

Shanghai Project ‘Envision 2116’ Kicks Off

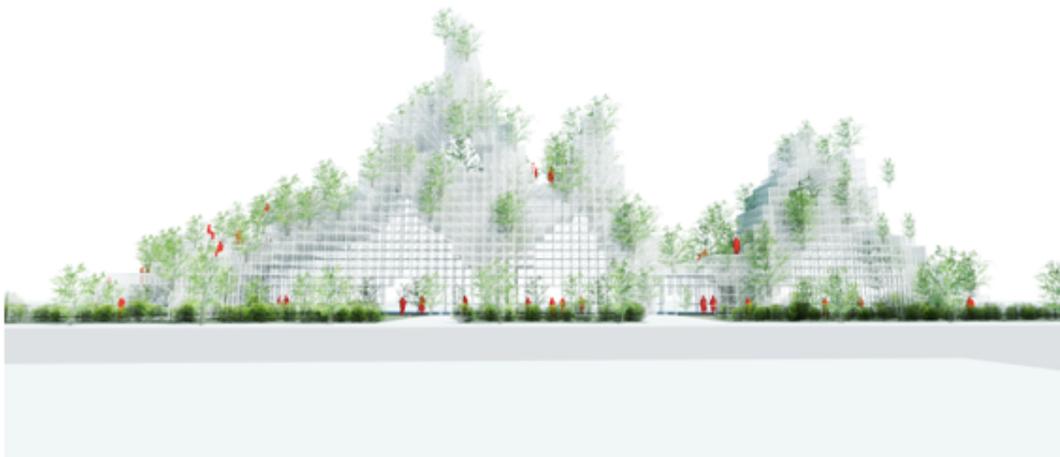
Shanghai Project, and its theme of *Envision 2116*, considers mankind’s future – 100 years from now.

With Phase 1 commencing in September, **Shanghai Project** serves as a platform to instigate new dialogues by inviting practitioners from a variety of disciplines, including not only liberal arts and social science, but art, science, technology, medicine and ecology, among others.

Under the co-directorship of **Yongwoo Lee**, Director of Shanghai Himalayas Museum, and **Hans Ulrich Obrist**, Artistic Director of Serpentine Galleries London, the Shanghai Project is organized by **the Shanghai Himalayas Museum**, co-organized by **the Shanghai International Culture Association**, with lead sponsors **Zendai Group** and **Envision Energy**. It is notable that the Shanghai Project continues to grow into a pan-Shanghai event as it forms partnerships with museums and art fairs throughout the city. Museum partners include **Power Station of Art**, **Rockbund Art Museum** and **chi K11 Museum**, as well as **West Bund Art Fair** and **Photo Shanghai**.

From its inception, **Shanghai Project** has differentiated itself from other existing art festivals by placing emphasis on audience-oriented programming. Inaugural events for the first part of the project, or Phase 1, will offer audience participation, engagement and other public projects over the course of 10 months, beginning **September 4**. Phase 2 of the Shanghai Project will commence this coming April, with exhibitions spanning 100 days. Such a long-term plan has been specially devised in order to ensure the continuity of these special programs, as they cannot be achieved through a one-time event or even short-term programming.

