

## Digital File 'Asian Art Triennial.doc'



### Chinese Arts Centre Asian Art Triennial

Programme April – May 2008

#### Marketing Plan

Exhibition - New Ink: Painting by Chen Shaoxiong & Qiu Anxiong

Dates - 6 April 22 June 2007

Preview - Thursday 4 April - 6pm - 8pm

#### Description

Chinese ink painting is one of the most traditional art forms still widely used in China today. Ink painting is steeped in a rich history of over a thousand years and it is hard to imagine how a younger generation of emerging artists still create such splendid new contemporary works of art.

Chen Shaoxiong and Qiu Anxiong both use Chinese ink painting in an experimental way. Using their daily life story and a modern city portrait, they create new ink paintings and animation, which try to illustrate a sense of insecurity of the rapid urban development in China.

Chen lives in an era that saw the shift of the Southern coast of China from communist isolation to a national economic capital. People, ideas and time are elements that run through his work and Chen hopes to illuminate the connection between the individual and society.

Qiu is interested in traditional Chinese myths. Qiu's animated works are based on the storyline of a well-known myth with research into the strange social issues surrounding this mythical phenomenon.

#### Marketing Activity

Press release - Oct - Dec 2007 (general information, diary dates)

General News Year press release January 2008 (covers 6 months)

Artist press release February 2008

Exhibition news late March 2008

Print - 4,000 invitations will be commissioned by one of the artists

Mailed to our database of 2,800

Generic Chinese Arts Centre print (web links to our new site) - 4,000

This design changes seasonally

Monthly Newsletters - E-flyer marketing

Contact person - Alison Doxey, Marketing Manager, 0161 852 7771

[alison@chinese-arts-centre.org](mailto:alison@chinese-arts-centre.org) [www.chinese-arts-centre.org](http://www.chinese-arts-centre.org)

### IDENTIFIER

GB3451/OC/D/1801/767

### ARTIST

Chinese Arts Centre, 1989-2013; Chen, Shaoxiong, artist; Qiu, Anxiong, artist