

The 11th International Exhibition of Traditional Fine Arts

Participation Requirements

1. Introduction

The 11th International Exhibition of Traditional Fine Arts is a high-end international art exchange program with grand social impact. It is officially approved by Shanghai Municipal People's Government. Its participation requirements are made by Organizing Committee of the 11th International Exhibition of Traditional Fine Arts ("Organizing Committee" for short in the following text), who is specifically responsible for the organization work of the exhibition. The Organizing Committee laid down this requirements, strictly carries it out, and all participating artists, institutions and organizations must abide by promulgated regulations.

2. Date & Location

Date & Venue	Date: 2021.06.10 (Thur) - 2021.07.11 (Sun) Venue: Shanghai Art Collection Museum (No. 1731 West Yan'an Road, Shanghai, China)
Exhibition Installation	2021.06.01 - 06.10 (Tues - Thur)
Opening Ceremony	2021.06.10 (Thur) Morning
The 8th International (Shanghai) Intangible Cultural Heritage Protection Forum	Main Forum: 2021.06.11 (Fri) Afternoon



Exhibition Dismantling	2021.7.12 (Mon) 10:00 - 17:00
------------------------	---------------------------------

3 Application Deadline 2021.4.17 (Sat)

4 Expected Participants Artists, craftsmen, calligraphers, painters, photographers, intangible cultural heritage inheritors and other noted figures, who love peace and are willing to promote international cultural exchanges.

5 Participant Qualifications Artists who meet the following qualifications may receive an invitation:

- 1) Artists who love peace and are willing to promote international cultural exchanges
- 2) Well-known young artists in the fields of arts and crafts, calligraphy, painting, photography, intangible cultural heritage, etc., or young artists with special achievements
- 3) Art institutions with unique creative artworks
- 4) Other artists or noted figures recognized and invited by the organizer

The Organizing Committee will give a final decision on the participants.

6 Review of Artwork 1) All applying individuals and organizations shall provide a clear written and completed application form of “The 11th International Exhibition of Traditional Fine Arts” (“the



Application” for short in the following text, which is enclosed) signed by individuals or stamped by organizations. Applicants shall provide additional information (including images, video, etc.) as required and ensure that all the information is true, correct and complete.

2) After the first review by the Organizing Committee Secretariat, applications will be reviewed by Shanghai Municipal Administration of Culture and Tourism or the Ministry of Culture and Tourism of China.

3) After the setting-up of the exhibition, all the artworks will be final-reviewed by the Organization Committee, who has the right to reject works that don't match the requirements or the information written in the Application.

4) The Organizing Committee shall assess the monetary value of the exhibits, in order that the insurance company could cover the accident insurance. If there is a great disparity between the assessed value and the quoted value in the Application, the Committee has the right to reject the exhibits when the negotiation is unsuccessful.

7 Installation Arrangement

This is a public welfare exhibition. The Organizing Committee doesn't charge venue fees. Generally, the exhibits will be displayed according to nationality and age of the creators. Some exhibits might be adjusted due to the limitation of the exhibition space. If the applicants have different opinions or special requirements, they should apply to the Organizing Committee for adjustments in written form within 7 days of receiving this Participation Requirements. Overdue reply will be considered as agreement with the current displaying way. Under all circumstances, the Organizing Committee has the



right of final adjustment and decision on the position of exhibits.

8 Reception of Exhibits

All the foreign exhibits that pass the first review shall be delivered to the appointed venue (Shanghai Art Collection Museum, No. 1731, West Yan'an Road, Changning District, Shanghai) for hand-over process after official customs declaration before May 14th, 2021 (Fri). Domestic exhibits shall be delivered to the above venue before required deadline. (Note: no other locations or methods are acceptable; the participants are responsible for all consequences resulting from hand-over at other locations.)

9 Logistics and Transportation

1) The exhibits shall be delivered to the appointed exhibition venue (Shanghai Art Collection Museum, No. 1731, West Yan'an Road, Changning District, Shanghai) after official customs declaration. Before the delivery, the participants shall get the approval of the Organizing Committee, who will provide official documents to assistant participants in customs declaration.

2) The Organizing Committee has the right to refuse the exhibits if they are delivered without permission.