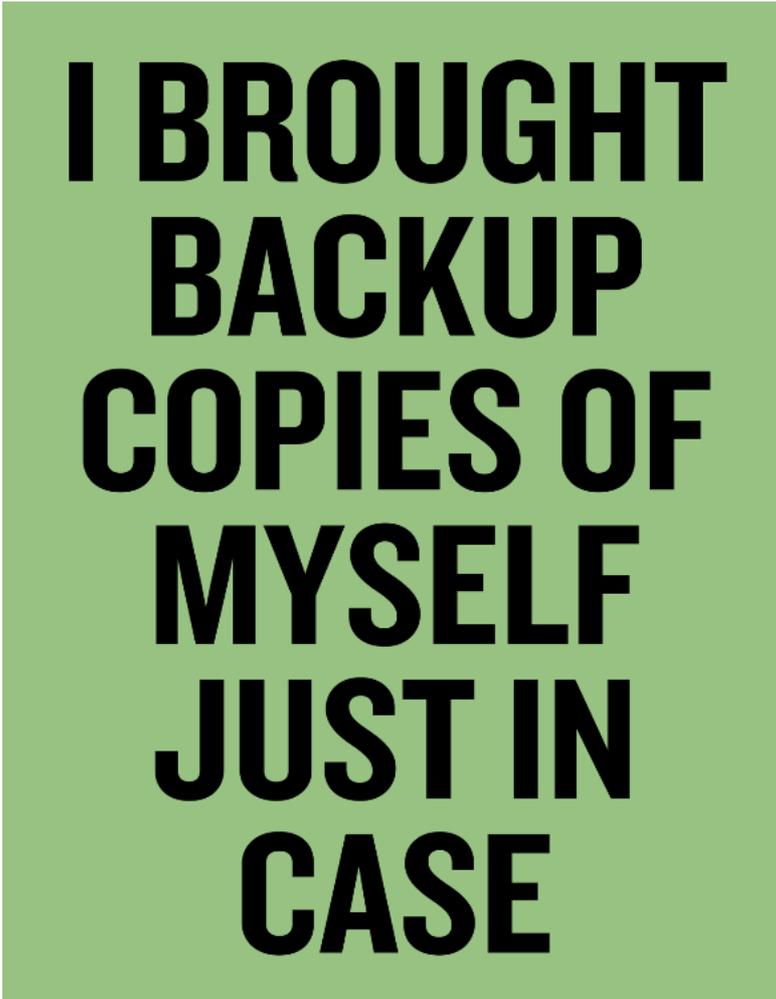
The Phase 1 of **Shanghai Project** will be composed of architecture, design, library projects, children’s programs, community participation programs, open call projects and an international conference. The conference will feature numerous internationally recognized scholars, curators, critics, artists and art professionals, and it is co-organized with **the International Biennial Association** and in partnership with **Power Station of Art**.



Rendering of Envision Pavilion, Fujimoto Architects, 2016

Envision Pavilion & Programs

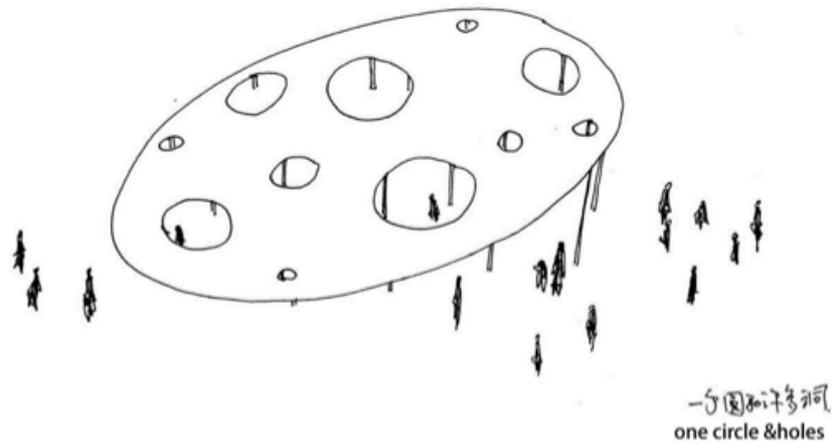
One of the highlights of Phase 1 will no doubt be the **Envision Pavilion**, the symbolic structure of the Shanghai Project. This pavilion is designed by Japan's internationally renowned architect, **Sou Fujimoto**, and will be constructed at the **Shanghai Himalayas Center**. With thematic inspiration referring to the future of mankind 100 years from now, this architectural structure, due to its use of scaffolds, will resemble a vision of the future: first, as the structure employs scaffolding as its skeleton rather than as a secondary material for construction, and second, for it emphasizes the architectural function of open, transparent space. Its total floor area, at 670 square meters, is not partitioned and will allow for the free and open communication amongst its inner spaces.



