

DIGITIZATION OF CULTURAL HERITAGE AND DIGITAL ART IN CHINA







人民共和国万岁



世界人民大团结万岁



北京青年报
BEIJING YOUTH DAILY

联红物流运输公司 业务电话 63272588



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北京青年报 BEIJING YOUTH DAILY

行人过马路闯红灯罚10元

本市首起“闯红灯”罚单 警方提醒司机和行人注意

17789吨生产 最新26至8个月

国贸桥今年改造 行人过路将走地下

海淀二手房租房 首批明起网上配租

“铁娘子”

秀水投资公 旺铺巨献

可自营 可代租 可转让 无需经验 培训

火爆招商中 诚邀加盟: 010-8281

无论涨了多少钱 均按面值等值兑换 103枚

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全国人大常委会继续审议特种设备安全法草案

环保不力“应引咎辞职”拟写入环保法

回家了

2020年

BEIJING YOUTH DAILY

青岛燃爆事故已致48死 国务院成立调查组

中石化董事长道歉

136名住院伤员10人危重 海事部门通报已事发几小时

牺牲消防人员并非战死 殉难上万平方米油花清理

中国宣布划设东海防空识别区

“空警”在东海划设防空识别区

中纪委探索向中央党政机关全面派驻纪检

150余万人今日国考 火化之前“复活”男要 抢救无效死亡

北京青年报 BEIJING YOUTH DAILY

集体出席共青团十七大

团代表在实现中国梦的伟大实践中建功立业

中国间谍 香港立法: 斯诺登事件明质询

试驾换国产红旗 H7

马林多纳在京 获赠三百万元

“新西兰”的 一万元可注册

电商价格大战 如何的较量

年报 H DAILY

记下月启动

指证外查被免

一英里

三步棋

聚焦“四风”大排查大检修大扫除

圆明园鼠首首铜像明入藏国博

4名中国人在巴新惨遭蒙面人砍杀

武汉法摊城管是“卧底”

博彩公司否认赌徒操纵“国足惨败”