3) After the arrival and inspection of the exhibits, the Organizing Committee shall guarantee their safety in the venue during the exhibition period, until the exhibition ends and they leave the venue. The participants shall be responsible for the consequences



of any damage and loss of the exhibits during the shipping.

4) The participants shall bear all the costs of logistics, customs declaration, tax and insurance generated by the out and back shipping of the exhibits.

5) Participants can choose logistics companies by themselves. The Organizing Committee doesn't involve in specific logistics and customs declaration process. It is suggested that the participants could purchase the insurance for the out and back shipping of the exhibits in case of accidents.

10 Information Collection

1) The Organizing Committee will edit and print postcards or catalogs with information of participating works and artists (in Chinese and English) and decide on the details of their publication. The Organizing Committee could use images and videos of the exhibits for displaying and promotion. All participants voluntarily authorize the Organizing Committee to collect the above information for editing, printing and publication. Applicants who disagree shall note that in the Application specifically.

2) All applicants shall send the Application (see attached) along with high-resolution (not less than 3000×3000 pixels and 300 dpi) images of exhibits (as required in the Application) to Shanghai Art Collection Museum via email (a-ee@vip.sina.com) before April 16th, 2021 (Fri). Photos and reversal films will not be returned (Note: the organizer could use all images or videos provided by participants for the displaying and promotion). For contact information, please refer to Article 22.

11 Exhibition Setting-up

1) All exhibits are set up by the organizer. Participants with special requests shall note that in advance.

2) Participants with special visual or audio information for the exhibits could submit it to the organizer for displaying and promotion with multimedia.

12 Service

1) The organizing committee will widely report the exhibition through various media, Internet resources and relevant channels of participating countries.

2) Participants who intend to sell their exhibits shall contact the Organizing Committee in advance. For any sales, a tax should be paid according to related tax laws of the P. R. China.

3) Participants who intend to attend the opening ceremony and series events shall cover the costs of transportation, accommodation and meals for themselves. The Organizing Committee can offer assistance in making related reservations.

4) The Organizing Committee is responsible for a welcome dinner for guests invited to the opening ceremony and related events on June 10th. The cost is borne by the organizer. For participants with special needs, the Organizing Committee will try its best to assist.

5) Artists who intend to donate their works to the organizer Shanghai Art Collection Museum, can contact the Organizing Committee in advance. The museum will issue certificates and provide VIP services.



13 Insurance

The organizer will insure the safety of the exhibits during the exhibition period based on the value of the exhibits provided by creators (the Organizing Committee will make final check on the value). If the exhibits are damaged or lost in the exhibition, the insurance company shall compensate for the artists according to the damage degree. In addition to the necessary insurance during exhibition purchased by the organizer, participants can purchase additional insurance for out and back shipping by themselves.

14 Security

To keep the order of the exhibition venue, from setting-up to dismantling, the exhibition hall and space will be protected not only by automatic monitoring devices but also by security guards. Without permission pass printed by the Organizing Committee, the exhibits could not be taken out of the museum during the exhibition period.

15 Printed Materials

1) The exhibited, displayed, sold or presented catalogs, brochures, postcards or other publications shouldn't contain politically sensitive, pornographic or violent contents. The sale of printed materials without authorization for publication is prohibited.

2) Materials printed in foreign countries could be exhibited and sold by the organizer when they complete official import procedures.

16 Return of Exhibits

After receiving the information of return from the Organizing Committee, the participants could go to Shanghai Art Collection Museum (No. 1731, West Yan'an Road, Changning



District, Shanghai, 200051) and take their artworks back by themselves or by entrusted organizations or individuals. The participants should bear the transportation expenses if they choose shipping or mailing. The organizer is not responsible for the safety of the exhibits after the exhibits leave the venue.

17 Blacklist

The participants who have bad records in the exhibition, such as insurance fraud and information forge, will be investigated legal liability and blacklisted by the Organizing Committee. All further cooperation or participation in the exhibition will be stopped and prohibited.

18 Legal Effects

Submission of the Application implies acceptance of the terms of Participation Requirements outlined herein. The requirements have legal binding on participants and Organizing Committee from then on. These Requirements are in Chinese, English, Japanese and South Korean. The Chinese version shall prevail in case of any discrepancy. Any disputes shall be negotiated first between participants and the Organizing Committee. If an agreement cannot be reached, the dispute shall be submitted to the Shanghai Changning District People's Court, where the exhibition is held.

