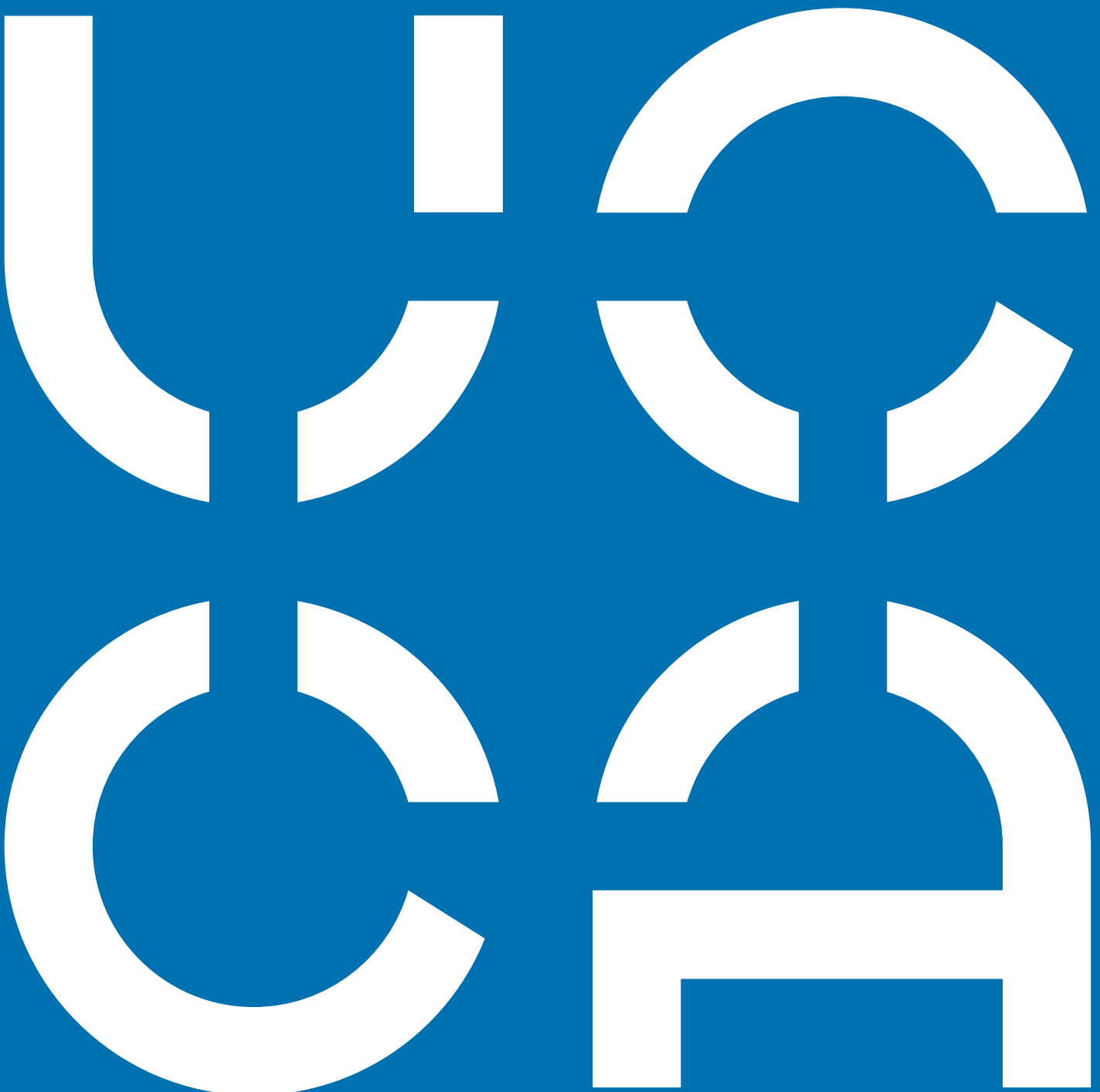


UCCA 年报
Annual Report
2023





持续让好艺术影响更多人
Bringing the Best in Art to
a Wider Audience



馆长致辞

Director's Remarks

徜徉于“现代主义漫步：柏林国立博古睿美术馆馆藏展”——2023 年 UCCA 的最后一场展览——你会发现一个有趣的趋势。第一次世界大战结束后不久，毕加索并没有继续他早期的立体主义实验探索，而是投入了学者们所谓的“新古典主义”的怀抱。毕加索 20 世纪 20 年代早期的创作，如本次展出的代表作《拭足裸女坐像》（1921），似乎是历经兵戈扰攘之后在试图寻找秩序，并由此揭示了毕加索艺术生涯中令人难以想象、往往被世人所忽视的创作面向。

对 UCCA 而言，2023 年或许亦是如此。在走出疫情三年的困顿之后，2023 年标志着 UCCA 再次回归其最擅长的领域——即为更多观众呈现伟大的艺术。不过，与以往为观众呈现著名和新兴当代艺术家的创作不同，UCCA 在 2023 年重点呈现了对二十世纪艺术史进行探讨的“现代主义漫步”和“马蒂斯的马蒂斯”。延续自 2019 年展览“毕加索——一位天才的诞生”开始的探索，这两个展览再一次让我们有机会在无所畏惧的当代语境下，为观众呈现具有历史意义的作品。同时，也书写了“双城双展”的 UCCA 历史，通过北京、上海两地的展出，探索联结观众与拓展受众的新方式。与此同时，我们还得继续开展高规格的文化交流，这也是 UCCA 自创立以来的不变初心：展览“玛丽亚·拉斯尼格：火星来客”开幕活动的场景依然历历在目，学者们与奥地利伟大女性主义画家的支持者们齐聚 UCCA，以因此前只能线上开幕，已被我们遗忘的方式——在线下面对面地欢聚一堂。

当然，我们也并未忘记要向世界呈现中国艺术家的创新与创造力的承诺。在北京，我们首先举办了“他是谁？——耿建翌作品回顾展”，为公众呈现了这位已故先锋观念艺术家的作品，将观念艺术带给更广泛的受众。“幻 / 灯：中国当代艺术中的光影图像”则借助传播与探讨视觉观念的媒介——幻灯片，审视了二十世纪八九十年代中国艺术界的勃勃生机。在上海，“不安的绘画”群展汇集八位艺术家基于最基础媒介绘画的创作，对中国当代艺术在这一特殊历史时刻的面貌做出回应。而 UCCA 携手新天地推出的第二季“燃冉”计划，则通过奖项、展览和驻地项目为中国新一代艺术家提供了展现自我的契机。UCCA 不仅是展现中国艺术家的平台，更为持续构建中国当代艺术生态发挥了历史性的作用。

在这一年里，无论是于 7 月和 12 月举办的 UCCA Gala 盛会，还是 UCCA Lab 所开展的众多跨领域合作，我们都迫切想要弥补曾经失去的时间。今年，我们还与合作伙伴阿那亚在北戴河为 UCCA 沙丘美术馆迎来五周年进行了庆祝。UCCA Kids 的发展业已突破艺术教育的局限，不但出版了荣获众多奖项的优秀儿童绘本读物《马蒂斯的旅行》，还特别举办了“如镜之书：15 位艺术家与孩子的对话”群展，通过 15 位艺术家及其子女的创作，呈现了亲子关系的多样面貌，以及在平日里容易被忽视的个体感受。年终岁尾，我们对 UCCA 的未来愈发充满信心，也更加坚定地履行着我们的使命——“持续让好艺术影响更多人”，同时积极探索与开创全新的文化艺术交流模式。我们一如既往地衷心感谢您对 UCCA 的宝贵支持，并对即将到来的 2024 年的一切充满期待。

Walking through the exhibition "Modern Time: Masterpieces from the Collection of Museum Berggruen / Nationalgalerie Berlin"—the last show to open at UCCA in 2023—one notices an interesting trend. Shortly after the end of the first World War, Picasso stepped back from the experimentation of his early cubist years and embraced what scholars have called "neoclassicism." His works of the early 1920s, represented in this exhibition by *Seated Nude Drying Her Foot* (1921), seem to search for order in the wake of great disruption, and in doing so reveal an unlikely and sometimes overlooked aspect of his artistic vision.

Perhaps 2023 was such a year for UCCA. After the tribulations of the preceding three pandemic years, it marked a return to doing what we do best—presenting great art to ever wider audiences. But in contrast to our usual annual program of leading and emerging contemporary artists, this year's schedule centered on two exhibitions—"Modern Time" and "Matisse by Matisse"—that explored related aspects of twentieth century art history. Continuing on the explorations begun with "Picasso – Birth of a Genius" in 2019, these exhibitions gave us another chance to present historic work in a daring, contemporary context. In a first for UCCA, both exhibitions were shown in both Beijing and Shanghai, driving us to explore new ways of reaching audiences and building communities. At the same time, we were once again able to carry out the kind of high-level cultural exchange on which we were founded: I remember the opening events for the exhibition "Maria Lassnig: Happy Martian" which brought together scholars and supporters of the great Austrian feminist painter in ways we had forgotten were possible during those long years of online-only programs.

Of course, our commitment to the innovation and creativity of China's artists has not waned. In Beijing, we began our year by presenting "Who is He? A Geng Jianyi Retrospective" bringing the work of the late pioneering conceptualist to a broad public, and in the process, making conceptual art more approachable. "Slide / Show" looked at the vibrancy of China's art scene in the 1980s and 1990s through the prism of a single technology—the projected image—through which visual ideas were transmitted and discussed. In Shanghai, "Painting Unsettled" offered, through the work of eight artists working in the most fundamental of media, one answer to the question of what Chinese contemporary art might look like at this special moment. The second installment of "RanRan" presented in cooperation with XINTIANDI, gave a platform to a new generation of Chinese artists through a program of prizes, exhibitions, and residencies. UCCA remains proud of its historic and ongoing role not only in showcasing Chinese artists, but in building China's contemporary art ecology.

Throughout the year, we felt the urge to make up for lost time, whether it was by hosting two galas (one in July, another in November), or rolling out numerous collaborations through UCCA Lab. We marked the fifth anniversary of UCCA Dune in Beidaihe, in our ongoing partnership with Aranya. UCCA Kids grew beyond its standard offering of classes, publishing the award-winning children's book *Matisse's Journey* and mounting an exhibition "Stories as Mirrors" that illuminated universal aspects of parenting by showing the work of fifteen artists and their children. We close the year more sure of ourselves, and more committed than ever to our mission of bringing great art to people, while also creating new modes of exchange. We are grateful as ever for your ongoing support, and look forward to all that 2024 holds in store.



田霏宇 Philip Tinari
UCCA 馆长及 CEO
Director and Chief Executive
UCCA Center for Contemporary Art

关于 UCCA

About UCCA

UCCA 尤伦斯当代艺术中心是中国杰出的当代艺术机构。UCCA 秉持“持续让好艺术影响更多人”的理念，每年为超过百万的观众带来丰富的艺术展览、公共项目和研究计划。UCCA 目前拥有三座场馆：UCCA 北京主馆位于 798 艺术区的核心地带，占地约一万平方米，其原址为建于 1957 年、历史悠久的厂房，于 2019 年完成由荷兰大都会建筑事务所（OMA）主持设计的场馆改造；UCCA 沙丘美术馆由 OPEN 建筑事务所设计，坐落于北戴河渤海海岸的阿那亚社区内；UCCA Edge 由纽约 SO-IL 建筑事务所设计，于 2021 年 5 月在上海静安区对公众开放。

UCCA 于 2007 年开馆，前身为由尤伦斯夫妇创建的尤伦斯当代艺术中心。2017 年，在新支持者与理事的帮助之下，UCCA 顺利完成机构重组。作为北京市文化局主管的民办非企业，UCCA 于 2018 年正式获得由北京市文化局认证的美术馆资质，并经北京市民政局与香港政府许可，在两地注册成立非营利的艺术基金会。除此之外，UCCA 旗下还包括其他板块：为儿童提供美术馆艺术教育的 UCCA Kids、涵盖艺术家和展览衍生品销售的 UCCA 商店，以及专注探索艺术与品牌多元跨界合作的 UCCA Lab。

自建馆以来，UCCA 走过开拓、蜕变、不懈突破的 16 年，以其先锋视野与大胆实践，为中国当代艺术的发展带来了持续推动力。在未来，UCCA 将一如既往，秉持创馆使命，坚守学术独立性，积极探索中国当代艺术机构的最佳运营模式，切实履行公共艺术机构的社会责任，通过当代艺术与公益文化艺术项目，继续推动中国更深入地参与到全球对话之中。

UCCA Center for Contemporary Art is China's leading contemporary art institution. Committed to bringing the best in art to a wider audience, UCCA presents a range of exhibitions, public programs, and research initiatives to a public of more than one million visitors each year across three locations. UCCA Beijing sits at the heart of the 798 Art District, occupying 10,000 square meters of factory chambers built in 1957 and regenerated in 2019 by OMA. UCCA Dune, designed by Open Architecture, lies beneath the sand in the seaside enclave of Aranya in Beidaihe. UCCA Edge, designed by New York-based architecture firm SO - IL, opened in Shanghai in May 2021.

UCCA was founded in 2007 by Guy and Myriam Ullens as the Ullens Center for Contemporary Art. In 2017, it evolved into the UCCA Group, under the ownership and stewardship of a new group of patrons and shareholders. Formally accredited as a museum by the Beijing Cultural Bureau in 2018, UCCA also operates nonprofit foundations, licensed by the Beijing Bureau of Civil Affairs and the Hong Kong government. UCCA's commercial ventures include the children's education initiative UCCA Kids, the retail platform UCCA Store, and collaborations and projects under the rubric UCCA Lab.

In the sixteen years since its founding, UCCA has blazed new paths, undergone major transformations, and achieved countless breakthroughs, continuously working to further the development of Chinese contemporary art by boldly putting its pioneering vision into practice. UCCA remains committed to its founding mission, academic and artistic independence, and actively building new operational models best suited for contemporary art institutions in China. In the future UCCA will also work to continue fulfilling the social responsibilities of a public art institution, further encouraging China's participation in the global art world through an array of art and culture-based philanthropic programs.

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馆群及组织架构

Structure

UCCA 尤伦斯当代艺术中心 | UCCA Beijing

UCCA 北京主馆位于北京国营第七九八厂（现 798 艺术区核心区域）于 20 世纪 50 年代建造的原厂房中，厂房由德绍设计学院（原二战时期的包豪斯设计学院）的东德建筑师负责设计。2007 年，建筑整体由让 - 米歇尔·维勒莫特和马清运全面翻新，并保留了建筑自身工业历史的痕迹，2019 年则由荷兰设计公司 OMA 重新设计，进行建筑空间的全面升级。作为 UCCA 主馆，UCCA 尤伦斯当代艺术中心现由 3 座建筑构成，占地约一万平方米，除标志性的大展厅和其它大小不一的多个展厅之外，还有一间报告厅，以及用于举办教育、学术和聚会等活动的公共空间。

UCCA's Beijing flagship is housed in factory chambers built in the 1950s and designed by East German architects of the Dessau Design Institute, the postwar successor to the Bauhaus Dessau. These buildings maintain traces of their industrial past. The spaces were fully renovated by architects Jean-Michel Wilmotte and Qingyun Ma in 2007, and underwent a further regeneration designed by OMA and completed in 2019. With a total area of over 10,000 square meters, it spreads across three buildings and includes the signature Great Hall, further galleries, public spaces, an auditorium, and spaces for events, education, and research.

UCCA Edge

座落于苏州河畔，UCCA Edge 位于上海静安区盈凯文创广场，建筑空间共计三层，总占地 5500 平方米，其中包括 1700 平方米的展厅，环绕式户外露台，以及包括大堂与报告厅在内的公共区域。UCCA Edge 的空间建造由纽约 SO - IL 建筑事务所担纲设计。作为 UCCA 馆群的重要组成部分，UCCA Edge 一如既往地致力于为公众带来国内外知名艺术家的展览，其中包括专为上海观众特别呈现的展览，以及 UCCA 其它馆的巡回展览。位于人民广场以北，毗邻地铁曲阜路站，地处新兴活力商圈的 UCCA Edge 很快成为上海崭新的艺术地标，为这座充满文化活力的城市注入新的动力。

Situated along the Suzhou Creek in Shanghai's Jing'an District, UCCA Edge occupies 5,500 square meters on the three podium levels of the EDGE tower. Designed by New York-based architects SO - IL, the museum includes 1700 square meters of gallery space, a wraparound outdoor terrace, and public spaces including a lobby and auditorium. An integral part of the UCCA constellation, UCCA Edge mounts exhibitions of leading Chinese and international artists, some developed exclusively for the Shanghai audience, some touring from other UCCA locations. Located just north of People's Square and directly above the Qufu Lu station of the Shanghai Metro in a bustling revitalized neighborhood, UCCA Edge has become an essential art destination and an integral part of Shanghai's vibrant cultural fabric.

UCCA 沙丘美术馆 | UCCA Dune

UCCA 沙丘是一座隐于沙丘之下的美术馆，坐落于北戴河渤海海岸，距北京 300 公里的繁荣海滨社区内。美术馆由 OPEN 建筑事务所主持设计，展厅由一系列形似洞穴的细胞状空间彼此吸引联结而构成；来自天窗的自然光为部分室内展厅提供光源，几个户外展厅则朝向开阔的海滩。作为 UCCA 馆群成员之一，沙丘美术馆每年推出注重与在地环境的互文关系、呼应建筑形态与馆内空间的展览，尤为关注国内外新兴艺术家的创作实践。美术馆由 UCCA 战略合作伙伴阿那亚建设且提供资金支持，自 2018 年对公众开放，现已成为阿那亚黄金海岸靓丽的艺术风景线。

UCCA Dune is an art museum buried under a sand dune by the Bohai Sea in Beidaihe, 300 kilometers east of Beijing. Designed by OPEN Architecture, its galleries unfold over a series of cave-like spaces. Some are naturally lit from above, while others open out onto the beach. It presents rotating exhibitions in dialogue with its particular site and space, with a particular focus on emerging Chinese and global talents. UCCA Dune is built and supported by UCCA strategic partner Aranya, and located within the Aranya Gold Coast Community.

UCCA 尤伦斯当代艺术中心 UCCA Center for Contemporary Art

馆长办公室
Director's Office

馆 群 Cluster

UCCA 北京
UCCA Beijing

UCCA 沙丘
UCCA Dune

UCCA Edge

美术馆 Museum

展览部
Exhibitions

研究部
Research

公共实践部
Public Practice

观众体验部
Visitor Experience

发展部
Development

基金会
Foundation

商 业 Enterprises

IP 授权发展部
Intellectual Property
Development

UCCA Lab

UCCA Store

UCCA Kids

职 能 Corporate Functions

数字化战略部
Digital Strategy

品牌市场部
Communications

人力资源部
Human Resources

财务部
Finance

运营部
Operations

采购部
Purchasing

技术部
IT

大事记

Year in Review

1 月 January

UCCA Lab 携手户外品牌 Peak Performance 壁克峰在上海芮欧百货共同呈现公共艺术项目——“奥勒时刻”。

UCCA Lab collaborated with outdoor sportswear brand Peak Performance to present “Moments in Åre,” a public art project, at Shanghai’s RÉEL Department Store.

2 月 February

湖南卫视、芒果 TV 携手 UCCA Lab 于长沙谢子龙影像艺术馆呈现广受关注的电视节目《会画少年的天空》收官展览“图像的影子——当代绘画的媒介、体制与空间”，展出参与该节目的艺术家的作品。

With Hunan Television and Mango TV, UCCA Lab organized the closing exhibition for the widely watched television program “*The Sky of Painting Boys*” at the Xiezilong Image Art Museum in Changsha. Titled “Shadows of Image: The Media, Systems, and Spaces of Contemporary Painting,” the exhibition showcased works by the artists featured in the series.

3 月 March

上海 UCCA Edge 呈现 2023 年首个展览——“不安的绘画”，汇集中国出生的 8 位艺术家，藉由其风格与技法各异的艺术实践，展现艺术家在全球的不确定性与技术变革的语境下，对绘画进行的突破性探索。本次展览由 UCCA 策展人栾诗璇策划，参展艺术家包括韩梦云、简策、李然、李泳翔、仇晓飞、王晓曲、王之博和谢南星。

Featuring eight Chinese artists who work with different styles and techniques to reinvigorate painting in the face of global uncertainty and technological change, the group exhibition “Painting Unsettled” opened at UCCA Edge. Curated by Luan Shixuan, the exhibition included work by Han Mengyun, Ce Jian, Li Ran, Yong Xiang Li, Qiu Xiaofei, Wang Xiaoqu, Wang Zhibo, and Xie Nanxing.

北京 UCCA 呈现春季大展“他是谁？——耿建翌作品回顾展”，对中国当代最具影响力的观念艺术家之一——耿建翌的艺术生涯进行系统性梳理与回顾。本次展览由 UCCA 和上海当代艺术博物馆联合举办，凯伦·史密斯与杨振中共同策划，张培力担任特别顾问。

“Who is He? A Geng Jianyi Retrospective,” a systematic survey of the artistic career of one of contemporary China’s most influential conceptual artists, Geng Jianyi, opened at UCCA Beijing. Organized by the Power Station of Art Shanghai, the exhibition was curated by Karen Smith and Yang Zhenzhong, with Zhang Peili as special consultant.

UCCA 沙丘美术馆呈现大卫·杜阿尔与刘诗园双个展“心灵优化”，通过两位艺术家涵盖素描、摄影、录像、雕塑、装置等多元媒介的 30 余件作品，邀请他们从各自的实践脉络出发，建立从未被探索过的联系和启发。本次展览由 UCCA 策展人方言策划。

“Optimized Heart,” a dual solo exhibition by David Douard and Liu Shiyuan, opened at UCCA Dune. Including more than 30 multimedia works that span drawing, photography, video, sculpture, and installation. The exhibition, curated by Fang Yan, highlighted unlikely connections between the two artists’ practices.

UCCA 创始人之一米莉恩·尤伦斯于 3 月 29 日在比利时不幸离世，她与丈夫盖伊·尤伦斯于 2007 年创立 UCCA 的前身——尤伦斯当代艺术中心。

Myriam Ullens, who co-founded UCCA as the Ullens Center for Contemporary Art with her husband Guy Ullens in 2007, was tragically killed in Belgium on March 29.

4 月 April

北京 UCCA 呈现“幻 / 灯：中国当代艺术中的光影图像”。藉由光影图像作品与档案文献的并置，探讨幻灯片及投影自 20 世纪 80 年代以来对中国当代艺术发轫过程所起的重要作用。展览由 UCCA 策展人容思玉策划。

“Slide / Show: Light Images in Chinese Contemporary Art” opened at UCCA Beijing. Featuring both artworks and archival materials, the exhibition, curated by Holly Rousell, explored how light images played an influential role in the emergence of Chinese contemporary art in the 1980s and 1990s.

UCCA Lab 联合长沙 IFS 共同呈现的“麓场——长沙 IFS 2023 公共艺术计划”正式开幕。

UCCA Lab and Changsha IFS co-presented “Everyday Wonder: Changsha IFS Art Project 2023.”

北京国际电影节联合演员、艺术家谭卓于 UCCA Lab 北京艺术空间呈现首届大师影像展“幻想的诗学”。

Beijing International Film Festival, together with actress and artist Tan Zhuo, jointly presented an exhibition at UCCA Lab entitled “Poetry in Fantasy.”

5 月 May

瑞安新天地旗下商业品牌 XINTIANDI 新天地与 UCCA 携手打造的第二届“燃冉”计划正式发起招募。本届“燃冉”计划分为“青年艺术家奖项”“艺术家驻留项目”“艺术季”“跨领域合作”四大板块。其中“青年艺术家奖项”于 7-8 月进行评委团评审，并产生 3 名获奖艺术家及 12 名入围艺术家；“艺术家驻留项目”最终确定 6 名（组）艺术家分别开启在地驻留；“艺术季”于 11 月 12 日至 11 月 26 日，在大新天地区域内举办，主题为“CityJump 跳动吧，城市！”。

UCCA and XINTIANDI, the lifestyle brand of Shui On Xintiandi, jointly announced the call for submission for the second edition of the “RanRan” program. This year’s “RanRan” comprised four pillars: a Young Artist Prize, an Artists-in-Residence Program, an Art Season and Crossover

Collaborations. Evaluation for the Young Artist Prize took place between July and August, with 3 winning artists and 12 shortlisted artists. The Artists-in-Residence Program selected six artists and art collectives to start their respective residencies. The Art Season was presented between November 12 and 26, 2023, in XINTIANDI, themed “CityJump!”

6 月 June

UCCA 基金会携手联合国环境规划署共同呈现“我的小小地球”儿童公益环保艺术展，展览集中呈现 80 余件青少年儿童创作的环保主题艺术作品，并向公众免费开放。

In collaboration with the United Nations Environment Programme, UCCA Foundation presented “My Little Earth: Children’s Environmental Art Exhibition.” The exhibition featured over 80 environmentally themed artworks created by children and teenagers, and was open to the public for free.

“夜次元——奇遇之夜”艺术展于上海创新创意设计研究院开幕，以精彩纷呈的艺术展览和丰富多彩的公共艺术活动，为上海夜间经济文化生活注入艺术活力。

Design Innovation Institute Shanghai and UCCA Edge jointly presented “Night Dimension: The Night of the Gifts” art project, injecting artistic vitality to the night life and culture in Shanghai with a variety of exhibition and public events.

UCCA 与柏林国立博古睿美术馆携手呈现“现代主义漫步：柏林国立博古睿美术馆馆藏展”，展览率先于上海 UCCA Edge 亮相。本次展览从柏林国立博古睿美术馆的珍藏中精心挑选巴勃罗·毕加索、保罗·克利、亨利·马蒂斯、阿尔伯特·贾科梅蒂、保罗·塞尚、乔治·布拉克 6 位 20 世纪现代艺术巨匠的近百件代表性作品，并以作品的创作时间顺序呈现。展览吸引了众多观众到访参观，成为 2023 年夏季上海焦点展览。

In collaboration with Museum Berggruen, UCCA Edge opened “Modern Time: Masterpieces from the Collection of Museum Berggruen / Nationalgalerie Berlin.” The exhibition featured nearly 100 works by Pablo Picasso, Paul Klee, Henri Matisse, Alberto Giacometti, Paul Cézanne, and Georges Braque, each carefully selected from Museum Berggruen’s collection and hung in chronological order by date of creation. The exhibition attracted broad interest, becoming a highlight of Shanghai’s 2023 exhibition calendar.

卢贝娜·希米德荣获 2023 年“玛丽亚·拉斯尼格奖”，UCCA 为本届奖项合作机构。艺术家将于 2025 年初在北京 UCCA 呈现个展。

The Maria Lassnig Foundation awarded the prestigious Maria Lassnig Prize to Lubaina Himid. Presented in collaboration with UCCA, this edition of the Prize includes an exhibition of Himid’s work scheduled for early 2025 at UCCA Beijing.

7 月 July

UCCA 携手法国北方省省立马蒂斯美术馆，在北京 UCCA 呈现令观众期待已久的现代主义艺术巨匠亨利·马蒂斯于中国大陆的首次个展“马蒂斯的马蒂斯”。展览以其对马蒂斯毕生创作发展脉络、各关键时期艺术理念衍变系统而全面的梳理与展示，共吸引逾 20 万人到访参观。展览还特别策划了一个章节，深入探讨马蒂斯对中国现代绘画的影响。

The long-awaited exhibition “Matisse by Matisse,” presented in collaboration with and from the collection of Musée départemental Matisse, Le Cateau-Cambrésis, opened at UCCA Beijing. During its run, the first Matisse retrospective to take place in China attracted over 200,000 visitors. Highlighting Matisse’s life-long creative journey through a systematic presentation of his stylistic and aesthetic evolution, the exhibition also included a special section exploring Matisse’s influence on modern art in China.

为庆祝年度大展“马蒂斯的马蒂斯”开幕，UCCA 举办的“UCCA 夏日慈善庆典 2023”为 UCCA 基金会“为孩子开启艺术之门”公益项目筹款近 450 万元人民币。该项目旨在为欠发达地区的儿童带来全面的教育资源，本次夏日慈善庆典共有 340 位嘉宾出席，12 位艺术家慷慨捐赠作品，为更多孩子开启艺术之门。

Held to mark the opening of the exhibition “Matisse by Matisse,” UCCA Summer Gala 2023 raised close to RMB 4.5 million for UCCA Foundation’s charity initiative “Opening the Door to Art.” The program brings comprehensive art education to children in China who might otherwise lack access. A total of 340 guests attended the Summer Gala, 12 artists generously donated their works, opening the door to art for more children.

