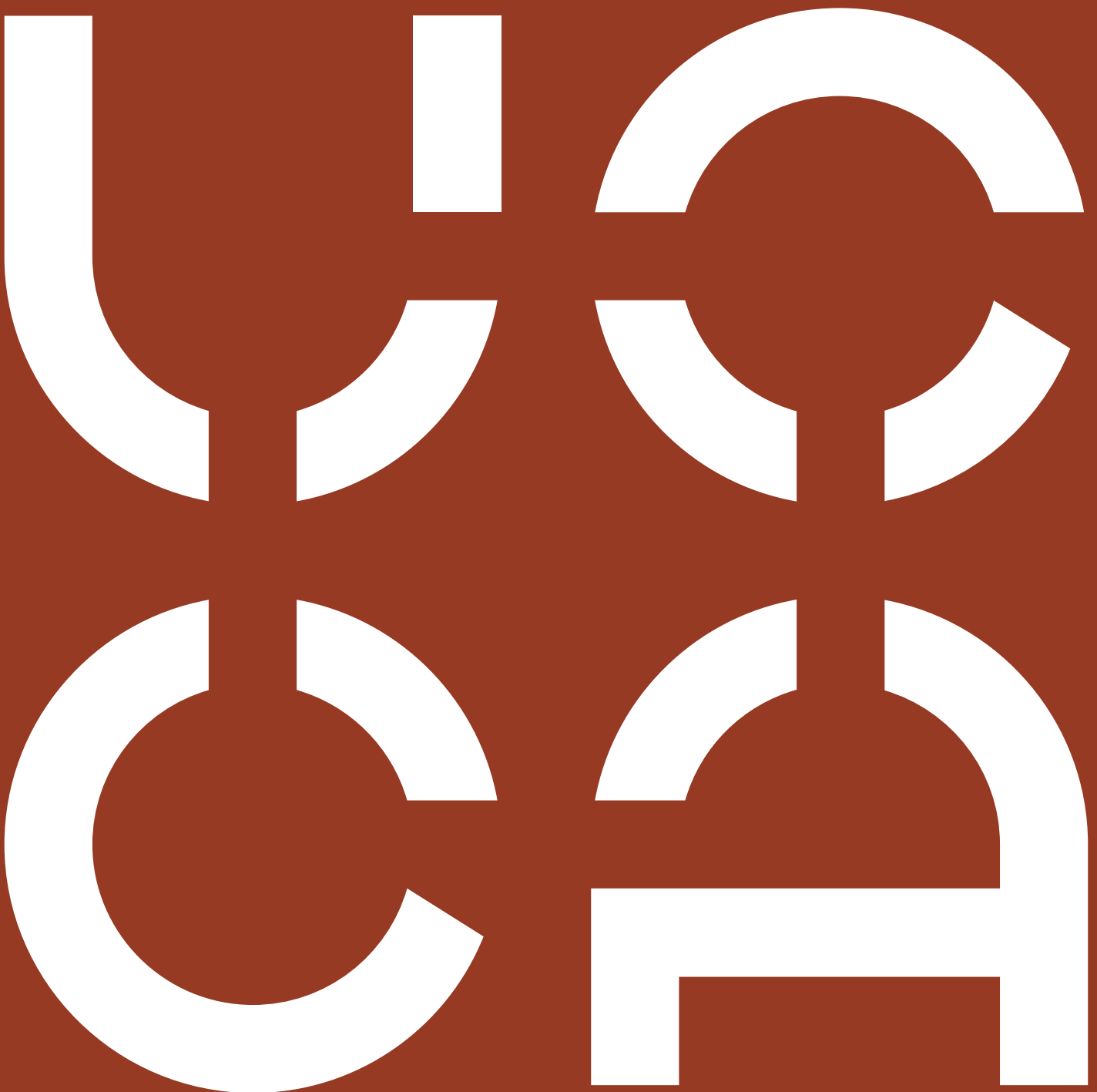


UCCA 年报
Annual Report
2024





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

回望 UCCA 创立之初，开馆展“'85 新潮：中国第一次当代艺术运动”自然成为焦点；这场由创始馆长费大为策划的展览，首次系统性地梳理了 20 世纪 80 年代中国前卫艺术运动，开创性地将中国当代艺术推向世界舞台，为我们此后十七载的发展奠定了坚实基础。

展览开幕之际其实还有一件别具意义的重要作品，却未被观众铭记：观念艺术先驱、已故艺术家劳伦斯·韦纳的语言雕塑作品《以邀光》，这件作品与 UCCA 改造后的工厂建筑风格交相辉映。作品的全部文字为“游移 以邀光 一遍 两遍 三遍”。2008 年 1 月，当时的我还是一名记者，在北京的寒冬参加了在这件作品前召开的艺术家对谈活动。那时候整个北京都沉浸在奥运前夕的憧憬中，智能手机也尚未普及。从今天的角度来看，那是一个更纯粹、更理想主义的年代，当代艺术正以愈发令人振奋和有意义的方式联结着整个世界。

今年 7 月，我们举办了劳伦斯·韦纳在中国的首个回顾展“劳伦斯·韦纳：追求幸福 越快越好”，并且在同一位置重现了《以邀光》这件作品。看着熟悉的字句故地重现是一个极其有意义的时刻，这见证了我们在过去这些年里经历的所有变迁，但更重要的是，见证了我们至今每天坚守并为之奋斗的理想。

韦纳的展览只是 2024 年度展览的一个篇章，展现了我们始终如一信念——艺术能跨越时空将彼此联结，并引发思考与改变。年初的“杉本博司：无尽的刹那”让观众与一位以摄影为主要创作的艺术家面对面，通过他的镜头思考永恒与瞬间、真实与虚构的关系。年末的“吕克·图伊曼斯：过去”展览汇集了近 90 件绘画作品，通过呈现这位艺术家半个世纪以来的艺术旅程，探索了绘画本身如何包含、解读并重构历史。

北京主馆之外，我们在这一年也经历了一些变革。后疫情时代在带来挑战的同时，也孕育着新机。上海 UCCA Edge 暂别重整；江苏宜兴 UCCA 陶美术馆在经历了 9 个月筹备期后，于 10 月正式开馆；北戴河 UCCA 沙丘美术馆接待访客数量持续创下新高。UCCA Lab 策展实力也日臻成熟，特别是在 2024 中国·上海静安国际雕塑展中，于上海市中心公园为观众呈现了 31 位国内外艺术家的 35 件作品。

我们同样欣慰今年能够持续展现 UCCA 国际化的艺术视野。UCCA Kids 带领一个个家庭走过西班牙、日本和肯尼亚，进行研学之旅；我们的赞助人探访了沙特的新兴艺术，追寻梵高、马蒂斯、毕加索在法国南部的足迹；我们还与阿尔勒、首尔、伦敦和悉尼的机构进行了展览项目的馆际合作。在跨文化对话愈发珍贵的当下，这些联系不仅显得尤为迫切，更为我们带来更多的慰藉。

我经常思考韦纳笔下的“光”究竟意味着什么，我的答案可能并不难猜：光，就是艺术，是艺术家和他们的作品，也是我们孜孜不倦地以最好、最有意义的方式向更多人展现这些作品，并产生最大的影响。光是那些令人难以忘怀的珍贵时刻：当一件艺术作品向我们展示一种普世的情感、一段被遗忘的记忆、一种全新的感受，甚至一个更美好的世界。我们在追寻这道光的路上不断前行，因这份追求而变得更加强大。衷心感谢您对 UCCA 的宝贵支持，期待我们在未来继续携手同行。

When we look back on UCCA's founding, the focus is usually on the opening exhibition "'85 New Wave: The Birth of Chinese Contemporary Art." And with good reason – founding director Fei Dawei's treatise on the avant-garde movements of the 1980s was the first show of its sort to take place in China, and it set us firmly on track to present the contemporary art of China in a global context as we have for the past seventeen years.

In July, UCCA presented "Lawrence Weiner: A PURSUIT OF HAPPINESS ASAP," the first-ever survey of his work in China. We used the occasion to reinstall TO ALLOW THE LIGHT in its original location. Seeing those words on that same wall was an incredibly poignant moment, a testament to all that had changed throughout our existence, but more importantly, to the ideals we still hold and fight for every single day.

The Weiner exhibition was just one moment in a 2024 exhibition program that espoused this same faith in the power of art to connect and change us over time. The year began with "Hiroshi Sugimoto: Time Machine," bringing viewers face-to-face with an artist who, working mainly in photography, has challenged us all to think about duration and transience, reality, and artifice. It ended with "Luc Tuymans: The Past," gathering nearly ninety works by an artist who has shown over five decades of how painting can contain, refract, and propose historical meaning.

Beyond our Great Hall in Beijing, it was a year of transformations both gradual and sudden. As we coped with the lingering economic aftereffects of the pandemic, we also found new possibilities. UCCA Edge in Shanghai took a hiatus as we worked out a new operating model; UCCA Clay in the ceramic hub of Yixing, Jiangsu province, opened in October after just nine months of discussions and preparations. UCCA Dune continued to attract record numbers of visitors to the seaside in Beidaihe. Our UCCA Lab projects attained a level of curatorial import on par with any museum, notably in the 2024 edition of the Jing'an International Sculpture Project, where 35 works by 31 Chinese and international artists came to occupy a park in the heart of Shanghai.

We were also grateful to embrace once again our identity as a museum of the world. Groups of families led by UCCA Kids roamed the globe on study trips to Spain, Japan, and Kenya. Our patrons explored the emerging art scene of Saudi Arabia and traced the footsteps of Van Gogh, Matisse, and Picasso in the South of France. Our exhibition program included collaborations with institutions in Arles, Seoul, London, and Sydney. At a time when cross-cultural dialogue feels more fraught and scarce than ever before, these connections take on a new urgency, and offer a deeper satisfaction.

I have thought a lot about what exactly Lawrence Weiner meant by "THE LIGHT." My reading may not surprise anyone: The light is art. The light is artists and their works. The light is our steadfast commitment to showing those works in the absolute best, most meaningful way possible, to the largest number of people possible, to greatest effect. The light is incredible moment that happens a few times a year, when a work of art gives us a vision of a universal emotion, a forgotten memory, a new sensation, or even a better world. We are constantly "MOVED ABOUT" in pursuit of that light. We are stronger for that pursuit, and we are deeply grateful for your generosity and support as we continue to pursue it, together.



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

关于 About

UCCA 尤伦斯当代艺术中心秉持“持续让好艺术影响更多人”的机构理念，致力于促进全球对话与文化交流。2007 年，作为非营利美术馆，UCCA 尤伦斯当代艺术中心于北京 798 艺术区中心地带对公众开放，占地总面积逾 10000 平方米，场馆主体建筑为 1950 年代的原厂房改造而成。目前，UCCA 已拥有北京主馆 UCCA 尤伦斯当代艺术中心、上海 UCCA Edge、江苏宜兴 UCCA 陶美术馆和北戴河 UCCA 沙丘美术馆 4 座场馆。除提供艺术展览、公共项目和研究计划外，UCCA 还包括致力于公益事业的 4A 级基金会、为儿童提供全方位艺术教育的 UCCA Kids，以及专注探索艺术跨界合作的 UCCA Lab。在连续荣获中国杰出美术馆荣誉的同时，UCCA 也为全球艺术机构的发展开创了独具特色的一体化运营新模式。

ucca.org.cn

UCCA Center for Contemporary Art works to bring the best in art to ever wider audiences, promoting global dialogue and cultural exchange. Opened in 2007, its Beijing flagship is registered as a non-profit museum, occupying over 10,000 square meters of regenerated factory space at the heart of the 798 Art District. UCCA also operates UCCA Dune in Beidaihe, UCCA Edge in Shanghai, and UCCA Clay in Yixing. In addition to its exhibitions, public programs, and research initiatives, UCCA includes a charitable foundation (UCCA Foundation), a comprehensive childrens art education program (UCCA Kids), and a platform for new artistic collaborations (UCCA Lab). Consistently ranked as China's leading art institution, UCCA has pioneered an integrated operating model distinct in the world.

ucca.org.cn/en

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馆群及组织架构

Structure

UCCA 北京 | 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 Beijing 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. These buildings maintain traces of their industrial past, with spaces renovated by architects Jean-Michel Wilmotte and Qingyun Ma in 2007 and further regenerated by OMA in 2019. With a total area of over 10,000 square meters, it spreads across three buildings and includes the Great Hall, further galleries, public areas, an auditorium, and spaces for events, education, and research.

UCCA Edge

座落于苏州河畔，UCCA Edge 位于上海区盈凯文创广场，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、报告厅与咖啡厅在内的公共区域。UCCA Edge 于 2021 年对公众开放，其空间建造由纽约 SO - IL 建筑事务所担纲设计。UCCA Edge 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 北京主馆的巡回展览。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, auditorium, and cafe. Opened in 2021, UCCA Edge mounts exhibitions of leading Chinese and international artists, some developed exclusively for the Shanghai audience, others touring from UCCA Beijing. 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 | 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，现已成为阿那亚社区靓丽的艺术风景线。

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 unique site and space, with a particular focus on emerging Chinese and global talents. Opened in 2018, UCCA Dune is built and supported by UCCA strategic partner Aranya, the community where it is located.