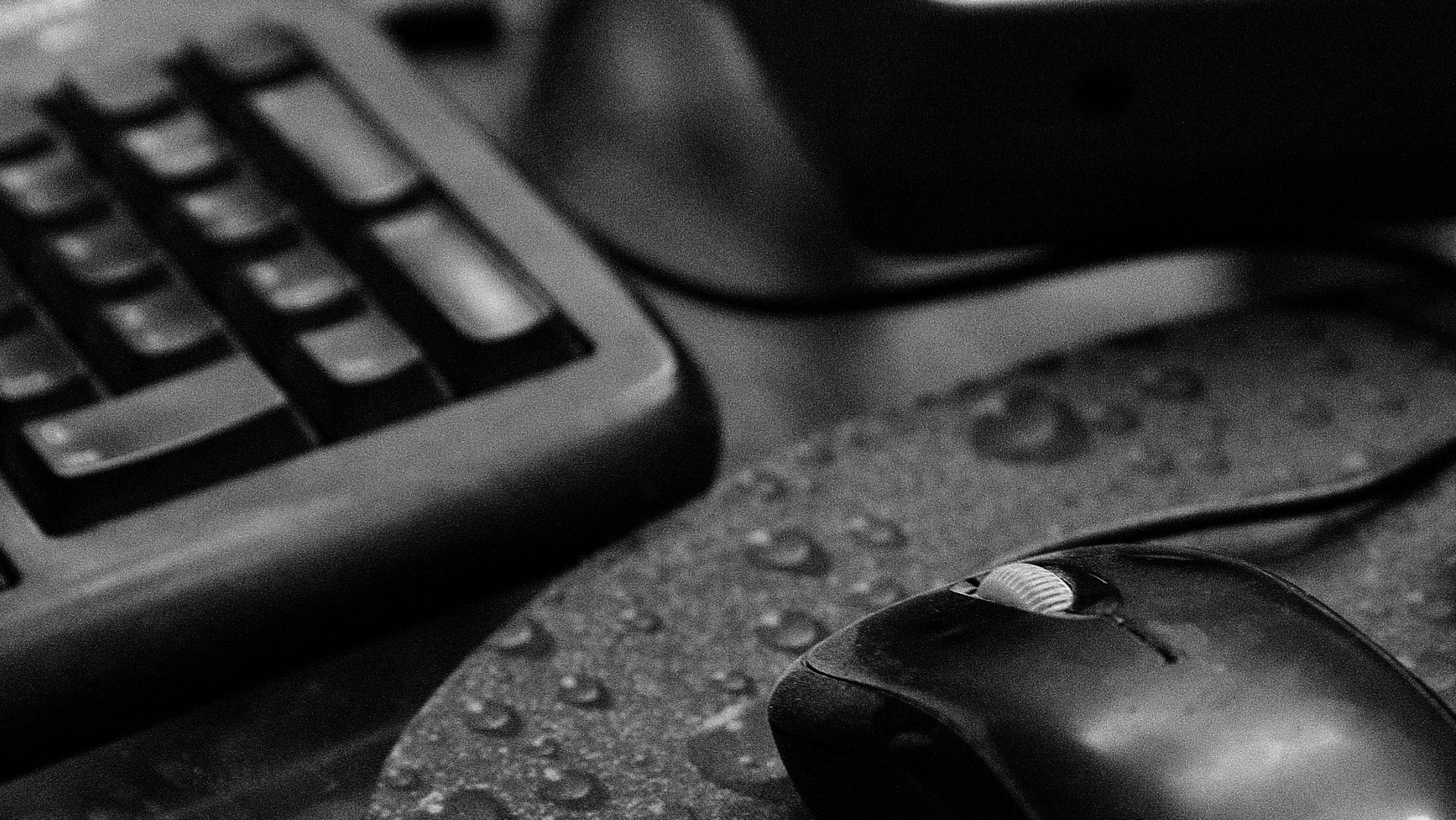
英国脱欧公投 “班王”白健道乐志愿者

三步棋

三时站十月 换家去西商

中关村永水开 用防水“沙”



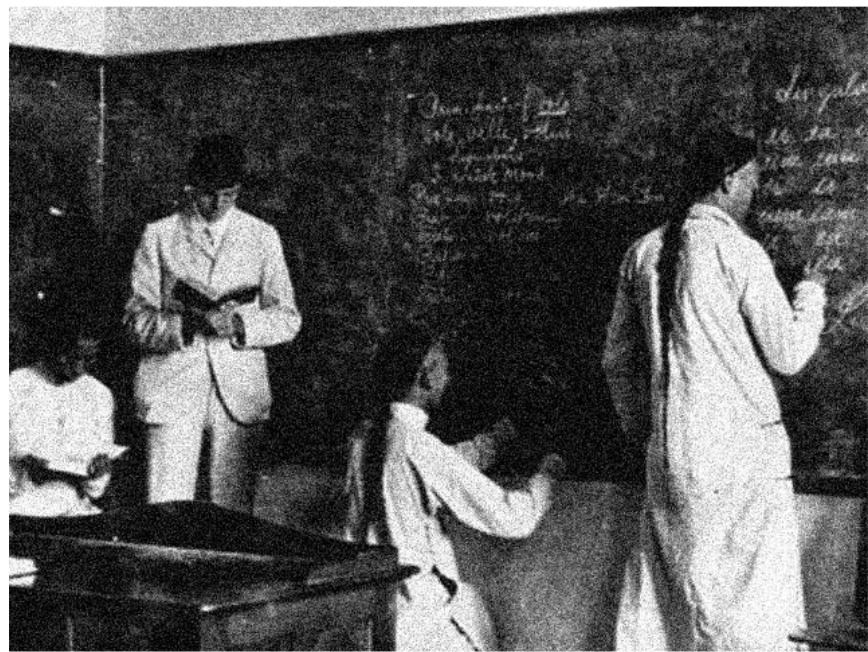


CULTURAL HERITAGE DIGITIZATION

About China



1840s





1980s



TV entered the Chinese families in **1978**



Telephone starts being used in **1882**

in **2003**, Chinese people were ranked **1st** telephone users in the world



In **1993**, Chinese first Dedicated **Internet** Access was officially opened;

Internet started spreading to people in **2000**;

In the first half of **2003**, China definitely entered the Internet era, reaching **68 million** of users, ranking **2nd** in the world for internet use.

7.7%



The current government's thinking is clear: We do not need such a high growth rate, we must drop the growth rate at an appropriate range.