由 UCCA Kids 团队策划，与奇想国童书联合出版的故事绘本《马蒂斯的旅行》正式发行。该书讲述了马蒂斯于 1930 年前往美国和塔希提岛寻找灵感的故事，为读者传递其持续探索和创作的创作精神。

The illustrated children’s book *Matisse’s Journey*, authored by the UCCA Kids team and published in collaboration with Everafter Books, was released. The book tells the story of Matisse’s 1930 trip to the United States and Tahiti to seek inspiration, carrying a message of exploration and exchange.

UCCA 联合北京大学博古睿研究中心，围绕“马蒂斯的马蒂斯”和“现代主义漫步：柏林国立博古睿美术馆馆藏展”两场大展，从 2023 年 7 月至年末呈现 4 场学术讲座。

In the second half of 2023 and in conjunction with two UCCA major exhibitions, “Matisse by Matisse” and “Modern Time: Masterpieces from the Museum Berggruen / Nationalgalerie Berlin,” UCCA Center for Contemporary Art organized 4 academic lectures in collaboration with the Berggruen Research Center at Peking University.

UCCA 沙丘美术馆呈现展览“莫妮拉·阿尔卡迪里：幻影水域”，也是艺术家在中国的首次机构个展。此次展览全面呈现艺术家近年涵盖视频、雕塑、装置多元媒介的代表作品，其中 3 件为 UCCA 委任全新创作。本次展览由 UCCA 策展人栾诗璇策划。

UCCA Dune presented “Haunted Water,” Monira Al Qadiri’s first institutional solo exhibition in China. Spanning video, sculpture, and installation, this exhibition offered a comprehensive overview of the artist’s work in recent years, along with three new pieces commissioned by UCCA. This exhibition was curated by UCCA curator Luan Shixuan.

8月 August

UCCA 基金会携手中央广播电视总台农业农村频道（CCTV-17），共同呈现美育专题系列节目《看得见风景的列车》。UCCA 基金会远赴犍为县芭沟镇，与当地村民和乡村学校的儿童对小火车进行艺术化改造，并为当地孩子捐赠画册、开展艺术手工坊课程。同时，UCCA 基金会和乡村儿童还在改造后的车厢内共同举办了一次特别的画展，用孩子们的画作讲述有关小火车与当地人之间一个个温暖的故事。

In collaboration with CCTV’s Agricultural Channel (CCTV-17), UCCA Foundation jointly presented the special art education series *A Train with a View*. UCCA Foundation traveled to Bagou Town in Jianwei County, where teachers, along with local villagers and school kids, artistically transformed a small train. They donated picture books to local children and conducted art and craft workshops. UCCA Foundation and the local children hosted a special art exhibition inside the transformed train carriages, using the children’s artworks to tell heartwarming stories about the local community.

由 UCCA 基金会负责课程执行的中国红十字基金会玉米爱心基金“黄房子——美学启蒙公益项目”艺术夏令营在北京 UCCA 正式开营。“黄房子”项目由中国红十字基金会玉米爱心基金发起，发起人李宇春，艺术家刘小东、喻红，以及来自全国 14 所“黄房子”项目学校的 14 名美育教师和 28 名学生代表共同参加了开营仪式。

The “Yellow House – Aesthetic Enlightenment Charity Project,” an art summer camp executed by the UCCA Foundation on behalf of the China Red Cross Foundation, officially commenced at UCCA Beijing. The “Yellow House” project is specially funded by fans of its founder, the pop star Li Yuchun. Li, along with artists Liu Xiaodong and Yu Hong, and 14 art teachers and 28 student representatives from the 14 schools supported by the “Yellow House” project attended the opening ceremony.

9月 September

北京 UCCA 呈现奥地利女性主义画家玛丽亚·拉斯尼格于中国的首个重要个展——“玛丽亚·拉斯尼格：火星来客”。展览以主题而非时间顺序为线索，将不同时期的 36 幅作品结合呈现，对艺术家 70 余载漫长创作生涯中构思的延续与联结进行梳理。本次展览由 UCCA 策展顾问彼得·逸利和维也纳阿尔贝蒂纳博物馆现当代艺术策展人安东尼雅·霍舍尔曼共同策划，阿尔贝蒂纳博物馆与玛丽亚·拉斯尼格基金会联合呈现。

“Maria Lassnig: Happy Martian,” the late Austrian feminist painter’s first solo exhibition in China, opened at UCCA Beijing. Organized thematically rather than chronologically, and curated by Peter Eleey and Antonia Hoerschelmann, the exhibition showcased 36 works from all seven

decades of Lassnig’s influential career. The exhibition was organized in collaboration with the Maria Lassnig Foundation and the ALBERTINA in Vienna.

UCCA Kids 呈现群展“如镜之书：15 位艺术家与孩子的对话”，15 位艺术家与其子女倾情合作，用作品呈现亲子关系的多样面貌和在平日里容易被忽视的个体感受。

UCCA Kids presented the exhibition “Stories as Mirrors: 15 Artists and Their Children,” featuring 15 artists in collaboration with their children on works that reveal the many different facets of the parent-child relationship and the often-ignored individual experiences within.

UCCA 尤伦斯当代艺术中心、UCCA 基金会受邀参与在深圳举办的第十届中国公益慈善项目交流展示会，UCCA 基金会获评本届慈展会“最具创意参展机构”奖。

UCCA Center for Contemporary Art and UCCA Foundation were invited to participate in the 10th China Charity Fair in Shenzhen. UCCA Foundation was awarded “Most Creative Exhibitor.”

UCCA Lab 联合新锐中式茶饮品牌茶义 TEA 81，携手红谷滩城投集团，于江西南昌鸿湖里文化艺术空间共同呈现“选择的游戏：‘五光食色’艺术互动体验展”。

UCCA Lab, together with the emerging Chinese tea brand TEA 81 and Honggutan City Investment Group, jointly presented “A Game About Choice – ‘You Are What You Eat’ Interactive Exhibition” at Hongguli Cultural and Art Space in Nanchang, Jiangxi Province.

UCCA Lab 携手仁恒仓舍，诚邀享誉国际的建筑师、艺术家马岩松，共同呈现公共艺术空间项目“出神入化”。

UCCA Lab teamed up with Suzhou Yanlord Cangjie to invite the internationally acclaimed architect and artist Ma Yansong to jointly present “Into the Sublime” public art program.

UCCA Lab 作为联合策展团队参与“共栖”——2023 上海城市空间艺术季（第五届）。本次参展艺术家包括克莱达特 & 佩蒂皮耶、邓悦君、刘毅、王一、徐戈、钟云舒。

UCCA Lab, as part of the curatorial team for the fifth edition of Shanghai Urban Space Art Season, presented works six artists—Clédat & Petitpierre, Deng Yuejun, Liu Yi, Wang Yi, Xu Ge, Zhong Yunshu.

10月 October

UCCA 沙丘美术馆呈现展览“王凝慧：触之可见”，这是艺术家迄今为止最全面的机构个展——不仅系统性地呈现了其最近 10 年的雕塑、影像、摄影作品，亦为观众带来由 UCCA 委任创作的全新雕塑系列作品。本次展览由 UCCA 策展人张南昭策划。

“Alice Wang: The Touching Touched,” the most comprehensive institutional solo exhibition of the artist to date, opened at UCCA Dune. The exhibition is a survey of Wang’s sculptures, films, and photographs from 2013 to 2023, and includes a series of newly commissioned sculptures. This exhibition was curated by UCCA curator Neil Zhang.

UCCA 沙丘美术馆成立 5 周年。5 年来共举办了 12 场当代艺术展览，吸引 50 余万名观众前往参观。

UCCA Dune celebrated its fifth anniversary, having mounted 12 contemporary art exhibitions and attracted half a million visitors since its opening in September 2018.

UCCA Lab 携手莫家宝贝工作室与地球娱乐集团，于北京 UCCA 大客厅共同呈现“莫文蔚——莫后·光年概念展”，展现这位经典流行天后三十年以来的闪耀星途。

UCCA Lab, together with Mok-A-Bye Baby Workshop and Earth Entertainment, jointly presented the exhibition “Karen Mok: Reign of MOKnificence” in celebration of the iconic pop singer’s impressive career that spanned three decades.

北京 UCCA 年末压轴呈现“现代主义漫步：柏林国立博古睿美术馆馆藏展”。

“Modern Time: Masterpieces from the Collection of Museum Berggruen / Nationalgalerie Berlin” opened at UCCA Beijing

UCCA 旗下美术馆餐厅 NEW WAVE by DA VITTORIO 成为新晋上榜的 5 家米其林一星餐厅之一。NEW WAVE 也是国内首家美术馆内的米其林餐厅，位于上海 UCCA Edge。

NEW WAVE by DA VITTORIO, the restaurant at UCCA Edge, Shanghai, was awarded its first Michelin star, making it the first Michelin-starred museum restaurant in China.

11-12 月 November – December

上海 UCCA Edge 呈现现代主义艺术巨匠亨利·马蒂斯个展——“马蒂斯的马蒂斯”。

“Matisse by Matisse” opened at UCCA Edge, Shanghai.

“UCCA Gala 2023——回响 Echo”慈善盛典于上海举行，旨在助力 UCCA 未来的长期持续发展。本次盛典共有 400 位嘉宾出席，19 位艺术家慷慨捐赠作品，共筹款近 550 万元人民币，为 UCCA 进一步深入开展服务大众的公益活动，以及机构在专项学术研究、出版、艺术教育等领域的持续发展提供支持。

UCCA Gala 2023 was successfully held in Shanghai. Themed “Echo,” the event raised close to RMB 5.5 million to support UCCA’s long-term development, especially its philanthropic initiatives, exhibitions, research programs, publications, education programs, and other contributions to contemporary art in China. A total of 400 guests attended the event and 19 artists generously donated their works.

首届“UCCA 青年赞助人年度选择奖”的评选结果也于慈善盛典现场宣布，艺术家经傲获得本年度奖项。此全新项目由 UCCA 青年赞助人于 2023 年 8 月发起并倾情赞助，旨在发现并表彰在艺术创新、实验勇气、敏感洞察、发展潜力及社会影响力方面表现突出的艺术家。

Results for the first “UCCA Young Associates’ Choice Award” was also announced at the Gala—artist Jing Ao won the award for this year. “UCCA Young Associates’ Choice Award” is a new project initiated and sponsored by the UCCA Young Associates in August 2023. The award aims to recognize extraordinary young artists who are innovative in art, audacious to experiment, sensitive to new insights, full in potential, and profound in social impact.

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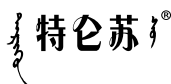
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Awards and Honors

栩栩华生「业精于勤」时尚文化大赏——艺术实践奖
Huasheng Media “Practice Makes Perfect”
Signs of the Times “Art Practice Award”
田霏宇 (Philip Tinari)

TimeOut 北京 2023 新生活大赏 “年度展览”
TimeOut Beijing Love Awards 2023 “Exhibition of the Year”
“现代主义漫步：柏林国立博古睿美术馆馆藏展”
“Modern Time: Masterpieces from the Collection of
Museum Berggruen / Nationalgalerie Berlin”

第八届 The Best BANG Awards
“年度口碑美术馆”
The 8th Best BANG Awards
“Top Rated Art Museum of the Year”
(因疫情推迟至 2023 年颁奖 Postponed to 2023 due to COVID)
UCCA 尤伦斯当代艺术中心
UCCA Center for Contemporary Art

第九届 The Best BANG Awards
“年度影响力美术馆”
The 9th Best BANG Awards
“Influential Art Museum of the Year”
UCCA 尤伦斯当代艺术中心
UCCA Center for Contemporary Art

陈伯吹国际儿童文学奖
2023 年度推荐榜·绘本作品类
《马蒂斯的旅行》
Matisse's Journey
UCCA 尤伦斯当代艺术中心
UCCA Center for Contemporary Art

2023 中国授权业大奖 “年度新锐 IP”
2023 China Licensing Award
“New IP of the Year”

第九届 The Best BANG Awards “年度人气展览”
The 9th Best BANG Awards
“Most Popular Exhibition of the Year”
“马蒂斯的马蒂斯”
“Matisse by Matisse”

《周末做啥》2023 年度 “最具人气艺术地标”
Zhoumozuosha 2023
“Most Popular Art Landmark”
UCCA Edge

2022-2023 年度上海设计 100+ 入围作品
2022-2023 Shanghai Design 100+ (Shortlisted)
“好奇无界：米奇艺术展”
“Mickey: The True Original & Ever Curious”

第十届全国书籍设计艺术展
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《马蒂斯的旅行》
Matisse's Journey
UCCA 尤伦斯当代艺术中心
UCCA Center for Contemporary Art

数据回顾

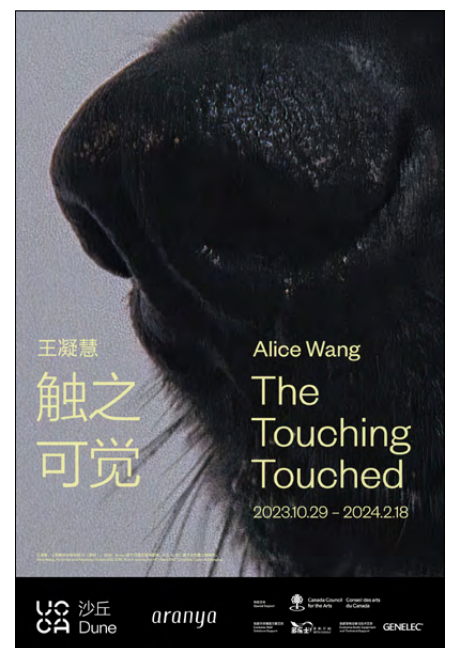
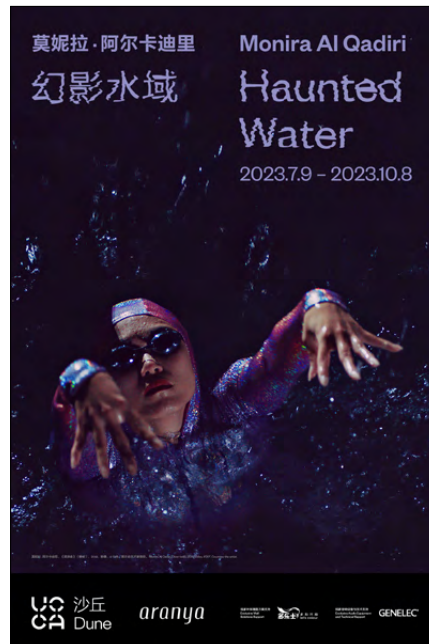
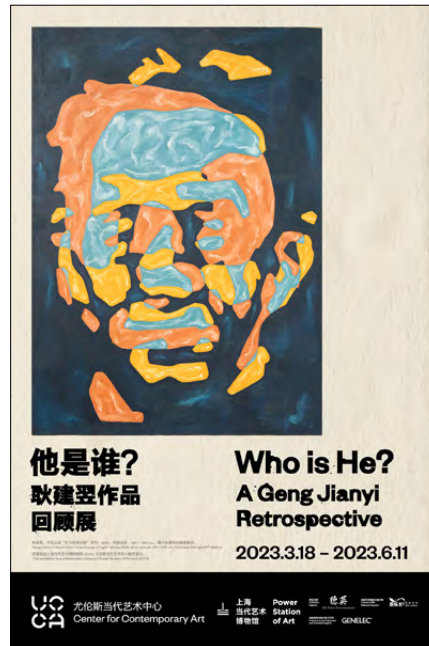
Numbers

展览场次 Exhibitions 12	公共项目 Public programs 252	志愿者服务总时长 Total volunteer service hours 3,952
接待参观总人次 Total visitors served 795,147	公共项目线上参与总人次 Total participants in public programs online 33,820,000	志愿者人次 Volunteers 319
单日最高访问人次 Peak one-day attendance 7,313	公共项目线下参与总人次 Total participants in public programs onsite 19,359	
出版物 Publications 5	公共项目社群总人数 Public programs community members 3,680	

官方社交媒体 全平台粉丝人数 Social media followers 2,000,000+	媒体触达 Media reach 18,425,530,146	KOL 社交媒体曝光量 KOL social media impressions 5,045,542,488
媒体报道 Media reports 19,377	KOL 发布 KOL coverage 6,275	

展览呈现
Exhibitions





马蒂斯的马蒂斯 Matisse by Matisse

2023.7.15 – 2023.10.15

UCCA 尤伦斯当代艺术中心 (大展厅)
UCCA Beijing (Great Hall)

2023.11.4 – 2024.2.18

UCCA Edge

携手法国北方省省立马蒂斯美术馆，精选 280 余件珍贵作品与藏品，于中国首次完整呈现现代主义艺术巨匠、20 世纪重要艺术流派“野兽派”的创始人和主要代表人物——亨利·马蒂斯毕生不懈的创作实践、卓越的艺术成就与非凡的人生经历。展览呈现了马蒂斯自学徒时代，到开创野兽派并成为其代表人物、直至后期投身剪纸艺术，再到晚年主持旺斯礼拜堂设计的完整艺术生涯与毕生探索轨迹。此外，还增设特别章节，对马蒂斯与“野兽派”对中国 1920-40 年代现代绘画运动的联系与影响进行了探讨。“马蒂斯的马蒂斯”由法国北方省省立马蒂斯美术馆馆长和首席策展人帕特里斯·德帕尔普策划。

Presented in collaboration with Musée départemental Matisse, Le Cateau-Cambrésis, “Matisse by Matisse” was the first Henri Matisse exhibition in the Chinese Mainland. Featuring more than 280 artworks as well as textiles and more from the artist's own collection, “Matisse by Matisse” offered an unparalleled portrait of the creative practice, artistic achievements, and incredible life of the inventor of Fauvism. The exhibition included the artist's academic beginnings; pieces representative of his turn towards Fauvism; experiments leading to his invention of the paper cut-outs later in life; and works from the culmination of a lifetime of artistic exploration, his design of the Vence Chapel. Additionally, a special section also explored the influence of Matisse and Fauvism on the modern art movement that emerged in China between the 1920s and 1940s. “Matisse by Matisse” is curated by Patrice Deparpe, Director and Chief Curator, Musée départemental Matisse, Le Cateau-Cambrésis. It was organized in collaboration with the cultural agency Doors.



现代主义漫步： 柏林国立博古睿美术馆馆藏 Modern Time: Masterpieces from the Collection of Museum Berggruen / Nationalgalerie Berlin

携手柏林国立博古睿美术馆，展览汇集 6 位现代艺术巨匠——巴勃罗·毕加索、保罗·克利、亨利·马蒂斯、阿尔伯特·贾科梅蒂、保罗·塞尚和乔治·布拉克的近百件代表性作品，通过对立体主义、超现实主义及多种抽象表现形式的呈现，追溯 20 世纪欧洲现代艺术的演变。本次展览根据作品创作时间特别采用编年结构策划呈现，不但可以纵览 6 位艺术大师不同时期创作相互间所激发的对话，亦有助于观众更好理解此次基于德国传奇艺术经销商、收藏家海因兹·博古睿（1914-2007）个人收藏创建并命名的美术馆的丰富馆藏。展览由柏林新国家美术馆馆长克劳斯·比森巴赫（Klaus Biesenbach）、柏林国立博古睿美术馆馆长加布里埃尔·蒙图阿（Gabriel Montua）及该馆策展人薇罗妮卡·鲁多费尔（Veronika Rudorfer）策划。

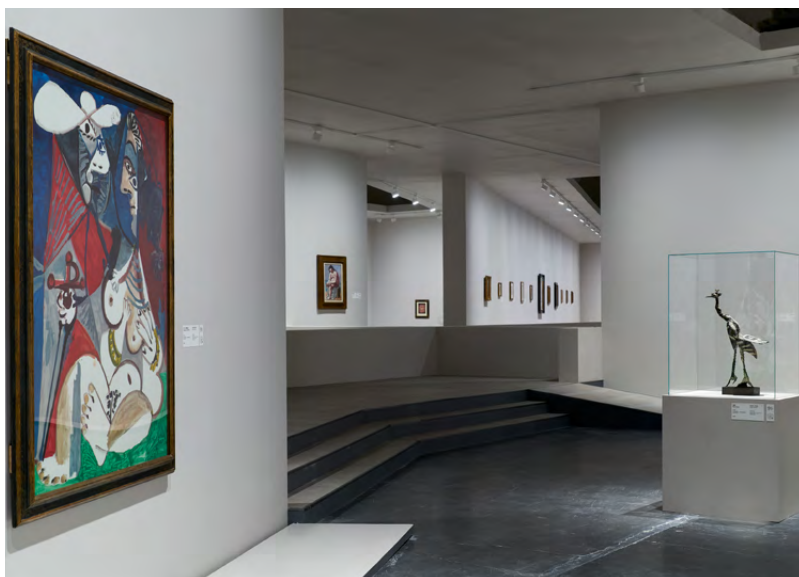
2023.11.11 – 2024.2.25

UCCA 尤伦斯当代艺术中心（大展厅）
UCCA Beijing (Great Hall)

2023.6.22 – 2023.10.8

UCCA Edge

Presented in collaboration with Museum Berggruen, "Modern Time: Masterpieces from the Collection of Museum Berggruen / Nationalgalerie Berlin," traced the evolution of European modern art in the twentieth century through major works by six modern masters, showcasing styles including Cubism, Surrealism, and various strands of abstraction. The exhibition was installed according to a rigid chronology, allowing visitors to grasp an artistic dialogue that developed across the oeuvres of different artists, and to understand the exhibition as arising from the collection of a single individual: Museum Berggruen's namesake, legendary art dealer and collector Heinz Berggruen (1914-2007). Including 92 works by Pablo Picasso, Paul Klee, Henri Matisse, Alberto Giacometti, Paul Cézanne, and Georges Braque, the exhibition was curated by Klaus Biesenbach, Director of Neue Nationalgalerie; Gabriel Montua, Head of Museum Berggruen; and Veronika Rudorfer, Curator at Museum Berggruen.



他是谁？——耿建翌作品回顾展

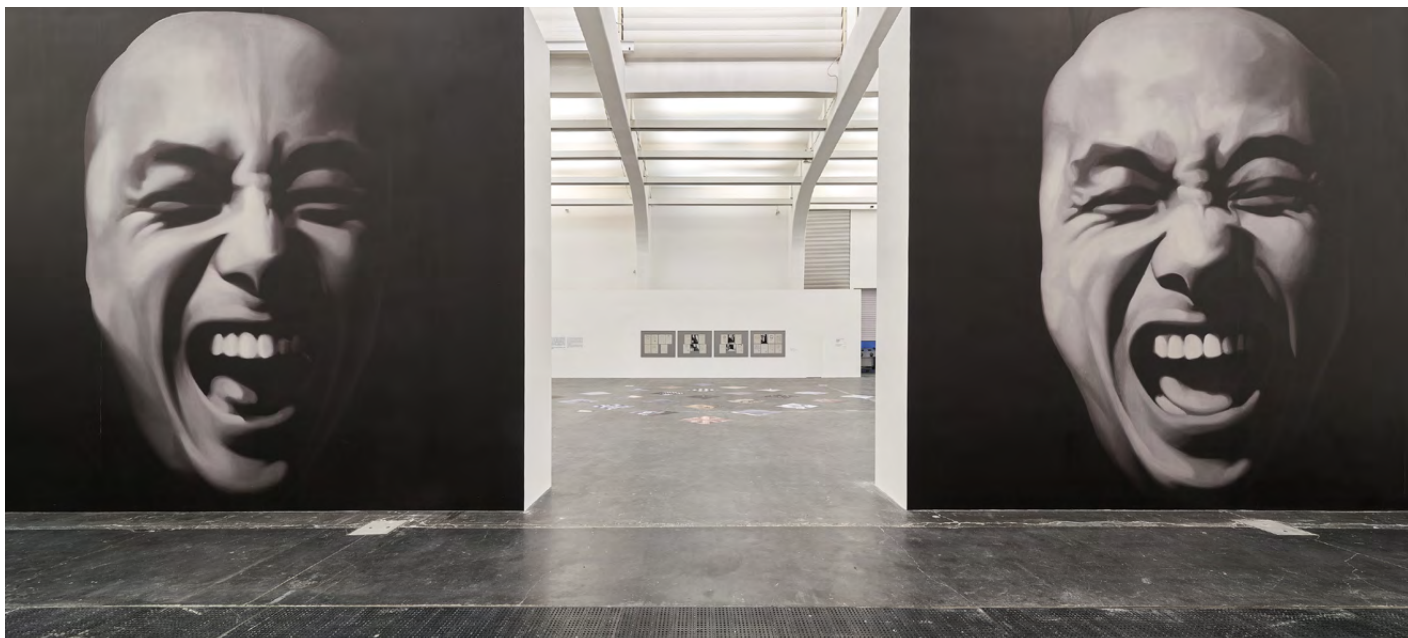
Who is He? A Geng Jianyi Retrospective

2023.3.18 – 2023.6.11

UCCA 尤伦斯当代艺术中心 (大展厅)
UCCA Beijing (Great Hall)

对中国当代最具影响力的观念艺术家之一——耿建翌（1962-2017）的艺术生涯进行系统性梳理与回顾。展览延续了 UCCA 对自 1980 年代以来中国当代艺术史研究及个案的持续关注，通过横跨艺术家 30 余年职业生涯各阶段，涵盖绘画、装置、行为与摄影等 90 余件代表作品，辅以大量纸本文献，全景式展现耿建翌藉由一系列实验性创作对打破艺术边界的持续探索，以及对各类既有艺术形式毫不妥协的挑战，本次展出的很多作品将是首次与北京观众见面。“他是谁？——耿建翌作品回顾展”由上海当代艺术博物馆和 UCCA 尤伦斯当代艺术中心联合举办，凯伦·史密斯与杨振中共同策划，张培力担任特别顾问。

“Who is He? A Geng Jianyi Retrospective” was a systematic survey of the artistic career of one of contemporary China's most influential conceptual artists, Geng Jianyi (1962-2017). Continuing UCCA's ongoing emphasis on the history of contemporary art in China dating back to the 1980s, the exhibition surveyed the breadth of Geng's more than 30-year-long creative practice through more than 90 representative artworks in media including painting, installation, performance, and video. Supplemented by a range of archival materials, the show provided a comprehensive overview of how Geng constantly broke new ground through his experimental practice, pushing against the limits of pre-established art forms. Many of the works on display were being shown to Beijing audiences for the first time. Co-organized with the Power Station of Art and UCCA, “Who is He? A Geng Jianyi Retrospective” was curated by Karen Smith and Yang Zhenzhong, with Zhang Peili as special consultant.