I BROUGHT
BACKUP
COPIES OF
MYSELF
JUST IN
CASE

"I Brought Backup Copies of Myself Just in Case",
Slogans for the 22nd Century, Douglas Coupland

Cildo Meireles's large installation *KU KKA KA KKA* inside the pavilion will provide a multi-sensory experience that explores two ecological possibilities of our future by juxtaposing the organic and the plastic. Meanwhile, *Landversations*, by Nigerian artist **Otobong Nkanga** and her root researcher team, will present a series of scenarios looking to heal the fractured relationship humans have with land, culture and society in the pavilion. Furthermore, Canadian writer and artist **Douglas Coupland**'s outdoor neon sign panel will be exhibited inside. **Zhang Haimeng**, Principal and Managing Partner of McKinsey Shanghai, will create an online game "*Fast Forward Future 2116*" together with his root researcher team, allowing all the online citizens to participate in "creating" a virtual society in year 2116.



“Seed Planet” / Children’s Pavilion (sketch), Liu Yi

Seed Planet @ Century Park

Located in Shanghai’s Century Park, “**Seed Planet**”, the Children’s Pavilion, has been designed by **Liu Yi**. The Children’s Pavilion will include play facilities in a round architectural shape that gives way to the feeling of floating in mid-air. Composed of multi-functional indoor and outdoor spaces fitted for children, the pavilion uses various colors and is characterized by its open structure, ensuring easy access for everyone.

In Phase 1 of the Shanghai Project, this pavilion will offer various programs that envision the lives of future children. A series of workshops for children and their parents will be organized with child-friendly themes, including the future, hope, games and exploration. This multi-lingual program with volunteer interpreters is expected to draw attention for its focus on children now and in 100 years.

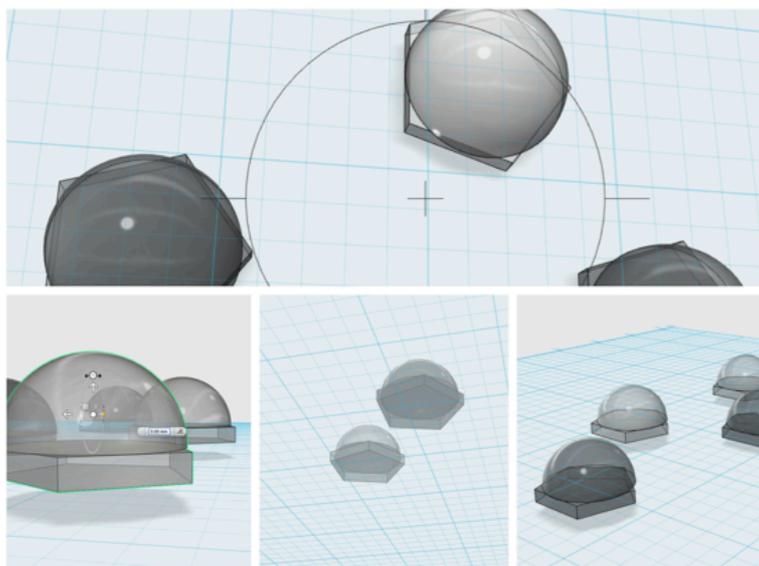


Illustration of Shipeng Xu’s Qidian project proposal “Plan for Landing”

Qidian, Everything You Want To Know About The New Generation

Qidian, which loosely translates to ‘starting point’, is an open call program designed to tap into the talent and interests of China’s new generation of researchers and creative practitioners born since 1989. The resulting exhibition is one of the Shanghai Project’s major components, as it looks towards the future through the eyes of China’s new generation of innovators from various disciplinary backgrounds. More than 300 applicants from the fields of architecture, design, contemporary art, film, liberal arts and social science have responded to the open call and submitted their research. A jury of experts has chosen twelve innovators to exhibit their research outcomes in the **Qidian** exhibition this fall in **Zhujiajiao**. The exhibition is organized in partnership with **89plus**, a long-term research platform co-founded by **Simon Castets** and **Hans Ulrich Obrist**. Twelve international **89plus** participants will present their projects in dialogue with the works by the **Qidian** finalists.