From 1978 to 2013, Chinese urbanization is speeding up

Urban resident population increased **from 170 million to 730 million**

the urbanization rate **from 17.9% to 53.7%**

the number of cities **from 193 to 658**

The number of towns **from 2173 to 20113**



central fiscal spending of 2012.

(1 EUR=7.6 YUAN)

4.892 billion yuan to support **1804** museums and memorial halls and more than **40000** art galleries, libraries and other free public cultural facilities

400 million yuan to support the speed up of the public cultural heritage digitization

7.13 billion yuan for the national key cultural relics, large site, the red (communist) culture resources and for the protection of intangible cultural heritage

3.4 billion yuan to support the development of cultural industries

Data reported by the Ministry of Culture about the cultural sector for 2013.

293000 national cultural units

2.1599 million employees working in this sector

3112 public libraries

3476 museums

53.049 billion yuan spent for the national cultural heritage
in 2013, **10.5%** growth compared to the previous year,
0.38% of State financial support

"Cultural information social service" is a clear focus of our business.

by 2020 the national cultural data center will be the core of national, regional, city and county network exchange, resource sharing and business collaboration system.

10 years ago, many museums and libraries started digitization projects, but many problems arose:

Lack of standards

Lack of overall structure and long-term consideration

Database grounded only on archive management and backup information

Lack of communication between agencies

Data sharing not enough considered

Lack of long term technical innovation

In **2011**, the Ministry of Culture and Ministry of Finance jointly issued the notice to build an interconnectivity platform for a digital library system and a distributed database of digital library resources.

In **2011**, the China audio and video publishing house was restructured into China's digital culture group co., LTD. It's China's first national digital culture enterprise.

In **2010**, the construction of “China disabled people's digital library” began; it was checked and accepted by the experts on December 12, **2011**.

In April **2014**, government released instructions for promoting the digital transformation and upgrading of the press and publishing industry.

47 Cultural Heritage sites were recognized by
UNESCO as World Cultural Heritage Sites



In 2014, the central government allocated:

8.16 billion yuan to support the protection of cultural heritage;

7.5 billion yuan for the protection of national important cultural relics, of the great ruins, of the red (communist) revolutionary cultural relics protection etc;

663 million yuan for the protection of intangible cultural heritage and for the support of intangible cultural heritage rescue state projects and activities.

CULTURAL HERITAGE DIGITIZATION

Digitization Examples



“Digital Dunhuang”









Digital Old Summer Palace



New digital Idea of Palace Museum



A Study of Multi-scale Space Monitoring on the Great Wall



Tibetan Intangible Cultural Heritage





DIGITAL & ART IN CHINA

Art Status of China





International New Media Art Exhibition
2014 Beijing











Artist Zhang Xiaotao



New media is a fusion between different disciplines and technologies, it's a new 'monster', it is the forefront of the contemporary art.

Chinese digital art has many problems: we don't have enough international communication, vision is not open enough, there is lack of money, the government doesn't give importance to this kind of art, a new media art theory is missing and there aren't many practitioners.

I think most art colleges are weak in the interactive media field, because they need more teachers.”