不安的绘画 Painting Unsettled

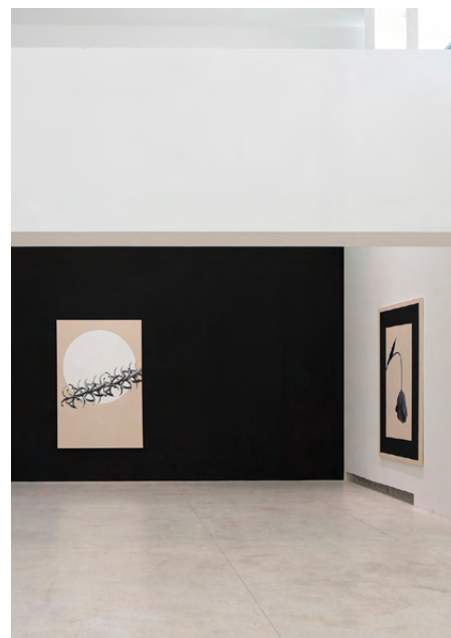
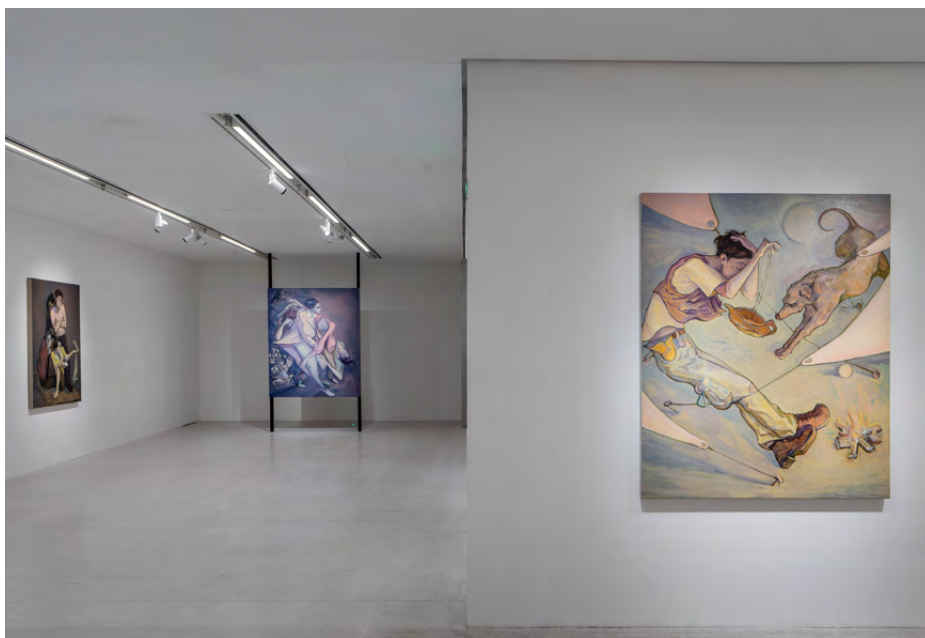
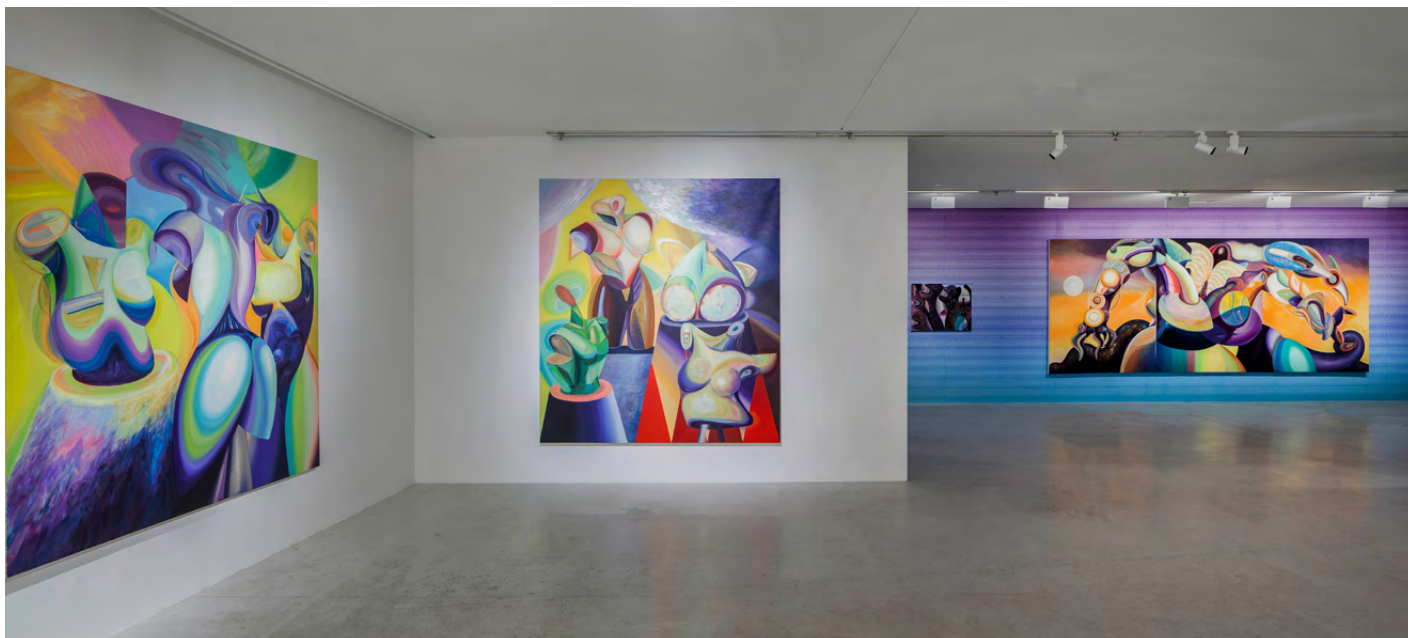
2023.3.11 – 2023.5.21

UCCA Edge, 上海静安区盈凯文创广场

本次群展汇集中国出生的八位艺术家，藉由其风格与技法各异的艺术实践，展现了艺术家在全球的不确定性与技术变革的语境下，对绘画所进行的突破性探索。尽管摄影扼杀绘画的论断早已作古，然而新技术的发展与社会的变革却再次质疑绘画作为媒介的身份，并对其相关性提出诘问。随着去全球化、保守主义的反扑、图像生成技术的突飞猛进与网络媒体碎片式传播引发语境的坍塌，绘画要如何应对？展览试图为观众呈现绘画在此不安定状态下对媒介边界的不断延展，以及通过不同方式做出此种努力的优秀画家们。这些艺术家或藉由对全球不同历史语境与传统工艺的自由“挪用”介入绘画创作；或通过具有现代性与当代生活的视觉语言与在地文化进行互动；或潜入人类的潜意识之中，为观众呈现一幕幕梦境与记忆、肉身与虚拟的交错。本次展览由 UCCA 策展人栾诗璇策划。

This group show featured eight Chinese-born artists, whose work draws upon mythology, vernacular culture, and psychological explorations to reinvigorate painting in the face of global uncertainty and technological change. While the notion that photography would lead to painting's obsolescence has long been disproven, new technologies and social changes are once again destabilizing painting's identity and questioning its relevance. In an age of parochial conservatism, incipient deglobalization, AI-generated art, and online echo bubbles, how does painting respond? "Painting Unsettled" presented viewers with an array of potential paths forward. Its artists staged interventions freely drawing upon different historical contexts and traditional techniques from around the world; engaging with local contexts through the visual languages of modernity and contemporary life; and diving into their subconscious minds to depict hazy, half-remembered scenes. The exhibition was curated by UCCA Curator Luan Shixuan.

参展艺术家：韩梦云、简策、李然、李泳翔、仇晓飞、王晓曲、王之博、谢南星。
Participating artists: Han Mengyun, Ce Jian, Li Ran, Yong Xiang Li, Qiu Xiaofei, Wang Xiaoqu, Wang Zhibo, and Xie Nanxing.



幻 / 灯: 中国当代艺术中的光影图像

Slide / Show: Light Images in Chinese Contemporary Art

2023.4.29 – 2023.8.13

UCCA 尤伦斯当代艺术中心 (中展厅、新展厅)
UCCA Beijing (Central Gallery & New Gallery)

以光影图像作品与档案文献并置展出的方式，对 20 世纪 80 年代以来幻灯片的交流与传播，及其在中国当代艺术发轫过程中所起到的重要作用进行梳理与回顾。展览围绕幻灯片作为媒介的关键形式特征，分为“传播”“反射”和“透明”三个主题章节，对幻灯片及投影如何成为中国当时不断扩大的国际艺术交流的主要媒介，1980 年代中期的艺术家们如何利用幻灯片放映和信息传播机制探索前卫艺术，以及如何以不同于以往的视角——从幻灯片及投影的影响回看中国此后的艺术实践展开探讨。本次展出的众多文献材料由评论家、策展人费大为与艺术家、教育家郑胜天慷慨提供。本次展览由 UCCA 尤伦斯当代艺术中心与法国里尔摄影学院联合呈现，UCCA 策展人容思玉策划。展览将于 2025 年在法国里尔呈现。

“Slide / Show: Light Images in Chinese Contemporary Art” brought together artworks and archival materials to propose a new genealogy of the slide and its legacy in the foundational years of Chinese contemporary art. The exhibition was organized thematically around concepts linked to key formal characteristics of the slide medium: “Transmission,” “Refraction,” and “Transparency.” These sections explored how slides and slideshows became central to an expanding landscape of international artistic exchange in China; how artists in the mid-1980s drew upon screenings and mechanisms of information transmission to create pioneering artworks; and how this artistic legacy of light images may provide an alternative perspective from which to approach later works more commonly viewed through other frameworks. Co-produced by UCCA Center for Contemporary Art and Institut pour la photographie des Hauts-de-France, Lille, “Slide / Show” was curated by UCCA Curator Holly Roussel. Following its presentation in Beijing, the exhibition will travel to Lille in 2025.

参展艺术家：耿建翌、李永斌、梁钊辉、林嘉华、林天苗、宋冬、王功新、王卫、王友身、张培力、朱加

Participating artists: Geng Jianyi, Li Yongbin, Liang Juhui, Lin Jiahua, Lin Tianmiao, Song Dong, Wang Gongxin, Wang Wei, Wang Youshen, Zhang Peili, and Zhu Jia.



玛丽亚·拉斯尼格：火星来客 Maria Lassnig: Happy Martian

2023.9.2 – 2024.1.7

UCCA 尤伦斯当代艺术中心（中展厅、新展厅）
UCCA Beijing (Central Gallery & New Gallery)

奥地利画家玛丽亚·拉斯尼格（1919-2014）中国首个重要个展。“玛丽亚·拉斯尼格：火星来客”汇集 36 幅涵盖艺术家各时期创作的油画，以及精心挑选的代表性素描，以主题而非时间顺序为线索，对艺术家 70 余载漫长创作生涯中构思的延续与联结进行了梳理。作为 20 世纪最杰出的艺术家之一，拉斯尼格以开创性的“身体意识”绘画为人熟知，着眼于身体带给自身的感受，而非形体外貌的描绘。本次展览由 UCCA 策展顾问彼得·逸利和维也纳阿尔贝蒂纳博物馆现当代艺术策展人安东尼雅·霍舍尔曼共同策划，阿尔贝蒂纳博物馆与玛丽亚·拉斯尼格基金会联合呈现。

“Maria Lassnig: Happy Martian” marked the first significant presentation of the work of Austrian painter Maria Lassnig (1919-2014) in China, featuring 36 paintings drawn from all periods of Lassnig’s practice along with a selection of important drawings, ranging from her early involvement with graphic abstraction to her “realist” paintings of the 1970s and her innovative late self-portraits. Organized thematically rather than chronologically, the exhibition showcased combinations of work across different decades to draw out connections in the artist’s thinking over her long career, which spanned more than seventy years. Internationally regarded as one of the leading artists of the twentieth and twenty-first centuries, Lassnig regularly tried to paint the way her body felt, rather than how it looked. “Happy Martian” was curated by Peter Eleey, UCCA Curator-at-Large, and Antonia Hoerschelmann, Curator of Modern and Contemporary Art, the ALBERTINA Museum. It was organized in collaboration with the ALBERTINA Museum, Vienna, and the Maria Lassnig Foundation.



如镜之书: 15 位艺术家与孩子的对话

Stories as Mirrors: 15 Artists and Their Children

2023.9.16 – 2023.9.15

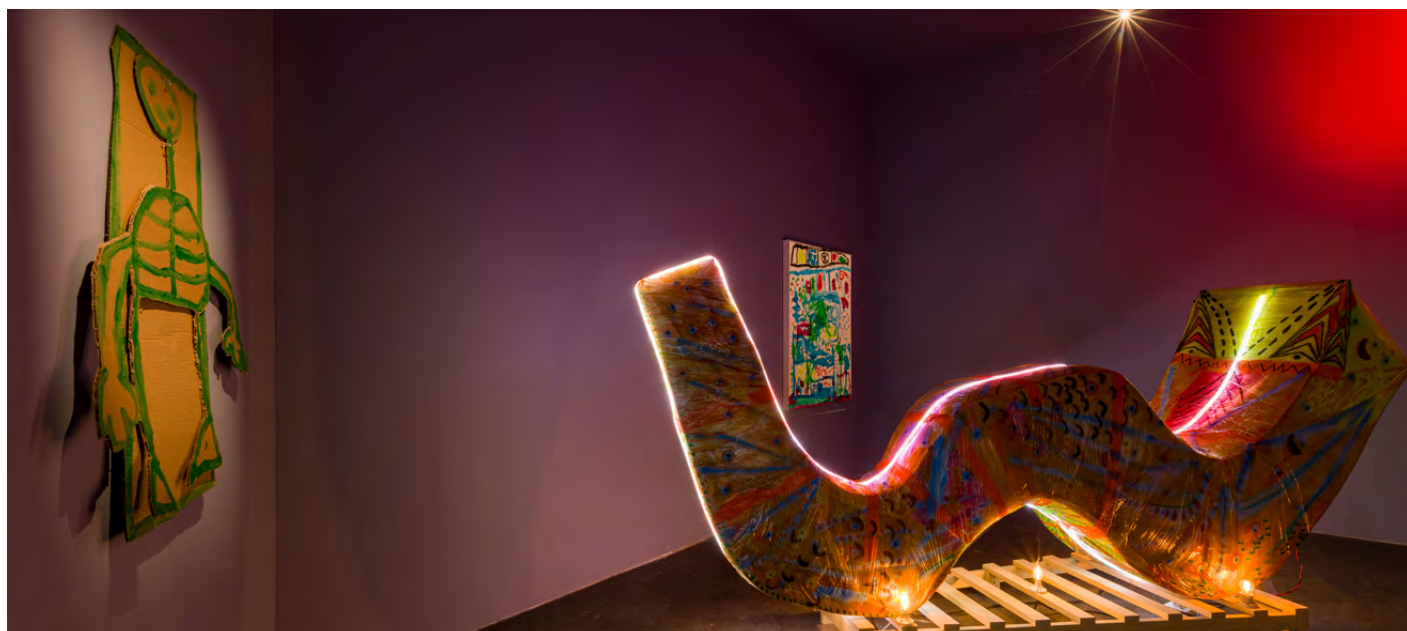
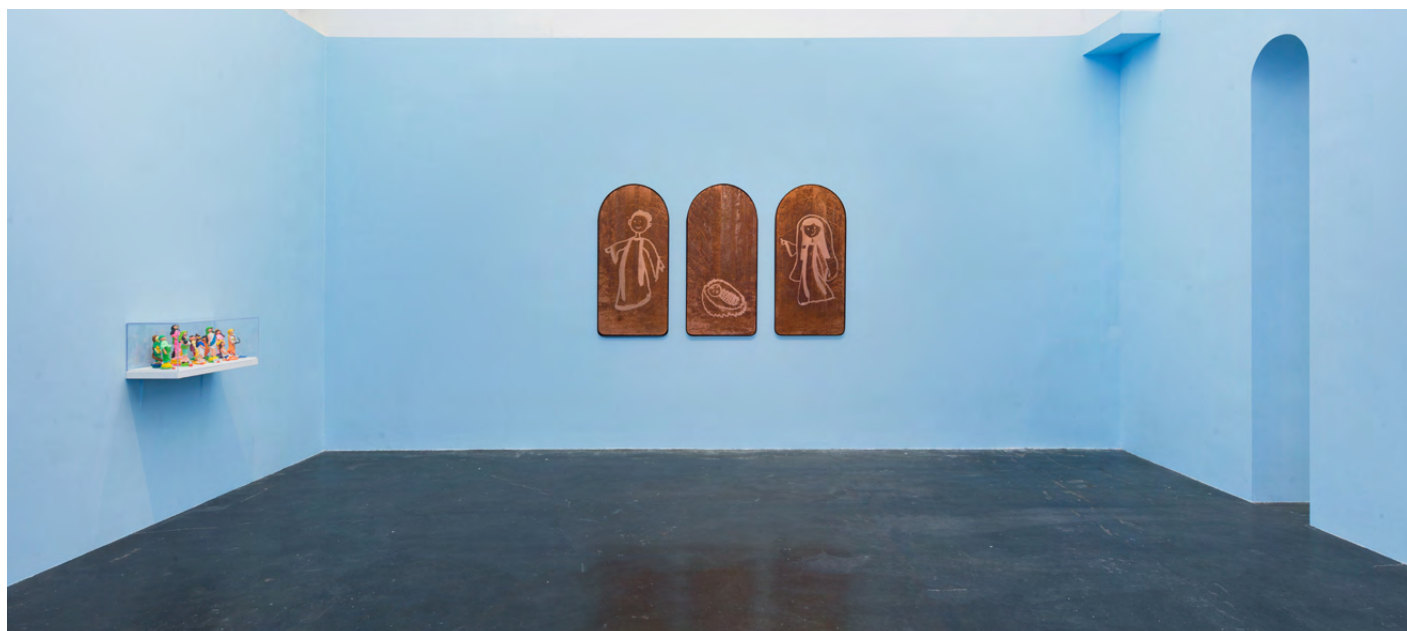
UCCA Lab 北京艺术空间
UCCA Lab Beijing

展览邀请 15 位艺术家与其子女合作，用作品呈现亲子关系的多样面貌和在平日里容易被忽视的个体感受。展览在触探人类情感本能的同时，也揭开了艺术家家庭生活的帷幔：细碎的日常、嬉戏与游玩、孩子呢喃细语、即兴涂鸦……这些看似平凡的小时刻，促使大家回忆许多像这样的生活片段，在此情境中思考亲子关系的纵横维度。“如镜之书：15 位艺术家与孩子的对话”由 UCCA Kids 总监黄文璇策划。

参展艺术家及子女：柴觅、雷磊与女儿想想，陈文波与儿子陈俊博，陈彧君与儿子陈铠町，蒋志与女儿蒋芸柯、儿子蒋传铭，鞠婷与女儿秦澈、秦澄，李带菓、李姝睿与儿子陈我我，麻剑锋与儿子王亮凯，马秋莎与女儿苏小鲜，谭卓与儿子阳明，唐永祥与女儿唐郢泽，徐渠与女儿徐拾，杨光南与女儿杨闲闲，朱砂与女儿朱看看。

“Stories as Mirrors” invited 15 artists to collaborate with their children on works that revealed the many different facets of the parent-child relationship and the often-ignored individual experiences within. While exploring human emotional instincts more broadly, the exhibition also lifted the veil on the artists’ family lives: everyday minutiae, entertainment, whispers, and impromptu scribbles. These seemingly mundane moments prompted us to recall similar memories and reflect on the dimensions of the parent-child relationship. “Stories as Mirrors: 15 Artists and Their Children” was curated by Director of UCCA Kids, Huang Wenxuan.

The 15 participating artists and their children included: Chai Mi, Lei Lei, and their daughter Xiang Xiang; Chen Wenbo and his son Chen Junbo; Chen Yujun and his son Chen Kaiping; Jiang Zhi and his daughter Jiang Yunke and son Jiang Chuanming; Ju Ting and her daughters Qin Che and Qin Cheng; Li Daiguo, Li Shurui, and their son Chen Wowo; Ma Jian Feng and his son Wang Liangkai; Ma Qiusha and her daughter Su Xiaoxian; Tan Zhuo and her son Yang Ming; Tang Yongxiang and his daughter Tang Yingze; Xu Qu and his daughter Xu Shi; Yang Guangnan and her daughter Yang Xianxian; and Zhu Sha and his daughter Zhu Kankan.



心灵优化： 大卫·杜阿尔、刘诗园双个展 Optimized Heart: David Douard/Liu Shiyuan

2023.3.26 – 2023.6.25

UCCA 沙丘美术馆
UCCA Dune

大卫·杜阿尔（1983 年生于法国佩皮尼昂）与刘诗园（1985 年生于中国北京）双个展“心灵优化”首次展出两位艺术家的近期作品，其中包括部分由 UCCA 委任的全新创作，并精选其过往的代表性作品，通过涵盖素描、摄影、录像、雕塑、装置等多元媒介的 30 余件作品，邀请其从各自的实践脉络出发，建立从未被探索过的联系和启发。大卫·杜阿尔与刘诗园虽来自不同的背景和创作领域，却均通过多媒介的创作展现了对当代世界的洞察与感知，唤起个体对于如何让心灵摆脱“自我优化”和“精神政治”束缚的思考。本次展览由 UCCA 策展人方言策划。

“Optimized Heart” was a dual solo exhibition by David Douard (b. 1983, Perpignan, France) and Liu Shiyuan (b. 1985, Beijing), featuring recent pieces by both artists, including some newly commissioned by UCCA, as well as earlier representative works. Through more than 30 multimedia works that span drawing, photography, video, sculpture, and installation, this exhibition invited the artists to discover the heretofore unexplored connections and shared inspirations that link their respective creative frameworks. Although Douard and Liu come from different backgrounds and operate in different creative territories, both use multimedia artworks as a means to express their personal perceptions of and insights into the state of the contemporary world, fostering reflection on how individuals may free their minds from the constraints of “self-optimization” and “psychopolitics.” “Optimized Heart: David Douard / Liu Shiyuan” was curated by UCCA Curator Yan Fang.

参展艺术家：大卫·杜阿尔、刘诗园

Participating artists: David Douard, Liu Shiyuan



莫妮拉·阿尔卡迪里：幻影水域

Monira Al Qadiri: Haunted Water

2023.7.9 – 2023.10.8

UCCA 沙丘美术馆
UCCA Dune

作为艺术家于中国的首次机构性个展，“莫妮拉·阿尔卡迪里：幻影水域”全面呈现了艺术家近年涵盖视频、雕塑、装置多元媒介的代表作品，其中4件为UCCA委任全新创作。莫妮拉·阿尔卡迪里（1983年出生于达喀尔）的艺术实践聚焦于中东地区石油文化及其未来发展的可能性、性别议题和悲怆美学，在此次展览中艺术家深入探讨了石油开采业为家乡科威特及整个海湾地区带来的经济形式转型与社会结构的转变，以及此种改变对社会关系与人们生活产生的影响。本次展览的关注点不但与UCCA沙丘美术馆所在地、正值经济转型的北戴河海滨的当地语境形成了巧妙重叠，而且展览还从人类和非人类主体的视角出发，探索了我们如何通过艺术这一媒介与个体命运或群体历史产生联结。本次展览由UCCA策展人栾诗璇策划。

As the artist's first institutional solo exhibition in China, "Monira Al Qadiri: Haunted Water" offered a comprehensive overview of the artist's work in recent years spanning video, sculpture, and installation, along with four new pieces commissioned by UCCA. Monira Al Qadiri's (b. 1983, Dakar) practice is a deep dive into petro-cultures and their possible futures, gender performance, and the aesthetics of sadness in the Middle East. In this exhibition, Al Qadiri investigated how the oil industry has transformed her home country of Kuwait and the broader Gulf Region, as well as the impact these large-scale environmental and economic changes have had on social relations and local lives. At UCCA Dune, this thematic focus subtly resonates with the seaside setting of Beidaihe, itself undergoing economic transformation. Approaching human and non-human subjects alike, "Haunted Water" explored how we interact with history, personal or otherwise, through the vehicle of art. "Monira Al Qadiri: Haunted Water" was curated by UCCA Curator Luan Shixuan.



王凝慧：触之可见

Alice Wang: The Touching Touched

2023.10.29 – 2024.2.18

UCCA 沙丘美术馆
UCCA Dune

作为艺术家迄今为止最全面的机构个展，展览系统性地展出了艺术家于2013-2023年间创作的雕塑、影像与摄影作品，以及由UCCA委任创作的全新雕塑系列作品。展览融合科学、技术和神话的视角，通过三维立体、动态影像和摄影等形式，于真实与想象的交汇处探究宇宙和亚原子维度下的自然。艺术家通过雕塑、影像与摄影等多元媒介，运用陨石、原子和亚原子元素、化石、含羞草、苔藓、热能、水蒸气、风和其他可变物质，重构我们对现实的理解。本次展览由UCCA策展人张南昭策划。

As the artist's most comprehensive institutional solo exhibition to date, "Alice Wang: The Touching Touched" surveyed Wang's sculptures, films, and photographs from 2013 to 2023, and included a series of new sculptures commissioned by UCCA. Through three-dimensional, moving image, and photographic forms, the exhibition combines scientific, technological, and mythical perspectives to explore nature in cosmic and subatomic scales at the intersection of the real and the imaginary. Through the mediums of sculpture, film, and photography, Wang reconfigures our understanding of reality using materials such as meteorites, atomic and subatomic elements, fossils, sensitive plants, moss, heat, water vapor, wind, and other metamorphic substances. The exhibition was curated by UCCA Curator Neil Zhang.



展览呈现 Exhibitions__

马蒂斯的马蒂斯

北京
荣誉呈现：蔚来
特约咖啡赞助：贝纳颂
特约赞助：土耳其航空公司
公益艺术教育项目赞助：特仑苏
独家环保墙面方案支持：多乐士
独家音响设备与技术支持：真力
照明支持：恒光显色

上海
联合赞助：蔚来
特约咖啡赞助：贝纳颂
特约赞助：凯芮、土耳其航空公司
展览支持：上海市对外文化交流协会
独家环保墙面方案支持：多乐士

现代主义漫步： 柏林国立博古睿美术馆馆藏

上海
特约赞助：德国汉莎航空公司
展览支持：上海市对外文化交流协会
独家环保墙面方案支持：多乐士

北京
特约赞助：德国汉莎航空公司、德国汉莎货运航空公司
独家环保墙面方案支持：多乐士

他是谁？——耿建翌作品回顾展

展览支持：德英基金会
独家环保墙面方案支持：多乐士
独家音响设备与技术支持：真力

不安的绘画

独家环保墙面方案支持：多乐士

幻 / 灯： 中国当代艺术中的光影图像

独家住宿支持：Stey
独家环保墙面方案：多乐士
独家音响设备与技术支持：真力

玛丽亚·拉斯尼格：火星来客

展览支持：奥地利驻华大使馆文化处
独家环保墙面方案支持：多乐士

如镜之书：15 位艺术家与孩子的对话

展览环保墙面方案支持：多乐士

心灵优化：大卫·杜阿尔、刘诗园双个展

特别支持：Kvadrat
展览支持：法国驻华使馆
独家环保墙面方案支持：多乐士
独家音响设备与技术支持：真力

莫妮拉·阿尔卡迪里：幻影水域

独家环保墙面方案支持：多乐士
独家音响设备与技术支持：真力

王凝慧：触之可觉

展览支持：加拿大艺术委员会
独家环保墙面方案支持：多乐士
独家音响设备与技术支持：真力

Matisse by Matisse

Beijing
Proudly Presented by: NIO
Supporting Coffee Sponsor: Bernachon
Supporting Sponsor: Turkish Airlines
Charity Education Sponsor: TELUNSU
Exclusive Wall Solutions Support: Dulux
Exclusive Audio Equipment and Technological Support: Genelec
Lighting support: Colors Illumini Techonology

Shanghai
Presenting Sponsor: NIO
Supporting Coffee Sponsor: Bernachon
Supporting Sponsors: Kiri, Turkish Airlines
Exhibition Support: Shanghai International Cultural Association
Exclusive Wall Solutions Support: Dulux

Modern Time: Masterpieces from the Collection of Museum Berggruen / Nationalgalerie Berlin

Shanghai
Supporting Sponsor: Lufthansa German Airlines
Exhibition Support: Shanghai International Cultural Association
Exclusive Wall Solutions Support: Dulux

Beijing
Supporting Sponsor: Lufthansa German Airlines, Lufthansa Cargo
Exclusive Wall Solutions support: Dulux

Who is He? A Geng Jianyi Retrospective

Exhibition Support: De Ying Foundation
Exclusive Wall Solutions support: Dulux
Exclusive Audio Equipment and Technical Support: Genelec

Painting Unsettled

Exclusive Wall Solutions Support: Dulux

Slide / Show: Light Images in Chinese Contemporary Art

Exclusive Accommodation Support: Stey
Exclusive Wall Solutions Support: Dulux
Exclusive Audio Equipment and Technical Support: Genelec

Maria Lassnig: Happy Martian

Exhibition Support: Austrian Cultural Forum
Exclusive Wall Solutions Support: Dulux

Stories as Mirrors: 15 Artists and Their Children

Exclusive Wall Solutions Support: Dulux

Optimized Heart: David Douard / Liu Shiyuan

Special Support: Kvadrat
Exhibition Support: French Embassy in China
Exclusive Wall Solutions Support: Dulux
Exclusive Audio Equipment and Technical Support: Genelec

Monira Al Qadiri: Haunted Water

Exclusive Wall Solutions Support: Dulux
Exclusive Audio Equipment and Technical Support: Genelec

Alice Wang: The Touching Touched

Exhibition Support: Canada Council for the Arts
Exclusive Wall Solutions Support: Dulux
Exclusive Audio Equipment and Technical Support: Genelec

研究出版
Research and
Publications



研究出版 Research and Publications

2023 年，UCCA 共制作出版了 3 本中英双语展览图录、1 本艺术类书籍和 1 本故事绘本：配合 UCCA 展览推出《现代主义漫步：柏林国立博古睿美术馆馆藏展》《马蒂斯的马蒂斯》与《玛丽亚·拉斯尼格：火星来客》，这 3 本图录呈现了所有展出作品的高清图片与专业、深入的评述文章；此外，艺术书籍《凯斯·哈林的 31 幅地铁绘画》为读者带来了凯斯·哈林最具代表性的地铁绘画作品；而展览衍生故事绘本《马蒂斯的旅行》则以轻松愉快的方式将亨利·马蒂斯和他的代表作介绍给孩子和家庭。

In 2023, UCCA produced and published three Chinese-English bilingual exhibition catalogues, one art book, and one illustrated storybook. The catalogues for "Modern Time: Masterpieces from the Collection of Museum Berggruen / Nationalgalerie Berlin," "Matisse by Matisse," and "Maria Lassnig: Happy Martian" presented high-resolution reprints of exhibited works, as well as professional, in-depth essays and criticism. In addition, the art book *Keith Haring: 31 Subway Drawings* brought to the readers a foundational body of work by Keith Haring. The illustrated storybook *Matisse's Journey*, as an extension to the exhibition "Matisse by Matisse," introduced Matisse and his iconic works to the children and their families in a light-hearted way.