UCCA 陶 | UCCA Clay

UCCA 陶美术馆聚焦当代陶艺文化，致力于探索和展现“陶”这一媒介在当代艺术表达中的多元潜能。坐落于享有“中国陶都”美誉的江苏省宜兴市，地处重新焕发活力的丁蜀镇陶二厂文化街区的核心区域，UCCA 陶美术馆的总建筑面积达到 2400 平方米，并由隈研吾建筑都市设计事务所设计。在场馆设计上，著名建筑大师隈研吾首次使用陶土作为主要材料，建筑外立面则采用了手工烧制的陶板，呈现出自然渐变的窑变色彩，其色彩灵感源自宜兴著名的紫砂。秉承 UCCA 的全球艺术视野，根植于宜兴独特的文化遗产和数千年的制陶历史，UCCA 陶美术馆的展览与相关活动不仅通过聚焦广义理解的当代陶艺创作，展示国内外艺术家的创新实践，还提供了更广阔的文化语境，以促进中国陶艺文化与世界的交流和对话。作为宜兴市首家当代艺术机构，UCCA 陶美术馆于 2024 年 10 月对公众开放。

UCCA Clay is a museum situated at the intersection of ceramics and contemporary art. Located in China's "City of Ceramics" — Yixing, Jiangsu province—it sits at the center of the newly revitalized Creative and Cultural Ceramic Avenue district. Featuring a remarkable façade made of hand-fired terracotta tiles, the 2,400-square-meter building, designed by Kengo Kuma and Associates, is the Japanese architect's first built work to feature clay as a primary material. Its color refers to Yixing's renowned zisha, or purple clay. UCCA Clay's program takes inspiration from Yixing's unique cultural heritage and millennia-long ceramic history, as well as UCCA's global artistic vision. Its exhibitions center contemporary creativity in the medium of ceramics, broadly understood, by Chinese and international artists, while also offering further context and facilitating exchange and dialogue with the wider world. Opened in 2024, it is the first contemporary art institution in Yixing.



UC 舞美术馆
CA Clay Museum
C 舞美术馆
C 舞美术馆



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

馆 群
Constellation

UCCA 北京
UCCA Beijing

UCCA 沙丘
UCCA Dune

UCCA Edge

UCCA 陶
UCCA Clay

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

UCCA Lab

UCCA Kids

职 能
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

信息技术部
IT

数据回顾

Numbers

展览场次
Exhibitions
11

公共项目数量
Public Programs
204

志愿者人次
Volunteers
82

接待总参观人次
Total Visitors
747,143

公共项目线上总参与人次
Total Online Participants in
Public Programs
12,400,000+

志愿者服务时长
Total Volunteer Service Hours
1,337

单日最高访问人次
Peak One-Day Attendance
6,550

公共项目线下总参与人次
Total Onsite Participants in
Public Programs
14,532

出版物
Publications
4

公共项目社群人数
Members in the
Public Programs Community
4,031

官方社交媒体
粉丝数
Social Media Followers
2,200,000+

媒体触达
Media Impressions
30,863,137,610

KOL 曝光量
KOL Post Impressions
31,600,490,257

媒体报道数量
Media Reports
19,805

KOL 发布
KOL Social Media Posts
6,278

大事记

Year in Review

1月-2月 January – February

UCCA 北京呈现新年首展“梦想时间”，以来自世界各地的15位（组）艺术家的创作，探究梦同时作为梦境与预想的丰富涵义。本次展览由 UCCA 策展人方芳策划，参展艺术家包括艾丝利·乔乌肖鲁与因吉·艾薇内、陈泳因、亚莉桑德拉·杜曼诺维、冯至炫、提达·海希弥与苏菲亚·艾芳尼安、斯凯·霍平卡、克里斯汀·孙·金、马秋莎、伊西娅尔·欧卡丽兹、彭祖强、单慧乾、曹晶、王伊芙苓稻程、王裕言、徐冠宇。

UCCA Lab 携手 POLPAS 北辰荟与加埃塔诺·佩谢工作室，于北京新晋零售地标北辰荟二层空间内呈现意大利传奇艺术家加埃塔诺·佩谢个展“集合”。

UCCA Beijing opened “Dream Time,” featuring works by 15 artists and collectives from around the world. The exhibition delved into the complexities and multifaceted dimensions of dreams, both as reveries and aspirations. “Dream Time” was curated by UCCA Curator Yan Fang. Participating artists included Aslı Çavuşoğlu & İnci Eviner, Doreen Chan, Aleksandra Domanović, Feng Zhixuan, Tirdad Hashemi & Soufia Erfanian, Sky Hopinka, Christine Sun Kim, Ma Qiusha, Itziar Okariz, Peng Zuqiang, Sin Wai Kin, Chin Tsao, Evelyn Taocheng Wang, Yuyan Wang, and Guanyu Xu.

UCCA Lab collaborated with POLPAS and Gaetano Pesce Studio to present “Gaetano Pesce: Assembling(s),” a solo exhibition by the legendary Italian artist, on the second-floor space of POLPAS, a new retail destination in Beijing.

3月 March

UCCA 北京呈现国际著名艺术家杉本博司中国首个重要机构个展——“杉本博司：无尽的刹那”。展览全景式展现艺术家50年创作生涯，汇集其享誉国际的“海景”“剧场”“放电场”“肖像”等系列，以及最新完成且首次公开亮相的暗室书法作品。“杉本博司：无尽的刹那”由伦敦海沃德美术馆、UCCA 与悉尼当代艺术博物馆联合呈现，展览伦敦站由海沃德美术馆馆长拉尔夫·鲁格夫策划，北京站由 UCCA 策展人张南昭策划。

UCCA Kids 呈现“一个果子！”课程成果展，通过小朋友们多种媒介的作品，展示了儿童不同阶段认知视角的差异和独特审美及趣味。

UCCA 沙丘美术馆呈现展览“鸟头：云云”，围绕艺术家组合鸟头始于2021年的持续性项目“云云”展开拓展。本次展览由 UCCA 馆长田霏宇策划。

UCCA Beijing presented “Hiroshi Sugimoto: Time Machine,” the first institutional exhibition of Japanese artist Hiroshi Sugimoto in China. This exhibition was a comprehensive survey of the internationally acclaimed artist’s 50-year career, and included iconic series “Seascapes,” “Theaters,” “Lightning Fields,” and “Portraits,” as well as newly created calligraphy pieces that made their global premier. “Hiroshi Sugimoto: Time Machine” was co-organized by Hayward Gallery, London, UCCA Center for Contemporary Art, Beijing, and Museum of Contemporary Art, Sydney. The London presentation was curated by Hayward Gallery Director Ralph Rugoff, and the Beijing iteration by UCCA Curator Neil Zhang.

UCCA Kids showcased “Harvesting the Fruit!”, an exhibition celebrating the creative achievements of its educational programs. Featuring works across diverse media created by children, the exhibition revealed unique aesthetic sensibilities, imaginative expressions, and evolving cognitive perspectives at different developmental stages.

UCCA Dune presented “Birdhead: Yun Yun,” an exhibition expanding on the ongoing “Yun Yun” project initiated in 2021 by artist duo Birdhead. Curated by UCCA Director Philip Tinari, this exhibition explored new dimensions of the project’s evolving themes through an insightful, nuanced selection of works.

4月 April

北京尤伦斯艺术基金会携手腾讯音乐公益于秦皇岛阿那亚孤独图书馆，共同呈现孤独症儿童关爱艺术展览“如果音乐有形状”。

UCCA 青年赞助人成立5周年。5年来 UCCA 青年赞助人汇聚了百余位社会各界热爱艺术、深具社会责任感的青年领袖，在艺术领域持续散发影响力。

UCCA Foundation and Tencent Music collaboratively presented “If Music Had Shape,” an exhibition dedicated to raising awareness and support for children with autism. This exhibition was held at the Lonely Library in Aranya, Qinhuangdao in a poignant dialogue between the space and the cause represented.

The UCCA Young Associates program marked its fifth anniversary. This group unites over 100 young leaders from diverse backgrounds who share a passion for art and a commitment to social responsibility, and has steadily expanded its influence throughout the art community.

5月 May

UCCA 携手 Badmarket 打造全新艺术商店 Badmarket UCCA，并于年内合作推出年度展览联名企划。

UCCA 北京同时推出艺术家梁好与米格尔·安赫尔·帕亚诺的首次机构个展。“梁好：步虚”展出艺术家最具代表性的木质雕塑系列作品，以及为本次展览特别创作的全新石膏雕塑系列作品，展览由 UCCA 策展人张南昭策划。“米格尔·安赫尔·帕亚诺：悟-物”汇集艺术家在中国过去二十年间各阶段的创作，全面展现帕亚诺跨越文化的艺术创作衍变历程，展览由 UCCA 馆长田霏宇策划。

2024 年“燃冉”青年艺术家孵化计划正式开启。进入第三年的“燃冉”由“青年艺术家奖项”“艺术家驻留项目”“艺术季”“跨界合作”四大创意板块组成。其中“青年艺术家奖项”以“在地新生”为主题展开招募，并于9月产生3位获奖者和12位（组）入围艺术家；“艺术家驻留项目”最终迎来6位（组）艺术家开启在地驻留；“艺术季”以“响亮的吻”为主题，于年末在上海新天地全域呈现。

UCCA teamed up with Badmarket to create a new museum store at UCCA Beijing, Badmarket UCCA, and announced a long-term collaboration for co-branded exhibition products.

UCCA Beijing opened the first institutional solo exhibitions of artists Liang Hao and Miguel Ángel Payano. “Liang Hao: Pacing the Void,” curated by UCCA Curator Neil Zhang, showcased the artist's signature wooden sculptures alongside a new series of plaster works created specifically for this exhibition. “Miguel Ángel Payano: Woo-Woo,” curated by UCCA Director Philip Tinari, was a comprehensive survey of the artist's two-decade practice in China, highlighting the evolution of his cross-cultural artistic journey.

The “RanRan” Young Artist Incubation Program officially launched its third edition. This year's program featured four key components: the “RanRan” Young Artist Award, the annual Art Season, the artist residency program, and cross-disciplinary collaborations. This year's Young Artist Award, themed “Bringing Heritage to Life,” concluded in September with three winners and twelve shortlisted artists (or collectives) selected through an open call. Six artists participated in the artist residency program, undertaking immersive, site-specific projects. The 2024 “RanRan” program culminated with the Art Season, titled “Sparkling into Sparkling,” which unfolded across Shanghai's Xintiandi district.

6月 June

由上海市商务委员会行政服务中心携手 UCCA 共同主办，UCCA Edge 协办的“夜次元——夜道碰头”艺术项目在六月的上海夜晚向公众呈现。该艺术项目是 2024 年第五届上海夜生活节重要活动之一。

UCCA 宣布将在享有“中国陶都”美誉的江苏省宜兴市开设 UCCA 馆群的第四座美术馆——UCCA 陶美术馆，并计划于 2024 年 10 月正式对公众开放。

Co-organized by the Shanghai Municipal Commission of Commerce Administrative Service Center and UCCA, with UCCA Edge as a supporting partner, “Night Dimension: The Night Out” opened to light up the Shanghai night until mid-June. This project was a key element in the fifth edition of the Shanghai Nightlife Festival.

UCCA announced the October 2024 opening of UCCA Clay, the fourth institution in the UCCA constellation of museums, in Yixing, Jiangsu province, renowned as China's “City of Ceramics.”

7月 July

UCCA 北京呈现“劳伦斯·韦纳：追求幸福 越快越好”。本次展览是观念艺术奠基人之一——美国艺术家劳伦斯·韦纳在中国的首个重要回顾展，展出近 50 件贯穿其艺术生涯的语言作品。展览由 UCCA 策展顾问彼得·逸利策划，与劳伦斯·韦纳艺术遗产紧密合作，继 2007 年 UCCA 委任创作“劳伦斯·韦纳：以邀光”作为 UCCA 开馆展项目之一展出后，时隔 17 年再次于 UCCA 呈现艺术家具有开创性的艺术实践。

UCCA 于“劳伦斯·韦纳：追求幸福 越快越好”展览期间精心策划了一系列公共实践项目，涵盖特邀导览、主题对话、媒介现场、影像艺术交流等多场系列活动，是近年来世界艺术领域内围绕韦纳组织的重要公共系列活动之一。

UCCA 沙丘美术馆呈现展览“麦克斯·霍珀·施奈德：创生奇想”。作为艺术家在中国的首次机构个展，展览在虚构景观中揭示万物的关联与共生。本次展览由 UCCA 策展人栾诗璇策划。

UCCA 推出《玛利亚·拉斯尼格：火星来客》展览同名中英双语图录，共收录 5 篇评论文章，以及详细的艺术家年表，结合所有展出作品高清图以及展览现场图，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。

UCCA Beijing presented “Lawrence Weiner: A PURSUIT OF HAPPINESS ASAP,” the first major retrospective in China of the conceptual art pioneer, curated by UCCA Curator-at-Large Peter Eleey in close collaboration with the Lawrence Weiner Estate. This exhibition featured nearly 50 language-based works spanning the artist's pivotal career, revisiting Weiner's groundbreaking artistic practice 17 years since the 2007 presentation of his commissioned work “To Allow the Light” as part of UCCA's inaugural exhibitions.

Throughout the exhibition period of “Lawrence Weiner: A PURSUIT OF HAPPINESS ASAP,” a curated series of public programs offered one of the most comprehensive recent public projects surrounding Weiner's works globally. The offerings included guided tours, themed conversations, live performances, and film screenings.

UCCA Dune presented “Max Hooper Schneider: Carnival of Gestation,” curated by UCCA Curator Luan Shixuan. This exhibition marked the first institutional solo presentation of the artist in China, where he explored and revealed the interconnection and symbiosis of all entities within a fictional landscape where trauma and miracles coexist.

UCCA released the bilingual catalogue “Maria Lassnig: Happy Martian,” which includes five critical essays, a detailed artist chronology, high-quality images of all exhibited works, and installation views. This catalogue is an in-depth exploration of Lassnig's iconic conceptual works and practice over a creative career spanning more than 70 years.

8月 August

第二届“UCCA Young Associates 年度选择奖”宣布启动。该奖项是“UCCA Young Associates 新生代艺术家支持计划”的重要组成部分，并将于 11 月举办的 2024 年度 UCCA Gala 上举行颁奖仪式。

The second edition of the UCCA Young Associates' Choice Awards was announced and calls for submission opened. This award highlights extraordinary young talents of contemporary art with winning and shortlisted artists announced at the UCCA Gala in November.