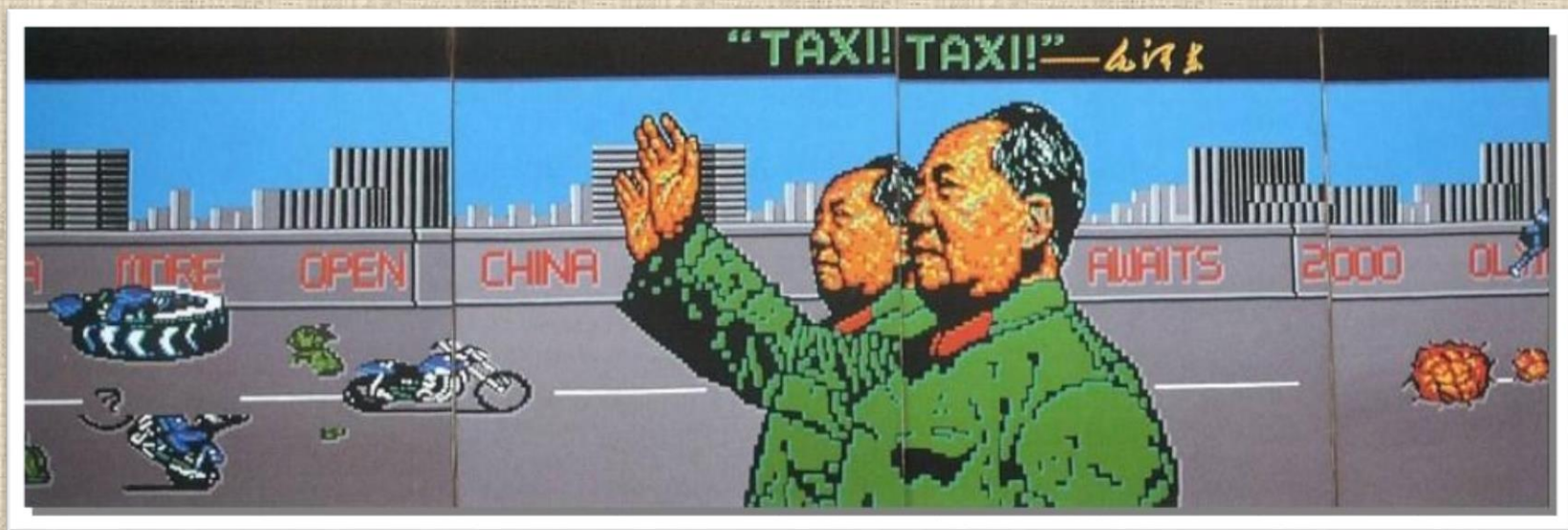
Musician Tian Peng



I began to try by the end of 2012, interaction attracted me. I started exclusively from personal interest.

I think my creation is still young and it doesn't arrive where I would like, everything is only at the beginning , there are a lot of technological limitations; I have to study, explore and experiment.





Artist Feng Mengbo



Artist Feng Mengbo



Chairman Wei Enke



3D printing technology has brought infinite new possibilities to our creative design of bronze art, enabling to reduce and enlarge the bronze sculpture, and its application scope continues to expand! I have to say, it is revolutionizing the bronze culture!"