《现代主义漫步：柏林国立博古睿美术馆馆藏展》 *Modern Time: Masterpieces from the Collection of Museum Berggruen / Nationalgalerie Berlin*

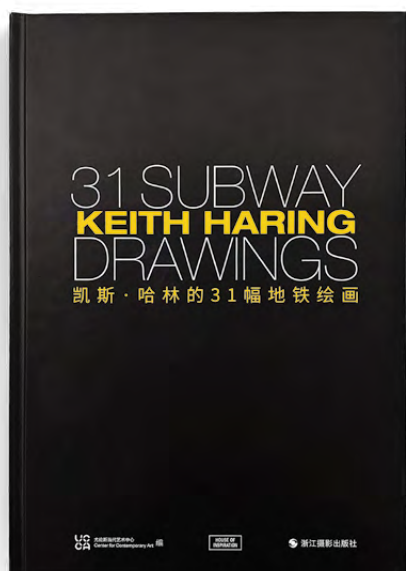
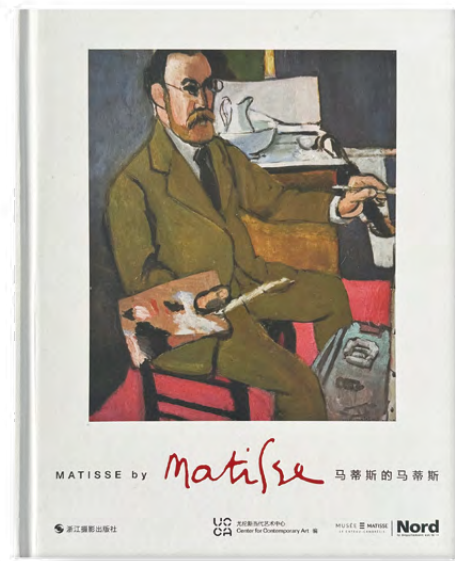
收录展览策展团队柏林新国家美术馆馆长克劳斯·比森巴赫、柏林国立博古睿美术馆馆长加布里埃尔·蒙图阿及该馆策展人薇罗妮卡·鲁多费尔撰写的文章，剖析了依编年法展开的展览主线，以及对展出的 92 件作品的中文介绍。著名艺术史学家、策展人奥利维尔·博古睿则在书中回顾了自己的父亲——海因兹·博古睿的艺术收藏之路。

Modern Time: Masterpieces from the Collection of Museum Berggruen / Nationalgalerie Berlin featured an essay jointly written by the curatorial team of Klaus Biesenbach (Director of Neue Nationalgalerie), Gabriel Montua (Head of Museum Berggruen), and Veronika Rudorfer (Curator at Museum Berggruen), explaining the structure and themes of the exhibition centered around chronology, as well as descriptions of each of the 92 works on view in Chinese only. An additional essay by art historian and curator Olivier Berggruen recalled his father Heinz Berggruen's legacy as an art collector.

《马蒂斯的马蒂斯》 *Matisse by Matisse*

收录法国北方省立马蒂斯博物馆（勒卡托 - 康布雷齐）馆长与首席策展人帕特里斯·德帕尔普的长篇文章，详细回顾了马蒂斯的创作生涯；另一篇文章由广州美术学院教授蔡涛撰写，介绍了马蒂斯和野兽派对中国 20 世纪 20 至 40 年代的现代绘画运动的影响。

Matisse by Matisse featured a major essay by Patrice Deparpe (Director and Chief Curator, Musée départemental Matisse, Le Cateau-Cambrésis) retracing the artist's remarkable life and career. Another text by Professor Cai Tao from Guangzhou Academy of Fine Arts explores Matisse and Fauvism's influence on the modern Chinese art movement from the 1920s to the 1940s.



《凯斯·哈林的 31 幅地铁绘画》 *Keith Haring: 31 Subway Drawings*

精心呈现凯斯·哈林在纽约地铁站中的涂鸦实录，并收录了洛杉矶当代艺术博物馆馆长杰弗里·戴奇、亨利·盖尔德扎勒与“下城往事”大展策展人卡洛·麦考密克的评论文章。

Keith Haring: 31 Subway Drawings presented a documentary of Keith Haring's doodling in the New York subway, and included essays from Jeffrey Deitch, Henry Geldzahler, and Carlo McCormick, Curator of the UCCA Exhibition "Somewhere Downtown: Art in 1980s New York."

《马蒂斯的旅行》 *Matisse's Journey*

儿童绘本《马蒂斯的旅行》描绘了亨利·马蒂斯作为旅行者的一面，小读者们将在书中跟随这位艺术家的足迹，在旅途中认识当地的气候与植物，结识新的朋友，了解不同的文化，看到世界之辽阔与丰盛，并探索艺术家持续创作背后的灵感与动力。

The children's book *Matisse's Journey* depicts Matisse as a traveler. Young readers can follow the artist's footsteps, learning about the climate and vegetation in the many places he visited, encountering new cultures, and meeting new friends on a literary journey that shows the vastness and richness of the world.



公众实践活动 Public Programs



“现代主义漫步”系列 | 视听互动体验工作坊, 2023年8月28日, 上海
Modern Time "Deaf-Hearing" Interactive Workshop, 2023.8.28, Shanghai

公众实践活动 Public Programs

今年以多达 252 场, 涵盖对话、工作坊、影像艺术交流和表演艺术交流等丰富多彩的公共活动, 为近 3500 万公众 (现场 19359 人, 线上 3382 万人次) 呈现全球文化动态。除与展览相关, 深入了解策展理念与展览语境的活动之外, 还有电影、建筑、设计、文学、现代舞和声音艺术等领域公共活动, 引领观众接触最新人文思潮, 对当代文化进行更广泛探讨。聚焦当代艺术, 亦努力拓宽艺术边界, UCCA 致力于为公众提供一个多元开放的文化交流平台。

UCCA organized some 252 public programs in 2023, in formats including conversations, workshops, cinema, and performing arts events, presenting groundbreaking cultural activity from around the world. Many programs connect to UCCA's exhibitions, opening up the museum's curatorial program to a wider audience through events that unpack and annotate the concepts and contexts behind these shows. Further programs offer a wider survey of the contemporary cultural moment, through activities related to cinema, architecture, design, literature, modern dance, music, sound, and other fields, sharing with audiences the latest developments in the arts and humanities. Through its public programs, UCCA aspires to a vision of a cultural center for a broad and open community, centered on contemporary art while also expanding past its boundaries.

对话 Conversations

总计场次
Total events
65

线下观众人次
Onsite participation
8,763

线上观众人次
Online participation
20,000,000+

北京 UCCA 场次
UCCA Beijing
50

UCCA 沙丘美术馆场次
UCCA Dune
2

上海 UCCA Edge 场次
UCCA Edge
13

2023 年，UCCA 策划并呈现了 33 场与展览相关的系列对话，邀请当代艺术、人文社科、城市建筑等领域的研究者、评论家、学者及从业者，为公众带来基于展览内容而延伸的思考与讨论。邀请到的重要讲者包括蔡涛、程小牧、顾文艳、顾铮、高雄杰、季剑青、约翰·克莱因 (John Klein)、侯瀚如、李双志、李浴洋、沈语冰、姚玳玫、杨肖、袁一丹、赵松、周诗岩、朱青生、诸葛沂等。

此外，在独立策划方面，UCCA 自主策划及协同高校、艺术机构、出版单位等策划呈现了 32 场展览主题之外的对话活动。邀请艺术理论及艺术史、哲学、文学等多种领域的研究者及从业者，为公众带来对学界、业界热门话题如图像学、档案热的见解与思考，并致力于激发公众对于城市空间、图像小说等议题的关注与讨论。受邀的重要讲者有包华石、范白丁、贾方舟、鲁明军、乔弘凯、唐宏峰、汤拥华、夏可君、朱青生等。

In 2023, UCCA planned and presented 33 Conversations related to its exhibitions, inviting researchers, critics, scholars and practitioners in contemporary art, social sciences, architecture and other fields, encouraging the public to think and discuss beyond the exhibitions on view. A number of key speakers joined, including Cai Tao, Cheng Xiaomu, Gu Wenyan, Gu Zheng, Gao Xiongjie, Ji Jianqing, John Klein, Hou Hanru, Li Shuangzhi, Li Yuyang, Shen Yubing, Yao Daimei, Yang Xiao, Yuan Yidan, Zhao Song, Zhou Shiyang, Zhu Qingsheng, and Zhuge Yi.

In addition to exhibition-related Conversations, UCCA has worked with universities, art institutions, and publishers to plan and present events focusing on other topics. These independent Conversations have invited researchers and practitioners in art theory, art history, philosophy, literature, and other fields to discuss latest trends in academia and industry, in fields such as iconology and archival science. Through these discussions, speakers share thoughts and insights, and inspire the audience to pay more attention to topics including urban spaces and illustrated novels. Keynote speakers invited include Bao Huashi, Fan Baiding, Jia Fangzhou, Lu Mingjun, Qiao Hongkai, Tang Hongfeng, Tang Yonghua, Xia Kejun, and Zhu Qingsheng.



“现代主义”系列 | 对话：二十世纪的城市尺度，2023 年 7 月 15 日，上海
Modern Time | Conversation: The Urban Scale of the 20th Century, July 15, 2023, Shanghai

工作坊 Workshops

总计场次 Total events	参与者 Onsite participation	北京 UCCA、UCCA 沙丘美术馆场次 UCCA Beijing & UCCA Dune	上海 UCCA Edge 场次 UCCA Edge
26	701	14	5

UCCA 分别在北京、上海和北戴河三座场馆共策划了 19 场与展览内容密切相关的工作坊，以及 7 场合作或独立策划的工作坊，邀请当代艺术家、设计师、音乐人、手工创作者等不同身份的群体作为导师或嘉宾，引导观众以切身体验的方式进入展览所塑造的语境。

UCCA has organized a total of 19 exhibition-related workshops and 7 themed workshops across UCCA Beijing, UCCA Edge, and UCCA Dune. The workshops invited contemporary artists, designers, musicians, craftsmen and people from other professions as instructors or guests to guide participants' understanding of the context of the exhibition through hands-on experience.



“马蒂斯的海豚”系列 | 马蒂斯立体书工作坊：让色彩“支棱”起来，2023 年 9 月 24 日，北京
“Matisse By Matisse” | Workshop: Making Colors “Pop”, September 24, 2023, Beijing

表演艺术交流 Performance Arts

总计场次
Total events
13

线下观众人次
Onsite participation
927

线上观众人次
Online participation
540,000+

北京 UCCA 场次
UCCA Beijing
11

上海 UCCA Edge 场次
UCCA Edge
2

策划与呈现 13 场表演艺术交流活动，邀请当代艺术和人文社科等领域的研究者、艺术家，为公众带来延伸于展览的体验。受邀参与活动的艺术家有赵川、于瀛、马秋莎、徐喆等；受邀学者包括傅正、陈恬、余永泽、杨天歌等。“青年史”、“前夜”和声音项目尤其引发关注。

UCCA planned and presented 13 Performance Arts events, inviting researchers and artists in contemporary art and social sciences to provide the audience an experience beyond the exhibition itself. Artists invited include Zhao Chuan, Yu Ying, Ma Qiussha, and Xu Zhe. Scholars and critics invited include Fu Zheng, Chen Tian, Yu Yongze, and Yang Tiange. “History of the Youth” and “On the Eve of Modernism” are two performances that were particularly popular.



“他是谁？”——耿建翌作品回顾展”系列 | 想象力学实验“课堂”特别项目：今天下午四节课，2023年6月11日，北京
“Who is He?” Workshop Four Classes in One afternoon, June 11, 2023, Beijing

公众实践活动 Public Programs

影像艺术交流 Cinema Arts

总计场次
Total events
151

线下观众人次
Onsite participation
6,253

线上观众人次
Online participation
2,700,000

2023年, UCCA 共举办 21 个系列影像活动, 151 场放映(其中包括 48 场“艺术无障碍影像”系列放映), 呈现了 353 部影像, 线下 6,253 人与线上 270 万人参与。共联动 21 个使馆、3 个文化中心、14 所高校, 并与中国民族博物馆、酒仙桥街道、三里屯街道、798 艺术节等携手共创, 充分发挥 UCCA 美术馆的公益性和学术性, 吸纳更多观众到文化艺术项目中来。

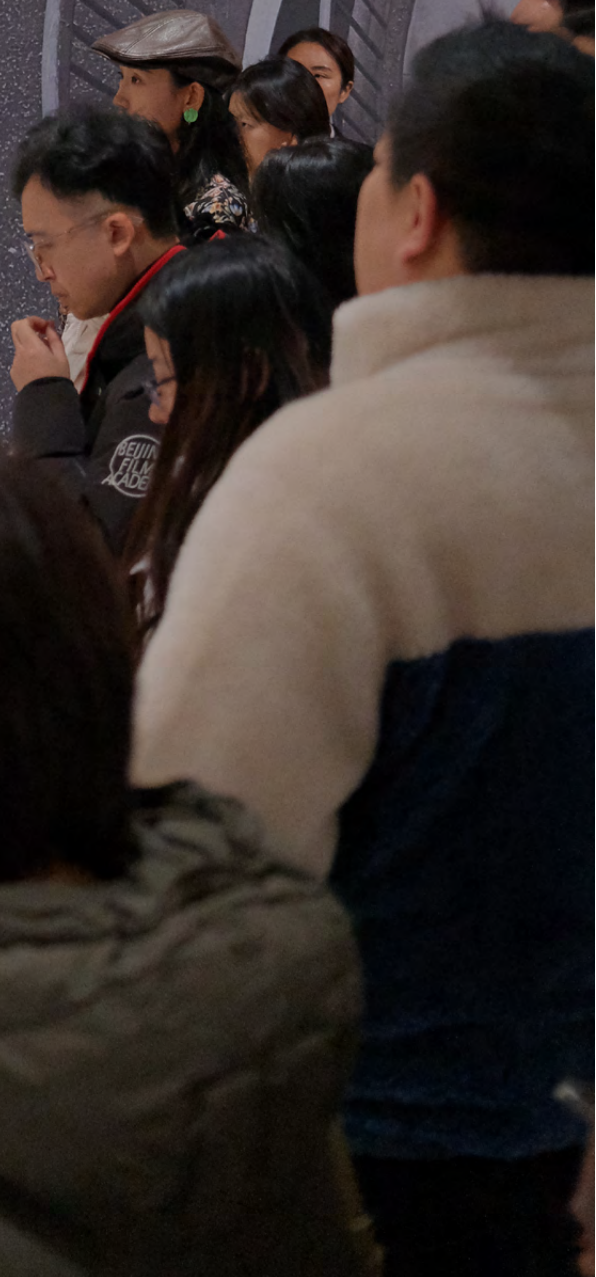
In 2023, UCCA hosted 21 Cinema Arts events and 151 screenings of 353 films. Of the screenings, 48 were part of the "accessible arts" series. A total of 6,253 participants joined onsite and over 2.7 million watched the via online livestream. The events include collaborations with 12 foreign embassies, 3 cultural centers, and 14 universities, as well as the Chinese National Museum of Ethnology, Jiuxianqiao Subdistrict Office, Sanlitun Subdistrict Office, and the 798 Art Festival. These collaborations leverage UCCA's public and academic nature to attract a broader audience to the cultural and artistic programs.



观众体验
Visitor Experience



Portrait of a person in a gold frame.



观众体验 Visitor Experience

志愿者人次
Volunteers

319

全年累计工时
Total volunteer service

3,952

单日最高访问人数
Peak one-day attendance

7,313

全年访客人数
Total visitors served

795,147

UCCA 热情欢迎每一位访客，并积极倾听他们的声音。2023 年，UCCA 通过持续全年的观众调查问卷收集现场观众数据样本，为更好了解美术馆的受众，进一步提升观众的综合体验提供数据支持；上线官方小程序客服功能，让触达与沟通变得更加简单方便；免费提供对公众开放的亲子导览，让家庭访客能够在美术馆共度兼具趣味性和教育性的欢乐时光；2023 年共计有 319 名志愿者参与展览服务，累计服务时长 3,952 小时，不断持续增长的导览员和公众服务志愿者团队体现了观众对于 UCCA 服务的认可。

UCCA warmly welcomes every visitor and actively listens to their voices. In 2023, UCCA collected on-site audience feedback through continuous year-round visitor surveys, providing data support to better understand its audience and further enhance the overall visitor experience. The official UCCA mini-program online customer service feature was launched, making it more straightforward and convenient to reach out and communicate with customers. Free family-friendly guided tours were provided to the public, allowing family visitors to enjoy both entertaining and educational moments at the art museum. In 2023, a total of 319 volunteers participated in exhibition services, accumulating a total service duration of 3,952 hours. The continuously growing team of docents and volunteers reflects the audience's appetite for the services they provide.

导览及志愿者服务 Guides and Volunteer Services

为了让观众有更好的观展体验，UCCA 提供展墙文字、导览手册、现场导览和线上语音导览等多种导览服务。

In order to provide visitors with a better experience, UCCA offers a variety of services including walltexts, exhibition leaflets, in-person guided tours, and online audio tours.

观展指导 Didactics

今年在 UCCA 北京、上海和北戴河 3 个场馆举办的 9 个展览中，共呈现逾 120 条展厅内文字介绍，对艺术家的创作实践、作品的创作背景、思路与技巧进行解读，为观众提供更为深入的观展体验。另外每场展览均制作有精美的免费展览手册，其中儿童导览手册使用儿童的语言，在介绍展览的章节分布及重点作品的同时，还设计了具有趣味性，便于操作的手工坊互动小环节，为观展的家庭及儿童，提供更为生动的观展方式。

In 2023, across the 9 exhibitions at UCCA Beijing, UCCA Edge, and UCCA Dune, over 120 exhibition texts were presented in the galleries. These texts provided interpretations of the artists' creative practices, the background of their works, and insights into their concepts and techniques, offering the audience a more in-depth viewing experience. Free leaflets were also produced for each exhibition, catering to both adult and youth audiences. While introducing select exhibition chapters and key works, the children's guides also featured interactive and engaging workshop activities, providing families with a livelier way to experience the exhibitions.



观众体验 Visitor Experience__

现场导览

Onsite Guided Tours

除展厅文字和手册外，我们还提供了 371 场针对公众免费的公众导览，以及特别为家庭观众设计的 50 场亲子导览活动，以互动、有趣的方式，让孩子和家长们可以一同探索和享受艺术的乐趣。同时，还提供可预约的付费导览，为团体观众提供更为个性化的导览服务。导览满意度达到 99% 的观众调查问卷反馈证明了观众对导览活动的高度认可，也反映了 UCCA 团队的专业素养和努力。

另外，现场导览还特别增加了“特邀导览”和“手语特邀导览”。特邀导览意在邀请泛文化领域的嘉宾为观众进行特别导览。他们的身份涵盖学者、媒体人、播客主理人、写作者，在不同领域积累了丰富的实践经验与思考。该系列自 2021 年在上海 UCCA Edge 开启，在 2023 年共邀请了 12 位嘉宾，有近 400 人现场参与，近 280 万人次在线上观看。手语特邀导览则是联合各大社会公益组织，为无障碍群体而特别策划的公共活动。

In addition to printed didactics, UCCA also offered 371 free guided tours. Of these, 50 were specifically designed for family audiences, providing an interactive and fun way for children and parents to explore and enjoy art together. Additionally, UCCA offered bookable, paid guided tours, offering a more personalized experience for group audiences. The 99% satisfaction rate for guided tours based on the audience surveys attests to the high recognition of the audience and reflects the professionalism and efforts of the UCCA docent team.

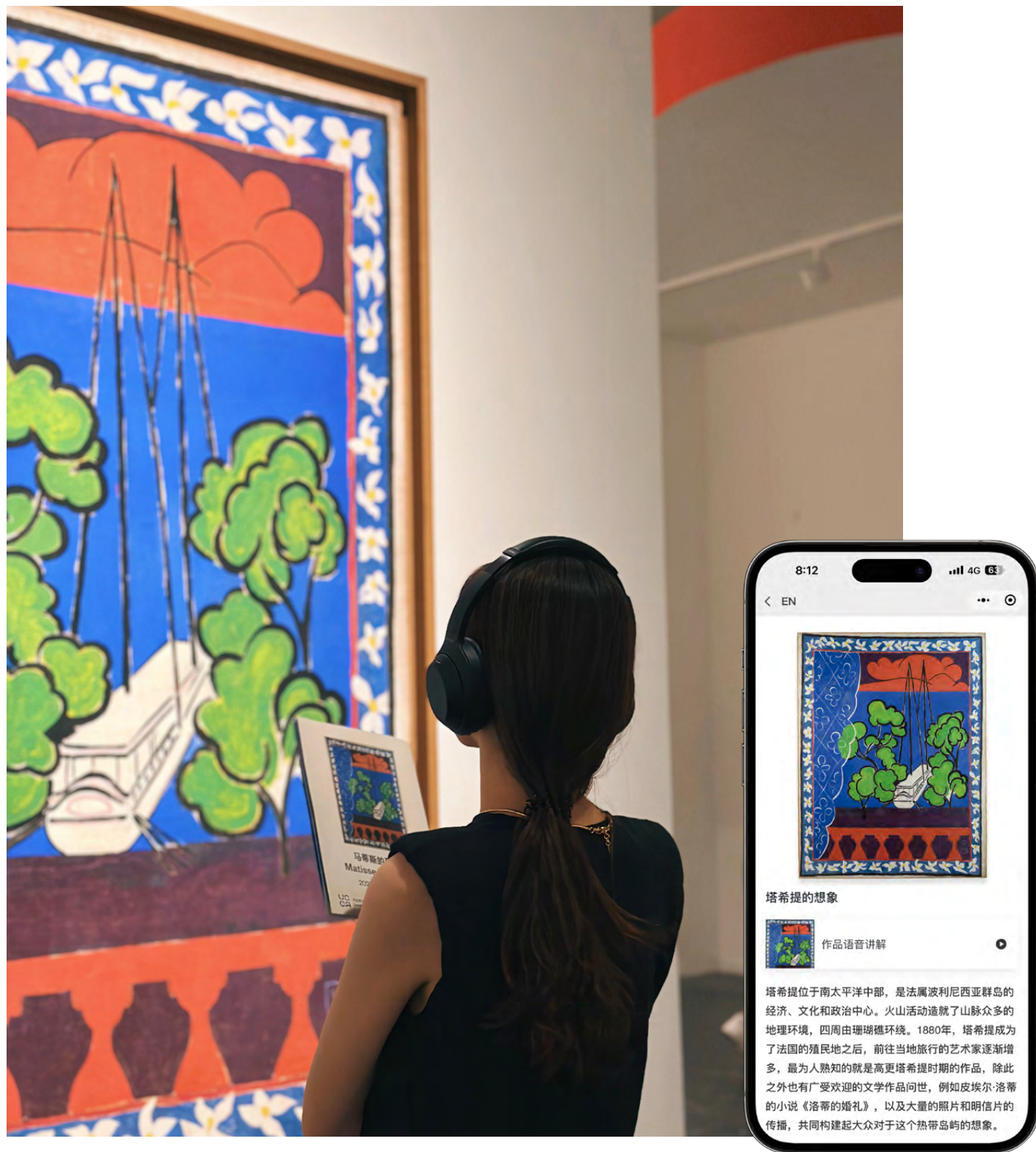
Furthermore, on-site guided tours have been enhanced with “Inspiring Guided Tours” and “Sign Language Guided Tours.” The “Inspiring Guided Tours” invite guests from the broader cultural field to conduct special tours for the audience. These guests include scholars, media professionals, podcast hosts, and authors who have accumulated rich practical experience and insights in different fields. This series was initiated at UCCA Edge in Shanghai in 2021. In 2023, 12 guests were invited, with nearly 400 people participating on-site and almost 2.8 million online. “Sign Language Guided Tours” are public events specially designed in collaboration with social welfare organizations for the accessibility community.



线上语音导览 Online Audio Guides

此外，还制作了 116 条中英双语线上语音导览，以深入浅出的语言补充展览以外的作品细节，帮助观众深入理解展览内容。从艺术家、策展人的叙述，到作品背后的构思与技法，通过丰富翔实的语音导览为艺术爱好者提供更为多元的视角。

A total of 116 Chinese-English bilingual online audio guide items were produced in 2023. These recordings, presented in a clear and concise language, complemented the exhibition didactics by providing additional details about the artworks, aiding the audience in gaining a deeper understanding of the work on display. From the narratives of artists and curators to the conceptualization and techniques behind the works, the rich and detailed audio guides offered art enthusiasts a more diverse perspective.



会员服务 Membership

自 2022 年 UCCA 会员项目整体升级之后，UCCA 通过会员调研问卷的形式积极收集来自会员的反馈和建议，并根据这些信息不断改进我们的服务。今年共举办了 34 场会员专属活动，为会员们提供深入了解艺术的机会与独特的观展体验。此外，还特别为亲子会员设置了家庭日，每月提供亲子导览、艺术工作坊等活动，通过亲子与艺术的互动培养孩子们对艺术的兴趣，为亲子会员创造难忘的共享时光。

Since the overall upgrade of the Membership Program in 2022, UCCA has actively collected feedback and suggestions from members through surveys, using this information to continually improve services. This year, a total of 34 exclusive member events were organized, providing members with opportunities for an in-depth understanding of art and unique exhibition experiences. Additionally, family days were specially designed for family members, offering monthly family-friendly activities such as guided tours and art workshops. Through interactive experiences between parents and children, UCCA aims to cultivate children's interest in art and create memorable shared moments for families.



尤伦斯艺术基金会
UCCA Foundation



尤伦斯艺术基金会 UCCA Foundation

为孩子开启艺术之门 Opening the Door to Art

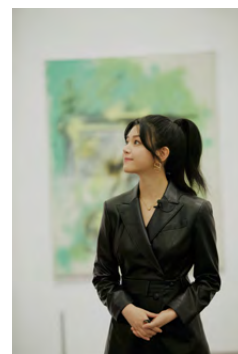
北京尤伦斯艺术基金会（以下称 UCCA 基金会）2023 年共开展 16 场“为孩子开启艺术之门”的标志性公益项目，惠及近 3,000 多名儿童。其中包括特别研发的“小小涂鸦艺术家”艺术手工材料包，已分别发放至北京市一零一中学、首都师范大学附属育新学校、朝阳区第二实验小学的 2,000 多名学生手中。邀请 200 余名项目受助儿童参观上海 UCCA Edge 展览“现代主义漫步：柏林国立博古睿美术馆馆藏展”。邀请 UCCA 基金会公益项目覆盖的 14 所乡村学校的美育教师代表和 500 名学生共同参观北京 UCCA 的展览“马蒂斯的马蒂斯”和艺术工作坊等。

UCCA Foundation for Art and Education's signature initiative "Opening the Door to Art" organized 16 charity programs in 2023, benefiting nearly 3,000 children. This includes specially developed "Little Graffiti Artists" art and craft material kits, which have been distributed to over 2,000 students at Beijing 101 Middle School, Yunxin School Attached to Capital Normal University, and Beijing No. 2 Experimental Primary School. Over 200 children supported by the programs were invited to visit the exhibition "Modern Time" at UCCA Edge in Shanghai. UCCA Foundation also invited art teacher representatives and 500 students from 14 rural schools covered by the foundation's charity programs to visit the "Matisse by Matisse" exhibition and participate in art workshops in Beijing.

与陈妍希送出新年第一张公益门票 New Year's Charity Exhibition Tickets with Michelle Chen

2月，值UCCA基金会公益项目“为孩子开启艺术之门”公益项目发起5周年之际，UCCA基金会特别邀请陈妍希为UCCA展览“下城往事：1980年代的纽约艺术现场”录制公益云导览课程。课程视频于元宵节正式上线UCCA社交媒体平台，并免费提供给UCCA基金会公益项目惠及的各地乡村学校，邀请受助儿童共同开启一场有趣的城市探索之旅，启发孩子们观察和认识自己身边的美好世界。

February 2023 marked the fifth anniversary of the launch of UCCA Foundation's "Opening the Door to Art" charity program. The foundation specially invited actress Michelle Chen to record a charitable online guided tour for the UCCA exhibition "Somewhere Downtown: Art in 1980s in New York." The course video was officially launched on Lantern Festival on UCCA's social media platforms, and was made available for free for rural schools benefiting from the UCCA Foundation's charity programs at different locations. Assisted children were invited to embark on an interesting urban exploration, and observe and understand the beauty of the world around.