9月 September

UCCA Lab 作为策展机构呈现 2024 年“中国·上海静安国际雕塑展”。展览由上海市规划和自然资源局、上海市静安区人民政府共同主办，静安区绿化和市容管理局、静安区规划和自然资源局承办。本届雕塑展以“空间协奏”为主题，展出来自全球 10 个国家的 31 位艺术家的 35 件作品，旨在探索艺术、城市与市民之间的和谐共生。

UCCA 北京呈现中国艺术家莫毅首个机构性回顾展——“莫毅：我在我的风景里”。展览汇集 300 余幅摄影作品，同时首次展出艺术家的手工影集、日记和原版底片印样。本次展览由 UCCA 策展人容思玉策划，UCCA 与法国阿尔勒国际摄影节组织呈现，并先于 7 月在阿尔勒展出。

UCCA Lab served as the curatorial partner of the 2024 China International Jing'an Sculpture Project (2024 JISP). 2024 JISP, titled “Echoes Among Us,” showcased 25 works by 31 artists from 10 countries in an exploration of the harmonious interplay between art, urban spaces, and people. This public art project was co-hosted by the Shanghai Municipal Administration of Planning, Land and Resources and the Shanghai Jing'an District People's Government and co-organized by the Shanghai Jing'an District Administration of Landscaping and City Appearance and the Shanghai Jing'an District Administration of Planning, Land and Resources.

UCCA Beijing opened “Mo Yi: Me in My Landscape,” the first institutional retrospective of Chinese artist Mo Yi, showcasing over 300 photographs in addition to the artist’s handmade photobooks, personal journals, and original contact sheets, many of which were exhibited for the first time. This exhibition was curated by UCCA Curator Holly Roussell, and co-organized with Rencontres d’Arles International Photography Festival, where a version premiered in July.

10 月 October

10 月 19 日 UCCA 陶美术馆正式向公众开放，并呈现开馆展“器之道：日本岐阜县现代陶艺美术馆藏‘美浓国际陶瓷节’获奖作品精选展”，既是对宜兴悠久陶艺历史的致敬，也是对陶瓷艺术在全球化语境下跨文化对话与前沿实践的深度探索。本次展览由 UCCA 馆长田霏宇和 UCCA 助理策展人张尧共同策划。

UCCA 沙丘美术馆呈现新加坡当代艺术家张奕满个展“无尽之夏”，展览通过多种媒介作品与不同的场景设置，在北方海滨营造出虚幻的热带体验，探讨记忆、幻想与现实之间的模糊界限。本次展览由 UCCA 策展人栾诗璇策划。

UCCA Clay officially opened on October 19 with its inaugural exhibition, “The Ways of Clay: Select Award-Winning Works from the International Ceramics Festival Mino of the Museum of Modern Ceramic Art, Gifu, Japan.” Co-curated by UCCA Director Philip Tinari and UCCA Assistant Curator Zhang Yao, this exhibition fused the rich history of Yixing’s ceramic heritage as well as an exploration of the ceramic medium in a global, cross-cultural dialogue with its innovative practices and contemporary ceramic art methodologies.

UCCA Dune presented “Heman Chong: The Endless Summer,” a solo exhibition of Singaporean contemporary artist Heman Chong curated by UCCA Curator Luan Shixuan. This exhibition was an illusory tropical experience constructed by installations, video, and painting that blurred the boundaries between memory, fantasy, and reality, prompting reflection on material and economic foundations via deftly constructed storytelling woven with nostalgia.

11 月 November

UCCA 基金会负责协办的“驱动力：共情与直觉”艺术展于 UCCA Lab 北京艺术空间呈现。展览展出近 20 位国内外优秀当代艺术家作品，以对自然的敬畏，对生命的尊重和对未来的希望，向珍·古道尔博士致敬。

“UCCA Gala 2024——以邀光”慈善盛典于上海盛大举行。本次慈善盛典旨在汇聚各界力量，支持 UCCA 继续呈现具有学术性与前瞻性的艺术项目。盛典包括慈善晚宴与慈善拍卖，共筹款逾八百万元人民币。庆典现场还宣布了第二届“UCCA 青年赞助人年度选择奖”获奖艺术家，并举行颁奖典礼，艺术家张移北荣获此奖项。

UCCA Lab 携手百联集团及其成员企业百联股份旗下的时尚买手店 the balancing, 于第七届中国国际进口博览会联合呈现“翻折间：构建艺术与商业的无限空间”艺术项目。

UCCA 北京呈现国际著名比利时艺术家吕克·图伊曼斯在中国的首个大型个展——“吕克·图伊曼斯：过去”。作为艺术家迄今为止最为重要的回顾展之一，展览汇集了图伊曼斯最具代表性及鲜少展出的近 90 件作品。本次展览由 UCCA 策展顾问彼得·逸利与吕克·图伊曼斯共同策划。

UCCA 与“北京国际短片联展”共同呈现来自全球的 200 多部最新前卫影像作品，涵盖国际竞赛、华语竞赛、新星竞赛、非竞赛单元及多个特别策划单元，为中国观众提供多元化的影像体验。

UCCA Foundation co-hosted nature-inspired exhibition “Driving Forces: Compassion & Intuition” at the UCCA Lab space in Beijing. This exhibition featured works by approximately 20 contemporary Chinese and international artists in a profound tribute to nature, life, hope for the future, as well as Dr. Jane Goodall’s legendary advocacy for the planet.

In Shanghai, “2024 UCCA Gala – To Allow the Light” brought together supporters of UCCA’s ongoing mission to showcase and foster groundbreaking art. The event included a gala dinner and charity auction, raising more than RMB 8 million for UCCA’s ongoing efforts. The evening also included the announcement of the “UCCA Young Associates’ Choice Awards” winner, artist Zhang Yibei.

UCCA Lab and the balancing, the fashion boutique brand subsidiary under Bestlinks Group, collaboratively presented “Unfolding Infinity: Shaping Limitless Horizons” at the 2024 China International Import Expo.

UCCA Beijing presented the first major solo exhibition in China by acclaimed Belgian artist Luc Tuymans in China, titled “Luc Tuymans: The Past.” Co-curated by UCCA Curator-at-Large Peter Eleey and Luc Tuymans, this exhibition was one of the most significant retrospectives of Tuymans to date and featured nearly 90 of the artist’s most representative works as well as those rarely exhibited.

In partnership with the Beijing International Short Film Festival, UCCA Beijing presented over 200 cutting-edge international films, spanning categories such as International Short Film Competition, Chinese Short Film Competition, NOVA Competition, Non-Competitive Selections, and various special programs.

12 月 December

UCCA Lab 作为策展团队呈现舟山市（普陀区）美术馆开馆展“共栖之舟”，通过 16 位（组）艺术家、学者和共创组织的多种媒介形式作品，以舟山海洋文化发展的不同侧面为启发，呈现跨领域、多视角的海洋观探讨。

UCCA Lab served as the curatorial entity for “Sailing Home,” the opening exhibition of the Zhoushan Art Museum. This exhibition featured works by 16 artists, scholars, and collectives inspired by Zhoushan’s historic maritime culture across various mediums and media for a multidisciplinary, multidimensional exploration of oceanic themes.



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奖项与荣誉

Awards and Honors

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

2024 《Hi 艺术》年度榜
蝉联 6 年“年度美术馆”冠军
2024 Hi Art Annual List
“Top-Rated Art Museum of the Year”
(sixth year in a row)

ARTnews 中文版
2024 年度艺术推动大奖
ARTnews China
“2024 Key Art Driver Award”

第十届 The Best BANG Awards
“年度影响力美术馆”
The 10th Best BANG Awards
“Influential Art Museum of the Year”

2024 年芭莎艺术光影大赏
“年度美术馆”
2024 BBART Awards
“Museum of the Year”

“杉本博司: 无尽的刹那”
“Hiroshi Sugimoto: Time Machine”

第十届 The Best BANG Awards
“年度人气展览”
The 10th Best BANG Awards
“Most Popular Exhibition of the Year”

2024 年卷宗 Wallpaper* 设计大奖
“最佳展览体验”提名
Wallpaper* Design Awards 2024
“Best Exhibition Experience” Candidate

TimeOut 北京 2024 新生活大赏
“年度精神生活”奖
TimeOut Recommends 2024
“Cultural Essence” Award

《马蒂斯的旅行》
Matisse's Journey

第 103 届纽约 ADC 年度大奖 金立方奖
ADC 103rd Annual Awards Gold Cube

第十二届「方正奖」设计大赛 书籍设计类 提名奖
12th「Founders Award」Design Nominee

马蒂斯的旅行 DIY 艺术盒子
Matisse's Journey DIY Ornament Kit

Pentawards 2024 家居、休闲及其他市场类 铂金奖
Pentawards 2024-Home, Leisure & Other Market
Platinum

Award360° 年度文创 入围
Award360° Creative Product Design Shortlist

2024 上海夜生活节“夜次元——夜道碰头”艺术项目
“Night Dimension: The Night Out”

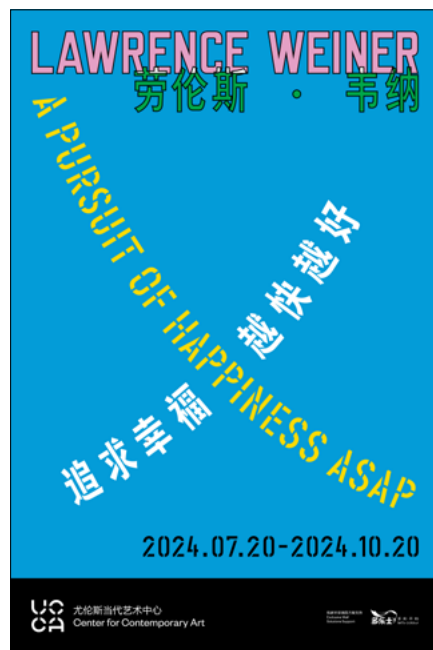
2024 年度 GOGO Media
“上海夜间公共艺术创新焕活奖”
2024 GOGO Media
“Shanghai Nighttime Public Art Innovation Awards”

“苹果砸开的立体主义”
“Cubism Through the Apple Lens”

2023-2024 年度朝阳区博物馆“十佳研学”项目
2023-2024 Chaoyang District Museum
“Top Ten Educational Programs” Awards

展览呈现
Exhibitions

展览呈现 Exhibitions__





杉本博司: 无尽的刹那

Hiroshi Sugimoto: Time Machine

2024.3.23 – 2024.6.23

UCCA 北京 (大展厅、Open Gallery、剧场)
UCCA Beijing (Great Hall, Open Gallery, Atrium)

国际著名艺术家杉本博司（1948 年出生于东京）在中国的首个重要机构个展。“杉本博司：无尽的刹那”全景式展现这位世界级艺术家 50 年艺术生涯，以 11 个系列，127 件作品对杉本博司自 1974 年至今的创作实践进行有针对性的回顾与考察，展出从其最早期创作、到享誉国际的“海景”“剧场”“放电场”“肖像”等系列，以及首次公开亮相的一件重要暗室书法作品，杉本博司带领的建筑事务所——新素材研究所特别担任本次展览的展陈设计。“无尽的刹那”汇集杉本博司跨越摄影、装置和雕塑多领域的作品，聚焦艺术家自 1970 年代通过对摄影媒介自身的特性与技术的开创性思考，对时间和记忆的既定理解所展开的富有哲学与趣味性的探索，旨在激发观者对摄影的本质与如何感知世界的反思与审视。“杉本博司：无尽的刹那”由伦敦海沃德美术馆、UCCA 与悉尼当代艺术博物馆联合呈现。展览伦敦站由海沃德美术馆馆长拉尔夫·鲁格夫策划，北京站由 UCCA 策展人张南昭策划。

特别支持：日本国际交流基金会北京日本文化中心

独家环保墙面方案支持：多乐士

展览首席视频内容合作平台：抖音艺术

展览特别合作伙伴：理想国

“Hiroshi Sugimoto: Time Machine” was the first major institutional solo exhibition of the world-renowned artist Hiroshi Sugimoto (b. 1948, Tokyo) in the Chinese mainland. A holistic retrospective of Sugimoto's career over the past 50 years, this exhibition featured 11 series and 127 pieces in a systematic presentation of his works since 1974. The works displayed included his early creations, his signature “Seascapes,” “Theaters,” “Lightning Fields,” and “Portraits” series, as well as a major work of darkroom calligraphy shown to the public for the first time. “Hiroshi Sugimoto: Time Machine” was designed by Shinsoken (New Material Research Laboratory), an architectural firm co-founded by the artist. Incorporating Sugimoto's multidisciplinary practice of photography, installation, and sculpture, this exhibition highlighted the artist's innovative ideas about the properties and technologies of the photographic medium since the 1970s, as well as his philosophical and playful inquiry into our understanding of time and memory. The works inspired viewers to reconsider the essence of photography and its role as a means of perceiving the world. “Hiroshi Sugimoto: Time Machine” was co-organized by Hayward Gallery, London, UCCA Center for Contemporary Art, Beijing, and Museum of Contemporary Art, Sydney. The London presentation was curated by Hayward Gallery Director Ralph Rugoff, and the Beijing iteration by UCCA Curator Neil Zhang.