19 Force Majeure

Under Force Majeure circumstances including earthquakes, severe weather conditions, war, diplomatic disputes, strikes, group riots, epidemics, etc., the Organizing Committee has the right to cancel, change, extend or shorten the exhibition and shall not be responsible for providing compensation for related losses.



20 IPR

Participants must ensure no infringement to third-party Intellectual Property Rights in all works exhibited and sold, and all images and written information. The Organizing Committee and its supervising departments have the right to seek compensation costs of related legal fees resulting from IPR infringement.

21 Other

1) Participants are from many countries. The Organizing Committee will try its best to consider the cultural differences. For any inappropriate situations, the participants could note that in time.

2) The participants with special requests on the display shall note that in advance. Please excuse if the facilities cannot meet the requirements.

3) The secretariat of the Organizing Committee of the 11th International Exhibition of Traditional Fine Arts is located in and managed by Shanghai Art Collection Museum.

22 Contact Information

Secretariat of Organizing Committee of the 11th International Exhibition of Traditional Fine Arts

Address : No.1731, West Yan'an Road, Shanghai, China
(inside of Shanghai Art Collection Museum, Tianshan Park)

Zip code : 200051

Tel : +86 21 52069172 52067256 **Fax** : +86 21 52067259

Email : a-ee@vip.sina.com



Contact Person :

Moira MU 0086-150-0064-9110 (ENG/JPN/KOR/CHN)

Marie MAO 0086-159-0089-3278 (ENG/FRE/CHN)

Scarlett RONG 0086-189-5510-1575 (ENG/CHN)

Helen ZHANG 0086-189-1892-0928 (ENG/CHN)

Organizing Committee of the 11th International

Exhibition of Traditional Fine Arts

January, 2021



The Ninth International (Shanghai) Intangible Cultural Heritage Protection Forum

“Tracing Art in the Heart”

Program Plan (Draft)

I. Program Background

Intangible Cultural Heritage (“ICH” for short) is an invaluable and cherished resource for people around the globe, and reflects humanity’s wisdom and civilization as they developed over the course of time. Protection of ICH is the common responsibility and aspiration of society.

With the rapid development of the modern economy, traditional culture is on the decline. In view of this situation, UNESCO adopted the *Convention for Safeguarding Intangible Cultural Heritage* in October 2003. At present, nearly 180 countries (regions) have become parties to the Convention. Nations around the world have made important progress in ICH protection. Society has come to realize that although ICH is fragile, it is an important factor in maintaining cultural diversity in the face of globalization. Understanding ICH of different regions helps to promote intercultural dialogue and encourages mutual respect for other lifestyles. ICH of each nation is also the historical mark of its national independence and the source of its strength and wisdom. We need to adhere to tradition, and make an effort to protect and inherit such heritage, and it is the common responsibility of governments and people of all countries to inherit and protect this precious cultural source.



The International (Shanghai) Intangible Cultural Heritage Protection Forum is an international cultural exchange event approved by the Shanghai Municipal People's Government. The forum, together with the International Exhibition of Traditional Fine Arts held at the same time, is a key project of "Shanghai Culture" program and is instrumental in promoting cultural exchange between Shanghai and its "sister cities" involved in "the Belt & Road" initiative. This session of forum is of particular significance as we approach, in 2021, the tenth anniversary of the implementation of *The Intangible Cultural Heritage Law of the People's Republic of China*.

Since its inception nine years ago, the International (Shanghai) Intangible Cultural Heritage Protection Forum has been widely supported by governments, industry organizations, artists, ICH inheritors and all walks of life. It has attracted more than 1000 experts and scholars, artists, and heads of ICH protection institutions from over 50 countries. It is now an important international platform to strengthen international exchange of ICH protection. Previous forums earned high praise for their quality and were widely reported on hundreds of global media, including CCTV, NHK, KBS and the Consulates General of different countries in Shanghai.

We hope that this forum will bring together the wisdom of experts and scholars from around the world to discuss the present difficulties



facing ICH protection. ICH protection requires ongoing creative innovation; we must not only maintain vigilance but also take the initiative to make change for improvement. Indeed, the preservation of Art - in One's Heart - should be made a top priority for all humankind.