联合中国红十字基金会， 呈现“5.8人道公益日公益活动周” “May 8th Humanitarian Public Welfare Day Charity Week” in Collaboration with the Chinese Red Cross Foundation

5月，UCCA基金会携手中国红十字基金会联合发起“5.8人道公益日公益活动周——爱的传递”公益项目。中国红十字基金会以弘扬人道、博爱、奉献的红十字精神，致力于改善人的生存与发展境况、保护人的生命与健康、促进世界和平与社会进步。UCCA基金会则专注艺术普及和推广、致力于推动中国公益美育教育事业的发展。此次“爱的传递”公益项目通过集中呈现60余件中国红十字基金会公益项目受助儿童创作的主题艺术作品，号召社会各界共同关注生命健康和人道公益精神。

In May 2023, UCCA Foundation, in collaboration with the Chinese Red Cross Foundation, jointly launched the "5.8 Humanitarian Public Welfare Day Charity Activity Week – Love Transmission" project. The Chinese Red Cross Foundation, devoted to upholding the humanitarian, altruistic, and dedicated spirit of the Red Cross, is committed to improving human survival and development, protecting life and health, and promoting world peace and social progress. UCCA Foundation focuses on art popularization and promotion, striving to advance the development of public art education in China. The "Love Transmission" project featured over 60 thematic artworks created by children benefiting from the Chinese Red Cross Foundation's charity projects. It aimed to rally support from various sectors of society, drawing attention to the values of life, health, and humanitarian spirit.



**携手联合国环境规划署，
举办“我的小小地球——儿童公益环保艺术展”
“My Little Earth – Children’s Public Welfare
Environmental Art Exhibition” in Collaboration with
the United Nations Environment Programme**

值此 2023 年“六一”国际儿童节期间，“我的小小地球”儿童公益环保艺术展通过集中呈现 80 余件青少年儿童创作的环保主题艺术作品，并向公众免费开放，旨在通过艺术唤起大家对环境问题的感知与思考，呼吁更多伙伴投入到环保行动中去。展览除了向公众免费开放，展期内 UCCA 基金会还陆续接待了多组不同公益项目的受助儿童。

Presented on the occasion of International Children’s Day on June 1, the exhibition featured over 80 environmentally themed artworks created by children and teenagers. Open to the public for free, it aimed to use art to raise awareness and provoke contemplation on environmental issues, encouraging more individuals to engage in environmental conservation efforts. In addition, UCCA Foundation also hosted various groups of children benefiting from different charitable projects during the exhibition period.





UCCA 基金会权星乡村爱心基金落地 2 所“公益美育中心”

UCCA Foundation's Quanxing Rural Charity Fund Established Two Charity Art Education Centers

7 月，UCCA 基金会权星乡村爱心基金项目落地云南省兰坪县 2 所中心小学。该项目旨在为学校师生提供支持，同时提供课程内容及相关培训教学等，希望提升师生美育鉴赏能力、观察能力、共情能力、艺术素养等，多维度提高学校素质教育水平，更好地激发学生的学习热情。暑假期间，UCCA 基金会特别邀请捐赠人前往项目地参与美育中心的墙绘等布置建设，并为该校师生开展了结合本地民族文化特色的美育课堂。

In July, a dedicated fund of UCCA Foundation established two art education centers attached to schools in Lanping County, Yunnan Province. The project aims to provide art supplies and training for teachers and students in these schools. It also offers curriculum content and support to enhance the aesthetic appreciation, observational skills, empathy, and artistic literacy of teachers and students. The goal is to improve the overall quality of education at the schools from various dimensions and better stimulate students' enthusiasm for learning. During the summer vacation, UCCA Foundation invited sponsors to participate in the construction and renovation of the centers, including mural painting. Special classes were organized for the local students, incorporating the cultural characteristics of the ethnic groups in the region.



携手央视呈现公益美育专题片

《看得见风景的列车》

“The Train with a View” Series in Collaboration with CCTV

8 月，UCCA 基金会携手中央广播电视总台农业农村频道（CCTV-17），共同呈现美育专题系列节目《看得见风景的列车》，带领公众一起聆听世界上唯一还在运行的窄轨蒸汽小火车的故事。UCCA 基金会远赴四川犍为县芭沟镇，与当地村民和乡村学校的儿童为小火车做了艺术化的改造，并为当地孩子捐赠画册和开展艺术手工坊课程。节目最后，UCCA 基金会和乡村儿童还在改造后的车厢内共同举办了一次特别的画展，用孩子们的画作讲述有关小火车与当地之间一个个温暖的故事。

In August, UCCA Foundation presented a special art education series “The Train with a View” in collaboration with CCTV Agricultural Channel (CCTV-17), telling the story of the world's only narrow-gauge steam railway still in operation. UCCA Foundation traveled to Bagou Town, Jianwei County, Sichuan Province, where instructors worked alongside villagers and schoolchildren to artistically transform the small train. The Foundation donated picture books to local children and conducted art and craft workshops. At the culmination of the program, UCCA Foundation hosted a special art exhibition inside the transformed train carriages, using the children's artworks to narrate heartwarming stories about the train and the local community.



接待 14 所“黄房子”乡村学校师生走进美术馆 Teachers and Students from 14 “Yellow House” Schools in Rural Areas Visited UCCA Beijing

8月21日，由 UCCA 基金会负责课程执行的中国红十字基金会玉米爱心基金“黄房子——美学启蒙公益项目”艺术夏令营在北京 UCCA 正式开营。“黄房子”项目发起人李宇春，艺术家刘小东、喻红，以及来自全国 14 所“黄房子”项目学校的 14 名美育教师和 28 名学生代表共同参加了开营仪式。开营仪式后，项目学校的师生们参观了北京 UCCA 正在进行的大型展览“马蒂斯的马蒂斯”。

On August 21, the “Yellow House – Aesthetic Enlightenment Charity Project,” an art summer camp executed by the UCCA Foundation on behalf of the China Red Cross Foundation's Corn Love Fund, officially commenced at UCCA in Beijing. Founder of the “Yellow House” project Li Yuchun, artists Liu Xiaodong and Yu Hong, and 14 art teachers and 28 student representatives from the 14 schools supported by the “Yellow House” project attended the opening ceremony. Afterwards, the teachers and students visited “Matisse by Matisse.”



携手特仑苏爱心共创支持公益艺术教育 Educational Programs with TELUNSU

9月，特仑苏作为 UCCA 年度大展“马蒂斯的马蒂斯”北京站公益艺术教育赞助商，携手 UCCA 基金会举办公益共创活动，在向马蒂斯艺术风格致敬的同时，号召各界共同支持公益艺术教育。UCCA 基金会邀请高校艺术类专业学生，为其提供免费观展的机会和共同学习创作的工作坊，在 UCCA 艺术老师的带领下，创作 3 款致敬马蒂斯艺术风格主题的包装，藉由醒目的色彩和轻盈的笔触昭示属于当代年轻人的活力与创新精神。

In September, as the official Charity Education Sponsor of the UCCA exhibition "Matisse by Matisse" in Beijing, TELUNSU partnered with UCCA Foundation to create special packaging that paid homage to the artistic style of Matisse, while rallying support for public art education in China. UCCA Foundation invited art students from universities, offering them free exhibition visits and participation in collaborative workshops. Under the guidance of UCCA teachers, the students created their own works inspired by the artistic style of Matisse. These designs, characterized by vibrant colors and graceful strokes, symbolized the vitality and innovative spirit of the contemporary youth.



参加第十届中国公益慈善项目交流展示会 Attending "The 10th China Charity Fair"

9月，第十届中国公益慈善项目交流展示会于深圳会展中心举办，UCCA 基金会受邀参与展示开展公益美育项目的经验，并获评本届慈展会“最具创意参展机构”奖。UCCA 基金会藉由具有层次感的展示空间，分别介绍了 UCCA 与 UCCA 基金会，重点展现了公益项目“为孩子开启艺术之门”和 UCCA Gala 的诞生。本次 UCCA 基金会参与中国慈善展会为公益合作提供了交流和讨论的机会，尤其是在儿童艺术教育领域。

In September, the 10th China Charity Fair was held at the Shenzhen Convention and Exhibition Center. UCCA Foundation was invited to showcase its range of programs and initiatives, and was awarded "Most Creative Exhibitor." A special exhibition space introduced both UCCA and UCCA Foundation, highlighting the charity project "Opening the Door to Art" and the UCCA Gala. It provided an opportunity for exchanges and discussions on public welfare collaborations, especially in the realm of children's art education.

“马蒂斯的马蒂斯” 展览艺术工作坊 社区公益活动 “Matisse by Matisse” Community Workshops

11月，UCCA 基金会喜马拉雅爱心基金在重庆开展“马蒂斯的马蒂斯”展览艺术工作坊社区公益活动。UCCA 基金会特别邀请 UCCA YA 艺术公益大使熊乃瑾与中国红十字基金会共同参与活动，与观众探讨艺术对大众健康的启示与帮助这一议题。UCCA 基金会将以 UCCA 大型展览为主题的艺术体验带入社区，为新的受众提供对话与工作坊。以多元的视角深入了解艺术家创作生涯的同时，思考艺术与社区之间的联系。

In November, UCCA Foundation Himalaya Love Fund conducted a community charity event in Chongqing, an art workshop themed around the UCCA exhibition “Matisse by Matisse.” UCCA Foundation extended a special invitation to UCCA Young Associate Art Ambassador Xiong Naijin and the Chinese Red Cross Foundation to join the event and engage in discussions with the audience on the inspiration and assistance of art to public health. UCCA Foundation brought the experience of visiting large-scale exhibitions at UCCA into the community, offering dialogue and workshop sessions for new audiences. Guided by diverse perspectives, the public gained a deeper understanding of the Matisse’s creative journey while contemplating the connection between art and the community.



筹款与回馈
Fundraising and
Development

筹款与回馈

Fundraising and Development

UCCA Gala



UCCA 夏日慈善庆典 2023

UCCA Summer Gala 2023

“UCCA 夏日慈善庆典 2023”于2023年7月14日在北京举办。作为首次于夏季举办的UCCA Gala,此次庆典以观众期待已久的UCCA年度大展“马蒂斯的马蒂斯”为灵感,聚焦北京尤伦斯艺术基金会标志性的“为孩子开启艺术之门”公益项目,汇集社会各界的慈善心声,为欠发达地区学校及学生带去优质艺术教育资源、为中国整体美育均衡发展倾注力量,为下一代打开艺术大门。

此次庆典的亮点慈善义拍环节共呈现12位杰出当代艺术家的作品,他们分别为:陈维、陈英杰、简策、刘韡、吕松、蒲英玮、陶辉、陶斯祺、王加加、张文钦、奶粉zhou和周轶伦。义拍共筹款2,477,000元,夏日慈善庆典共筹得近450万元。

庆典现场的公益项目也首次以认捐的形式展开,各界爱心人士踊跃加入,与UCCA携手在儿童公益艺术教育的道路上前行。除此之外,来宾还在现场通过认捐慈善限定款Hello Kitty玩偶的方式帮助更多艺术教育未触达地区的儿童第一次走进美术馆。

UCCA Summer Gala 2023 was held in Beijing on July 14, 2023. As the first-ever UCCA Gala taking place in the summer, the event drew inspiration from the long-awaited opening of the exhibition “Matisse by Matisse,” and focused on the signature charity initiative of UCCA Foundation, “Opening the Door to Art.” This project brings together charitable voices from various sectors of society, aiming to provide high-quality art education resources to schools and students in underdeveloped areas, contribute to the overall balanced development of art education in China, and open the doors of art for the next generation.

The highlight of the evening was a charity auction featuring works from 12 artists: Chen Wei, Chen Yingjie, Ce Jian, Liu Wei, Lv Song, Pu Yingwei, Tao Hui, Tao Siqi, Wang Jiajia, Zhang Wenqin, Nathan Zhou, and Zhou Yilun. A total of RMB 2,477,000 was raised from the charity auction, and nearly RMB 4.5 million from the whole event.

For the first time, UCCA Gala introduced a pledge donation system where guests could raise their paddles and donate directly to their preferred projects, making it possible for UCCA to continuously organize public programs for children's art education. Additionally, guests could pledge by adopting a limited-edition Hello Kitty doll, with the funds used to bring children in underserved areas to an art museum for the first time.

基金会尊享桌
Foundation Tables

WHITE CUBE

蜂巢当代艺术中心
HIVE CENTER FOR CONTEMPORARY ART

GAGOSIAN

Bloomberg

MEG

四季木兰集团
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当代庆典桌
Contemporary Tables

ALMINE RECH

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INSPIRATIONW.H.Y.
画廊JING DAILY 精奢
精英社群

PRADA

Sprüth Magers

星空间
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HIVE CENTER FOR CONTEMPORARY ARTCAPSULE
SHANGHAI

空白空间 WHITE SPACE

刘韡工作室

SPURS
GALLERY上海滩
SHANGHAI TANG
SINCE 1994

Ether Skipper

仝東堂
SANTO HALL

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ROSEWOOD
BEIJINGNUO
诺金
BEIJING 北京INTERCONTINENTAL
BEIJING SANLITUN
北京三里屯通盈中心洲际酒店THE PENINSULA
BEIJING
王府半岛酒店AC 成世汇
Achievers CircleDAVITTORIO
Shanghai

戴圣杰

de Gournay

福壽司

贺天琪

LI GALLERY

BERS

LING LONG
Re-Fine Diningbcc 联合丽格
MyYoung BeauCare ClinicNEWWAVE
DAVITTORIO BISTROT & CAFE

Sawrio

上海滩
SHANGHAI TANG
SINCE 1994

UCCA Kids

UCCA 商店
Store

Jiachengart



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优西
EXCELLENT GOODSZAMANI
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UCCA Gala 2023——回响 Echo UCCA Gala 2023—Echo

11月6日，“UCCA Gala 2023——回响 Echo”在上海举办。本次庆典以“回响 Echo”为题，回顾 UCCA 过去 16 年在推动中国文化艺术与公益事业发展中所取得的成就，以及坚持为多元艺术形式和作品提供发声平台、历经 16 载而形成的深远影响力。

在此次庆典上，首次成立由尤伦斯艺术基金会理事组成的 Gala 筹备委员会，本届筹委会由陈晓雨、吴萌、郑烜乐三位理事组成。

此次庆典的慈善义拍呈现 19 位杰出当代艺术家的作品，他们分别为：陈可、David Claerbout、傅强、韩梦云、梁浩、刘诗园、陆平原、Laurent Pernot、仇晓飞、石佳韵、王凝慧、王雪冰、王子平、吴俊勇、叶凌瀚、张季、赵刚、周蒙、朱丹。义拍共筹款 4,125,000 元，慈善庆典共筹得近 550 万元。

UCCA Gala 2023 于周一举办，正值充满活力的上海艺术周进行中，而西岸艺术与设计博览会、ART021 上海廿一当代艺术博览会，以及上海双年展也即将拉开帷幕。超过 400 位嘉宾出席，以及由中国和国际领先画廊提供的席位支持，这无疑标志着历经三年疫情后，中国再次回归国际艺术交流活动之中。

“UCCA Gala 2023 – Echo” took place in Shanghai on November 6, 2023. The theme of this Gala was “Echo,” looking back on UCCA’s work promoting the development of culture, art, and philanthropy in China over the 16 years since its founding. It also highlighted UCCA’s sustained commitment to providing a platform for diverse artistic forms and works.

This Gala was the first to be planned by a Gala Organizing Committee formed by members of the UCCA Foundation Council. The inaugural committee members were Vivian Chen Xiaoyu, Wu Meng, and Leo Zheng Xuanle.

The charity auction featured works from 19 artists: Chen Ke, David Claerbout, Owen Fu, Han Mengyun, Liang Hao, Liu Shiyuan, Lu Pingyuan, Laurent Pernot, Qiu Xiaofei, Shi Jiayun, Alice Wang, Kiki Xuebing Wang Ziping Wang, Wu Junyong, Ye Linghan, Zhang Ji, Zhao Gang, Meng Zhou, and Dan Zhu. A total of RMB 4,125,000 was raised from the charity auction, and nearly RMB 5.5 million from the whole event.

UCCA Gala 2023 took place on the Monday of a vibrant Shanghai Art Week which also saw the West Bund and Art021 fairs, as well as the opening of the Shanghai Biennale. With over 400 guests in attendance and tables hosted by leading Chinese and international galleries, it definitively marked the return of international art events in China after three years of isolation.

基金会尊享桌
Foundation Tables

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LISSON GALLERY

MART
ART
FOUNDATION

David Zwirner

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Contemporary Tables

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廖家杰医生 Dr George Lau

Sprüth Magers

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里森画廊
LISSON GALLERY

marguo

Nan Ke Gallery
南柯画廊

仇晓飞

Shier Schipper

ShanghART
香格纳画廊

SPURS
GALLERY

星空间
STAR GALLERY

TABULA
RASA
GALLERY

VACANCY

空白空间 WHITE SPACE

吴俊勇

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Blue Note
CHINA

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个人赞助 Individual Giving



尤伦斯艺术基金会理事会

尤伦斯艺术基金会理事会由 UCCA 最重要的赞助人组成，会员资格仅限内部邀请，在理事任职期间履行对基金会监督职责，并对机构发展提供宝贵支持与建议。身为社会各界的领导者，尤伦斯艺术基金会理事会成员每季度与 UCCA 管理层召开会议，为机构各方面运营与发展提供重要指导。

UCCA Foundation Council

The UCCA Foundation Council consists of UCCA's most important patrons. Membership is by invitation only. Members are responsible for supervising the Foundation and providing support and constructive suggestions for its development. As leaders from different fields, members of the UCCA Foundation Council take part in UCCA's quarterly management meeting, and offer essential input on all aspects of UCCA's operations and development.



UCCA 国际委员会

UCCA 国际委员会集结了一群活跃在全球范围并拥有国际视野远见的艺术爱好者与支持者。作为 UCCA 在世界艺术舞台上的全球大使，他们与 UCCA 一样相信艺术具有跨越国界和开拓全球新视野的特殊力量。作为对成员慷慨支持的回馈，UCCA 为每位成员提供高品质与全球艺术项目直面交流的平台、艺术礼遇及独家的定制艺术体验，包括但不限于全球艺术之旅，北京及其它地区的各类深度探访等。

UCCA International Circle

UCCA International Circle convenes a group of active and forward-looking art enthusiasts and supporters worldwide. As UCCA Ambassadors on the global art scene, they share UCCA's belief that art can transcend the boundaries between countries and has the special power to expand new global horizon. In return to their generous support, UCCA provides each member of the UCCA International Circle with a high-quality platform to directly exchange with global art projects, exclusive art gifts, and customized art experiences, including but not limited to global art tours and in-depth visits to art scenes in Beijing and beyond.



UCCA 青年赞助人

UCCA 青年赞助人汇聚了社会各界热爱艺术、深具社会责任感的青年领袖。作为一个充满活力的团体，UCCA 为每位成员开启为期一年的独特艺术体验：通过一系列独家活动和项目，令更多艺术爱好者结识志趣相投的同路人，真正走进当代艺术的大门，产生更多元的文化观点。由 UCCA 青年赞助人所发起并倾情赞助的“新生代艺术家支持计划”为 UCCA 关注新兴艺术群体、培养未来中流砥柱提供了更多可能。

UCCA Young Associates

UCCA Young Associates consists of young leaders from all sectors of society who have a strong passion for art and sense of responsibility. As a group full of energy, UCCA provides tailored art experiences for each Young Associate every year, bringing together more art lovers, guiding them through the door of contemporary art, and inspiring more diverse cultural viewpoints via a series of exclusive events and projects. The "UCCA Young Associates Young Artist Program" initiated and sponsored by the UCCA Young Associates focuses particularly on the emerging artists and provides more possibilities for developing future art masters.



赞助人项目与活动 Patrons' Programs

2023 年，UCCA 赞助人通过各类项目持续为 UCCA 机构的发展以及构建当代艺术生态提供支持。UCCA 在北京、上海、阿那亚及香港等地共为赞助人组织了 30 余场线下活动，作为赞助人对 UCCA 支持的回馈。

In 2023, UCCA patrons continued to support the development of UCCA and the construction of an ecosystem for contemporary art through various projects. In return for their support, UCCA has organized over 30 offline events in Beijing, Shanghai, Aranya, and Hong Kong.

基金会理事大会 UCCA Foundation Council Meeting

尤伦斯艺术基金会理事作为 UCCA 最重要的赞助层级，监督并且对 UCCA 机构发展提供宝贵建议及支持。2023 年按照季度召开了 4 次理事大会，分别在北京、上海举办，围绕未来展览及项目规划、机构财务状况、理事会内部机制、两次 Gala 的筹备等议题进行了讨论。通过这些讨论助力于保障 UCCA 的可持续发展。

Members of the UCCA Foundation Council are the highest-level patrons for UCCA, providing supervision for the organization, as well as suggestions and support for its development. In 2023, quarterly meetings were organized in Beijing and Shanghai, discussing topics around future exhibitions and project plans, financial situations for UCCA, internal mechanisms for the Foundation Council, preparation for the summer and winter galas, etc. These discussions ensured the sustainable development of UCCA.





艺术家工作室探访

Visits to artists' studios

今年 UCCA 带领赞助人探访了十余位艺术家的工作室，在探访中大家不仅可以身临其境感受艺术家的创作氛围，更可以和艺术家对于创作历程进行深度交流。在艺术家胡尹萍工作室中，青年赞助人更是有幸一览艺术家尚未公开的，以“月亮从内部升起……”为代表的大型系列装置。

This year, UCCA has led its patrons to visit the studios of over a dozen artists. Through these visits, the patrons could have an immersive experience of how art is created, and a deep exchange with the artist on that regard. When visiting the studio of artist Hu Yinping, UCCA Young Associates even had the opportunity to see unpublished installation series, with *The Moon Rises from the Inside ...* as a central piece.

赞助人沙龙及艺术工作坊

Patrons' art salons and workshops

UCCA 通过多样的艺术工作坊邀请赞助人亲身参与艺术创作，体验各种媒介与材料，对 UCCA 当前正在举办的展览有更为深入的理解。2023 年，我们策划了“幻 / 灯”展览的幻灯片走马灯，对艺术家和电影人的创作进行探讨。艺术沙龙以深度对谈与分享的方式，共同思考收藏、策展、观展，推动更为开放多元的艺术文化交流。今年，还以玛丽亚·拉斯尼格个展为契机，结合嘉宾职业发展与成长经验展开分享。

UCCA engages patrons in diverse art workshops, offering hands-on experiences with various mediums and materials, helping them gain a deeper understanding of the exhibition. In 2023, we curated a slideshow in tandem with “Silde / Show: Light Images in Chinese Contemporary Art,” delving into the creative processes of the artists and filmmakers. Our art salons foster in-depth discussions, prompting reflections on art practices from collecting, curating, to viewing artworks, propelling more inclusive and diverse art exchanges. This year, inspired by Maria Lassnig's solo exhibition, we also hosted discussions based on the professional and personal journeys of the patrons.



UCCA Young Associates 年度选择奖

UCCA Young Associates Choice Award

“UCCA Young Associates 年度选择奖”是由 UCCA 青年赞助人 2023 年发起的一个全新项目。该计划旨在整合中国新一代艺术机构赞助人的资源与优势，打破新生代艺术家与赞助人之间的壁垒，以最直接有效的方式支持艺术家的职业道路，为其提供更多优质的艺术资源和更广阔交流平台，并为他们的创作注入新的活力与更多可能性。2023 年度“UCCA Young Associates 年度选择奖”获奖艺术家为经傲。

“UCCA Young Associates Choice Award” is a brand-new project introduced by the UCCA Young Associates in 2023. The project aims to focus interest and integrate resources from China's new generation of institutional art patrons, take down barriers between young artists and art patrons, and support the artistic practices of young artists in the most direct way. The award aims to provide a platform with high-quality resources and exchanges that can inject new vitality and possibilities into the careers of the young artists. The winner of the “2023 UCCA Young Associates Choice Award” is Jing Ao.



艺术之旅 Art Trips

2023 年标志着 UCCA 赞助人艺术之旅的回归，包括两次国际和两次国内旅行。通过这些艺术之旅，加深了与最忠实支持者的联系，扩大了 UCCA 在中国和国外的影响力。

2023 marked the return of art trips for UCCA patrons, including two international and two domestic excursions. Through these trips, UCCA deepens connections with its most loyal supporters and expands the institution's reach in China and abroad.

广东艺术之旅 Early Spring in Guangdong 2023.2.24 - 2023.2.26

广州、顺德

在历时三天的广州艺术之旅中，UCCA 带领赞助人探访了一系列广东艺术地标，包括黄边站空间、和美术馆、镜花园等优秀的艺术机构，让大家深入了解并沉浸在当地丰富多彩的艺术业态之中。

Guangzhou and Shunde

During this three-day art trip, patrons visited Guangdong art landmarks including HB Station, He Art Museum, and Vitamin Creative Space's Mirrored Garden, introducing them to the creative and diverse local art scene.



大凉山公益之旅

Charity Trip to Daliangshan

2023.10.26 – 2023.10.27

西昌大凉山

UCCA 带领赞助人一道前往大凉山阿七乡螃蟹村小学，深入了解当地儿童的教育状况。同时还参观了由赞助人支持建设的 UCCA 公益美育中心，共同参与揭牌仪式，与青年艺术家王忠升老师以及受助的学生们一起完成了一场令人难忘的艺术工作坊。在到场赞助人和艺术家的指导和鼓励下，学生们尽情发挥想象力和创造力，享受艺术带来的成长和快乐。

Xichang, Sichuan Province

Visiting the Crab Village Elementary School in Aqi County, UCCA patrons gained a deeper understanding of the status quo for children's education in this remote region. The patrons also visited the UCCA Charity Art Education Center that they supported, joined the opening ceremony, and completed a memorable art workshop with the young artist Wang Zhongsheng and local students. With guidance and encouragement from the assembled patrons and artists, the students let free their imagination and creativity, enjoying the growth and happiness that art could bring.



理事日本之旅

Patrons Trip to Japan

2023.6.2 – 2023.6.7

东京、箱根、京都、金泽

在为期六天的东京、箱根、京都和金泽之旅中，UCCA 理事会成员拜访了日本的著名艺术家和机构。在东京参观美术馆后，在江之浦观测候所和的小田原艺术基金会度过了一个下午，此基金会是由将于 2024 年在 UCCA 展出的艺术家杉博司设计和指导。在京都的一天里，理事们拜访了两位在 UCCA 展出过作品的艺术家名和晃平和金石漱平。在金泽，理事一行人参观了 21 世纪当代艺术博物馆，对这家具有开创性的日本艺术机构有了更多了解。

Tokyo, Hakone, Kyoto, Kanazawa

During this six-day journey through Tokyo, Hakone, Kyoto, and Kanazawa, UCCA Foundation Council Members visited leading artists and institutions. After visiting galleries and museums in Tokyo, they then spent an afternoon at Enoura Observatory and Odawara Art Foundation, designed and led by artist Hiroshi Sugimoto, who will be exhibited in 2024 at UCCA. A day in Kyoto included visits to artists Kohei Nawa and Teppei Kaneuji, both of whom have shown at UCCA. In Kanazawa, the group visited the 21st Century Museum of Contemporary Art, learning about the work of a groundbreaking Japanese institution.

理事德奥之旅

Patrons Trip to Germany and Austria

2023.8.7 – 2023.8.13

慕尼黑、萨尔茨堡、维也纳

在此次夏季欧洲之旅，理事们到访了慕尼黑、萨尔茨堡和维也纳。在慕尼黑，参观了当代艺术机构和传统工匠工作室。在萨尔茨堡，一边欣赏古典音乐，一边欣赏艺术，在久负盛名的萨尔茨堡音乐节观看了两场演出。在维也纳，在 UCCA 展览开幕前参观了玛丽亚·拉斯尼格基金会，并了解了哈布斯堡王朝的艺术赞助。

Munich, Salzburg, Vienna

The Foundation Council summer trip included stops in Munich, Salzburg, and Vienna. In Munich, the group combined visits to contemporary art institutions and traditional artisan studios. In Salzburg, they enjoyed art alongside classical music, taking in two performances at the Salzburger Festspiele. In Vienna, they visited the Maria Lassnig Foundation on the eve of the opening of UCCA's exhibition in Beijing, and learned about artistic patronage under the Habsburgs.