Community Participation Program venue: M Space

Community Participation Program I Small Is Beautiful

A very important aspect of the Shanghai Project’s **Community Participation Program** is to allow architects and audiences alike to transform abandoned or dis-used buildings to create exhibition halls or performance spaces. This method of design focuses on the remodeling of existing buildings rather than occupying or dominating vast areas of land to construct new buildings, as in the past. The concept is well-realized in many small, cultural spaces renovated by talented local architects and utilized in a project entitled “Small is Beautiful.” Start with the collaboration with the *shanghai*lander **Yu Ting** and his studio **Wutopia Lab** for the first program, “**Small is Beautiful**” exhibits the application of small yet multifunctional spaces and shows how these spaces can help bring cultural and community engagement to neighborhoods that would not normally encounter museum or gallery spaces. Employing these spaces to directly engage with local residents, the Community Participation Program began on **July 15** and will continue through the First Edition of the Shanghai Project through collaborations for a variety of local architects.

Shanghai Project Library: Shanghai Project X Jifeng

In collaboration with Shanghai's symbolic bookstore, **Jifeng**, the **Shanghai Project Library** features a wide range of books and journals selected in response to this year's theme of "2116." Ranging from popular science fictions to survey books, architectural manuscripts to philosophical texts about the future, sheer diversity of books from the library represents the importance of dialogues across disciplinary fields and practices that Shanghai Project seeks to promote. The library will also provide visitors the opportunity to read, discuss, relax and purchase books on site.

Shanghai Project Conference with International Biennial Association

Co-organized by the **Shanghai Project** and **International Biennial Association**, in collaboration with the **Power Station of Art**, the international conference, entitled ***Biennials in Transformation: Hybridization as New Challenge***, offers a day-long seminar with internationally known and respected scholars and biennial experts. Worldly renowned keynote speakers include **Gayatri Spivak**, Columbia University Professor, and **Carolyn Christov-Bakargiev**, Director of Castello di Rivoli Museum and former Artistic Director of Documenta (13). Other speakers include **Jens Hoffmann**, Deputy Director of Jewish Museum; **Tan Boon Hui**, Director of Asia Society Museum; **Wang Chunchen**, Curatorial Research Department Head at Central Academy of Fine Arts, Beijing; **Alnoor Mitha**, Artistic Director of Asia Triennial Manchester; **Kim Sunjung**, Curator and Director of Samuso and Artistic Director for 9th Gwangju Biennale; **Sylvie Fortin**, Executive and Artistic Director of Montreal Biennale; and **Sarah Wilson**, Professor of Courtauld Institute of Art. Divided into two sessions, the conference will be moderated by **Philip Tinari**, Director of Ullens Center of Contemporary Art, Beijing, and **Bige Orer**, Director of Istanbul Biennial.

Roundtable

The Shanghai Project Opening on **September 4** will also feature two roundtable discussions, the first examining "***Architecture beyond Building***." It will feature **Sou Fujimoto**, Envision Pavilion architect; **Dai Zhikang**, Founder and Chairman of Zendai Group; **Liu Yi**, Children's Pavilion Artist, etc. and moderated by **Yongwoo Lee**, the Shanghai Project Artistic Director. Round two will explore "***Ecology of Technology***," and it will be moderated by **Hans Ulrich Obrist**, Co-Artistic Director of the Shanghai Project. Among others, the speakers include **Zhang Lei**, CEO of Envision Energy; **Kim Daeshik**, Professor of Laboratory for Brain Reverse Engineering and Imaging at KAIST; **Anna Greenspan**, Professor at NYU Shanghai, etc.