II. Title of Main Forum

“Tracing Art in the Heart” - The Ninth International (Shanghai)
Intangible Cultural Heritage Protection Forum

III. Date of Forum

June 11th, 2021

IV. Location of Forum

Shanghai

V. Expected Attendees

- a) Governmental leaders from different countries in charge of culture and tourism
- b) Local governmental leaders from different countries with rich cultural heritage and tourism resources
- c) Representatives from ICH protection institutions, social organizations, associations and research institutions
- d) Representatives from the ICH research field (academic institutions, colleges and universities, museums, galleries, etc.)
- e) Local officials from Chinese provinces and cities in charge of culture and tourism



f) Representatives of ICH inheritors

VI. Organizations

a) Guiding Organizations

Shanghai Municipal Administration of Culture and Tourism

Shanghai Municipal People's Government Foreign Affairs Office

b) Hosting Organizations

Shanghai Art Collection Museum

Shanghai Art & Design Academy

Shanghai Intangible Cultural Heritage Protection Center

c) Supporting Organizations

Shanghai Municipal Education Commission

Shanghai Changning District People's Government

Consulate General of the Republic of Poland in Shanghai

Consulate General of Japan in Shanghai

Consulate General of the Islamic Republic of Iran in Shanghai

Consulate General of the Republic of India in Shanghai

Consulate General of the Republic of Korea in Shanghai

Consulate General of the United Mexican States in Shanghai

Consulate General of the Federative Republic of Brazil in Shanghai

Consulate General of the Republic of Austria in Shanghai

Consulate General of the Republic of Turkey in Shanghai

Consulate General of the Arab Republic of Egypt in Shanghai



Consulate General of the Argentine Republic in Shanghai

Consulate General of Ukraine in Shanghai

Consulate General of Hungary in Shanghai

Consulate General of Slovak Republic in Shanghai

Consulate General of the Islamic Republic of Pakistan in Shanghai

Consulate General of the Bolivarian Republic of Venezuela in
Shanghai

Consulate General of the Republic of Ecuador in Shanghai

Consulate General of the Republic of Indonesia in Shanghai

Consulate General of the Republic of Colombia in Shanghai

(Please contact the Secretariat of the Organizing Committee for more
information about cooperators)

For more information, please contact:

Secretariat of Organizing Committee of the 9th International (Shanghai)

Intangible Cultural Heritage Protection Forum

Address: No.1731, West Yan'an Road, Shanghai, China (Inside of
Shanghai Art Collection Museum, Tianshan Park)

Post Code: 200051

Telephone: 86-21-52069172 52067256

Fax: 86-21-52067259

Email: a-ee@vip.sina.com



国际传统艺术邀请展
International Exhibition of Traditional Fine Arts
国际（上海）非物质文化遗产保护论坛
International (Shanghai) Intangible Cultural Heritage Protection Forum
国际（上海）文化旅游项目推介会
International (Shanghai) Cultural Tourism Program Promotion Conference

Official Website: www.sh-art.org

Contact Person:

Moira MU 0086-150-0064-9110 (ENG/JAN/KOR/CHN)

Marie MAO 0086-159-0089-3278 (ENG/FRE/CHN)



The Eleventh International Exhibition of Traditional Fine Arts

“Tracing Art in the Heart”

Program Plan

(Draft)

I. Programme Background

Around the globe, nations are taking steps to preserve and carry forward their unique traditional cultures and strengthen protection of Intangible Cultural Heritage (“ICH”).

With the rapid development of society and the fast-paced of life of modern era, traditional handicrafts are, to some extent, fading into the background. However, traditional craftsmen and inheritors of ICH do remain proud of their work, cherish it and do what they can to keep it alive.

In June 2021, to celebrate China's 16th Cultural and Natural Heritage Day and commemorate the 10th anniversary of the “*Intangible Cultural Heritage Law of the People's Republic of China*”, Shanghai Art Collection Museum and other organizations will hold the Eleventh International Exhibition of Traditional Fine Arts with the theme of "Tracing Art in the Heart". For the past decade, the Exhibition and "International (Shanghai) Intangible Cultural Heritage Protection Forum" held at the same time have been high-end events with far-reaching



international influence, and an important platform for the protection of traditional culture.