Imperial Harem



DIGITAL & ART IN CHINA

My Art Works





Sculpture Department of CAFA, 1992



Sculpture Department of CAFA, 1992



My Digital Studio, before 2010



Break-out

Stainless-steel





My Art Studio, 2014



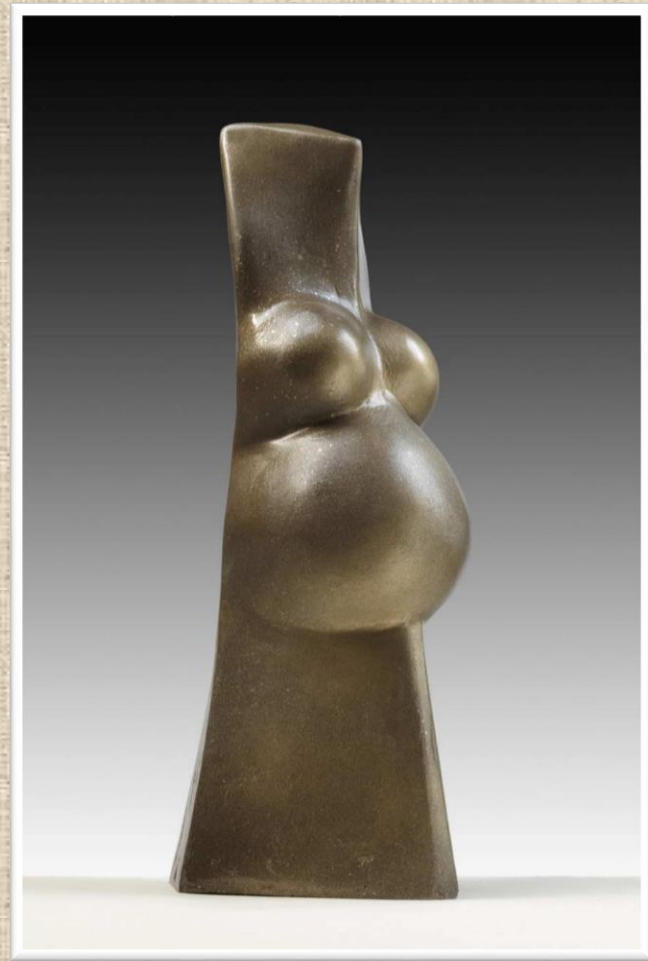
Hope

17 cm

Bronze

Life Cube

28 cm
Bronze



Blue Horse

22 cm

Bronze





Worry

80 cm
Plaster

Dismay