Shanghai Project Campus

Lastly, but certainly not least, **Shanghai Project Campus** will take the form of an international seminar, and will be held by Shanghai Project in conjunction with three international universities: **Royal College of Art London**, **Tokyo University of Arts** and **Shanghai University**. Touching upon artistic responses to the challenges brought by the rapidly innovating field of science and technology, as well as the relation between art and a sustainable future, the seminar will be led by scholars and students from the three universities as well as participating researchers of the Shanghai Project.

More information:

www.shanghai-project.org

Press contact:

ming.zhang@shanghai-project.org

xian.chen@shanghai-project.org

Organizer: Shanghai Himalayas Museum

Designed by Arata Isozaki and established by Shanghai Zendai Group in 2005, the Shanghai Himalayas Museum is a non-profit art institute focusing on art exhibition, education, collection, research and academic exchanges. Other than the main space, Himalayas Museum also has one branch space: Zendai Zhujiajiao Art Museum, located at Zhujiajiao town, a picturesque watertown in southeast of Shanghai suburb, it runs an artist-in-residence program and organizes a variety of public art programs targeting at local community. In recent three years, the museum has presented a series of international art projects including Kenya Hara, Tony Cragg, John Moores, Sean Scully, Kengo Kuma and Michael Craig-Martin, etc.

Co-organizer: Shanghai International Cultural Exchange Association

Founded in 1986, the Shanghai International Cultural Exchange Association is a municipal level non-governmental organization to carry out people to people international cultural exchanges, aimed at strengthening mutual understanding and friendly cooperation between Shanghai and foreign countries and regions to serve the economic development, scientific progress, and cultural prosperity of Shanghai by non- governmental international cultural exchanges.

A council by well-known figures from all walks of life home and abroad is set up in the association, which also includes different business divisions involving the exchanges in diversified fields, a comprehensive administration office, and Shanghai International Cultural and Artistic Exchange Co., Ltd as its subdivision.

SICA covers a wide range of fields in the foreign exchange such as culture, art, science and technology, economy and finance, education, and sports. The various forms of exchange include artistic performances, exhibitions, international conferences, academic symposiums, foreign visits and exchanges. Since its founding, the association has set up relations with organizations and persons in scores of countries and regions like America, Canada, Japan, Australia, France, German, Spain, Russia, Austria, and Hong Kong SAR. It is an international cultural exchange body with tremendous influence in Shanghai.

SICA will utilize its position on the forefront of reform and opening up, bear the tradition of cultural exchanges, converge the essence of Chinese and Shanghai-style culture, explore the width and depth of cultural exchanges, and devote itself into the construction of Shanghai international cultural metropolis.

Lead Sponsors

About Envision Energy

Envision Energy's mission is "to solve the challenges for a sustainable future for mankind." Envision is committed to becoming the most competitive and highly renowned smart energy management company in the world. Envision is the world's leader in smart wind turbine and offshore wind power technology, with the established global technology innovation centers in Denmark, US, Germany and the other countries. Envision is also the world's largest smart energy asset management company. Envision's smart energy management platforms Wind OS and Apollo OS are currently managing over 50 gigawatts renewable energy assets globally, including the North America's largest independent renewable energy operator, Pattern energy, as well as the world's leading renewable developer China Longyuan Power and China General Nuclear Power Corporation etc.

In 2014 Envision Energy signed a "smart city management" framework agreement for strategic cooperation with New Zealand's second largest city Christchurch. The agreement was sealed in the presence of China President Xi Jinping and Prime Minister John Key of New Zealand, which is the very first time a Chinese enterprise has provided a smart city energy management platform for a developed country. In 2015, Envision-led disruptive superconductive generator EcoSwing received RMB 100 million Yuan funding from EU's Horizon 2020 project. This is also the largest amount of R&D funding a Chinese company has received from the EU.

