

BEIJING
2007

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fourth step
Today Art Museum
Building 4
No.32 Baizwan Road
Chaoyang District
Beijing
July 5-17
2007

TODAY ART MUSEUM

Beijing Today Art Museum is China's first private, not-for-profit museum in the public interest. Located in the Chaoyang District of Beijing, in the Central Business District on Baizwan Road, it is housed in an avant-garde structure of 4,000 square meters, that fuses old industrial vestiges and contemporary concepts, presenting a unique aesthetic. Renowned architect Wang Hui's design introduces unlimited possibilities for the presentation of contemporary art.

It was founded by Zhang Baoquan in 2002; since the end of 2004 Zhang Zikang is the director.

The museum's mission is to promote the advancement of Chinese contemporary art, its various movements and personalities. It is engaged in training young artists and building a larger environment for contemporary art, as well as promoting positive interaction through transnational cultural and artistic exchange between Chinese and foreign artists, art organizations, art programming, and art enthusiasts.

The museum seeks to develop contemporary art to its greatest potential and strives to transcend the boundaries among art practice, exhibition space, the public, and the artists, enabling people to feel, to know, and to accept the "today" in "today's art". In this meaning "today" is not only now, but the past and the future.

With its 5,000 pieces of contemporary art works, it strives to become the most comprehensive and well-maintained Chinese contemporary art collection and to become an important authority on art documentation and contemporary culture.

From the book bar and the book store to the digital movie theater, the Today Art Museum is a one-stop cultural recreational center with comprehensive facilities for book retail, reading, film screenings, exhibition organizing, catering, art business, and more. Various spaces in the museum are ideal for hosting academic lectures, symposia, film screenings, press conferences, cocktail receptions, and other events. The museum is a common platform where artists, collectors, critics, curators, scholars, and museum members can come together and exchange ideas, while enjoying top-rate service.

Artnow.com.cn is a genuine effort made by the museum to promote a professional, interactive online art-exchanging platform in the world. Founded at the beginning of 2006, the website promotes an academic, artistic, and open tenet, with art news, art criticism, an artist-document database, exhibitions, art market, people, art organizations, art classics, and daily discussions. Artnow.com.cn gathers international management experts in the art field that include experienced IT elite, famous Chinese and foreign artists, critics, designers, and others for anyone who works in or is concerned about the art world.

www.artnow.com.cn