Special Support: Japan Foundation, Beijing

Exclusive Wall Solutions Support: Dulux

Lead Exhibition Video Platform Collaborator: Douyin Art

Special Exhibition Collaborator: imaginist





劳伦斯·韦纳：追求幸福 越快越好 Lawrence Weiner: A PURSUIT OF HAPPINESS ASAP

2024.7.20 – 2024.10.20

UCCA 北京 (大展厅)
UCCA Beijing (Great Hall)

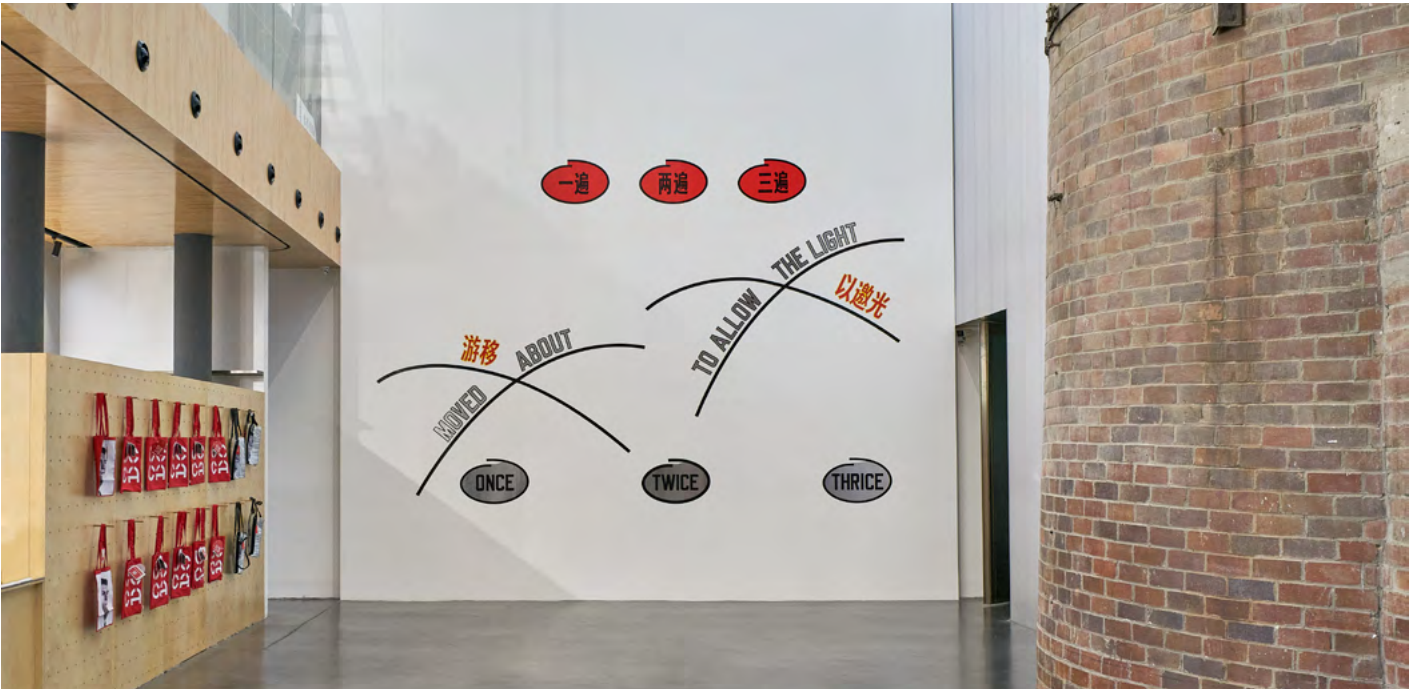
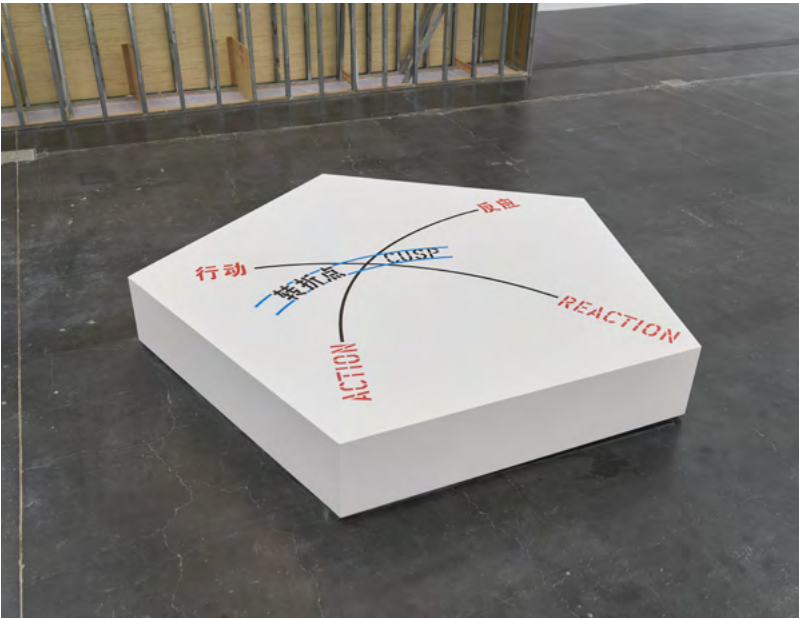
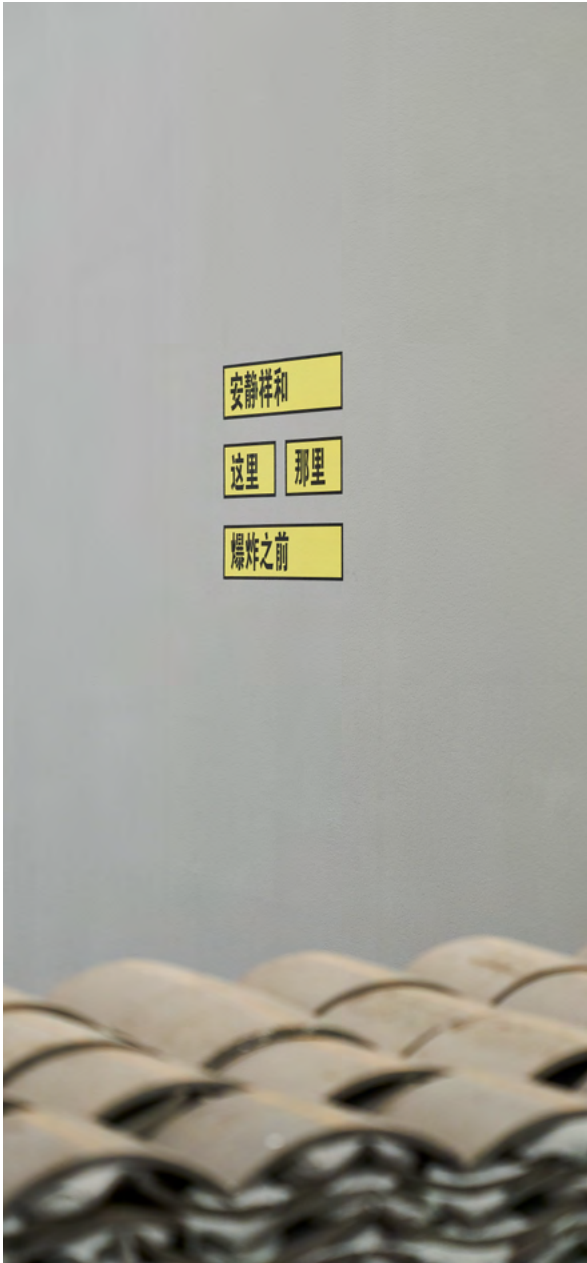
“劳伦斯·韦纳：追求幸福 越快越好”是观念艺术奠基人之一——美国艺术家劳伦斯·韦纳（1942-2021）在中国的首个重要回顾展，此次展出近 50 件贯穿其开创性艺术生涯的语言作品，邀请观众体验和探索这位观念艺术先驱的“语言雕塑”创作实践。此次展出的绘画草图、海报和影像为观众——韦纳称之为其作品的“接受者”——理解艺术家的创作手法和理念提供了尽可能详尽的背景。每件作品于 UCCA 大展厅特定空间中得以展现其独特的表达，从而激发观众根据具体情境、关系、布置以及作品的展示方式，构建属于自己的解读与感悟。本次展览由 UCCA 策展顾问彼得·逸利策划，与劳伦斯·韦纳艺术遗产紧密合作，继 2007 年 UCCA 委任创作“劳伦斯·韦纳：以邀光”作为 UCCA 开馆展项目之一展出后，时隔 17 年再次于 UCCA 呈现劳伦斯·韦纳具有开创性的艺术实践。

“Lawrence Weiner: A PURSUIT OF HAPPINESS ASAP” was the first major presentation of Lawrence Weiner (1942–2021) in China, showcasing nearly fifty works in language that span his trailblazing career. Here, viewers were invited to experience and explore the sculptural qualities of language as manifested by one of the earliest conceptual artists. Selected drawings, posters, and moving images provided additional context for viewers, whom Weiner referred as the “receivers” of his work. Each piece found expression in the specific spaces of UCCA’s Great Hall, allowing subjective reflection depending on circumstances, relationships, setting, and presentation. Curated by Peter Eleey, UCCA Curator-at-Large, in close collaboration with the artist’s estate, “A PURSUIT OF HAPPINESS ASAP” brought Weiner’s groundbreaking work back to UCCA seventeen years after the museum commissioned “TO ALLOW THE LIGHT” for its inaugural exhibition series in 2007.

独家环保墙面方案支持：多乐士

Exclusive Wall Solutions Support: Dulux

MATTER CAUSED
被停止
TO CEASE TO
原有
FUNCTION
功能
AS IT HAD
的物质



吕克·图伊曼斯: 过去

Luc Tuymans: The Past

2024.11.16 – 2025.2.16

UCCA 北京 (大展厅)
UCCA Beijing (Great Hall)

“吕克·图伊曼斯: 过去”是国际著名比利时艺术家吕克·图伊曼斯（1958 年出生，现生活工作于比利时安特卫普）在中国举办的首个大型个展，亦是其迄今为止最为重要的回顾展之一，展出涵盖艺术家职业生涯各阶段，自 1975 年至 2023 年创作的近 90 件作品，其中包括艺术家最具代表性的作品以及此前鲜少展出的创作。作为当今最重要的画家之一，吕克·图伊曼斯以冷静克制的色调和对既有图像意味深长的运用而著称，作品题材涵盖从日常普通物品到具有重大历史影响的人物与事件。他通常在一天之内完成整幅作品，观者很容易被他精心构思的画面所吸引，却难以解读其背后的寓意与目的。图伊曼斯以给人以褪色感、近乎摄影的独特绘画风格吸引了世界的关注，并对后续的艺术产生了广泛影响，包括自 20 世纪 90 年代首次接触到其作品的众多中国艺术家。本次展览由 UCCA 策展顾问彼得·逸利与吕克·图伊曼斯共同策划。

“Luc Tuymans: The Past” was the first comprehensive presentation of acclaimed Belgian artist Luc Tuymans (b. 1958; lives and works in Antwerp, Belgium) in China, and one of his most significant surveys to date. This exhibition spanned the full scope of his career, with 87 works created between 1975 and 2023, including some of his best-known paintings alongside others rarely seen. One of the most important painters working today, Luc Tuymans is known for his restrained palette and complex use of preexisting imagery, with subjects ranging from ordinary objects to figures and events of enormous consequence. Working quickly, he typically paints every picture in a single day, creating seductive and carefully worked surfaces that pull viewers in, while disclosing little about his interest or purpose. With his now-defining style of a faded, almost photographic quality, Tuymans has captivated viewers worldwide and left an indelible mark on subsequent generations of artists, including many in China who first encountered his work in the 1990s. This exhibition was curated by Peter Eleey, UCCA Curator-at-Large, in close collaboration with the artist.

独家环保墙面方案支持: 多乐士

Exclusive Wall Solutions Support: Dulux





梦想时间 Dream Time

2024.1.27 – 2024.4.28

UCCA 北京 (中展厅、新展厅、西展厅)

UCCA Beijing (Central Gallery, New Gallery and West Gallery)

“梦想时间”由15位(组)艺术家通过绘画、雕塑、摄影、影像、装置和表演等多元媒介的作品，探究梦同时作为梦境与预想的丰富涵义，共同参与对主体性和赋权的探索。作为极为私密的心理图式，梦描绘着个人精神世界的图景，唤起内心最深处的欲望和恐惧，联结着过去与未来，同时也强化了人类对自我和集体的认同。随着现代科技对大脑活动的深度介入，人类的精神世界不断被触手可及的无限碎片化信息湮没，以至于我们不再有足够时间去思考更为重要的议题，诸如性别与身份认同、环境可持续性、主观认知、亲密关系、技术演变，以及个人和集体记忆等等。在本次展览中，艺术家们将基于各自的人生经历与文化背景将这些议题再次带至观众视野，藉由作品将UCCA展厅变成融汇心理学与社会历史性的虚构梦境，为观众开启感官与思考的多重通道，将个体内心世界对记忆的重塑以及对未来的重构嵌入集体之梦，引领观众重新思考当代生活。本次展览由UCCA策展人方彦策划。

参展艺术家：艾丝利·乔乌肖鲁与因吉·艾薇内、陈泳因、亚莉桑德拉·杜曼诺维、冯至炫、提达·海希弥与苏菲亚·艾芳尼安、斯凯·霍平卡、克里斯汀·孙·金、马秋莎、伊西娅尔·欧卡丽兹、彭祖强、单慧乾、曹晶、王伊芙苓韬程、王裕言、徐冠宇。

展览支持：北京塞万提斯学院

独家住宿支持：Stey

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

“Dream Time” was a group show of fifteen artists and art collectives investigating the complex meanings of dreams—in the twin senses of reverie and aspiration—in works that span media including painting, sculpture, photography, video, installation, and performance. Dreams are extremely private, depicting an individual's inner world, arousing their secret desires and fears, connecting them to the past and future, and reinforcing their identity with the self and the collective. Modern technology seems to have intruded that private space. People become constantly interrupted by the infinite fragmented information accessible at their fingertips and deprived of the time to think about more essential topics—gender and cultural identity, environmental sustainability, subjective perception, intimate relationships, evolution of technology, and personal and collective memories. In this exhibition, the artists and collectives brought these topics back into focus, presenting thoughts, stories, and perspectives based on their diverse personal and cultural backgrounds. “Dream Time” transformed the Central, New, and West Galleries at UCCA Beijing into a dreamscape steeped in psychological and socio-historical fiction, opening multiple sensory and intellectual channels of the audience, embedding reconsolidated memories and reconstructed future images from their inner worlds into the dreams of the collective, leading them to rethink their contemporary lives. This exhibition was curated by UCCA Curator Yan Fang.

