

LONG MUSEUM Presents “THROUGH ALL AGES” Opening Exhibition

Instant press release

After more than two years' preparation, LONG MUSEUM will have its opening on December 18th, 2012. The museum, founded by couple collectors Mr. Liu Yiqian and Mrs. Wang Wei, is one of the largest domestic private museums in terms of collection funds and scope. Based on three featured collections on Chinese traditional art, Chinese revolutionary art, and modern and contemporary art, “THROUGH ALL AGES — Opening Exhibitions of LONG MUSEUM”, along with this brand-new private museum itself, will be presented to the public.

It has been nearly twenty years since the museum founders Liu Yiqian and Wang Wei began their art collection. By acquiring the important representative artworks in each historical period, they have gradually established three main subjects of collection, namely Chinese traditional art, Chinese revolutionary art, and modern and contemporary art. In June 2012, they were listed in *The 2012 ARTnews 200 Top Collectors*. This is the first time for collectors from Mainland China to be listed in this authoritative selection.

The couple Liu Yiqian and Wang Wei found LONG MUSEUM with their substantial collection. Mrs. Wang Wei is the museum's chief curator, and the renowned art critics and professionals, such as Li Xianting, Shan Guolin, Chen Lvsheng, Wang Huangsheng, Lv Peng and Zhao Li are among the museum's academic counselors offering advice and academic supports for its operation and development. There are four functional departments in LONG MUSEUM, i.e. Academy & Publishing dept., Collection & Exhibition dept., Business Development dept. and Administration dept. Following the principles of giving equal importance to art collection and academic research, LONG MUSEUM will play an active role in promoting art education, art exchange and culture inheritance. Meanwhile, LONG MUSEUM will endeavor to explore the development mode of private museums, promote art dissemination, and provide for the public more access to art.

“THROUGH ALL AGES—Opening Exhibitions of LONG MUSEUM”, which consists of four parallel exhibitions at the same time on December 18, will display fantastic art collection of various categories along its over 1,000 meters exhibition route. “New Style: Invitational Opening Exhibition of LONG MUSEUM” will be held in the middle hall of the first floor with Li Xianting as the academic host. The top 15 Chinese contemporary artists, including Zhou Chunya, Wang Guangyi, Zhang Xiaogang, Yan Peiming, Yue Minjun, Ding Yi, Zhan Wang, Fang Lijun, Zeng Fanzhi, Liu Ye, Liu Wei, Zhang Enli, Mao Yan, Xiang Jing and Yin Zhaoyang, will display their new works which are created exclusively for LONG MUSEUM opening. The rest space of the first floor will present “New Art History from LONG Collection”. Lv Peng being the academic host, this exhibition will be a comprehensive

show of LONG MUSEUM's modern and contemporary collection. The exhibition "Revolutionary Art since the Yan'an Era" in the second floor hosted by Chen Lvsheng will systematically present the abundant Chinese Red-classic Revolutionary art collection by LONG MUSEUM; Shan Guolin and Zhao Li will co-host "Chinese Traditional Art from LONG Collection" in the third floor. Besides the regular presentation of those precious Chinese traditional paintings and calligraphies, ancient porcelains and jades, this exhibition will display certain essential imperial collection, such as the *Imperial Padauk Throne with Carved Water Wave, Bat, Cloud and Dragon Pattern* in Qianlong Period of The Qing Dynasty to create a lofty and magnificent visual space.

LONG MUSEUM, located in No.210, Lane 2255, Luoshan Rd., Pudong New District, Shanghai, near SNIEC (Shanghai New International Expo Center), covers an area of 10,000 m². It is designed and reconstructed by Beijing Zhong Song Design Studio. The light off-white architecture in square shape is made of granites, which highlights the oriental quality of simplicity and purity. The main architecture consists of four layers: B1 is the public areas, including library and reading rooms, lecture hall, art salon and multi-media exhibition space etc. Public education programs like art lectures, trainings, seminars and exchanges will be held here. Exhibition halls on F1 will regularly host grand contemporary exhibitions on different themes. And there are leisure facilities such as art store, cafe shop etc. on F1. Exhibition halls on F2 mainly present revolutionary artworks and Red-classic paintings from the Period of Republic of China. F3 is the permanent exhibition hall for Chinese ancient treasures including Chinese ancient paintings and calligraphies, porcelains and jades.

"To build a museum to share with the public our private collection has been the dream for me and my husband Liu Yiqian for years. It is my hope that LONG MUSEUM could become a cultural landmark in Shanghai and makes its contribution to the city's cultural development." Said the chief curator Mrs. Wang Wei.

Moreover, the couple's another private museum is now under construction at the Xuhui government's invitation, and is scheduled to open at the end of 2013. This museum, with its display space of 16000 square meters, is located at the core position of the cultural corridor of riverine Western bank of Xuhui District.

 **Exhibition Information**

THROUGH All Ages—Opening Exhibitions of LONG MUSEUM

- **New Style : Invitational Opening Exhibition of LONG MUSEUM**
- **New Art History from LONG Collection**
- **Revolutionary Art Since The Yan'an Era**
- **Chinese Traditional Art from LONG Collection**

Opening: 3 pm, 18th December, 2012

Exhibition Dates: 19th December, 2012—20th April, 2013

Venue: Long Museum, No.210, Lane 2255, Luoshan Road, Shanghai

For more media information, please contact with:

Catrina email: catrina.bao@thelongmuseum.org MP: 86 13774303332

Lillian email: lillian.li@thelongmuseum.org MP: 86 18017390493

Website : www.thelongmuseum.org

Weibo : <http://weibo.com/longmuseumofart>

Douban : <http://site.douban.com/longmuseum/>