With strong support from the Shanghai Municipal Administration of Culture and Tourism, the Shanghai Municipal People's Government Foreign Affairs Office and Shanghai Changning District People's Government, the International Exhibition of Traditional Fine Arts has become a key part of the "Shanghai Culture" program and is listed into the government-backed "Revitalization Plan of Shanghai Traditional Arts and Crafts". The Exhibition is instrumental in promoting cultural exchange between Shanghai and its "sister cities" which are making contributions to "the Belt & Road" initiative.

Among those who have participated in the ten earlier Exhibitions were more than 1,400 artists and ICH inheritors (calligraphers and painters, masters of arts and crafts, members of art academies, "Living National Treasures", etc.). The events were widely covered by media outlets, including CCTV, NHK and KBS, and were also covered by Consulates General in Shanghai, which published reports on them.

Along with the Eleventh International Exhibition, the 9th International (Shanghai) Intangible Cultural Heritage Protection Forum will be held simultaneously. Governmental leaders, representatives from professional institutions and academies, experts, scholars, famous artists

and ICH inheritors from around the world will be invited to share their long-term ICH protection experience.

The enormous success of the “International Exhibition of Traditional Fine Arts” is no doubt the result of continuous development and persistence among nations during the past decade. In the future, we shall continue to “Trace Art in the Heart”, by encouraging creativity and working with global organizations to maintain ongoing protection of ICH.

II. Program Title

“Tracing Art in the Heart” - the Eleventh International Exhibition of Traditional Fine Arts

III. Program Contents

- a. Exhibit traditional artworks from famous artists and ICH inheritors from around the world.
- b. Hold the 9th International (Shanghai) Intangible Cultural Heritage Protection Forum.
- c. Hold the 7th International (Shanghai) Cultural Tourism Investment Promotion Conference.
- d. Publish catalogs for the Exhibition.
- e. Invite artists, ICH inheritors and representatives of professional institutions from around the world to give lectures and performances.



IV. Program Date and Location

a. Date of the exhibition

June 10th - July 11th, 2021

b. Location of Exhibition

Shanghai Art Collection Museum

(Inside Tianshan Park, No. 1731, West Yan'an Road, Shanghai, China)

(After the main exhibition held in the Museum, guests are welcomed to participate in related activities, the specific time and place to be determined.)

V. Hosting Organization

Shanghai Creative Industry Association

Shanghai Changning District People's Government

VI. Undertaking Organizations

Shanghai Art Collection Museum

Shanghai Art & Design Academy

VII. Supporting Organizations

Shanghai Municipal Administration of Culture and Tourism

Shanghai Municipal People's Government Foreign Affairs Office



Shanghai Municipal Education Commission

Consulate General of the Republic of Poland in Shanghai

Consulate General of Japan in Shanghai

Consulate General of the Islamic Republic of Iran in Shanghai

Consulate General of India in Shanghai

Consulate General of the Republic of Korea in Shanghai

Consulate General of the United Mexican States in Shanghai

Consulate General of the Federative Republic of Brazil in Shanghai

Consulate General of the Republic of Austria in Shanghai

Consulate General of the Republic of Turkey in Shanghai

Consulate General of the Arab Republic of Egypt in Shanghai

Consulate General of the Argentine Republic in Shanghai

Consulate General of Ukraine in Shanghai

Consulate General of Hungary in Shanghai

Consulate General of the Slovak Republic in Shanghai

Consulate General of the Islamic Republic of Pakistan in Shanghai

Consulate General of the Bolivarian Republic of Venezuela in Shanghai

Consulate General of the Republic of Ecuador in Shanghai

Consulate General of the Republic of Indonesia in Shanghai

Consulate General of the Republic of Colombia in Shanghai

(For cooperation, please call the Secretariat of the Organizing



Committee for more information)

For more information, please contact:

Secretariat of Organizing Committee of the Eleventh International
Exhibition of Traditional Fine Arts

Address: No.1731, West Yan'an Road, Shanghai, China (Shanghai Art
Collection Museum, inside Tianshan Park)

Post Code: 200051

Telephone: 86-21-52069172 52067256

Fax: 86-21-52067259

Email: a-ee@vip.sina.com

Official Website: www.sh-art.org

Contact Person:

Moira MU 0086-150-0064-9110 (ENG/JPN/KOR/CHN)

Marie MAO 0086-159-0089-3278 (ENG/FRE/CHN)