80 cm
Plaster





Cross

32 cm

Bronze

Dream Place

Interactive program



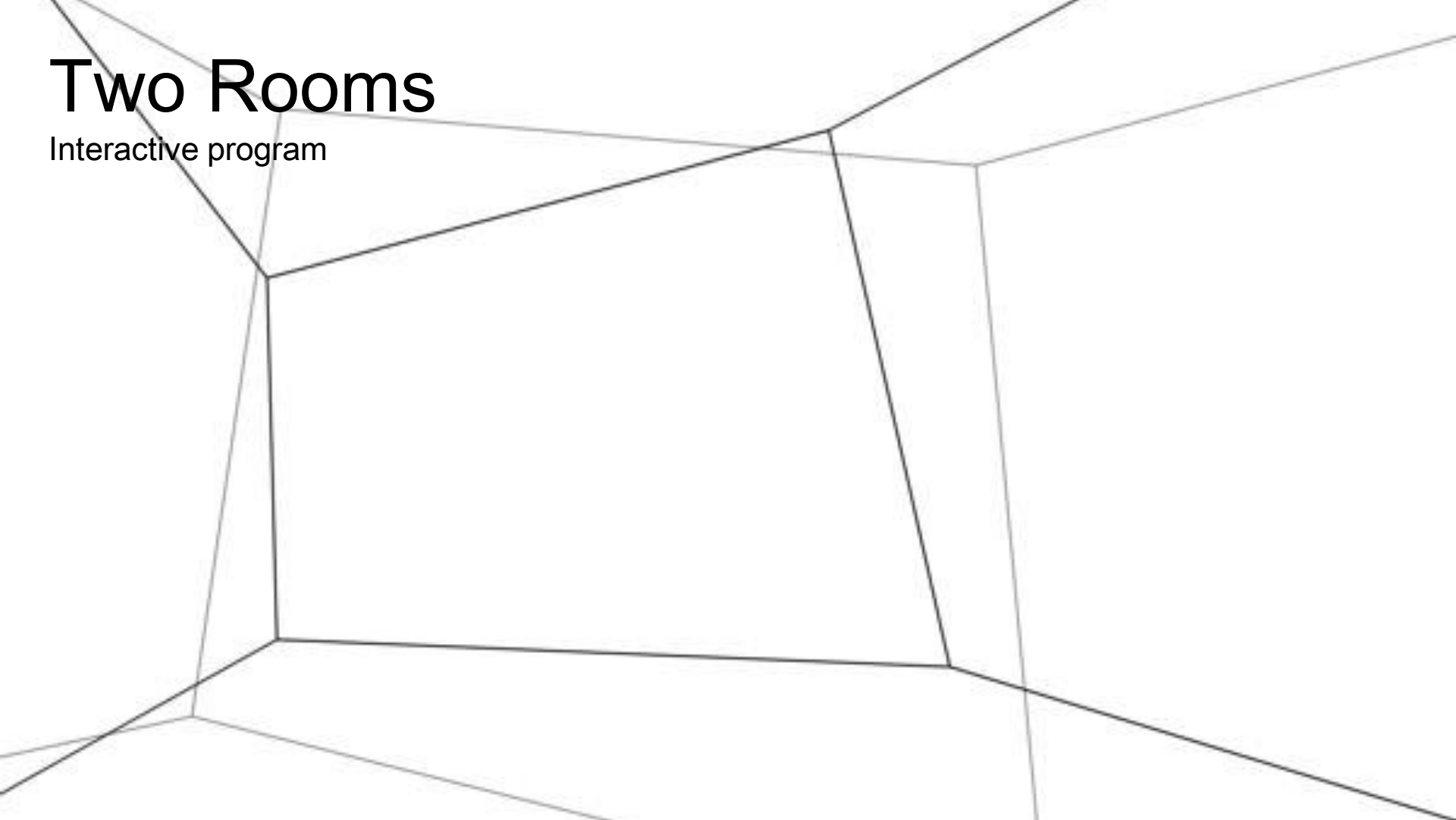
Dream Place

Interactive program



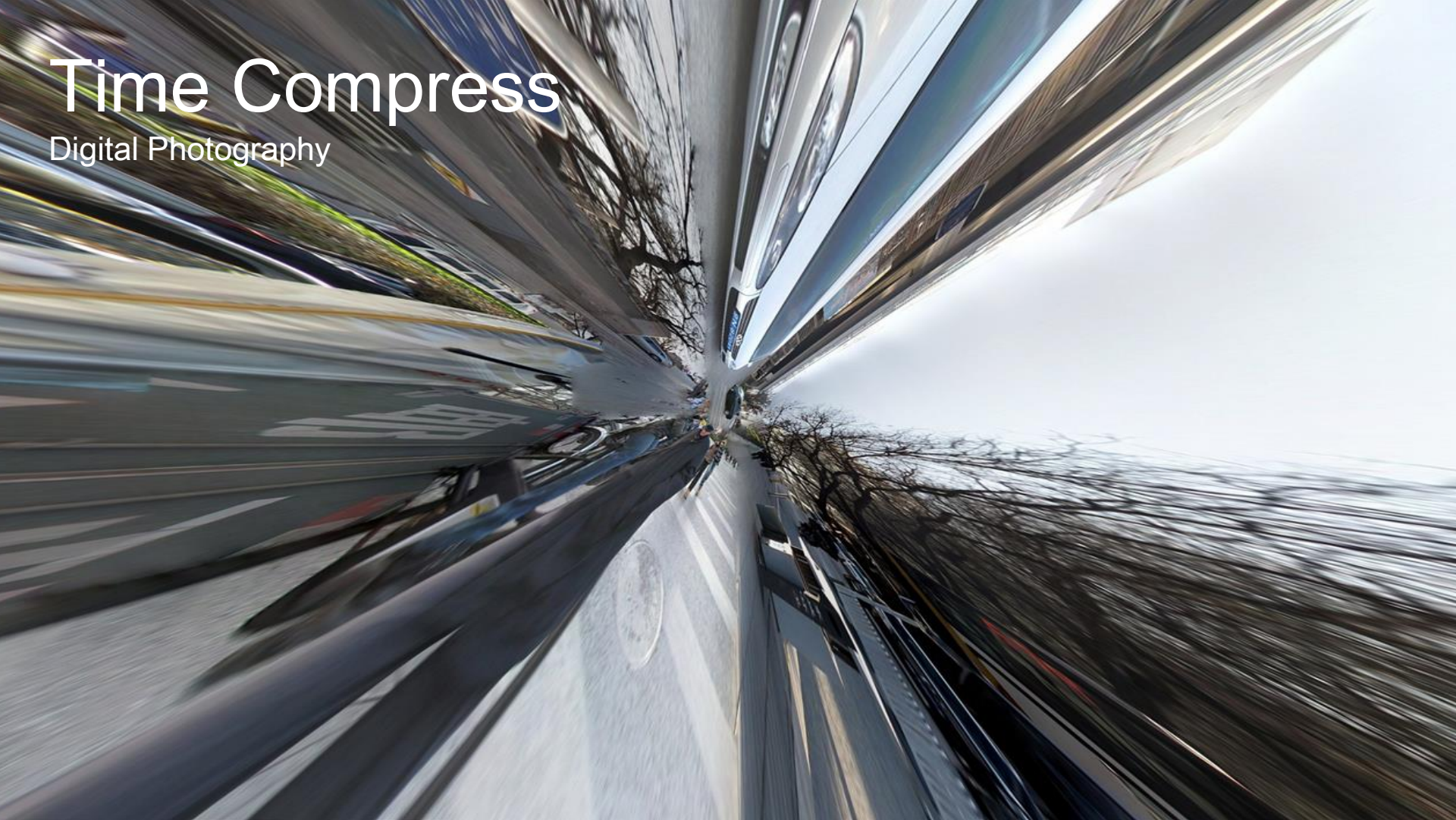
Two Rooms

Interactive program



Time Compress

Digital Photography



Face to Face

Digital Painting





Energy

220c m
Bronze



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