and General Secretariat Members



Song Jirong

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



Yan Hongbin

Director of Publicity and
Education Department



Guo Meixia

Deputy Director of Publicity
and Education Department



Wang Yan

Deputy Chief of the Section of
Public Education
Publicity and Education
Department



Feng Xiaoxia

Deputy Chief of the Section
of Public Education
Publicity and Education
Department



Li Xiaojie

Publicity and Education Department



Fan Xuechun

Publicity and Education Department



Jiang Qianqian

Publicity and Education Department



Sun Xiaoye

Publicity and Education Department

Information about the Participating Museums

Capital Museum of China

The Capital Museum of China was opened in 1981 in Confucius Temple 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, large and modern, makes its contribution to the titles such as “famous historical and cultural city”, “cultural center” and “international metropolis” of Beijing and ranks among the first class museums both at home and abroad.

The present Capital Museum's building's massive roof and the gradient at the entrance square was influenced by the design from ancient Chinese architecture, and the stone-made exterior wall was 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 are commonly seen in Chinese architecture. The Bronze Exhibition Hall, which has an oval-shape, was also meant to symbolize the unearthing of ancient relics by its slanting design in which extends from the ground to the exterior of the museum.

Address: 16 Fuxingmen Outer Street, Xicheng District, Beijing

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

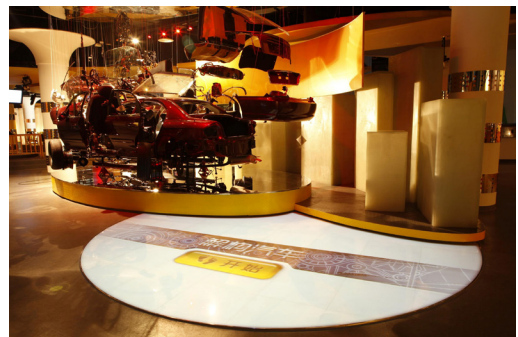


Beijing Auto Museum

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 or political sense, including over 80 museum-collected automobiles, related literatures more than 3000 volumes and photos over 10000. 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.



China Customs Museum

China Customs Museum is a state-level professional museum directly under the General Administration of Customs. It is located on the East Chang'an Avenue, southwest to the Jianguomen Bridge and next to the Ancient Observatory. The three-storey museum covers an exhibition area of 8,000 square meters with Contemporary Times on the first floor, Ancient Times and Modern Times on the second floor, Temporary Exhibition and Special Exhibition on the first floor underground.

China Customs Museum has a rich collection of more than 17,000 pieces including over 11,000 objects and over 5,000 pictures, precious ones among which are the certificate of appointment as the first Minister of the General Administration of Customs issued by Chairman Mao Zedong, the anti-smuggling vessel 902 that witnessed the South China Speech made by Deng Xiaoping, the Chinese Lighthouse Chart of 1894 (the only copy in China Mainland), Large Dragon Stamps, Plaque of Tientsin Customs, bronze sword of Warring States and Avalokitesvara Statue of Song Dynasty.

Address: 2 Jianguomen Inner Street, Dongcheng District, Beijing

Access: Walk to Wangfujing Station, take Subway Line 1 to Jianguomen Station (Exit C); the museum is about 150 meters to the southwest.



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= 6.75CNY.

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 April is around 20°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.