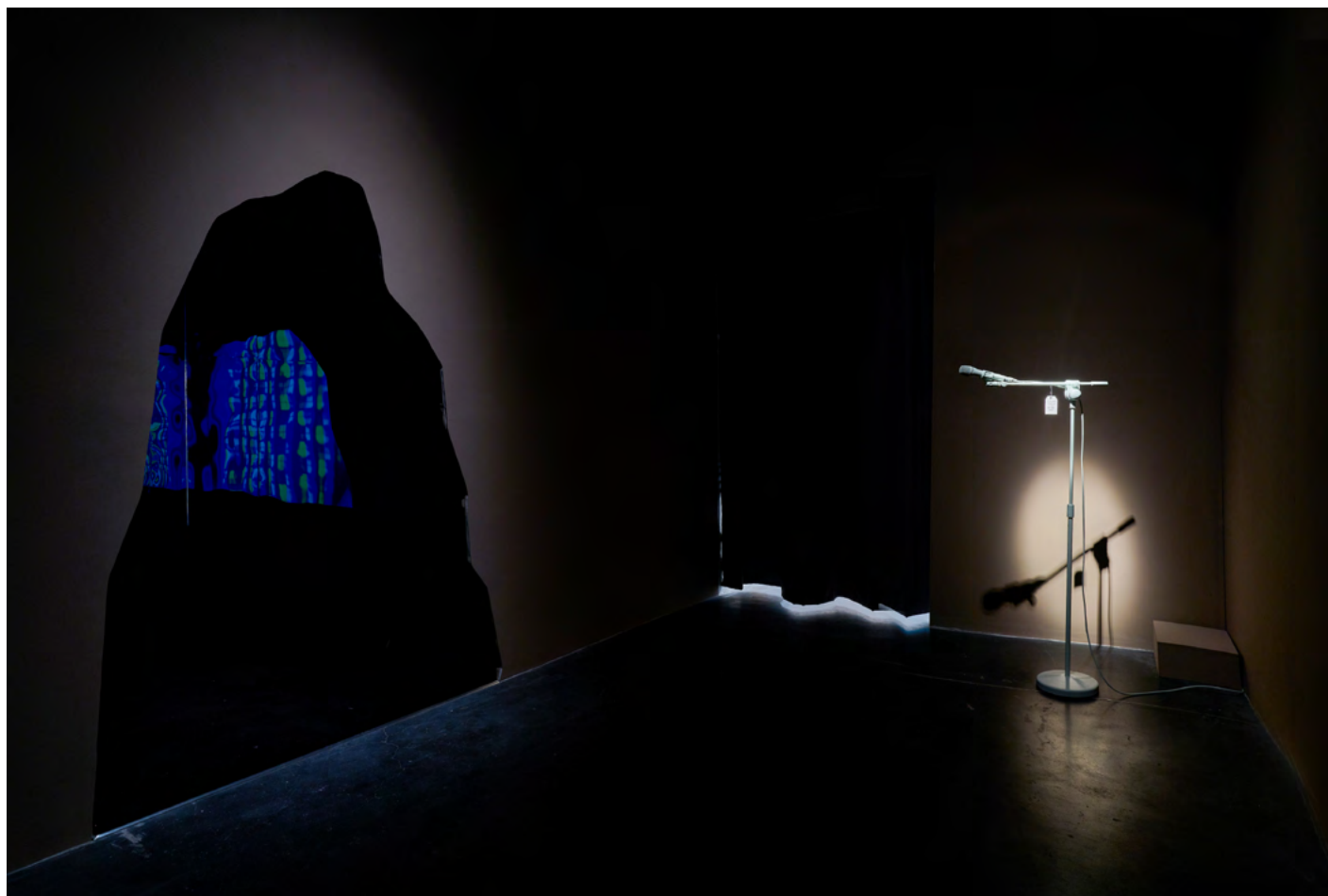
Participating artists: Aslı Çavuşoğlu & İnci Eviner, Doreen Chan, Aleksandra Domanović, Feng Zhixuan, Tirdad Hashemi & Soufia Erfanian, Sky Hopinka, Christine Sun Kim, Ma Qiusha, Itziar Okariz, Peng Zuqiang, Sin Wai Kin, Chin Tsao, Evelyn Taocheng Wang, Yuyan Wang, and Guanyu Xu.

Exhibition Support: Instituto Cervantes de Pekin

Exclusive Accommodation Support: Stey

Exclusive Wall Solutions Support: Dulux

Exclusive Audio Equipment and Technical Support: Genelec



梁好：步虚

Liang Hao: Pacing the Void

2024.5.18 – 2024.9.8

UCCA 北京 (新展厅、西展厅)
UCCA Beijing (New Gallery and West Gallery)

“梁好：步虚”是艺术家梁好（1960 年出生于北京）首个机构个展，共展出其 50 余件雕塑作品，包括两组木质雕塑系列，以及一组由 UCCA 委任创作的最新石膏雕塑系列作品。此次展览回溯了梁好近十余年的雕塑创作，不仅是对她长期以来围绕材料原貌、非对象性雕塑语言及其与空间场域关系专注探索的呈现，也是向她从 80 年代中期开启艺术家生涯以来，一直踽踽独行，对国界、性别、线性史观的局限性不以为意的创作路径的致意。“梁好：步虚”由 UCCA 策展人张南昭策划。

“Liang Hao: Pacing the Void” was the first institutional solo show of artist Liang Hao (b. 1960, Beijing), featuring over 50 sculptures, including two wooden series and a new plaster series commissioned by UCCA. A culmination of her decades-long career in sculpture, this exhibition traced the chronological progression of her sustained efforts in exploring the relationship between non-representational form, materiality, and space in a tribute to her practice that has forged alone unencumbered by the limitations of national borders, gender, and a linear view of history. “Liang Hao: Pacing the Void” was curated by UCCA Curator Neil Zhang.

独家环保墙面方案支持：多乐士

Exclusive Wall Solutions Support: Dulux



米格尔·安赫尔·帕亚诺：悟 - 物

Miguel Ángel Payano Jr.: Woo-Woo

2024.5.18 – 2024.9.8

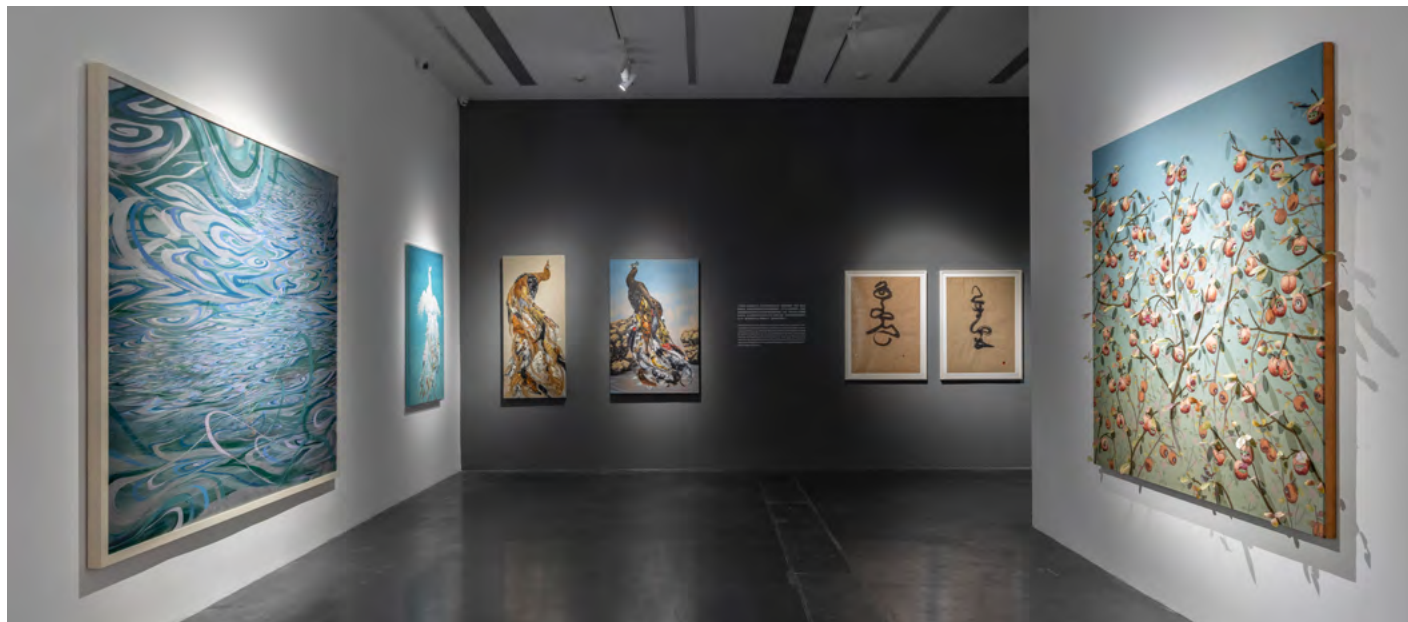
UCCA 北京 (中展厅)
UCCA Beijing (Central Gallery)

“米格尔·安赫尔·帕亚诺：悟 - 物”是艺术家米格尔·安赫尔·帕亚诺（1980 年出生于纽约，现工作和生活于北京）首个机构性个展。作为一位在纽约长大的多米尼加裔美国人，帕亚诺毕业于中央美术学院，作品植根于其对多元文化和多语言观念的深入思考与探索。这种跨文化的交融凝练为其对色彩、造型和构图的敏锐感知。帕亚诺的艺术实践包括绘画，以及被其称为“厚重拼贴”的独特艺术形式：用雕塑元素与现成品铺满画面，跃于画布之外，名副其实地“迸发”出各种可能的意义。本次展览囊括了帕亚诺在中国过去二十年间各阶段的创作，将他受异域新文化影响逐步发展的早期作品，与完全展现其独特艺术视野的近期创作并列展出。通过作品本身及呈现作品的形式，生动展现了帕亚诺的艺术实践及其跨越文化、成长蜕变的创作旅程。“米格尔·安赫尔·帕亚诺：悟 - 物”由 UCCA 馆长田霏宇策划。

“Miguel Ángel Payano Jr.: Woo-Woo” was the first institutional solo show of artist Miguel Ángel Payano Jr. (b. 1980, New York; lives and works in Beijing). As a Dominican-American from New York who was artistically trained at the Central Academy of Fine Arts in Beijing, Payano saturates his works with multicultural and multilingual concepts and explorations. This cross-cultural influence is manifested in his work as a keen sense of color, figuration, and composition. His work includes painting as well as what he calls “heavy collage,” where sculptural elements and readymade objects populate and protrude from canvases literally bursting with possible meanings. The exhibition displayed the progression of Payano’s twenty-year artistic journey in China, from early works that show him processing influences from a foreign culture through recent works where his unique vision emerges fully formed. In both substance and form, this exhibition presented an artist and his epic journey of transcultural becoming. “Miguel Ángel Payano Jr.: Woo-Woo” was curated by UCCA Director Philip Tinari.

独家环保墙面方案支持：多乐士

Exclusive Wall Solutions Support: Dulux



莫毅：我在我的风景里

Mo Yi: Me in My Landscape

2024.9.28 – 2024.12.29

UCCA 北京 (中展厅、新展厅)

UCCA Beijing (Central Gallery and New Gallery)

“莫毅：我在我的风景里”是国内首个对艺术家莫毅（1958 年出生于陕西）早期作品进行全面梳理的机构性个展，本次展出逾 300 幅黑白和彩色照片，均来自莫毅最具标志性的系列创作，以及一系列自拍作品。同时，还将首次展出艺术家的手工影集、日记和原版底片印样，并通过摄影装置和档案素材精选，更为立体和完整地展现莫毅自 20 世纪 80 年代末至 21 世纪初开创性观念摄影的创作理念与工作方法。“莫毅：我在我的风景里”由 UCCA 策展人容思玉策划，UCCA 与法国阿尔勒国际摄影节组织呈现，并先于 2024 年 7 月在阿尔勒展出。

“Mo Yi: Me in My Landscape” was the first institutional survey of Chinese artist, Mo Yi (b. 1958, Shaanxi). An outsider and an autodidact photographer, Mo Yi made images of the streets that have become iconic for capturing the energy and melancholy of China's evolving social fabric at the turn of the century. Working in a variety of registers over his four-decade career, Mo Yi has consistently surprised and challenged viewers, revisiting the visual syntax of his times to critique the function of art. At first glance, his early photographs of public transport, pedestrian crossings, parks, and shopping streets may seem like “traditional” documents. Despite their familiar content, many of these pictures were made in experimental ways, and Mo Yi's innovative methodologies set him apart from other photographers of late 1980s to early 2000s. Although little-known to the general public, and only seldom recognized in specialist circles, his work played a critical role in the development of Chinese conceptual photography. “Mo Yi: Me in My Landscape” was curated by UCCA Curator Holly Roussel and organized in collaboration with Rencontres d'Arles International Photography Festival, where a version premiered in July 2024.

独家环保墙面方案支持：多乐士

Exclusive Wall Solutions Support: Dulux



鸟头: 云云

Birdhead: Yun Yun

2024.3.17 – 2024.6.30

UCCA 沙丘美术馆
UCCA Dune

“鸟头: 云云”围绕艺术家组合鸟头〔由宋涛（1979 年出生于上海）和季炜煜（1980 年出生于上海）于 2004 年组成〕的持续性项目“云云”展开拓展，通过其全新创作的摄影、装置与雕塑作品探讨交流的本质，以及在自我呈现与社会原子化并存的时代，对个体与集体、自身与主体性的思考。鸟头试图通过此次展览提出一个至关重要的问题：在科技不断发展的时代，我们究竟在追寻何种信息？作为自 21 世纪初以来对中国当代艺术发展至关重要的艺术家组合，鸟头的创作风格独特而多元，藉由摄影、装置、拼贴等丰富多变的图像处理方式对日常生活与社会现实进行记录和解构。“云云”是鸟头始于 2021 年的持续性项目，该项目邀请众多活跃于当下网络的人群参与，一同探索网络与现实身份之间的关系，本次展览亦是此项目对公众的首次公开呈现。“鸟头: 云云”不仅是艺术家的一次新的实践，更是对于在自我呈现与社会原子化并存的时代，我们应如何看待自身与主体性的探索。“鸟头: 云云”由 UCCA 馆长田霏宇策划。

“Birdhead: Yun Yun” premiered the artist duo Birdhead’s (founded 2004, consisting of Song Tao b. 1979 and Ji Weiyu b. 1980, Shanghai) ongoing project “Yun Yun,” including newly created photography, installation, and sculptural works. These works investigate the nature of communication, and reflect on ideas of individuality, collectivity, and subjectivity at a moment when self-presentation and social atomization coexist. Through this exhibition, Birdhead asked the vital question: “In an age of expanding technology, what sort of information do we actually seek?” A critical artist duo in the development of Chinese contemporary art since the early 2000s, Birdhead’s practice is unique and diverse. They record and deconstruct daily life and social reality through photography, installation, collage, and other image processing techniques. For “Yun Yun,” initiated in 2021, they invite active online influencers to take part and jointly explore the relationship between online and real-life identities. “Birdhead: Yun Yun” represented a new direction for the artist duo, as well as an exploration of how we should regard ourselves and our subjectivities at a moment when self-presentation and social atomization coexist. “Birdhead: Yun Yun” was curated by UCCA Director Philip Tinari.

