

Swiss Arts & Culture Center 瑞士艺术文化中心



Beijing



Euro-Sino Enterprises Association

- Official promoter of the Swiss (Beijing) Cultural Science & Technology Innovation Demonstrations Park
- Unique partner of Beijing's Free Trade Zone in Switzerland
- Beijing-Bern International Economic & Trade Center
- Representative of Beijing Municipal Commission of Commerce in Switzerland



Background Information

- To celebrate this year's 70th anniversary of the diplomatic cooperation between Switzerland and China we open a Swiss Arts & Culture Center
- Swiss Arts & Culture Center is based at Swiss Beijing Science and Technology Industrial Park in Beijing Tianzhu Free Trade Zone (FTZ)
- The goal is to promote the mutual cultural understanding between China and Switzerland



欧中企业联合会

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Why Beijing?

- Chinese Capital Beijing is one of the most important Chinese art metropolises
- Beijing represents an international meeting place for collectors, curators and other art enthusiasts from all over the world
- International art but also China's contemporary art scene is exhibited and presented in numerous galleries in Beijing
- Beijing has grown into an important art scene in recent years and is still constantly growing



Which sectors would we like to present in our Arts & Culture Center?

- Swiss Arts like...
 - Swiss Galleries
 - Swiss Photographs
 - Swiss Designers
 - Swiss Museums
- Swiss Culture like..
 - Swiss Crafts
 - Swiss Music
 - Swiss Food
 - Swiss (Traditional) Fashion

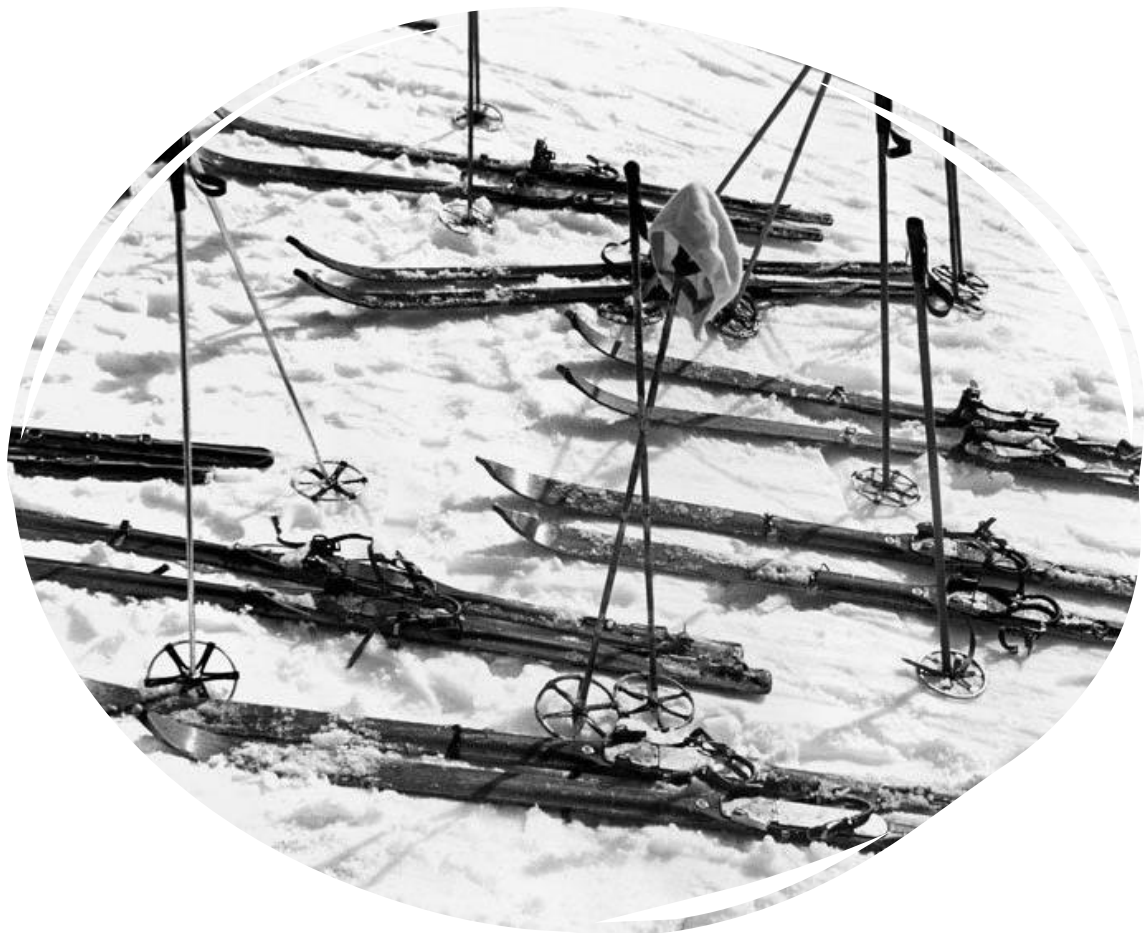




Swiss Galleries

- Swiss Paintings (contemporary or traditional Art)
- Swiss Posters or Graphics
- Swiss Sculptures
- ...





Swiss Photographs

- Contemporary or vintage Photography's of Nature of Switzerland, Humans of Switzerland e.g., made by Swiss Photographs
- ...





Swiss Designers

- Swiss Bag Designer
- Swiss Furniture Designer
- Swiss Jewellery Designer
- ...





Swiss Museums

- Museums which show contemporary or traditional Swiss Arts (Paintings, Graphics, Posters, Sculptures)
- ...



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Swiss Crafts

- Traditional Craftmanship from Switzerland as..
- Woodcarving
- Silhouette Art
- ...





Swiss Music

- Typical Swiss Music as..
- Swiss Pop Music
- Swiss Traditional Music (yodel, orgel, alphorn)
- ...





Swiss Food and Drinks

- Typical Swiss Food- and beverages as..
- Swiss Chocolate
- Swiss Cheese
- ...





Traditional Swiss Fashion

- Traditional Swiss Fashion as...
- Swiss Costumes
- Swiss Swing Clothes
- ...



General Information about the Idea of the Swiss Arts & Culture Center

- About more than several thousands square meters (and can still extend depending on the individual project)
- The Swiss Arts & Culture Center is a long-term project
- Artists can present their art between three- and six months trial (can be discussed)
- Road-show (we help the artists to show their art not only in our Swiss Arts & Culture Center in Beijing, but also in Galleries in other cities in China e.g. Shanghai)
- Swiss Arts & Culture Center will provide the professional training courses with certificate
- Swiss Arts & Culture Center will do the arts and culture trading business
- Join our Swiss Arts & Culture Center to profit from this lucrative trade zone and expand your network and reach to your art





Benefits for the Swiss Culture & Arts Center

- The Arts and Culture Exhibition would serve the development of the Industrial and Technology Parks in China
- Promote the mutual cultural understanding between China and Switzerland
- Promote the Arts and Culture trading business between China and Switzerland
- Arts and Culture have a wide term which allows a wide range of exhibition possibilities
- That allows the Swiss Arts & Culture Center to exhibit not only painters, but also musicians, poets, photographs, sculptors or performing artists
- Swiss Artists can present their Arts in China more easily and reach a wider public
- Swiss Artists can sell their Artworks in China after the required declaration and tax procedures



Thank you for your attention!



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