Envision is seen as the global leader in Energy Internet area. Its proprietary world-leading energy Internet operating system-Energy OS is orchestrating and managing the more complicated future energy system, with hundreds of thousands of wind turbines, solar panels, batteries, charging pods and energy consumption devices connected. Center around Energy OS, Envision is building up the global eco-system, by strategically investing in the world's largest electric vehicle charging network company ChargePoint, the world's leading smart grid big data provider AutoGrid, and acquiring BazeField, the second largest renewable energy assets management software company in Europe.

About Zendai Group

Founded in 1992, Shanghai Zendai Group is a private enterprise specializing in finance, investment, real-estate development and cultural industry. Since inception, the firm is committed to its core value “Zheng Ming (Experimentalism), Shi Zheng (Positivism), and Qin Zheng (Realization)”, and a mission of seeking “Da Dao (Perfect Order), Da Tong (Great Harmony), Da Mei (Grand Beauty), and Da Wo (Greater Self)”. Led by Chairman and CEO Mr. Dai Zhikang, Zendai has rapidly grown into a well-known enterprise which consists of three major sectors: Zendai Finance, Zendai Culture and Zendai Development,

Since 1993, Zendai has provided services in regard to the company’s financial investment, including securities investment, enterprise assets trust management, assets merger and acquisition, financial advisory, securities investment advisory, industrial investment, energy development investment, etc. In 2010, Zendai started to expand its market on micro-finance business. So far Zendai has established over 500 branches in China, providing services for millions of clients with more than 20,000 staffs.

As a multi-faceted investment company, the investment targets of Zendai covers from real-estate development, IT industry, energy, Chinese medicine and medication, etc. Taking advantage of its rich resources in financial capital, information technology and cultural creativity, the company now has its share in many business entities with high growth potential. For instance, ximalaya.com, which is the biggest audio sharing platform in China with over 250 million users and a valuation of about 600 million dollars.

Since 1998, based in Shanghai, Zendai has extended its property business to other provinces such as Zhejiang, Jiangsu, Sichuan, Jilin, Shandong, and Hainan. Its landmark projects include Zendai Homes, Tsinghua Garden, Mandarin Palace, Thumb Plaza and Zendai Radisson Hotel Pudong Century Park, all of which enjoy world-renowned reputation. Himalayas Center is one of the masterpieces of Zendai. Mr. Arata Isozaki, world-renowned Japanese architect, was appointed chief architect for this spectacular work. Himalayas Center is closely linked to the 2010 Shanghai World Expo venue, and also ideally located at the center of Pudong New Area, close to Meglev Line’s Longyang Station, Metro Line No.2 and No.7. It creates a vision of contemporary Chinese elegance, Asian cultural values, and an ideal for new age of cultural and creative industry. Himalayas Center consists of an art hotel, a museum of art, a performance hall, a theme mall and a creative office complex. It has been a center of attraction for those seeking a contemporary lifestyle with elegant Chinese characteristics since its completion.

Zendai is always dedicated itself to social charity, culture and arts promotion, and social science support. Himalayas Art Museum is an important platform for culture and arts development for Zendai Group, which has also initiated a large number of influential arts events and communication programs all around the world. Shanghai Zendai Culture Development Co.,Ltd, which is listed on National Equities Exchange and Quotations, has provided services of art investment, art advisory, art online platform operation since 2001.

Chairman Mr. Dai Zhikang is granted with awards such as 2010 Outstanding Private Business Owners Contributing to Building Socialism with Chinese Characteristics, 2008 China Charity, 2008 Outstanding Individual in Earthquake Relief Effort, French Knighthood Honor, and etc. He has also published many articles and scholarly papers, including The Compromise between Civilizations, The Strategic Position of Shanghai after WTO, Challenge and Opportunity: Opening of the Capital Market

in China, and Cultural Shanghai: What to Bring to China in 2010.

In 2004 and 2007, Zendai was twice recognized by Shanghai Well-Known Brand Affirmation Committee as a “Shanghai Well-known Brand”. Shanghai Zendai Group has shown its great potential and increasing social impact. We have enough confidence that, led by Mr. Dai Zhikang, Zendai is going to make even more marvelous achievement in the near future.