独家环保墙面方案支持: 多乐士

Exclusive Wall Solutions Support: Dulux



麦克斯·霍珀·施奈德：创生奇想

Max Hooper Schneider: Carnival of Gestation

2024.7.14 – 2024.10.13

UCCA 沙丘美术馆
UCCA Dune

“麦克斯·霍珀·施奈德：创生奇想”是艺术家麦克斯·霍珀·施奈德（1982 年出生于洛杉矶）在中国的首次机构个展，呈现其自 2014 年至今创作的近 30 件涵盖多元媒介的雕塑、装置和影像作品，其中 6 件为 UCCA 委任创作的全新大型作品。本次展览通过多种形式的物质实验和技术探索，挑战生长与衰败、自然与人工、毒性与养分等二元对立的观念，在创伤与奇迹并存的虚构景观中，揭示万物的关联与共生。通过构建或模拟没有人类存在的独特生态，艺术家呈现了看似毫无关联的世界、物种和存在之间的联系，使生命与非生命、有机物和无机物之间的界限变得模糊，进而挑战人类中心主义的观看和创作方式。此次展览由 UCCA 策展人栾诗璇策划。

“Max Hooper Schneider: Carnival of Gestation” was the first institutional solo exhibition of artist Max Hooper Schneider (b. 1982, Los Angeles) in China, showcasing nearly 30 sculptures, installations, and video works created since 2014 across various media, including six new large-scale pieces commissioned by UCCA. This show employed various forms of material experimentation and technological exploration to challenge binary concepts such as growth and decay, nature and artificiality, toxicity and nourishment. By constructing or simulating unique environments and ecosystems devoid of human presence, Hooper Schneider creates fictional landscapes where trauma and miracles coexist, and presents the interconnection and symbiosis between seemingly disparate worlds, species, and forms of existence, blurring the boundaries between life and non-life, organic and inorganic matter. This approach challenged anthropocentric perspectives on viewing and creating art. The exhibition was curated by UCCA Curator Luan Shixuan.

独家环保墙面方案支持：多乐士

Exclusive Wall Solutions Support: Dulux

独家音响设备与技术支持：真力

Exclusive Audio Equipment and Technical Support: Genelec



张奕满: 无尽之夏

Heman Chong: The Endless Summer

2024.10.27 – 2025.4.6

UCCA 沙丘美术馆
UCCA Dune

“无尽之夏”是新加坡当代艺术家张奕满（1977 年出生于马来西亚，现生活和 works 于新加坡）在中国的第二个重要机构个展，本次展览将呈现涵盖装置、影像和绘画等艺术家代表作品，其中包括 7 件由 UCCA 委任的全新创作。展览通过一系列多种媒介作品与不同的场景设置，在中国北方的海滨为观众娓娓道来一个虚幻的、无季节的热带生活故事。观众将被邀请参与到艺术家精心设计的互动场景中，从购买明信片、在微型图书馆阅读到坐在户外长椅眺望海滨，每一个环节都是对经验传播和知识交换的深入思考。展览犹如一场以热带小岛为目的地的想象之旅，引导我们重新思考记忆、幻想与愿景之间的界限，探索它们的另一面，及其经济和物质基础，并试图建立一种新的对生活的自觉。“张奕满：无尽之夏”由 UCCA 策展人栾诗璇策划。

独家环保墙面方案支持：多乐士

Exclusive Wall Solutions Support: Dulux

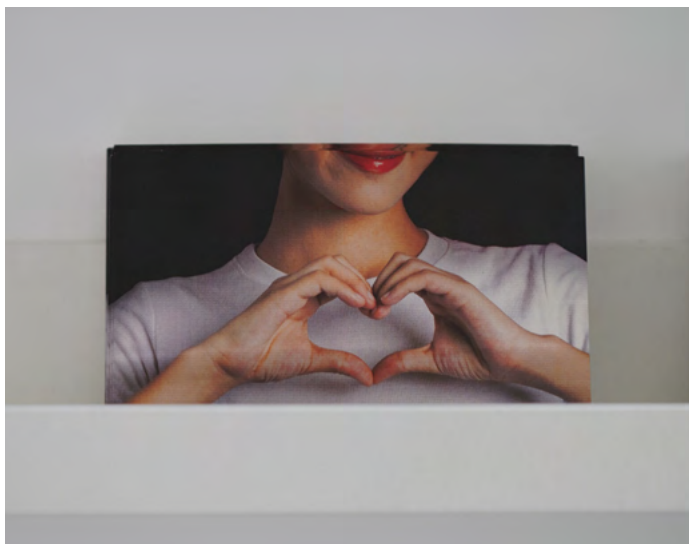
独家音响设备与技术支持：真力

Exclusive Audio Equipment and Technical Support: Genelec

“Heman Chong: The Endless Summer” was the second institutional solo of Singaporean contemporary artist Heman Chong (b. 1977, Malaysia; lives and works in Singapore) in China. This exhibition featured a dynamic selection of the artist's representative works across installations, videos, and painting, including seven commissioned by UCCA. Through a series of multimedia works and immersive environments, “Heman Chong: The Endless Summer” transported visitors to an everlasting summer in an illusory tropical narrative along a coast in Northern China. The interactive experience of the exhibition included participatory elements such as purchasing postcards, reading in a miniature library, and sitting outside on a bench overlooking the sea. Each interaction encourages deeper reflection on the transmission of experience and the exchange of knowledge. In doing so, this exhibition invited visitors to explore the intersections of memory, fantasy, and perception, prompting reflection on material and economic foundations via deftly constructed storytelling woven with nostalgia. “Heman Chong: The Endless Summer” was curated by UCCA Curator Luan Shixuan.

感谢 M Art Foundation 对《边缘漫步》一作发展与创作的支持，特别感谢其创始人吴萌和李锐对于该项目的长期支持，他们是尤伦斯艺术基金会理事会的长期成员。

Special thanks to the M Art Foundation for the support in the development “Perimeter Walk,” with acknowledgement to its founders Wu Meng and Michael Li, both longstanding members of the UCCA Foundation Council.



器之道： 日本岐阜县现代陶艺美术馆藏 “美浓国际陶瓷节”获奖作品精选展

The Ways of Clay: Select Award-Winning Works from the International Ceramics Festival Mino of the Museum of Modern Ceramic Art, Gifu, Japan

2023.10.19 – 2024.2.23

UCCA 陶美术馆
UCCA Clay

“器之道：日本岐阜县现代陶艺美术馆藏‘美浓国际陶瓷节’获奖作品精选展”是 UCCA 陶美术馆首个展览，本次展览是对宜兴悠久陶艺历史的致敬，也是对陶瓷艺术在全球化语境下跨文化对话与前沿实践的深度探索。展览遴选岐阜县现代陶艺美术馆藏“美浓国际陶瓷节”获奖作品，展出来自全球 17 个国家 65 位艺术家的 69 件（组）作品，以面向全球创作者多元、兼容的文化态度出发，对国际视野下陶瓷艺术创作方法论的共通性与多样性展开讨论。展览试图对陶瓷艺术的创作方法与构思倾向提出以下三种观看视角：对自然形体与状态的手摹心追，从平面到空间维度的几何化简，以及对历史图腾、城市文明与心灵觉知的内省与表达。本次展览由 UCCA 馆长田霏宇和 UCCA 助理策展人张尧共同策划。

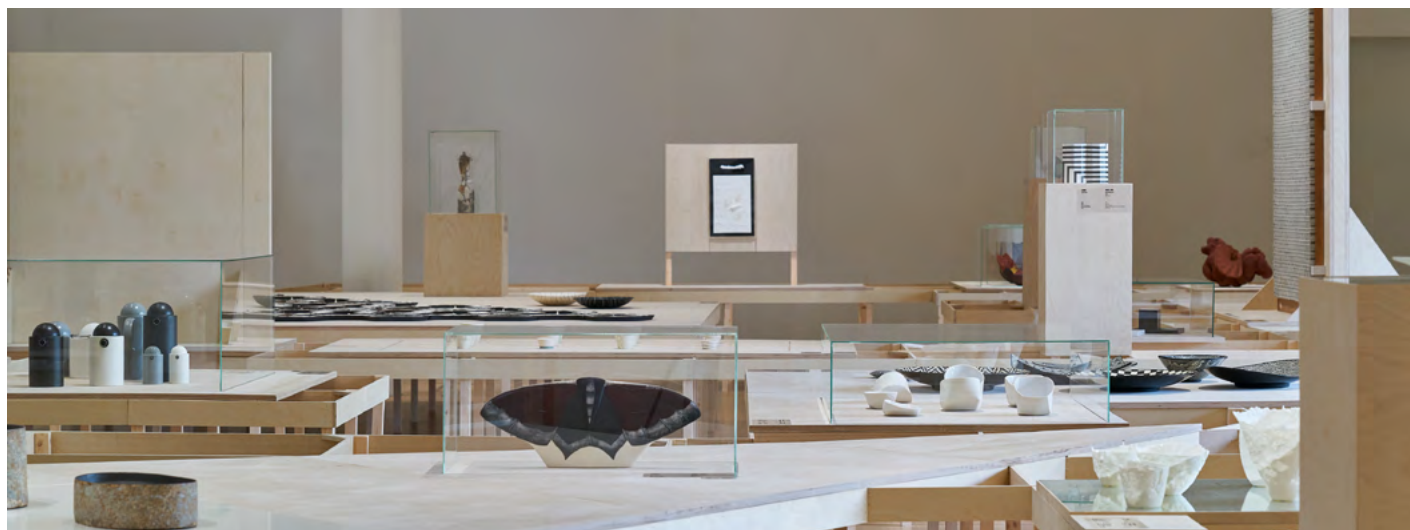
“The Ways of Clay: Select Award-Winning Works from the International Ceramics Festival Mino of the Museum of Modern Ceramic Art, Gifu, Japan,” the opening exhibition of UCCA Clay, fused the rich millennia-long ceramic history of Yixing, the “City of Ceramics” where UCCA Clay is situated, and UCCA’s global artistic vision for contemporary art to spark and celebrate cross-cultural dialogue. Featuring 69 award-winning ceramic works by 65 artists from 17 countries, selected by the prestigious Museum of Modern Ceramic Art, Gifu, Japan for the International Ceramics Festival Mino, this exhibition put innovative practices and creative methodologies in ceramic art production into a global context. The exhibition explored the ceramic medium in all its creative diversity through three central themes: the organic shaping of natural forms, the geometric transformation of space to surface, and a reflective engagement with historical iconography and urban civilization. “The Ways of Clay: Select Award-Winning Works from the International Ceramics Festival Mino of the Museum of Modern Ceramic Art, Gifu, Japan” was curated by UCCA Director Philip Tinari and UCCA Assistant Curator Zhang Yao.

独家环保墙面方案支持：多乐士

Exclusive Wall Solutions Support: Dulux

开幕特别致谢：闻献 DOCUMENTS

Special Thanks for the Opening: DOCUMENTS





研究出版
Research and
Publications



研究出版

Research and Publications

2024 年，UCCA 制作出版了 1 本中英双语展览图录《玛丽亚·拉斯尼格：火星来客》，1 本儿童绘本《徐冰：想想办法！》，引进了杉本博司英文图录《Hiroshi Sugimoto: Time Machine》，并翻译制作了该书的中文版阅读册，与 Thames & Hudson 在海外联合出版了莫毅的英文版画册《Mo Yi: Selected Photographs 1988-2003》。

In 2024, UCCA produced and published a total of four works: a bilingual (Chinese-English) exhibition catalogue *Maria Lassnig: Happy Martian*, a children's picture book *Xu Bing: Where There Are Problems, There Is Art*, a Chinese booklet to accompany *Hiroshi Sugimoto: Time Machine* (originally published in English), and *Mo Yi: Selected Photographs 1988-2003*, co-published in collaboration with Thames & Hudson for overseas distribution.



《玛丽亚·拉斯尼格：火星来客》

Maria Lassnig: Happy Martian

《玛丽亚·拉斯尼格：火星来客》共收录了 5 篇评论文章，详细的艺术家年表，所有展出作品高清图以及 2023 年于 UCCA 北京呈现的同名展览现场图。这本中英双语图录是中国首次出版的关于艺术家 70 余载漫长创作生涯的著作，文章作者包括维也纳阿尔贝蒂纳博物馆的现当代艺术策展人、2023 年 UCCA 同名展览联合策展人安东尼雅·霍舍尔曼，日本艺术史学者林道郎，独立策展人、写作者贺潇，以及 UCCA 策展顾问彼得·逸利。这本图书的出版得到了玛丽亚·拉斯尼格基金会的支持，由浙江摄影出版社出版，著名设计师赖虹宇设计呈现。

Maria Lassnig: Happy Martian includes five critical essays and a comprehensive artist chronology. It presents high-resolution images of all exhibited works along with installation views from the exhibition of the same name at UCCA Beijing in 2023. The catalogue is the first published in China on the artist's 70-year career. Contributing authors include Antonia Hoerschelmann, Curator of Modern and Contemporary Art at the Albertina Museum in Vienna and co-curator of the exhibition; Japanese art historian Michio Hayashi; independent curator and writer He Xiao; and UCCA Curator-at-Large Peter Eleey. This publication was supported by the Maria Lassnig Foundation, published by Zhejiang Photography Press, and designed by Lai Hongyu.