企业合作 Corporate Sponsorship

2023 年，众多企业以资金或实物捐赠的方式为 UCCA 提供慷慨支持。UCCA 的年度战略合作伙伴与各个展览的赞助商携手 UCCA 将精彩的展览以及公共项目变成现实。通过量身定制回馈方案，UCCA 根据每家企业的不同特性，帮助企业树立良好的企业形象，提高企业及产品知名度，扩展与客户交流、联谊机会、以艺术助力市场推广。

In 2023, numerous companies generously supported UCCA through financial contributions or in-kind donations. UCCA's annual strategic partners, along with sponsors for various exhibitions, collaborated with UCCA to transform exciting exhibitions and public projects into reality. In crafting sponsorship collaborations, UCCA considers the unique characteristics of each company, tailoring benefits to help them establish a positive corporate image, enhance brand awareness, expand customer outreach and networking, and draw on art to support marketing efforts.

展览赞助及年度战略合作亮点项目

Highlights of Exhibition Support and Annual Support

蔚来 展览赞助

NIO Exhibition Support

在北京“马蒂斯的马蒂斯”展览期间，观众在观展后可以在 UCCA 北京商店特别设置的蔚来空间，近距离欣赏 EC7 艺术车。

Visitors to “Matisse by Matisse” at UCCA Beijing concluded their tour of the exhibition with a look at a special edition of the NIO EC7, on view in a dedicated NIO Space within the UCCA Store.



Dior 全年战略合作

Dior Annual Strategic Partner

作为 UCCA 的首席艺读伙伴，Dior 已经连续三年在 UCCA 商店设立艺读角，通过 Dior 精选和出版的艺术图书向 UCCA 观众展示品牌魅力。

As UCCA's Lead Art Book Partner, Dior has set up an art book reading corner at the UCCA Store for three consecutive years, communicating the charm of the brand to UCCA audiences through art books that they have selected and published.



美术馆之夜 Museum Night

在 UCCA 对公闭馆之际，各类品牌可以尽享完整的美术馆空间与专属导览服务，并个性化定制所需的活动搭建以及酒会类型，举办美术馆之夜，实现品牌形象的再一次飞跃。

在过去的一年里，许多企业和个人在 UCCA 成功举办了多场美术馆之夜活动。如蔚来汽车、汉莎航空、Kiri 奶酪等企业的 VIP 客户答谢会，以及 UCCA 理事们的个人答谢会等多个领域独具特色的活动。这一系列活动不仅提升了品牌形象，同时也为美术馆在赞助形式和商业模式方面的探索起到了积极的推动作用。

During UCCA's private closing hours, brands have the opportunity to fully immerse themselves in the gallery space, accompanied by exclusive guided tours, as well as personalized and customized event setups, including various types of receptions. This allows brands to achieve a renewed leap in their brand image through a unique and tailored experience at UCCA.

Over the past year, many companies and individuals have successfully organized several "Museum Night". For example, NIO, Lufthansa, Kiri and many other companies held VIP client appreciation events, members of the UCCA Foundation Council hosted several private events, and other clients from various industries organized other unique events. "Museum Night" not only enhanced the company brand image, but also played an active role in promoting the museum's exploration of sponsorship forms and business models.



宣传推广
Media and
Promotion

宣传推广 Media and Promotion

媒体报道 Media Coverage

媒体报道篇幅
Media reports

19,377

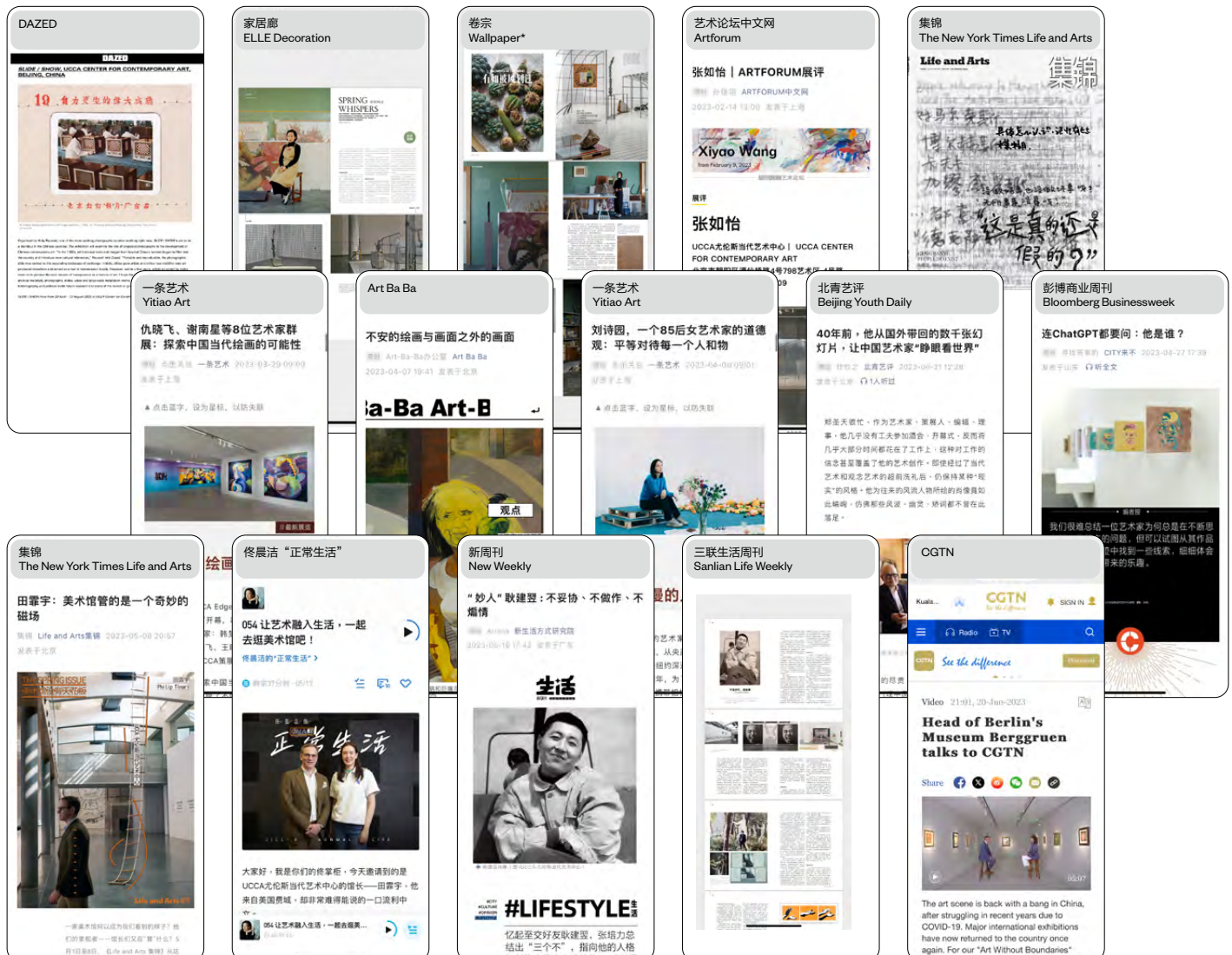
触达人次
Media reach

18,425,530,146

* 截止到 2023.11.30 As of November 30, 2023

2023 年, UCCA 受到近 1700 家拥有广泛社会影响力的国内外优质媒体平台的关注与认可。媒体报道共计 19,377 篇, 触达 18,425,530,146 人次。2023 年度北京 UCCA、上海 UCCA Edge、阿那亚 UCCA 沙丘美术馆共举办 13 场开幕活动, 北京 UCCA 及上海 UCCA Edge 发布会平均每场有 85 余位媒体朋友出席支持。

In 2023, UCCA was covered by almost 1,700 influential and top-tier domestic and international media outlets, and featured in a total of 19,377 news and media reports, reaching over 18.4 billion readers. UCCA Beijing, UCCA Edge in Shanghai, and UCCA Dune in Aranya held a total of 13 opening press conferences. An average of 85 members of the press attended each opening press conference at UCCA Beijing and UCCA Edge.





社交媒体矩阵
Social Media

官方社交媒体全平台粉丝
Total followers across all official social media platforms: over 2 million
200w+

UCCA 社交媒体矩阵的内容发布数量及粉丝量今年依然在持续增长。其中 UCCA 微博全年发布 600 余条，粉丝增长逾 10 万，粉丝总数超 50 万；UCCA 订阅号发布推文近 300 篇，比去年增加 35%；UCCA Edge 微信账号发布 200 余条，粉丝数超 5 万，再次实现翻倍增长；微信主账号 UCCA 尤伦斯当代艺术中心服务号全年粉丝增长量近 20 万，其中“马蒂斯的马蒂斯”8 篇头条推文阅读量超 20 万。小红书和短视频平台今年的粉丝增长均在万人以上，其中小红书互动超 500 条、曝光过万的笔记 15 余篇；短视频平台总观看量超 600 万，抖音单条内容最高播放量超 137 万，视频号单条最高播放量近 10 万。

UCCA's social media matrix saw a continuous growth in the number of posts and followers. The UCCA Weibo published over 600 posts throughout the year, gaining more than 100,000 followers and reaching a total of over 500,000; UCCA's WeChat subscription account posted nearly 300 articles, marking a 35% increase from 2022; UCCA Edge's WeChat account published over 200 posts, with followers exceeding 50,000, achieving another doubling of growth; and the main WeChat account for UCCA Center for Contemporary Art gained nearly 200,000 new followers throughout the year with the 8 headline posts for "Matisse by Matisse" generating over 200,000 views. The UCCA accounts on both RED and short video platforms experienced follower growth of over 10,000. Particularly, RED boasted over 500 interactions and exposure of over 10,000 for more than 15 notes. The short video platforms had a total view count exceeding 6 million, the highest single-play view count on Douyin reached over 1.37 million, and the highest single-play view count on the WeChat video account neared 100,000.

UCCA 尤伦斯当代艺术...

UCCA 尤伦斯当代艺术中心

北京 UCCA 新展“幻/灯”拉开帷幕！

UCCA 尤伦斯当代艺术中心于 2023 年 4 月 28 日下午举办了展览“幻/灯：中国当代艺术中的光影图像”开幕发布会暨媒体预览活动。

说点什么...

553

271

9

马蒂斯的_____

原创 UCCA UCCA尤伦斯当代艺术中心

2023-05-25 19:35 发表于北京 1人听过

伊莲·亚当，《马蒂斯在雷佳娜皇宫酒店，尼斯，1953》，1953，银地相纸上明胶银盐冲印，15.9 × 17.9 cm。法国北方省省立马蒂斯美术馆，勒卡特-康布雷，1986 年吉恩·皮埃尔·恩布登托克捐赠。图片由法国北方省省立马蒂斯美术馆提供。

这个夏天的 7 月 15 日，现代艺术大师亨利·马蒂斯（1869-1954）首次中国大型个展“马蒂斯的马蒂斯”就将率先登陆北京 UCCA 尤伦斯当代艺术中心。我们会在 50 天后一睹本次展览中近 300 件作品的真容，而在翘首期待的同时，也让我们从“马蒂斯的马蒂斯”展览名字的句式出

UCCA

00:01 00:55

合集：马蒂斯的马蒂斯 第5集

#马蒂斯的马蒂斯 大展启幕在即，揭秘布展花絮，邀你共同见证大师真迹开箱时刻。...

7月12日

8.5万

2922

2271

1945

45

结合 2023 年的两个大展，UCCA 在头部社交媒体平台展开一系列特效互动、创意投稿类的线上活动。其中小红书话题（# 这很马蒂斯）收获站内曝光超 5000 万，成为小红书艺术类目下年度现象级话题活动。UCCA × 抖音独家话题（# 马蒂斯的马蒂斯、# 到马蒂斯的画里去、# 我手机里的大师巨作）受到广泛关注，单个话题最高阅读量超过 3192 万次。这一年中，UCCA 还持续在视频号、微博、抖音、小红书等社交媒体平台进行展览发布会直播，单场直播的最高观看量超过 5 万，最高点赞量超过 11 万。

In conjunction with the two major exhibitions in 2023, UCCA launched a series of special interactive and creative submission-based online campaigns on the flagship social media platforms. The RED hashtag #ThisIsMatisse garnered an exposure of over 50 million within the platform, becoming a phenomenon in the art category for the year. UCCA's exclusive topics on Douyin, including #MatisseByMatisse, #IntoMatissePainting, and #MasterpiecesInMyPhone received widespread attention, with the highest read count for a single topic surpassing 31.92 million views. Throughout the year, UCCA continued to conduct live broadcasts of exhibition press conferences on WeChat, Weibo, Douyin, and RED, achieving a peak viewership of over 50,000 and a peak like count exceeding 110,000 in a single live session.



KOL 及艺人合作 Key Opinion Leader (KOL) and Celebrity Collaborations

KOL 及明星发布篇数
Posts by KOL and celebrities
6,275

* 截止到 2023.11.30 As of November 30, 2023

KOL 及明星社交媒体曝光量
Social media exposure via KOL and celebrities
5,045,542,488

今年全国 KOL 合作共 830 余位，以小红书、抖音、微博及大众点评为主要发声平台，重点拓展亲子、文化、绘画及生活方式类型博主。其中，邀请上海头部沪语博主 G 僧东作为 UCCA 艺术推荐官，为展览“马蒂斯的马蒂斯”录制了特别版沪语导览，为上海本地观众带来丰富的艺术体验。与自媒体 IP 形象“海豹”深度合作，共同打造温暖治愈的线下体验场景，“马蒂斯豹”也成为 UCCA 首位虚拟卡通形象的艺术推荐官。

In 2023, UCCA collaborated with over 830 KOLs nationwide, using platforms including RED, Douyin, Weibo, and Dianping, with a focus on expanding partnerships in the fields of parenting, culture, painting, and lifestyle. Notably, UCCA collaborated with top Shanghainese language blogger G Sengdong, who served as UCCA's Art Ambassador and recorded a special Shanghainese audio guide for the exhibition "Matisse by Matisse," enriching the art experience for local Shanghai audiences. UCCA also deepened its collaboration with the online cartoon character "Seal" to create a warm and welcoming offline experience. "Matisse Seal" became UCCA's first-ever virtual cartoon Art Ambassador.



累计接待 31 位艺人观展及展开公益合作，各领域的名人、明星亲身参与到艺术公益中，通过展览内容共创支持展览传播及公众艺术普及。邀请 00 后演艺新星王圣迪担任首位 UCCA 青少年艺术推广使者，并为展览录制儿童语音导览及 ID、探展 Vlog 等内容，为亲子客群带来积极正向的美育引导，收获众多家庭观众称赞好评！此外，还邀请伊能静作为 UCCA 艺术声音使者，为展览“现代主义漫步”录制了特别版语音导览。

全年合作 KOL 及明星为展览发布内容共计 6275 篇，社交媒体曝光量超 50.4 亿。

UCCA collaborated with a total of 31 actors, singers, celebrities, and other public figures in 2023, who actively participated in art-related events and public programs. Celebrities from various fields joined hands with UCCA to co-create content that helped to broaden the reach of major exhibitions. Wang Shengdi, a rising star born after 2000, served as the first UCCA Youth Art Ambassador. She recorded children's audio guides, IDs, Vlogs, and other content for the exhibition, providing positive art guidance for the family audience and receiving acclaim from many families. Additionally, UCCA invited Annie Yi as Art Ambassador, recording a special version of the audio guide for the exhibition "Modern Time."

In total, UCCA co-created 6,275 posts with KOLs and celebrities in 2023, achieving exposure over 5 billion on social media platforms.



市场推广
Marketing

本年度与小红书、抖音、大众点评、知乎四大头部社交媒体平台联动策划吸睛的线上活动，在展期内持续制造话题，并为 UGC 内容产出提供曝光支持。与小红书联手打造的现象级话题（# 这很马蒂斯）实现破圈讨论，整个暑假有超过 2000 位创作者参与，荣升小红书本年度艺术类话题 TOP1；作为大众点评笔记专区首个合作的美术馆品牌，开展首日合作话题（#UCCA 这个展览很哇塞）即登上开屏资源位；首次携手知乎亲子、知乎人文合作展览活动，藉由知乎答主 PGC 影响力的推动，拓展全新的展览客群。

在展览票务方面，通过与主流票务平台深度合作、策划系列专场活动、私域分销、票务广告投放、团体票服务升级等营销动作，助力提升票房。“马蒂斯的马斯蒂”早鸟票在京沪双城开票期间均反响火爆，首展 1 万张超级早鸟票 30 小时内售罄，提前点燃公众期待！由 UCCA 自主策划的系列夜间专场活动，针对不同人兴趣群打造专属体验的美术馆之夜，收获良好观众口碑的同时，引发可持续票房长尾。

UCCA collaborated with four major top-tier social media platforms—RED, Douyin, Dianping, and Zhihu—to plan and execute eye-catching online campaigns. These initiatives aimed at generating ongoing discussions during the exhibition period and providing exposure for user-generated content (UGC). The collaboration with RED created the hugely popular hashtag #ThisIsMatisse, attracting over 2000 creators during the summer break who posted content that fit their personal ideas and understanding of Matisse's aesthetic. This became the top art-related topic on RED for the year. As the first art museum brand to collaborate with Dianping's Note Section, UCCA launched the opening-day collaboration hashtag #UCCAThisExhibitionIsAmazing, which secured a prime spot on the app's opening screen. Additionally, UCCA collaborated with question-and-answer platform Zhihu on parent-child and humanities-related exhibition activities for the first time, leveraging the influence of Zhihus "answer creators" to expand the exhibition's audience to new demographics.

With specific regard to ticketing, UCCA leveraged deep collaborations with mainstream platforms, orchestrated a series of special events, implemented private domain distribution, conducted ticket advertising campaigns, and upgraded group ticketing services. Early bird tickets for "Matisse by Matisse" generated tremendous excitement in both Beijing and Shanghai. In Beijing, the first 10,000 super early bird tickets sold out within 30 hours, igniting public anticipation well in advance of the opening. UCCA's independently curated series of nighttime special events, designed to provide exclusive experiences for different interest groups after opening hours, garnered positive reviews from attendees and sparked sustained long-tail ticket sales.



UCCA 携手马蒂斯美术馆
精选近**300件**馆藏真迹作品和藏品
呈现马蒂斯中国大陆首次个展



马蒂斯的马蒂斯
Matisse by Matisse
2023.7.15 - 2023.10.15

UCCA 尤伦斯当代艺术中心
北京市朝阳区酒仙桥路4号798艺术区

北京站预售开启
超级早鸟票限量首发



艺术薯 关注



这很马蒂斯
06.26-07.26 June 26 - July 26

这很马蒂斯 | 热烈奔放的再创作
亨利·马蒂斯是法国著名画家、雕塑家和版画家，“野兽派”创始人和代表人物，也是20世纪最伟大的艺术家之一。

说点什么... 575 284 49

UCCA 艺术推广大使 欧阳娜娜



看UCCA马蒂斯大展
使用欧阳娜娜同款特效
抖音搜索 #到马蒂斯的画里去

点击前往第三方页面

UCCA 尤伦斯当代艺术中心
Center for Contemporary Art

马蒂斯的马蒂斯
Matisse by Matisse
2023.7.15 - 2023.10.15

艺术薯 关注



马蒂斯切片饼干
Shan's Cookies

豆包妈妈小娜

这很马蒂斯 | 在色彩中奔腾
简洁的线条和大胆的图形呈现形象，是作品力量与表现力的呈现。
自由和创新的精神，突破着常规的约束，也在开

说点什么... 198 42 31

×

激动！北京这个地标要热闹了！毕加索等近百件大师真迹全能看到！
北京本地宝 2023-11-23 12:05 发表于北京
47人听过



现代主义漫步
Modern Time
505
505
505

年底的北京已经寒意十足
是时候来到温暖的美术馆
用艺术拥抱这个冬天

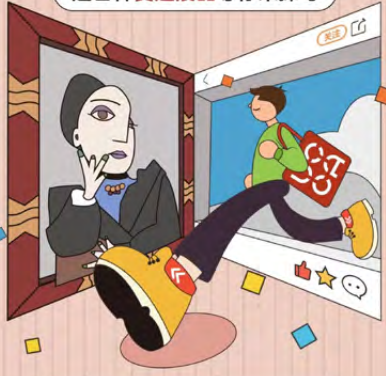
今年11月11日起
毕加索、保罗·克利、马蒂斯

3s 跳过

大众点评·笔记 | UCCA 尤伦斯当代艺术中心
Center for Contemporary Art

#UCCA这个展览很哇塞

近百件真迹展品等你来探寻



点击跳转详情页面 >

大众点评

品牌合作及广告 Collaborations and Advertising

在北京、上海两地展览期间，特别增设 8 场自主策划的主题专场活动，携手大麦、猫眼等头部票务平台，旨在提升展览传播热度的同时，愈加丰富观众的多样化观展体验，从而吸引大规模垂直兴趣人群前来美术馆。通过媒体、合作方和观众 UGC 的三重传播引发持续的票房长尾，获得包括观众和合作方在内的多方好评。其中亲子专场的表现最为亮眼，也引发其他机构对此模式的效仿。与此同时，更积极拓展与连结包括音乐演出、游戏、餐饮等不同领域，为优质艺术展览内容的传播寻求新突破。

During the exhibitions in Beijing and Shanghai, UCCA introduced 8 specially curated thematic events. Leveraging leading ticketing platforms such as Damai and Maoyan, these thematic events were to enhance the exhibitions' visibility and enrich the diverse experiences of the audience, attracting a large number of vertically interested individuals to the art museum. This threefold communication strategy involving media, partners, and user-generated content (UGC) triggered sustained long-tail ticket sales, and won acclaim from audiences and collaborators. Particularly notable were a series of family events, inspiring other art institutions to emulate this model. Meanwhile, there was a proactive expansion of connections with different fields, including music performances, gaming, dining, etc., seeking new breakthroughs for the dissemination of high-quality art exhibition content.



联合国际一流的爵士俱乐部品牌 Blue Note，以马蒂斯的爵士乐为灵感共同策划，横跨京沪双城，共举办包括精品大乐队演奏在内的五场系列演出。双方携手推出独家合作套票，每场演出上座率达 90% 以上，该系列演出因此也被众多艺术音乐爱好者称之为“梦幻联动”。携手创意设计品牌超级植物公司共同发起“种春天，不安的种子”活动，在“不安的绘画”展览期间，为观众带来充满生机的互动体验。与国内首家美术馆米其林餐厅 NEW WAVE by DA VITTORIO 合作，推出展览特调鸡尾酒与展览限定甜点，通过展览门票与下午茶及鸡尾酒的联票销售，共同宣发引流，丰富美术馆的观众体验。除此之外，UCCA 还与北京交通大学建筑与设计学院建立了为期 5 年的战略合作关系，成为《大学美育实践》课程指定合作机构之一。“马蒂斯的马蒂斯”展览期间，学校共计开放 600 个课程名额，获得学生们的热烈响应。

In collaboration with the leading international jazz club Blue Note, inspired by Matisse's book *Jazz*, UCCA jointly planned a series of five performances, including high-quality big band concerts, across Beijing and Shanghai. The two parties launched exclusive collaborative ticket packages, achieving a seat occupancy rate of over 90% for each performance. This series of performances was acclaimed by many art and music enthusiasts as a “fantasy collaboration.” In addition, UCCA partnered with the creative design brand SUPER PLANTS to initiate the “Planting Spring, Unsettled Seeds” campaign, providing audiences with a vibrant interactive experience alongside the exhibition “Painting Unsettled.” Collaborating with China's first Michelin-starred museum restaurant, NEW WAVE by DA VITTORIO, UCCA introduced exhibition-themed cocktails and limited-edition desserts. Through joint ticket sales for the exhibition, afternoon tea, and cocktails, it promoted and attracted visitors, enriching the museum experience. Additionally, UCCA established a five-year strategic cooperation with the School of Architecture and Design at Beijing Jiaotong University, becoming one of the designated collaborating institutions for the “University Art Education Practice” course. During the “Matisse by Matisse” exhibition, the school opened a total of 600 course slots, receiving enthusiastic responses from students.

拉丁之夜

AFRO-CUBAN NIGHT

马蒂斯的舞蹈

2023/8/18-19 FRI. SAT.

“马蒂斯的马蒂斯” SERIES 03

Blue Note
BLUE NOTE CHINA JAZZ ORCHESTRA

DOOR 18:30
SHOW 20:00

联票价格 ¥480

含一张「马蒂斯的马蒂斯」展览门票（1张）
一张展览周边礼包

BNCJO w/ Los Amigos

PRESENTED BY BLUE NOTE CHINA JAZZ ORCHESTRA

指挥 | 杨明

Saxophones 萨克斯声部	Trombones 长号声部	Trumpets 小号声部	Rhythm Section 节奏组
王家兴 杨海俊 刘陈光 石喻吉 杨圣达	杨明 皇甫少华 王超然 袁博群	毛泳博 刘轩越 高洪臣 何浩诚	钢琴 / Sejin Bae 贝斯 / 杨志 打击乐 / 高兴 鼓 / 宋亮

Blue Note CHINA

UCCA
尤伦斯当代艺术中心
Center for Contemporary Art

地址 | 北京市东城区前门东大街23号院内B1 订位 | 139-1090-2913
23 QIANMEN EAST STREET, DONGCHENG DISTRICT, BEIJING



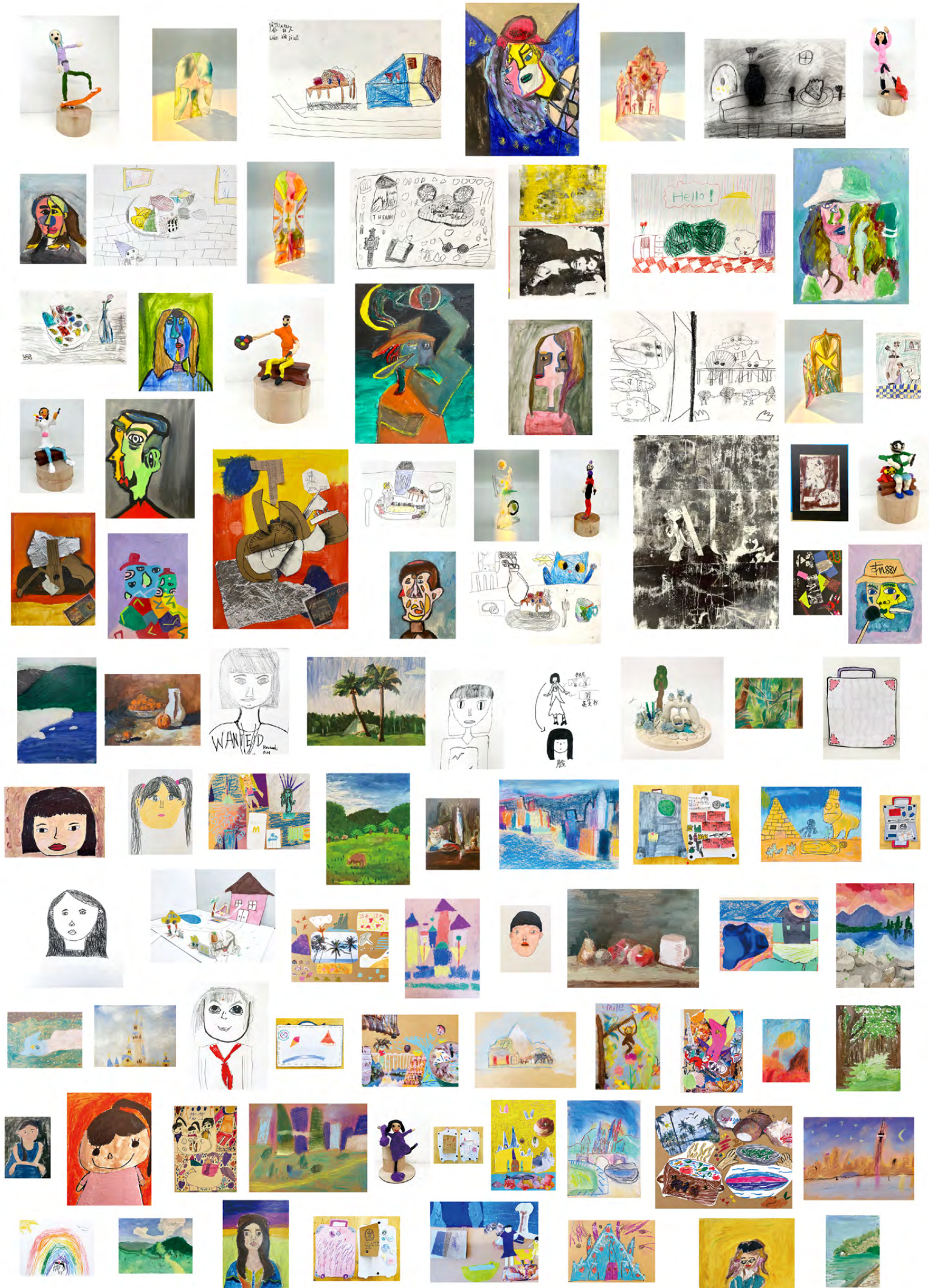
宣传推广 Media and Promotion__

在活跃于各大互联网头部平台的同时，UCCA的户外广告亦广泛覆盖北京、上海双城市区重点商圈商场、剧场、交通枢纽、书店、高端住宅及办公电梯屏等区域。其中以北京颐堤港商城的巨幅吊旗和上海地铁12号线曲阜路站“马蒂斯的马蒂斯”的主题设计最为让人印象深刻。未来，UCCA将与更多商业综合体开展深度合作，拓宽艺术生活的半径。

While actively engaging in various major online platforms, UCCA's outdoor advertising also extensively covered key business districts, shopping malls, theaters, transportation hubs, bookstores, high-end residences, and office elevator screens in the urban areas of Beijing and Shanghai. Notably, the large hanging flags at Beijing's Indigo Shopping Mall and the themed design at Shanghai Metro Line 12 Qufu Road Station for "Matisse by Matisse" have left a lasting impression. In the future, UCCA plans to deepen cooperation with more commercial complexes, expanding the radius of artistic life.