《徐冰：想想办法！》

Xu Bing: Where There Are Problems, There Is Art

徐冰被广泛认为是当今语言学和符号学方面重要的观念艺术家。儿童绘本《徐冰：想想办法！》讲述了徐冰如何用艺术创作化解生活中遇到的问题，引导孩子通过汉字书写理解中国传统的文化基因与民族性格，在此基础上超越文化隔阂，用当代艺术的目光审视语言交流的本质，步入更广阔的思维世界。本书由 UCCA Kids 团队编辑，这是继获奖作品《马蒂斯的旅行》之后，UCCA 童书系列的第二本作品。

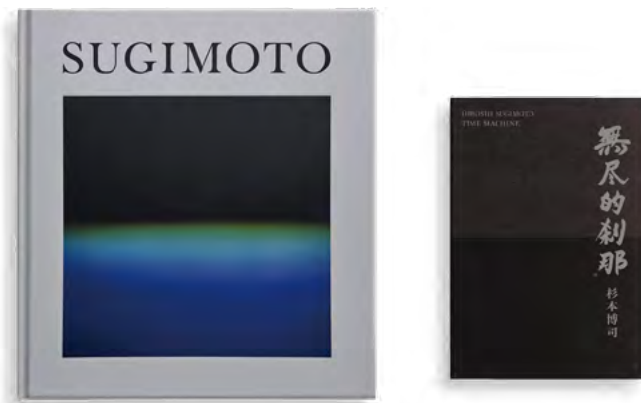
Xu Bing is widely regarded as a leading conceptual artist working with linguistics and semiotics. This children's book tells the story of how Xu Bing resolves mundane, everyday problems through artistic thinking. It encourages children to understand China's cultural roots through the prism of Chinese characters. From this foundation, it invites children to transcend cultural barriers, explore the essence of linguistic communication, and open their minds to a broader world of contemporary perspectives. Edited by the UCCA Kids team, it follows on the award-winning *Matisse's Journey* as the second in UCCA's series of children's books.



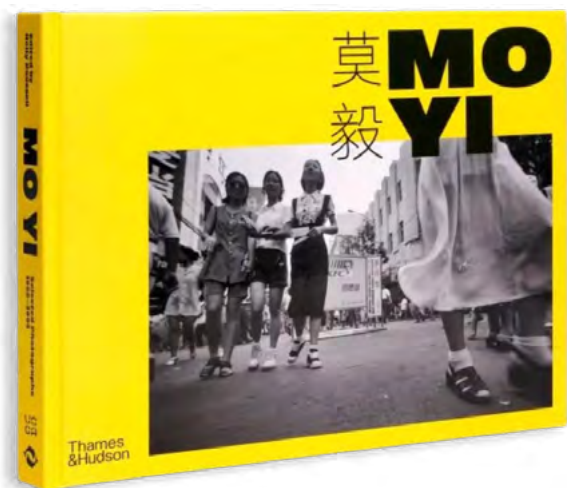
《Hiroshi Sugimoto: Time Machine》及中文版阅读册 Hiroshi Sugimoto: Time Machine and its Chinese Reading Booklet

UCCA 携手伦敦海沃德美术馆，联合专业艺术书籍出版社 Hatje Cantz 共同推出杉本博司展览同名英文图录，在 UCCA 展览期间国内独家发售，并附赠精心编译的中文别册，呈现 9 篇评述文章的译稿，方便读者参考阅读。图录围绕杉本博司的核心摄影系列展开，精美地复刻了近百件展出作品的高清图片，生动细腻地展现出照片的纹理细节。而艺术家亲自把控图录的印刷质量，最大程度地还原了作品惊人的视觉效果。此外，9 位知名艺术家、学者、策展人深入剖析了杉本博司创作中的关键议题，引发我们对杉本博司镜头下时间、空间与光影呈现的思考。

In collaboration with London's Hayward Gallery and publisher Hatje Cantz, UCCA co-produced the English-language exhibition catalogue *Hiroshi Sugimoto: Time Machine*. This catalogue was exclusively sold in China during the artist's exhibition in UCCA, where it was packaged with a special Chinese-language booklet. The booklet features translations of the catalogue's nine critical essays, which focus on the artist's core photography series. The book itself offers near-perfect reproductions of around 100 exhibited works with vivid, high-resolution images that meticulously capture the textural details. Printed under Sugimoto's direct supervision, the catalogue aims to faithfully convey the visual impact of the original works. Accompanying essays, written by nine renowned artists, scholars, and curators, provide in-depth analysis of key themes throughout Sugimoto's work, encouraging readers to reflect on the presentation of time, space, and light in his photography.



《Mo Yi: Selected Photographs 1988-2003》



作为艺术家莫毅首次机构回顾展的出版物，本书由策展人容思玉主编，UCCA 馆长田霏宇撰写序言，收录了容思玉与阿尔勒国际摄影节总监克里斯托夫·维斯纳的学术文章。书中分为五个章节，介绍了莫毅自 1980 年代以来五个重要的系列作品与创作背景，共呈现了超过 150 幅高清图作品图，每个章节均配有策展人容思玉的介绍文字。书末还收录了详细的艺术家创作年表。该图录由 Thames & Hudson 与 UCCA 联合出版，仅在海外发行。

Published by Thames & Hudson in collaboration with UCCA, this book was launched during the 2024 Les Rencontres d'Arles International Photography Festival on the premiere of artist Mo Yi's first institutional solo exhibition, which was subsequently presented at UCCA Beijing. Edited by UCCA Curator Holly Roussel, the book is organized into five chapters, focusing on Mo Yi's photographic works during the 1980s and 1990s, with curatorial commentary for each chapter. Also featured are two scholarly essays and 150 images. This volume provides an in-depth exploration of Mo Yi's photographic practice as well as the broader context of his creative journey.

公众实践活动 Public Programs



“劳伦斯·韦纳：追求幸福 越快越好”系列媒介现场“既是一个乐章，也是一句话：要能懂”，2024 年

公众实践活动 Public Programs

UCCA 今年以 204 场涵盖对话、工作坊、特邀导览、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 1241 万公众（线下 1.4 万人，线上 1240 万人次）呈现先锋文化艺术动态。除与展览相关的深入了解策展理念与展览语境活动之外，还有涉及电影、建筑、设计、文学、现代舞和声音艺术等领域公共活动，引领观众对当代文化进行更广泛探讨。

This year, UCCA presented 204 public programs, including talks, workshops, guided tours, film screenings and performances. Attendance totaled nearly 12.41 million, with 14,000 in-person and 12.4 million online participants. In addition to exhibition-related events that offered in-depth insights into curatorial concepts and contextual frameworks, this year's public programs also explored disciplines such as film, architecture, design, literature, dance, and sound, encouraging broader and more profound dialogues on contemporary culture.

对话 Conversations

总计场次
Total Events
32

线下观众人次
Onsite Participants
1,185

线上观众人次
Online Participants
12,000,000+

西安
Xi'an
1

UCCA 北京场次
UCCA Beijing
19

UCCA Edge 场次
UCCA Edge
10

UCCA 沙丘美术馆场次
UCCA Dune
1

UCCA 陶美术馆场次
UCCA Clay
1

2024 年，UCCA 策划呈现了 16 场与展览相关的系列对话，邀请当代艺术、人文社科领域的研究者、学者为公众带来基于展览内容而延伸的思考与讨论。这一系列邀请的重要讲者包括李晖（北京语言大学外国语学院高级翻译学院讲师）、许小凡（北京外国语大学英语学院副教授）、蒋华（中央美术学院教授）、董丽慧（北京大学艺术学院研究员）、杨云翀（北大社会学系助理教授）、张晨（中央美术学院副教授）和石崎泰之（日本岐阜县现代陶艺美术馆馆长）。

In 2024, UCCA planned and presented 16 Conversations in conjunction with its exhibitions, featuring researchers, scholars, critics, and practitioners from contemporary art and the humanities. These discussions offered deeper insight into the themes and ideas explored in the exhibitions on view. Invited speakers included Li Hui (Lecturer, Graduate School of Translation and Interpretation, Beijing Language and Culture University), Xu Xiaofan (Associate Professor, School of English Studies, Beijing Foreign Studies University), Dong Lihui (Researcher, School of Arts, Peking University), Zhang Chen (Associate Professor, Central Academy of Fine Arts), and Yasuyuki Ishizaki (Director, Museum of Modern Ceramic Art, Gifu, Japan).

此外，在独立策划与合作项目方面，UCCA 自主及协同文化出版等单位等策划呈现了 16 场对话，邀请艺术史、哲学、文学等领域的研究者及从业者，为公众带来对知识界重要议题的见解与思考，并致力于激发公众对于城市空间、图像小说等人文细分议题的关注与讨论。受邀重要讲者包括马克·安托万·马修（Marc-Antoine Mathieu，法国图像小说大师）、章明（国家级高层次人才特聘教授、上海市工程勘察设计大师）、戴天晨（联合国教科文组织水文、港口和历史城市教席研究员）、玄莲昊（上海纽约大学当代艺术中心创始馆长、策展人）、彼得·菲茨利（Peter Fischli，瑞士艺术家）。

In addition to Conversations curated for the institutional exhibitions on view, UCCA partnered with cultural publishing houses and other institutions to plan and present 16 independent events. These independent Conversations featured researchers and practitioners of art history, philosophy, and literature, offering audiences insight into today's key intellectual themes while engaging them with specialized subjects like urban spaces and graphic novels. These keynote speakers included Marc-Antoine Mathieu (French graphic novelist), Zhang Ming (Distinguished Professor of the National Talent program; Recipient of the Master of Architectural Design in Shanghai), Dai Tianchen (UNESCO Chair, Water, Ports and Historic Cities), Michelle Yeonho Hyun (Curator, Founding Director, Institute of Contemporary Arts at NYU Shanghai), and Peter Fischli (Swiss Artist).



“杉本博司：无尽的刹那”系列对话“时间之形”，2024

工作坊 Workshops

总计场次
Total Events

36

线下观众人次
Onsite Participants

420

UCCA 北京场次
UCCA Beijing

6

UCCA Edge 场次
UCCA Edge

28

UCCA 沙丘美术馆场次
UCCA Dune

1

UCCA 陶美术馆场次
UCCA Clay

1

UCCA 在四馆共策划了 5 场与展览内容密切相关、31 场合作或独立策划的工作坊，邀请艺术家、音乐人等不同身份的群体作为嘉宾，为展览与公众之间搭建沟通的桥梁，引导观众以切身体验的方式进入展览所塑造的语境。

Across its four locations, UCCA hosted 36 workshops under exhibition-related themes as well as independent or collaborative sessions. These workshops, led by guest artists, musicians, and other creatives, served as dynamic platforms connecting exhibitions with the public, inviting participants to immerse themselves in the narratives and contexts shaped by the exhibitions with direct, hands-on experiences.



表演艺术交流 Performance Arts

总计场次
Total Events

21

线下观众人次
Onsite Participants

3,000+

UCCA 北京场次
UCCA Beijing

17

UCCA Edge 场次
UCCA Edge

4

UCCA 策划并呈现了 21 场表演艺术交流活动，邀请艺术家与学者以现场表演为主要媒介共创新作，为公众带来丰富的艺术体验。

“米格尔·安赫尔·帕亚诺：悟·物”展览系列公共活动呈现 8 场当代歌舞剧《山鬼·九歌》（*Nine Songs of the Mountain Ghosts*），吸引超千名观众到场参加。展览“劳伦斯·韦纳：追求幸福 越快越好”期间，邀请艺术家娄能斌创作多媒介现场表演《既是一个乐章，也是一句话》（*Satz. Ein Satz.*），以韦纳的工作方法为思考起点，跨时代连接不同的创作者，并为展览增加多元的感官体验。延续上一年度的“新现场：山城防御体系”聚焦艺术家对非虚构历史的关注，为观众带来超越时空的文化享受。

Throughout the year, UCCA planned and presented 21 Performance Arts events, bringing together artists and scholars to collaborate on live performances for dynamic and immersive artistic experiences.

The exhibition “Miguel Ángel Payano Jr.: Woo-Woo” presented a series of eight contemporary musical-dance performances titled “*Nine Songs of the Mountain Ghosts*,” attracting over a thousand onsite participants. During the exhibition “Lawrence Weiner: A PURSUIT OF HAPPINESS ASAP,” artist Lou Nengbin was invited to create a multimedia live performance titled *Satz. Ein Satz.*, which took Weiner’s working methodology as a starting point, connecting creators across eras and enriching the exhibition with diverse sensory experiences. “*New Sites: Mountain City Defense System*” continued from the previous year, emphasizing artists’ engagement with non-fictional history and offering audiences a transcendent cultural experience beyond time and space.



UCCA 新现场系列“山城防御体系：熊大展、董勤、吴剑平”，媒介现场，2024

影像艺术交流
Cinema Arts

总计场次
Total Events
98

现场观众人次
Onsite Participants
9,457

线上观众人次
Online Participants
92,108

UCCA 共举办 98 场影像艺术交流活动，联合 16 家使馆、3 座文化中心、6 所高校，并与北京国际电影节等活动和机构携手共创，分享 439 部影像。重要嘉宾包括满昊宸（奥地利驻华大使馆文化处负责人）、休伯特·西莱茨基（奥地利艺术家、导演）、迈克尔·勒本施泰因（奥地利电影博物馆馆长）、维罗妮卡·冈萨雷斯·培尼亚（美国导演）、夏博韬（澳大利亚驻华使馆新闻文化处一等秘书）、黛安娜·巴里（澳大利亚导演）。

In 2024, UCCA planned and hosted 98 Cinema Arts events in collaboration with 16 embassies, 3 cultural centers, 6 academic institutions, and screened 439 films with several events and institutions including Beijing International Film Festival. Guests of these events included Christian Mandl (Cultural Attaché, Embassy of Austria in China), Hubert Sielecki (Austrian Artist), Michael Lobenstein (Director, Austrian Film Museum), Veronica Gonzalez Peña (Film Director), Toby Sharpe (First Secretary, Public Affairs and Culture, Australian Embassy in China), and Dianna Barrie (Australian Film Director).