UCCA Kids



UCCA Kids

UCCA Kids 依托于 UCCA 前沿丰富的艺术内容，开展反映儿童兴趣和促进儿童发展的美术馆教育。2023 年，UCCA Kids 共开设 2,950 节常规课，举办了 180 场展览工作坊、55 场户外游学，每周开班数最高达 93 个，全年总参与人数 12,700 人。

Building on UCCA's rich array of cutting-edge artistic content, UCCA Kids offers art education that reflects children's interests and facilitates children's development. In 2023, UCCA Kids organized 2,950 class sessions, 180 exhibition workshops, and 55 field trips. During peak season, it offered as many as 93 classes per week, serving a total of 12,700 students.

艺术成长课 Art Classes

UCCA Kids 艺术成长课是针对 2-8 岁儿童的体系化主题艺术探索课程，围绕个人身心成长中的艺术、社会生活中的艺术、宇宙自然中的艺术，从人与世界的联结中去探索与发现自己是谁，从而在和谐的艺术之美中成就自我。

UCCA Kids Art Classes are tailored to lead children aged 2-8 in their exploration of art through a set of systematically organized curriculum. Courses revolve around personal and physical growth, as well as the role of art in social life and nature, guiding children to discover themselves and their connections with the wider world.



艺术工作坊 Art Workshops

艺术工作坊是当代新颖的艺术启发课程，与 UCCA 的各类展览和艺术主题结合，根据艺术家的创作特点，与艺术家联手，开展单个或系列主题工作坊或展览工作坊，让儿童可以发现和尝试使用更加丰富的艺术材料、艺术形式和艺术观念。艺术工作坊分为：系列主题工作坊、展览工作坊以及体验式的展览特别活动课。

Art Workshops build on exhibitions and themes explored at UCCA to create new educational experiences. Often involving direct participation from established artists, workshops lead students to discover new materials, forms, and concepts. Workshops include thematic series, exhibition-inspired sessions, and single-session special classes.



“他是谁？——耿建翌回顾展” 展览工作坊
“Who is He? A Geng Jianyi Retrospective” Exhibition Workshop



“如镜之书” 展览亲子工作坊
“Stories as Mirrors” Exhibition Family Workshop



“马蒂斯的马蒂斯” 展览工作坊
“Matisse by Matisse” Exhibition Workshop



“现代主义漫步：柏林国立博古睿美术馆馆藏展” 展览工作坊
“Modern Time: Masterpieces from the Collection of Museum Berggruen /
Nationalgalerie Berlin” Exhibition Workshop

艺术游学 Study Trips

为配合 UCCA 馆内艺术课程的延续性，增添课程适时性，特在国家法定节假日及寒暑假安排了主题课程与艺术游学。艺术游学课程以当代艺术为主体，结合世界各地的博物馆、历史建筑、人文社区、自然生态等特色，通过一系列相关课程，在更丰富的环境里探索艺术，理解艺术表现形式的多样性，感受艺术创作方式的丰富性。在举办了一系列国内游学后，UCCA Kids 将于 2024 年推出国际艺术游学，首先开启西班牙和日本之旅。

UCCA Kids has introduced Study Trips during national holidays and summer and winter vacations, in extension from the existing curriculum at UCCA and to make the courses more time-sensitive. The Study Trips are centered around contemporary art, threading museums around the world, historical buildings, communities, natural ecology and more into a series of relevant courses. Students are able to explore art in a richer environment, understand the variety of art expressions, and feel the diversity in artistic creations. After a series of domestic Study Trips, UCCA Kids will launch international trips in 2024, beginning with journeys to Spain and Japan.



阿那亚游学
Study Trip to Aranya



地坛公园游学
Study Trip to Ditan Park



“欧阳春：空谷幽兰”展览主题游学，艺术家欧阳春亲临现场
Study Trip to the “Ouyang Chun: Road to Heaven” Exhibition, with Artist Ouyang Chun in Company



“郭凤仪：宇宙经络”展览主题游学
Study Trip to the “Guo Fengyi: Cosmic Meridians” Exhibition



“伊夫·克莱因——超越时空”展览主题游学
Study Trip to the “Yves Klein: Painter of Space” Exhibition



2024 年西班牙游学
2024 Study Trip to Spain

合作拓展 New Collaborations

UCCA Kids 通过与企业合作面向更广泛的人群，通过儿童艺术教育的内容输出或与企业合作开发，让更多的亲子家庭可以体验到 UCCA 最具前沿创新性的美术馆教育。

UCCA Kids has expanded its outreach to a wider public by working with different brands. With content building and brand collaborations, we hope to make UCCA's innovative program accessible to more families.



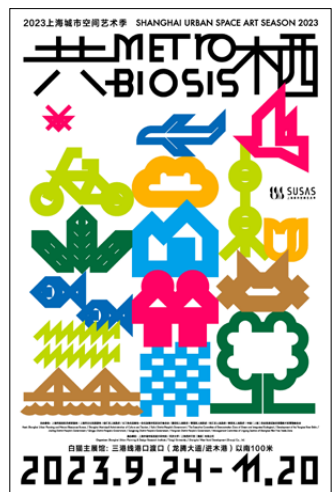
汇丰银行美术馆之夜中的儿童艺术工作坊
Children's Art Workshop at the HSBC Night at the Museum



UCCA Kids 与 Himi CC 联合开发《马蒂斯的旅行》绘本相关周边
Merchandises for *Matisse's Journey*, jointly developed by UCCA Kids and Himi CC



UCCA Lab



UCCA Lab

作为探索艺术多元合作可能性的跨界平台，UCCA Lab 参与各地政府文化项目，与各领域杰出品牌和跨文化创作者携手呈现多元形态的艺术项目。UCCA Lab 通过深入合作在不同的社区、城市、国家发声，将当代文化与艺术的魅力传递给更广泛人群的同时，持续探索城市在地性实践，不断拓展艺术项目边界。

As an interdisciplinary platform for new kinds of artistic collaboration, UCCA Lab has worked with local governments and cultural organizations throughout China, prominent brands across a variety of industries, and artists and creators across cultures to create bespoke projects. By deeply collaborating with different communities, cities, and countries, UCCA Lab seeks to share the joys of contemporary art and culture with an ever-larger audience, continually exploring urban space, interacting with local contexts, and expanding the potential forms that art projects may take.

ucca.org.cn/lab/

数据回顾 Numbers

项目总计
Total projects
28

媒体报道
Media reports
4,050

触达
Media reach
3,700,000,000

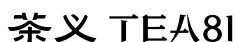
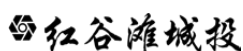


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合作方 Partners



吉格尔与空山基：明日逼近 H. R. Giger × Sorayama: Approaching

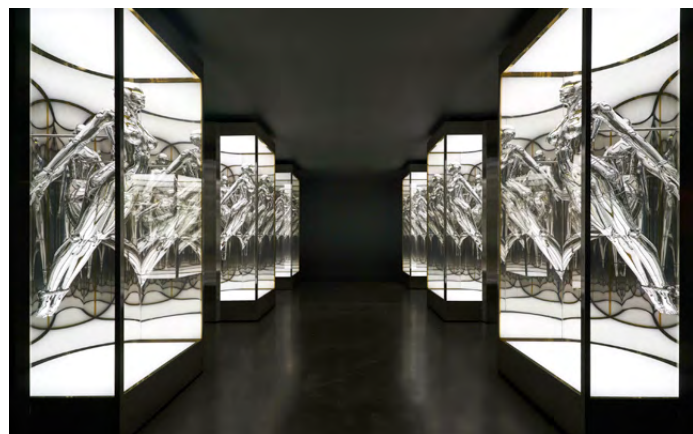
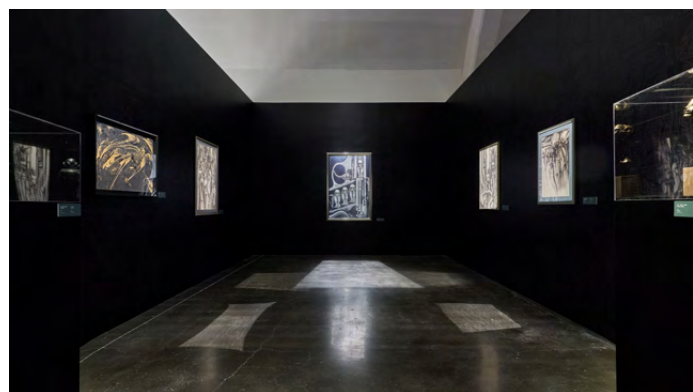
2022.12.25 – 2023.3.26

UCCA Lab 北京艺术空间
UCCA Lab

主办方：UCCA Lab、COEXIST
Co-organized by: UCCA Lab, COEXIST

参与艺术家：
汉斯·鲁埃迪·吉格尔、空山基

Participating Artists:
H. R. Giger, Hajime Sorayama



“吉格尔与空山基：明日逼近”是汉斯·鲁埃迪·吉格尔（Hans Ruedi Giger）与空山基（Hajime Sorayama）在中国的首次双人展览。本次展览展示了两位艺术家从1960年代至今创作的44件（组）作品，重新梳理了他们的作品脉络，在强烈反差的并置（juxtaposition）中呈现他们之间的对话与内在联系。展览空间的设计灵感来源于地下蚁穴结构，观众跟随一条逐渐展开的中转通道，在左右两边或明亮或黑暗的房间中感受未来主义的生命形式与景观。观众将比较和对照观看两位艺术家的作品，了解他们职业生涯开始以来的灵感和动机、塑造其标志性作品和艺术理念的过程，以及他们的创作对科幻电影、流行音乐、俱乐部文化、时尚和电子游戏的深远影响。

“H.R. Giger × Sorayama: Approaching” was the first two-person show by H. R. (Hans Ruedi) Giger and Hajime Sorayama to be staged in China. The exhibition featured 44 works by the two artists dating from the 1960s to the present, reworking the lineage of their works and presenting a dialogue and array of inner connections between their practices through the juxtaposition of strong contrasts. The design of the exhibition space was inspired by the structure of an underground ant colony, leading viewers into a gradually unfolding passageway that opens up into alternately bright or dark rooms to their left and right, in which they could experience futuristic life forms and landscapes. Viewers were led to compare and contrast the work of the two artists, learning about their inspirations and motivations going back to the beginning of their careers, the processes that shaped their iconic works and artistic concepts, and the profound impact their creations have had on science fiction films, popular music, club culture, fashion, and video games.



图像的影子——当代绘画的媒介、体制与空间

Shadows of Image: The Media, Systems, and Spaces of Contemporary Painting

2023.2.17 – 2023.3.19

湖南省长沙市谢子龙影像艺术馆二楼 3、4 展厅
Galleries 3 & 4, 2F, Xiezilong Image Art Museum, Changsha, Hunan Province

主办方: 湖南卫视、芒果 TV

展览策划: UCCA Lab

协办单位: 谢子龙影像艺术馆

Co-organized by: Hunan Television, Mango TV

Curated by: UCCA Lab

Supported by: Xiezilong Image Art Museum

参与艺术家:

李欢、任刚、赛本源、苏杭、徐圣伦、尤勇、于立洋、翟莫梵、张智海、周名德

Participating Artists:

Li Huan, Ren Gang, Sai Benyuan, Su Hang, Xu Shenglun, You Yong, Yu Liyang, Zhai Mofan, Zhang Zhihai, Zhou Mingde

2月17日至3月19日，湖南卫视、芒果TV携手UCCA Lab于长沙谢子龙影像艺术馆呈现《会画少年的天空》节目收官展览“图像的影子——当代绘画的媒介、体制与空间”。作为国内首档艺术综艺节目，《会画少年的天空》从近万名选手中海选出60位青年新锐艺术家在3个月内根据不同主题展开创作，并邀请来自不同领域的5位策展人与观众共同评选优秀艺术家与作品。

本次收官展览汇集了总决赛年度10强选手的近50件（组）作品，其中包括6强选手于节目期间创作的作品与过往作品，以及7至10强选手在节目期间创作作品，通过知识背景各异的选手涵盖油画、水墨、绢本工笔、数字绘画等多元媒介作品的呈现，在当下艺术与网络视觉文化交融的语境下，引领观众体验多元艺术风格与表达，围绕节目主题展开对图像与绘画之间关系的探讨。

From February 17 to March 19, Hunan Television and Mango TV, in collaboration with UCCA Lab, presented the closing exhibition of the TV program *The Sky of Painting Boys* at the Xiezilong Image Art Museum in Changsha. Titled “Shadows of Image: The Media, Systems, and Spaces of Contemporary Painting,” this exhibition marked the culmination of the first art-world variety show in China. The program selected 60 young and emerging painters from nearly ten thousand participants to engage in a three-month creative process based on different themes. Five curators from various fields were invited to join the audience in selecting the winning artists and works.

The closing exhibition showcased nearly 50 works by the top ten contestants of the year, including works created during the program, as well as some previous works by the top six contestants. The contestants had different backgrounds and worked in media including oil, ink, gongbi, and digital painting. In the current context where high art fuses with the online visual culture, the exhibition led the audience to experience diverse artistic styles and expressions, initiating discussions around the relationship between images and painting.



选择的游戏 “五光食色”艺术互动体验展 A Game About Choice “You Are What You Eat” Interactive Exhibition

2023.9.28 – 2024.1.3

江西省南昌市鸿鹄里文化艺术空间
Honghu Li Art Space, Nanchang City, Jiangxi Province

联合主办: UCCA Lab、茶义 TEA 81、红谷滩城投集团

Co-organized by: UCCA Lab, TEA81, Honggutan City Investment Group

创意总监: 何为

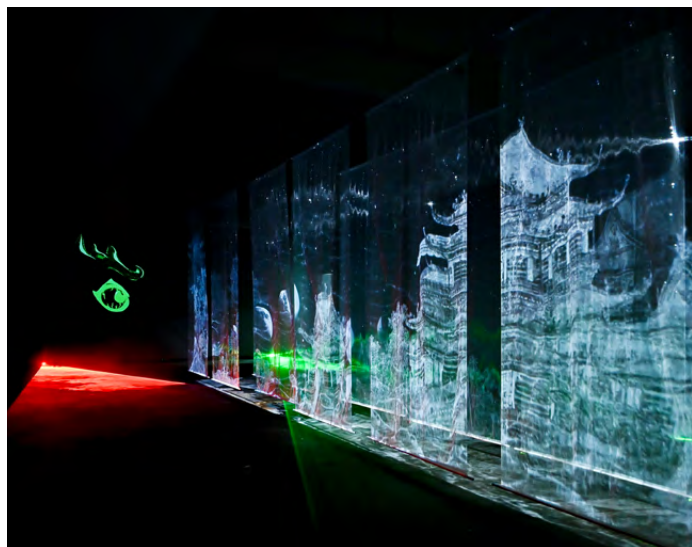
艺术家团队: 咀嚼间

Creative Director: He Wei

Artist Team: Chewing Theory

9月27日, UCCA Lab 联合新锐中式茶饮品牌茶义 TEA 81, 携手红谷滩城投集团, 于江西南昌鸿鹄里文化艺术空间共同呈现精心打造的选择的游戏: “五光食色”艺术互动体验展。此次艺术互动体验展是 UCCA Lab 在南昌的首次展览, 诚邀艺术家何为担任创意总监, 先锋艺术家团队咀嚼间创作, 探索当地美食、文化与艺术的交融共振, 为公众带来全新未知的惊喜体验。此次展览是对 UCCA Lab 长久以来持续探索在地文化实践的实验性突破, 以丰富的跨媒介艺术形式结合互动性的“食饮”体验, 带公众进入一幅由“选择”所串联构建的城市文化图景。

On September 27, UCCA Lab, together with the emerging Chinese tea brand TEA81 and Honggutan City Investment Group, jointly present “A Game About Choice – ‘You Are What You Eat’ Interactive Exhibition” at Hongguli Cultural and Art Space in Nanchang, Jiangxi Province. This is the first interactive art exhibition for UCCA Lab in Nanchang, inviting artist He Wei as creative director, leading his avant-garde art team Chewing Theory. The exhibition explored how local delicacies and culture could resonate with art, bringing something new and unexpected to the audience. “A Game of Choice” represents an experimental breakthrough in UCCA Lab's long-standing exploration of local cultural practices. It combined rich multi-media art forms with interactive culinary experiences to immerse the public in an urban cultural landscape constructed by their own choices.



奥勒时刻——Peak Performance 壁克峰公共艺术项目 Moments in Åre: Peak Performance Public Art Project

2023.1.20 – 2023.2.14

上海芮欧百货
Réal Shanghai

联合呈现: Peak Performance、UCCA Lab

Co-presented by: Peak Performance, UCCA Lab

艺术家: 郭锐文

空间与展陈设计: 沈若凡

Artist: Raven Kwok

Space and Layout Design: Shen Ruofan

1月20日至2月14日，UCCA Lab 携手斯堪的纳维亚半岛户外品牌 Peak Performance 壁克峰在上海芮欧百货共同呈现公共艺术项目——“奥勒时刻”。作为持续关注和实验当代艺术是如何介入城市文化生活的平台，UCCA Lab 以时间为线，邀请艺术家郭锐文和空间设计师沈若凡用新媒体艺术和当代设计语言铸造临时的时空，共同打开一个来自北欧的叙事。

“奥勒时刻”亦是 UCCA Lab 与 Peak Performance 壁克峰继“凯布讷山的折痕——Peak Performance 壁克峰公共艺术项目”之后的再度合作，旨在将品牌独特的斯堪的纳维亚美学精神持续以艺术和设计的创新语言传递给公众。

From January 20 to February 14, Scandinavian outdoor apparel brand Peak Performance and UCCA Lab jointly presented a public art project in Shanghai's Réel Department Store, "Moments in Åre." As a platform continuously focused on how contemporary art merges into the urban cultural life, UCCA Lab invited artist Raven Kwok and designer Shen Ruofan to take the concept of time as their starting point, fashioning a temporary space using new media and the language of contemporary design. Together they weaved a narrative from the northernmost reaches of Europe. "Moments in Åre" was the second collaboration between UCCA Lab and Peak Performance, following on "The Folds of Mt. Kebnekaise." These collaborations work to convey the unique Scandinavian aesthetics and spirit of the brand to the public in an artistic and innovative manner.



駕場——长沙 IFS 2023 公共艺术计划 Everyday Wonder: Changsha IFS Art Project 2023

2023.4.28 – 2023.8.31

长沙 IFS
Changsha IFS

指导单位: 长沙市文化旅游广电局

联合主办: 芙蓉区文化旅游体育局、长沙 IFS

联合呈现: UCCA Lab、Cracking Art、KUÀ Studio

Supervised by: Bureau of Culture, Tourism, Radio and Television, Changsha Municipal Government

Co-organized by: Bureau of Culture, Tourism and Sports, Furong District Government; Changsha IFS

Co-presented by: UCCA Lab, Cracking Art, KUÀ Studio

参与艺术家:

克莱达特 & 佩蒂皮耶 (Clédat & Petitpierre)、文皆俊杰、協作派對、众建筑

Participating Artists:

Clédat & Petitpierre, Wen Jie Junjie, NETWORK PARTY, People's Architecture Office (PAO)

“駕場——长沙 IFS 2023 公共艺术计划”以“駕場”作为主题。“駕場”一词是长沙方言“拣场”(Jian Zǎng)、“架场”(Gà Zǎng)的进一步转译，原本意味着选择一块空地演出，架起戏台，暗示着好戏即将开场。在讲长沙话的时刻，口语间一种蓄势待发的姿态将一个地方的风味、人情体现得淋漓尽致，“駕場”将这种本地特有的言语气力视作驾驭全场、积蓄能量，并进一步外化于我们的艺术现场的一种动力。“恰得苦”“霸得蛮”“耐得烦”是公认的本地居民的行事作风和特质，这种能量来自湖湘，在普通话说得不标准的地方生长出了自己的创造性。

“駕場——长沙 IFS 2023 公共艺术计划”着眼于生活中的附近，关心即将到来的近未来时刻，聚焦关照人与人、人与城市的连接，在国际视野中关注本地情境，将来往于此的人群视为激活艺术现场的共同主体。

“Everyday Wonder” took its theme and Chinese title from the Changsha dialect jianzǎng or gǎzǎng. The term originally referred to selecting a venue to erect a temporary performance stage, and so by extension connoted “the show is about to start.” The use of Changsha dialect leverages the energy of local culture and captures all the flavors and feelings of this particular place. The project sought to harness the force of the local language as a driver and energizer for the whole event, as well as to externalize it into a driving force for the artistic happenings in the moment. “Not afraid of hard work,” “go-get-’em,” and “be patient” are just some of the characteristics of the local residents. This energy comes from the rivers and lakes in the local environment, where creativity sprouted from a place that standard Mandarin is not commonly heard.

“Everyday Wonder” engaged with matters close to everyday life and in the near future. It also highlighted about the connections between individuals, and between people and the city. The project paid attention to the local context with a global perspective, and took the general public as a joint subject to activate artistic events.



乐高® 玩乐节 LEGO® Play Festival

2023.7.8 – 2023.7.27

上海市浦东新区东育路 500 号前滩太古里中央公园东草坪及 RE:charge 焕活空间
Central Garden and RE:charge Space, Taikoo Li Qiantan

主办方: 乐高集团

联合呈现: UCCA Lab

特别城市合作伙伴: 前滩太古里

Organized by: LEGO Group

Presented by: UCCA Lab

Special City Partner: Taikoo Li Qiantan

参与艺术家:

丁世伟、鬼晓得、黄锦、许倬尔、谭英杰、王萌 + 于淼、STUDIOstudio

Participating Artists:

Ding Shiwei, Gui Xiaode, Huang Jin, Xu Zhuoer, Tan Yingjie,

Wang Meng + Yu Miao, STUDIOstudio

特邀合作伙伴: 乐高® 专业认证拼砌大师侯唯唯

特邀设计伙伴: Studio NOWHERE

Special Partner: LEGO® Certified Professionals (LOP) Hou Weiwei

Special Design Partner: Studio NOWHERE

乐高® 玩乐节由乐高集团主办，UCCA Lab 联合呈现，前滩太古里为本次玩乐节特别城市合作伙伴，在 2023 年夏天带来全球首个乐高® 玩乐节。6 大主题空间：「传奇球场」「丛林探秘」「深海寻宝」「极速赛道」「节奏派对」「砖块画廊」，分别对应 6 种身份的探索，不同的场景将带领孩子们化身足球运动员、丛林探险家、海洋探索者、赛车手、音乐人和艺术家。这些主题空间像是一个接一个小剧场，为孩子们打开“模拟人生”的入口与出口，一次空间闯入意味着一次身份的转换，如同展开人生的平行宇宙。通过一次次场景的切换和跳转，激发孩子们在“玩乐”中不断尝试不同身份的体验，突破刻板印象的限制，拓宽自我身份认知的边界，寻找到乐趣底层的天赋和热情。

The Summer 2023 LEGO® Festival was the first of its kind globally, organized by LEGO Group, presented by UCCA Lab, and located in Taikoo Li Qiantan, Special City Partner of the event. The event consisted of six themed spaces: “Legendary Football Field,” “Jungle Exploration,” “Treasure Hunt in the Sea,” “Racing Tracks,” “Rhythm Party,” and “Brick Gallery,” each corresponding to a different identity. In these different spaces, visitors could become football players, jungle adventurers, sea explorers, racers, musicians and artists, as if playing these roles in one theater after another, providing them an entry and exit point for a “simulated life.” Each entry to a space represented a shift in identity, as if the viewer were transported to a parallel universe. Through the switching of scenes, the event setup attempted to encourage young visitors to experience different lives through play, break through stereotypes, expand the boundaries of self-identify, and find the essence of happiness through their gifts and passions.



2023 SUSAS 上海城市空间艺术季 Shanghai Urban Space Art Season (SUSAS) 2023

2023.9.24 – 2023.11.20

上海市徐汇区西岸滨江
West Bund Binjiang Development, Xuhui District, Shanghai

总召集人: 上海市城市规划设计研究院

联合策展团队: UCCA Lab、大自然保护协会

General Convenor: Shanghai Urban Planning & Design Research Institute

Co-curated by: UCCA Lab, The Nature Conservancy

参与艺术家:

克莱达特与佩蒂皮耶 (Clédat & Petitpierre)、邓悦君、刘毅、王一、徐戈、钟云舒

Participating Artists:

Clédat & Petitpierre, Deng Yuejun, Liu Yi, Wang Yi, Xu Ge, Zhong Yunshu

2023 上海城市空间艺术季在全市范围内“1+6+13”共 20 个展区共同演绎“共栖”这一主题，展示上海先进的生态发展理念和技术方法，推动生态网络建设，呈现“人与自然和谐共生”的生态之城。展览试图构建一种反复切换不同视角的阅读视窗，反复切换不同领域的对话频道，在“生态性”“生态观”“生态感”的策展逻辑下，绘制一种更加包容的公共文化表达与公共艺术图景。UCCA Lab 作为联合策展团队参与徐汇西岸南段，龙耀路至淀浦河 5 公里滨江地区的主题演绎展区内 6 个点位作品策展。

In 2023, the Shanghai Urban Space Art Season explored the theme of “coexistence” across the city in a total of 20 exhibition areas under the “1+6+13” framework. It showcased Shanghai’s advanced concepts and methods in ecological development, which promote the construction of an ecological network, and presented the city as an ecological habitat where “human and nature harmoniously coexist.” The exhibition aimed to construct a reading window that repeatedly switched perspectives and facilitated dialogues across different fields. Following the curatorial logic of “ecology,” “ecological perspective,” and “ecological sensibility,” it aimed to create a more inclusive public cultural expression and a public art landscape. UCCA Lab, as part of the joint curatorial team, selected and presented works at six thematic exhibition areas along the 5-kilometer riverside stretch from Longyao Road to Dianpu River in the southern section of Xuhui West Bund.



苏州仁恒仓街“出神入化” 公共艺术项目 Suzhou Yanlord Cangjie “Into the Sublime” Public Art Project

2023.9.28 – 2024.2.28

江苏省苏州市姑苏区仓街1号
No. 1 Cang Jie, Gusu District, Suzhou, Jiangsu Province

主办方: UCCA Lab、仁恒仓街

Co-organized by: UCCA Lab, Yanlord Cangjie

参与艺术家: 马岩松

Participating Artist: Ma Yansong

UCCA Lab 携手仁恒仓街，邀请享誉国际的建筑师、艺术家马岩松，共同呈现精心打造的公共艺术空间项目“出神入化”。通过焕新的历史街区及主要大道上的艺术装置，带领观众展开奇妙非凡的感知旅程，重新发现园林、山水、自然及太空之间的回响与联结。本次项目展现了一场极富想象力的穿越古今的时空对话，打破与重新定义艺术与建筑之间的流动界限，以变幻的色彩与奇妙的光影为苏州仁恒仓街这一历史悠久的地域注入新的现代活力，以实验和在地性的态度构建具有活跃创造力的艺术生态与文化场域。

UCCA Lab teamed up with Yanlord Cangjie to present a public art project by the internationally acclaimed architect and artist Ma Yansong, “Into the Sublime.” Installed in a revived historic district and along a major avenue, Ma Yansong’s project led the audience through a spectacular sensory journey, where they could rediscover the connections and reflections between gardens, landscapes, the nature, and outdoor space. “Into the Sublime” offered an extraordinarily imaginative dialogue across time and space, breaking and redefining the fluid boundary between art and architecture, and injecting the historical Cang Jie in Suzhou with modern vitality through changing colors and lights. The project sought an alternative way of engaging with cultural landmarks that conveyed an experimental and local attitude.



莫文蔚——莫后·光年概念展 KAREN Reign of MOKnificence

2023.10.13 – 2023.10.18

UCCA 尤伦斯当代艺术中心大客厅
UCCA Beijing

联合主办: 地球娱乐、UCCA Lab、莫家宝贝工作室

Co-organized by: Earth Entertainment, UCCA Lab, Mok-A-Bye Baby Workshop

空间设计: ARCHIEE 建筑事务所

Space Design: ARCHIEE

莫文蔚出道三十周年之际的跨界新尝试，联合 UCCA Lab 策划“莫文蔚——莫后·光年概念展”。展览突破了人们对于明星职业生涯的传统认知，将单一的时间刻度转化为时空交叠的丰富旅程，让每一种“光”都散发出无限的光华与能量，观照到每一位观众，让他们在无尽的光晕中得以重新认知自己的过去与未来。

A new exploration on the occasion of beloved artist Karen Mok's 30th anniversary of her career, Mok collaborated with UCCA Lab to present "Karen Mok: Reign of MOKnificence." The exhibition shattered conventional notions of celebrity careers. Instead of presenting a life journey as a linear narrative, it weaved Mok's biography and output into a tapestry of intersecting space and time, letting different kinds of "light" emit their own brilliance and energy to the visitors. In this endless halo of light, the exhibition offered each viewer a chance to rediscover their own past and future.



梦径 壁克峰 2023 雪季公共艺术项目 Dream Path Peak Performance 2023 Snow Season Public Art Project

2023.12.2 – 2024.3 (雪季结束)

北京市密云区河南寨镇南山滑雪场
Nanshan Resort, Henanzhai Town, Miyun District, Beijing

主办方: Peak Performance

艺术策划: UCCA Lab

场地支持: 南山滑雪场

Organized by: Peak Performance

Presented by: UCCA Lab

Venue Support: Nanshan Resort

参与艺术家: 刘佳玉

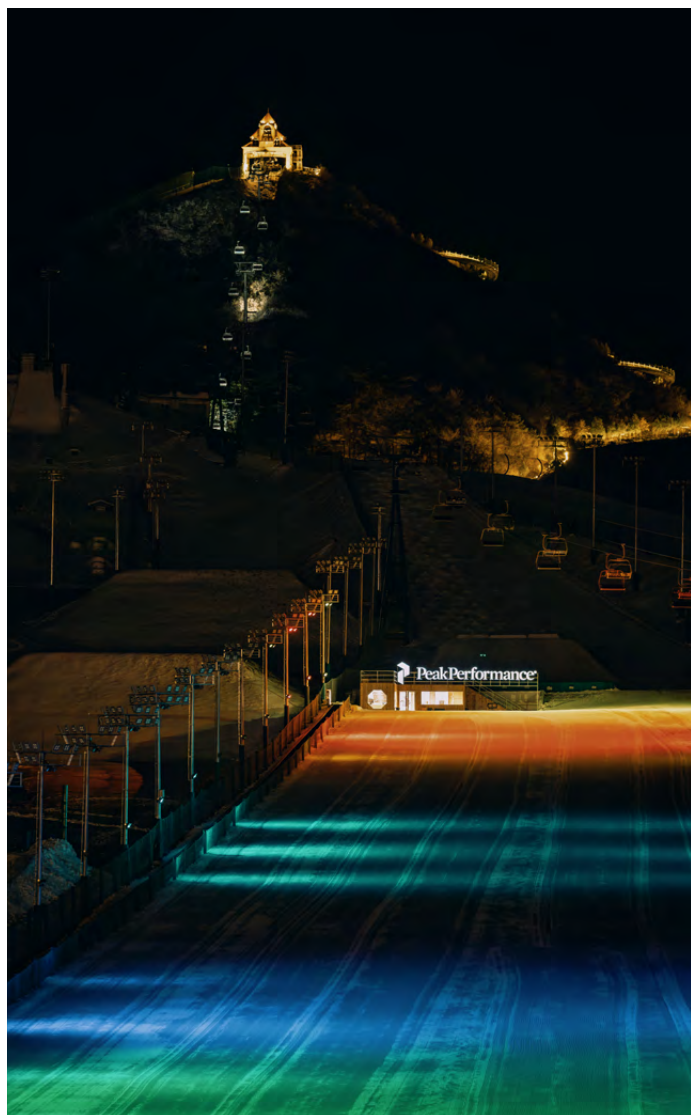
特邀音乐人: 黄锦

Participating Artist: Liu Jiayu

Invited Musician: Huang Jin

来自北欧瑞典的户外运动品牌 Peak Performance (壁克峰) 发起 2023 年雪季公共艺术项目, 携手 UCCA 旗下 UCCA Lab 联合策划, 邀请艺术家刘佳玉与音乐人黄锦, 在北京南山滑雪场的自然环境下, 共同打造特定场域灯光与声音艺术装置。本次公共艺术项目的创作以“梦径”为叙述概念, 将雪道喻为通往梦想的神奇秘径, 以此回应 Peak Performance 所倡导的 Fun & Joy & Togetherhood 的自由冒险精神。艺术家们通过新媒体技术的编辑转译, 将梦幻的自然现象“极光”呈现于南山的观众面前。

The Swedish outdoor brand Peak Performance initiated the 2023 Snow Season Public Art Project. Together with UCCA Lab, they invited artist Liu Jiayu and Musician Huang Jin to build a site-specific light and sound art installation in the natural environment of the Nanshan Resort. The creation of this Public Art Project is based on the narrative concept of “Dream Path,” taking the ski tracks as the mysterious paths to the dreams, resonating with the free and adventurous spirit of “Fun & Joy & Togetherhood” that Peak Performance has been advocating. Through editing and translating with new media technology, the artists present the fantasy natural phenomenon of the “aurora” to the audiences at Nanshan Resort.



2023 “燃冉” 青年艺术家孵化计划 2023 “RanRan” Young Artist Incubation Program

2023 年度

上海新天地
Shanghai Xintiandi

主办方: 新天地 XINTIANDI、UCCA

Co-organized by: XINTIANDI, UCCA

参与艺术家:

陈若璠、胡帅、坚春天、袁可如、赵玉、周岩、大星吉子、KAUKAU、
包放、曹澍、程新皓、方阳、高文谦、贺子珂、黄硕、胡芮、焦岩、
金佐宁、龙盼、毛颖、梅心怡、王欣、夏诚安 & 维棠、肖泽镛、徐子奕、
殷漪、张振、OO Zhang、苏莉雅、CHILL CHILL

文化顾问委员会:

姜杰、李虎与黄文菁、李振辉、娄永琪、鲁明军、罗宝瑜、谭卓、田霏宇、
吴越、尤洋

初审评委团:

郭嘉铨、韩馨逸、李星宇、缪子衿、唐霜、唐誉祯、陶辉

Participating Artists:

Chen Ruofan, Shaun Hu, Jian Chuntian, Yuan Keru, Pocono Zhao Yu,
Zhou Yan, DAXING JIZI DESIGN, KAUKAU, Bao Fang, Cao Shu,
Cheng Xinhao, Fang Yang, Gao Wenqian, He Zike, Huang Shuo, Hu Rui,
Jiao Yan, Gwendoline Kam, Long Pan, Mao Ying, Mei Xinyi, Wang Xin,
Xia Cheng'an & Jiang Villo, XIAO, Xu Ziyi, Yin Yi, Zhang Zhen, OO Zhang,
Lia Su, CHILL CHILL

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Stephanie Lo, Tan Zhuo, Philip Tinari, Andrew Wu, You Yang

First Round Evaluation Committee:

Guo Jiacheng, Liya Xinyi Han, Li Xingyu, Miao Zijin, Tang Shuang,
Tang Yuzhen, Tao Hui



“燃冉”青年艺术家孵化计划是由瑞安新天地旗下品牌 XINTIANDI 新天地与 UCCA 共同发起的三年战略合作项目，旨在整合双方资源与优势，为青年艺术家提供创作支持与专业发展机会的平台。

“燃冉”计划通过青年艺术家奖项、艺术家驻留项目、艺术季、跨领域合作四大创意板块促进青年艺术家的创作、交流及展示，共同助力中国青年艺术家的成长与发展。“燃冉”期待与青年艺术家共同探索艺术连接生活的多元可能性，激发多学科跨领域的创作实践。与此同时，“燃冉”致力于构建可持续的艺术生态与文化场域，吸引更多广泛的文化艺术精神社群，助力当下艺术现场的发生。

作为“燃冉”青年艺术家孵化计划的四大创意板块之一，跨领域合作旨在为青年艺术家提供创作扶持和展示平台，同时连接更广泛的合作机会。2023 年“燃冉”计划希望通过艺术这种具有穿透力的表达形式，为更多的合作伙伴提供创新且具有影响力的品牌表达方式。

2023 年 5 月，“燃冉”计划携手法国娇兰，推出公共艺术合作项目“循蜂而往，心之所向”；2023 年 9 月，“燃冉”计划携手“艺术在浮梁 2023”，进一步探索“燃冉”艺术家的在地化探索潜能，在大地艺术节的场域中展开一场乡村与城市的有机交流；2023 年 11 月，2023 年“燃冉”艺术季联手特别合作伙伴 Diptyque，共同呈现了一场以“火焰颂歌”为主题的烛光音乐会特别活动，一同探索品牌与艺术的共生共创。

"RanRan" Young Artist Incubation Program is a three-year strategic cooperation established by XINTIANDI, the lifestyle brand of Shui On Xintiandi, and UCCA. It aims to leverage the resources and advantages of both parties to provide creative support and professional development opportunities for young artists.

"RanRan" encourages creative practices and artistic communication, and provide exhibition opportunities to foster the growth and development of young Chinese artists through four pillars: Young Artist Prize, Artists-in-Residence Program, Art Seasons and Crossover Collaborations. "RanRan" expects to work with young artists to explore wider possibilities to connect life with art and inspire cross-disciplinary creative practices. Meanwhile, "RanRan" also hopes to build a sustainable ecosystem of art culture platform, attract more cultural and artistic groups, and promote the development of Chinese art in the future.

As one of the four creative segments of the "RanRan" Young Artist Incubation Program, Cross-disciplinary Collaboration aims provide young artists a platform to receive support and showcase their creations, as well as to liaise for more opportunities to work with others. With a means as powerful as art, the 2023 "RanRan" program hopes to create more innovative and influential branding expressions for partners.

In May 2023, "RanRan" teamed up with Guerlain® to launch the public art project "Follow the Swarm to Where Your Heart Wants to Be." In September 2023, "RanRan" joined together with "Art in Fuliang" to further explore the potential for "RanRan" artists to create in the local context, and have an organic dialogue between the city and the country. In November 2023, "RanRan" and Special Partner Diptyque jointly presented a candlelight concert themed around "Ode to Fire" to explore how the brand and art can cohabit and co-create.



授权与零售
Licensing and Retail



授权 Licensing

UCCA 拥有专业团队管理 UCCA 多年举办展览以及与世界一流艺术家和机构合作所积累的非凡资源。通过这些合作与各方建立伙伴和合作关系，推出商品、打造品牌空间及其他营销活动。依托杰出的艺术内容输出能力，打造创新艺术 IP 生态链，将国内外优质艺术 IP 以产品授权、空间授权、营销授权等多种授权形式赋能合作品牌，以优质的产品和内容激发大众对当代艺术的兴趣，丰富艺术体验，促进当代艺术的持续发展。

UCCA maintains a dedicated team to manage the remarkable resources that UCCA has accumulated through years of exhibition-making and collaboration with leading artists and institutions around the world. In collaboration with these parties, UCCA builds partnerships and collaborations to create merchandise, branded spaces, and other marketing initiatives. UCCA licensing is responsible for authorizing the use of UCCA's intellectual property by collaborating partners, whether for merchandise, the usage of UCCA's spaces, or marketing. At the same time, the department continues to develop and introduce limited edition artworks and other art-related merchandise marketed at home and abroad, seeking to find new and innovative ways of sharing art with the public, creating meaningful artistic experiences, and encouraging the sustainable development of contemporary art.

UCCA × 蔻驰 COACH

2023 年七夕，蔻驰纽约花馥蕊香女士香水特别邀请 UCCA 与艺术家陈粉丸合作推出蔻驰花馥蕊香「花舞如爱」七夕艺术限定礼盒。艺术家将传统剪纸艺术创新呈现，在繁花馥郁蕊香浮动时刻，吟唱着七夕的故事，鼓励人们感知爱。

For Chinese Valentine's Day in 2023, Coach Floral Eau de Parfum invited UCCA and artist Chen Fenwan to collaborate on the Chinese Valentine's limited edition gift box "Loving Dance of Flowers." Through the art of traditional Chinese papercutting, the gift box presented a fragrant moment where the blossoming flowers sing a chorus for Chinese Valentine's Day, encouraging people to feel the love.



UCCA × 极越 JI YUE Auto

2023 年金秋，极越汽车携手 UCCA，推出“UCCA COLLECTION”联名艺术生活系列特辑，聚焦科技驾驶场景，将 UCCA 富有动感的图形与极越官方品牌色 AI 紫相结合，共同探讨 AI 与万物共融的无限可能。

Launched in autumn 2023, JI YUE Auto collaborated with UCCA to launch the "UCCA COLLECTION," a special collection of smart driving scenarios for an artistic lifestyle. Combining dynamic shapes designed by UCCA and the JI YUE brand color "AI purple," the two brands explored new convergences between humanity and technology.



UCCA × 立顿茶 Lipton

立顿茶携手 UCCA，以马蒂斯画笔下的经典小蓝人和野兽派为灵感，勾勒出现代打工人的日常生活状态，推出独家限量礼盒。此次立顿茶与 UCCA 的合作是立顿推广品牌文化、关注现代人生活状态的新尝试，旨在鼓励人们拥有片刻的空隙，让充满艺术感的奇思妙想从生活中自由生发。

Lipton collaborated with UCCA to launch an exclusive limited edition gift set, drawing inspiration from Matisse's iconic "Blue Nudes" series and fauvism more generally to depict the everyday lives of modern office workers. Teaming up with UCCA is a new exploration for Lipton to share its brand culture and focus on modern lives.



UCCA × 凯芮 Kiri

法国奶酪巨头贝勒集团旗下的 Kiri 凯芮® 重磅联名 UCCA，以野兽派风格为灵感，结合限量口味 Kiri® 甜心小酪的小方块造型呈现，推出联名礼盒及周边。米其林一星餐厅 NEW WAVE by DA VITTORIO BISTROT 更以此次展品《马蒂斯的调色盘》和 Kiri 奶油芝士为灵感，呈现“秋日调色盘”定制甜品。此次合作将 UCCA 的“马蒂斯的马蒂斯”展览及大胆奔放的野兽派风格与 Kiri® 品牌的创新精神巧妙融合，带来美食与艺术的趣味碰撞。

Kiri, one of the core brands from the French Cheese Leader Bel Group, teamed up with UCCA to launch a co-branded gift set with limited flavored Kiri® Petit Sweets and merchandise inspired by fauvism. The MICHELLIN One Star restaurant NEW WAVE by DA VITTORIO BISTROT also took inspiration from *Matisse's Palette*, on display as part of the UCCA "Matisse by Matisse" exhibition, and the Kiri cream cheese to create the dessert "Palette of Fall." This collaboration brings together UCCA's "Matisse by Matisse" exhibition and the bold Fauvist style with Kiri's innovative brand spirit, creating a fun collision between delicacy and art.



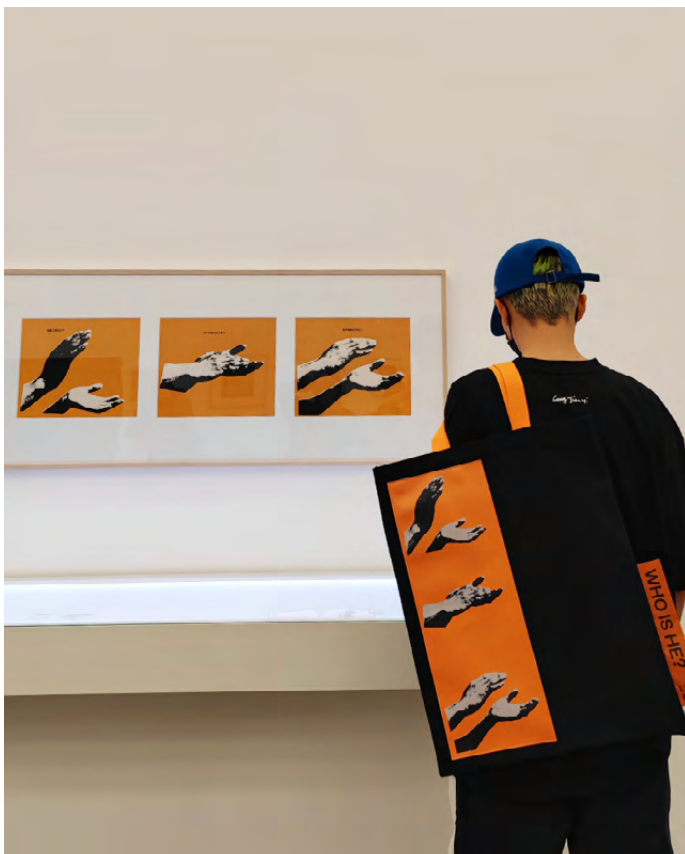
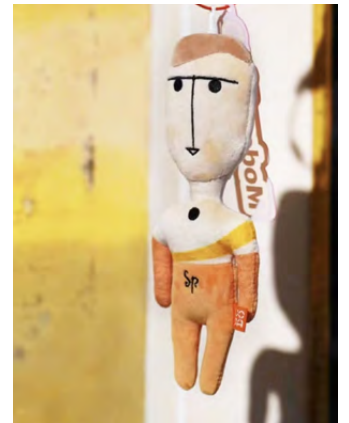
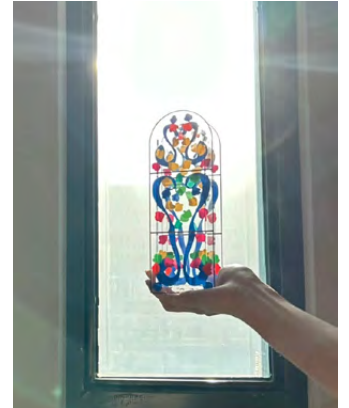
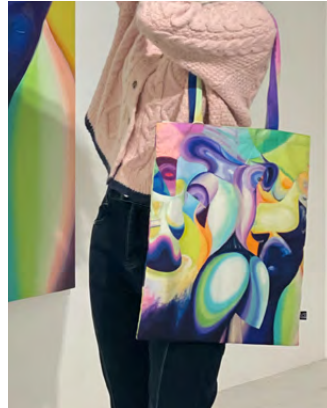


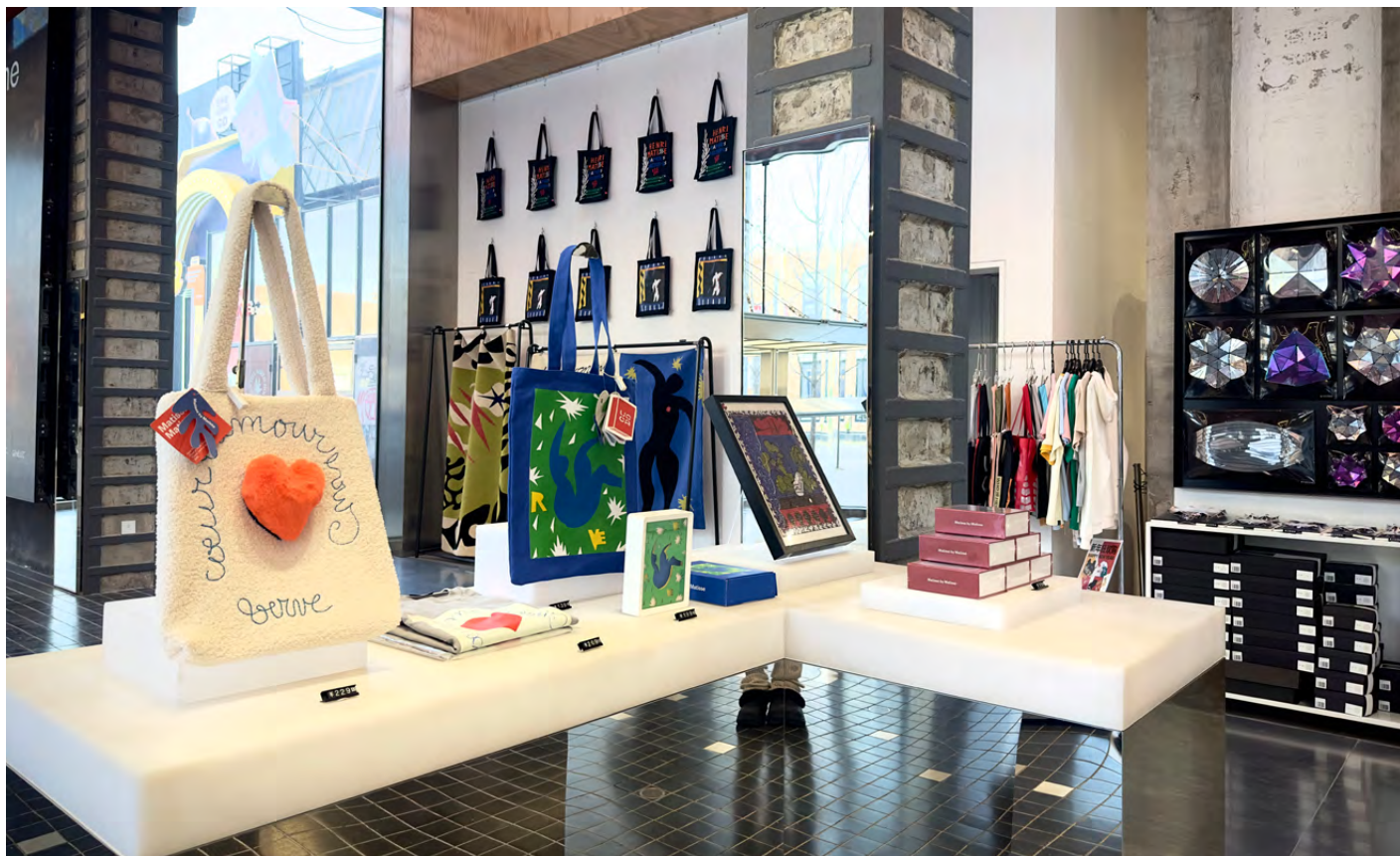
UCCA 商店 UCCA Store

UCCA 商店 (UCCA Store) 致力于让别具一格、独具开创性的艺术作品走入大众的日常生活。以多样化的展览衍生品、限量版艺术品、时装、设计和书籍，倡导艺术作为独特但易获取的体验，赋予日常想象力与灵感，丰富大众的家居和生活。除自身设计的商品外，UCCA 商店还与深具实验精神的艺术家和设计品牌合作，为公众提供独一无二的原创产品。

UCCA Store strives to bring distinctive, cutting-edge objects into your life. It features a mix of exhibition merchandise, limited-edition artworks, apparel, design, and publications, promoting the idea of art as a unique yet accessible experience that enriches our homes and daily routines with imagination and inspiration. In addition to in-house merchandise, UCCA Store also collaborates with respected artists and designer brands to create exclusive products.

UCCA 展览衍生品 Exhibition Merchandise





线下活动及快闪店 Offline Events & Pop-up Stores

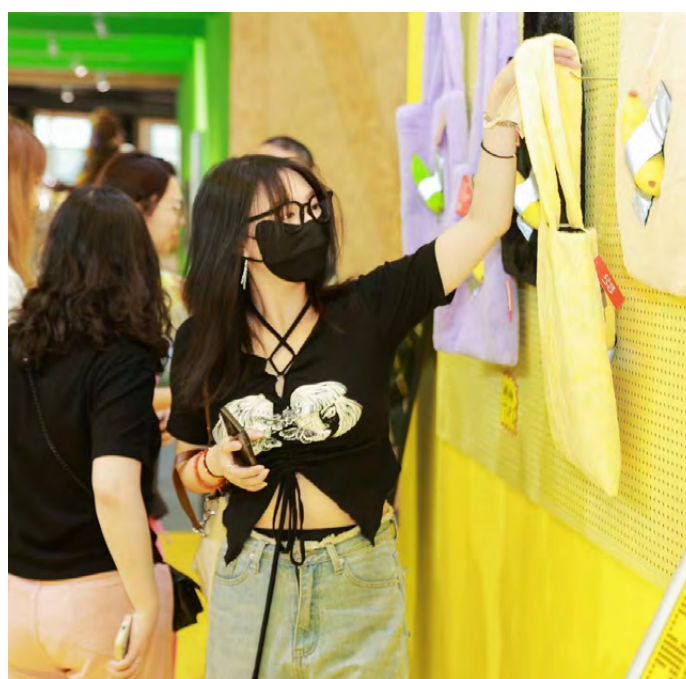
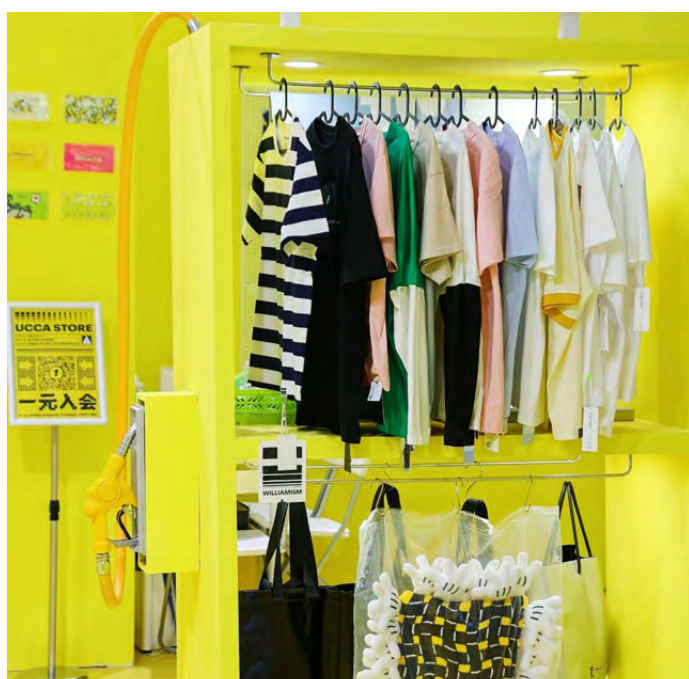
2023 阿里巴巴 U 设计周 2023 Alibaba U Design Week

6 月, 2023 阿里巴巴 2023 U设计周于杭州国际博览中心举办。

本次 U 设计周上, UCCA Store 以艺术家莫瑞吉奥·卡特兰具有代表性的“喜剧演员”为灵感的“艺术加油站”主题进行呈现, 以有趣的产品为媒介, 向观展者展示了当代艺术的独特魅力, 受到广泛关注与好评。

In June 2023, Alibaba U Design Week 2023 was held at Hangzhou International Expo Centre.

UCCA Store took part in the event and presented as a “Gas Station of Art” inspired by Maurizio Cattelan’s iconic work *Comedian*. UCCA Store used interesting products as a medium to show visitors the unique charms of contemporary art, and was well received by the audience.



2023 艺术深圳 2023 ArtShenzhen

9月, UCCA Store 首次参加在深圳会展中心举办的艺术深圳, 呈现了近期经典的艺术展览衍生品系列, 希望将“让每个人都可以做‘生活的藏家’”的信念更广泛地传播到每一位观众心中。

In September 2023, UCCA Store participated for the first time in ArtShenzhen at the Shenzhen Convention and Exhibition Center, presenting a series of recent popular exhibition merchandise, hoping to spread the belief that everyone can be a “collector of life.”



阿那亚 BADMARKET 快闪店 Aranya BADMARKET Pop-up Store

与 BADMARKET 阿那亚店合作，在海边度假社区阿那亚呈现小型店中店快闪，通过快闪商店提供附近 UCCA 沙丘美术馆正在举办的“莫妮拉·阿尔卡迪：幻影水域”展览特别款沙滩包，以及 UCCA 近期举办的其它展览爆款衍生品好物。

In collaboration with BADMARKET in the seaside vacation community of Aranya, UCCA Store built a small pop-up store. Products on offer included a specially designed beach bag for the exhibition “Monira Al Qadiri: Haunted Water,” which was then on view nearby at UCCA Dune, as well as a selection of exhibition merchandise inspired by other recent UCCA exhibitions.



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Staff

成员

Staff

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