劳伦斯·韦纳影像活动现场，2024 年 9 月 28 日，北京



影像艺术展映暨研讨会，闭幕酒会，拍摄：丛哲生，2024 年 11 月 3 日，北京

特邀导览

Special Guided Tours

总计场次
Total Events
17

现场观众人次
Onsite Participants
470

线上观看人次
Online Participants
370,000+

UCCA 北京场次
UCCA Beijing
8

UCCA Edge 场次
UCCA Edge
6

UCCA 沙丘美术馆场次
UCCA Dune
1

UCCA 陶美术馆场次
UCCA Clay
1

特邀导览系列邀请泛文化领域的嘉宾在展览中与观众近距离解读作品与展览空间，嘉宾身份涵盖艺术家、策展人、学者、写作者。该系列从2021年在上海 UCCA Edge 开启，2024 年 UCCA 延续并扩展了该系列内容，尤为受到观众好评。

Special Guided Tours invite guests from across the cultural spectrum, including artists, curators, scholars, and writers, to lead exhibition tours and offer viewers more profound insight into the artworks and exhibition spaces. Launched in 2021 at UCCA Edge in Shanghai, this series of guided tours underwent strategic expansion in 2024.





观众体验
Visitor Experience



摩訶般若波羅蜜多心經
觀自在菩薩行深般若波羅蜜
多時照見五蘊皆空

观众体验 Visitor Experience

UCCA 热情欢迎每一位访客，我们通过细致热情的导览服务、丰富充实的志愿者项目、别具一格的会员服务，并根据不同访客的需求，为每一位走进 UCCA 的观众提供难忘的艺术体验。

UCCA is committed to providing a memorable art experience for all visitors, with guided tours, exclusive membership benefits, volunteer programs, and exceptional, personalized services.

导览服务 Docent Services

导览服务作为一种面对面交流的形式，始终保留着人与人之间的真实温度，为观众提供了独特且无法替代的艺术体验。为了让更多人能够接触到这份艺术之美，2024 年，UCCA 对场馆内的导览服务进行了细化和升级，推出了更为丰富的导览产品和活动类型，满足不同观众群体的需求。

2024 年，UCCA 北京场馆共举办了超过 500 场公益导览，让参观者从更生动、深入的角度理解展品，感受艺术的魅力。导览时间安排通过 UCCA 官方微博和现场告示进行发布，确保观众能方便地参与。此外，UCCA 推出了私享导览服务，主要针对个人和小团队参观，观众可在现场购买，并通过蓝牙耳机清晰听到讲解，这一服务深受观众好评。

针对团体观众，UCCA 提供了定制化的付费导览服务，团队可通过小程序提交预约，工作人员会根据需求安排专属导览员和个性化的讲解内容。此外，UCCA 还为各类专场活动提供特别定制的导览服务，为观众带来独特的体验。

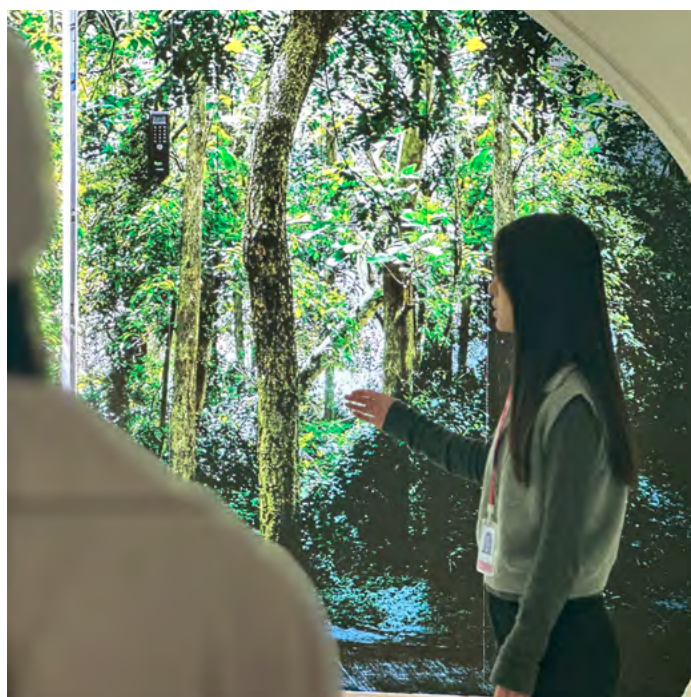
这些多样化的导览服务不仅为观众提供了个性化的选择，提升了观众的观展体验，也进一步加强了艺术与观众之间的互动与连接。

In 2024, UCCA refined and expanded its exhibition tour services with a wider range of options and activities, meeting the needs of different audiences for unique and irreplaceable art experiences.

Throughout the year, UCCA Beijing hosted over 500 public guided tours, for which schedules were posted on UCCA's official Weibo and onsite. UCCA also launched private tours, tailored for individuals and small groups, for which guests can purchase tickets onsite and enjoy commentary through Bluetooth headsets. This service has been well-received by visitors.

For group visitors, UCCA offers customized tours. Groups can make reservations via a mini-program, and staff will arrange docents and personalized content based on specific needs. UCCA also provides customized tours for special events if required.

UCCA's diverse guided tour services and personalized options aim to foster more profound interaction and connection between art and audiences with exceptional visitor experiences.



儿童导览手册 Children's Guidebooks

根据每次展览为儿童特别研发儿童导览手册，旨在引导儿童更好了解、学习 UCCA 的展览，获得更为深入的展览体验。手册按照展览的观展动线，使用儿童的语言，介绍展览的章节分布及重点作品，并设计具有趣味性，且便于操作的手工坊互动小环节。通过不同纬度的知识点设定，让儿童更为深入体会艺术家想要表达的内容，激发儿童对展览学习的兴趣。

For each exhibition, UCCA Kids develops specially tailored children's guides, designed to help young visitors better understand and engage with the exhibitions for a more immersive experience. The guides follow the exhibition's viewing path, using child-friendly language to introduce the layout of the exhibition and highlight key works. Interactive learning activities are incorporated to make the experience more enjoyable and hands-on. By presenting knowledge across different dimensions, the guides deepen children's understanding of the artist's intentions, sparking their interest and curiosity about the exhibition.



UCCA 志愿者项目 Volunteer Program

秉持初心，锐意创新，UCCA 志愿者团队又走过了充实而难忘的一年。每一位志愿者既是展览的参与者，也是艺术精神的传播者。在接受专业培训和严格考核后，他们完成了从观众到导览员的身份转变，承担起为观众深入解读展览内涵、讲解艺术作品，并解答相关问题的职责。志愿者们不仅拥有一颗服务公众的赤诚之心，还需具备扎实的知识储备、强大的学习能力以及对艺术的热情。除了日常导览工作，他们还积极参与线下学习小组，与来自不同背景的志愿者交流互动，与策展人探讨展览理念，分享学习感悟和导览心得，为提升自身专业性不断努力。

UCCA 志愿者招募面向公众，每年不仅有新成员加入，同时还吸引了许多曾经参与过的志愿者回归。UCCA 志愿者团队将继续汇聚更多热爱艺术的人士，共同为当代艺术的传播与发展注入新的活力。

In another fulfilling and memorable year for UCCA Volunteers, each served as a proactive element in exhibitions and an advocate of art. UCCA Volunteers undergo training and evaluation to transition from visitor to docent, taking on the crucial responsibilities of interpreting the exhibition to visitors, addressing inquiries, and explaining the stories behind artworks. Beyond regular tour duties, our volunteers engage in offline study groups to discuss exhibition concepts with curators, share insights, and collaborate with their peers from various backgrounds for personal as well as professional growth.

Volunteer recruitment is open to the public, with new members joining every year alongside many returning volunteers. Looking ahead, UCCA Volunteers will continue to unite individuals passionate about art as contributors of vitality and development in contemporary art.



会员服务 Membership

2024 年，UCCA 会员项目继续为会员们提供丰富的艺术体验和专属服务。UCCA 今年共举办了 24 场精彩纷呈的会员活动，涵盖了专属导览、展览开幕以及特别定制活动，每一场活动都旨在让会员拥有独特的艺术体验。

为进一步提升会员项目的影响力，UCCA 在 2024 年精心策划了会员月和展票升级活动，这些活动有效吸引了更多公众关注和了解 UCCA 的会员项目，从而拓展了我们的会员群体。会员月期间，我们介绍了会员的各项专属权益，并通过优惠政策鼓励更多人加入会员行列。展票升级活动则为购票观众提供升级会员的契机，进而可以享受到更多的艺术福利。随着 UCCA 陶美术馆的正式开放，我们的会员权益场馆得到进一步扩展，会员现可以在 UCCA 旗下多地分馆享受免费观展、快速入场等多项会员权益。UCCA 将继续致力于为会员提供更高质量的艺术服务，打造更加丰富和充实的会员项目。

In 2024, UCCA's membership program continued to offer exceptional artistic experiences and exclusive benefits. Throughout the year, UCCA organized 24 captivating events, including private tours, exhibition openings, and bespoke activities, all designed to deliver unique art encounters.

To further strengthen the program's reach, UCCA launched Membership Month and exhibition ticket upgrade campaigns earlier in 2024. These initiatives successfully introduced more people to the advantages of UCCA Membership, expanding our member base. During Membership Month, we highlighted the array of exclusive benefits available to members and offered special incentives to encourage new sign-ups. The ticket upgrade campaign provided visitors the chance to convert their exhibition tickets into memberships, unlocking additional art-related privileges. The opening of UCCA Clay extended our membership benefits to one more UCCA venue, offering free admission, priority entry, and more. UCCA remains committed to delivering exceptional art services and continually enhancing the membership program to provide even more enriching experiences.



尤伦斯艺术基金会
UCCA Foundation



尤伦斯艺术基金会 UCCA Foundation

作为 UCCA 服务社群发展、推动学术研究的引领者，北京尤伦斯艺术基金会于 2018 年在北京市民政局正式注册，成为北京市文化和旅游局主管的非营利性基金会。2021 年，经北京市民政局、北京市社会组织评估委员会审议，评定为 4A 级社会组织。北京尤伦斯艺术基金会以儿童公益教育、学术研究为核心，通过公益项目与文化服务活动服务公众。自 2008 年，UCCA 便已凭借广泛的艺术教育资源投身儿童公益教育事业，基金会在此基础上发展设计了一系列立意新颖、创意丰富，启发儿童认知的艺术公益课程，带领儿童亲身参与艺术创作，为受助儿童开启艺术之门。

UCCA Foundation for Art and Education was formally accredited by the Beijing Bureau of Civil Affairs, under the administration of the Beijing Municipal Bureau of Culture and Tourism, in 2018. In 2021, following review by the Beijing Bureau of Civil Affairs and the Beijing Municipal Social Organization Assessment Commission, UCCA Center for Contemporary Art was recognized as a 4A-level social organization. With a focus on children's education and academic research, UCCA Foundation serves the public through various philanthropic and cultural programs. Since 2008, UCCA has been committed to children's education with a wealth of artistic resources, and the Foundation has developed a series of innovative, creatively designed programs to inspire cognitive development in children. These programs engage children in hands-on art creation, helping underserved communities by opening the door to art.

为孩子开启艺术之门 Opening the Door to Art

2024 年，北京尤伦斯艺术基金会（以下称 UCCA 基金会）共开展 11 场“为孩子开启艺术之门”公益项目，惠及近 4000 多名儿童。其中包括邀请 300 余名儿童先后参观公益巡展“守护阳光童年：过敏性鼻炎儿童关爱公益展览”北京站及南京站。邀请 80 名受助儿童参观孤独症儿童关爱艺术展览“如果音乐有形状”。邀请 55 名儿童参与云南省孟连傣族拉祜族佤族自治县“UCCA 公益美育中心”艺术工作坊。邀请河南省淇县和嵩县的 15 所 UCCA 基金会公益项目受助学校的 672 名儿童参与艺术工作坊。邀请 30 名受助儿童参与 UCCA 基金会位于内蒙古乌兰察布的“阳光美育教室”开展的艺术工作坊。邀请 120 名儿童参观 UCCA 展览“劳伦斯·韦纳：追求幸福 越快越好”和艺术工作坊等。

In 2024, UCCA Foundation for Art and Education launched eleven projects under its flagship program “Opening the Door to Art,” serving over 4,000 children. These included inviting more than 300 children to visit the public exhibition tour “Protecting Childhood Sunshine: Allergy Care for Children with Allergic Rhinitis” in Beijing and Nanjing. The Foundation also hosted 80 children at the “If Music Had Shape” art exhibition, which focused on autism awareness. Additionally, 55 children from the Dai, Lahu, and Wa Menglian Autonomous County in Yunnan Province participated in art workshops at the UCCA Charity Art Education Center. In Henan Province, 672 children from 15 schools supported by UCCA Foundation took part in art workshops. Thirty children joined workshops at the UCCA Foundation’s “Sunshine Art Education Classroom” project in Ulanqab, Inner Mongolia. Furthermore, 120 children were invited to explore the exhibition “Lawrence Weiner: A PURSUIT OF HAPPINESS ASAP” at UCCA Beijing, alongside related art workshops.



**携手中国红十字基金会举办
“过敏性鼻炎儿童关爱公益展览” 双城巡展**
**Collaboration with the China Red Cross
Foundation to Present Charity Exhibition on
Pediatric Allergic Rhinitis in Beijing and Nanjing**

2023 年 12 月至 2024 年 3 月，UCCA 基金会携手中国红十字基金会，联合科赴中国共同举办的“守护阳光童年：过敏性鼻炎儿童关爱”公益展览由北京巡展至南京。通过公益儿童艺术作品展示，向爱心观众普及常见的食入性过敏原、可能带来过敏性疾病的气候变化，以及儿童过敏性鼻炎的防治知识。展览中的小艺术家们亦致敬了儿科医护人员的辛勤付出，共同倡导“守护每日健康，成就非凡力量”的日常健康理念。UCCA 馆长田霏宇在展览开幕仪式上表示：“将科普与艺术相融合是本次项目的独特之处，通过立意新颖、创意丰富的活动为孩子开启艺术之门的同时，展览也启发了儿童对环境、健康、疾病更为深入的认知。我们希望通过携手战略合作伙伴中国红十字基金会，秉持 UCCA ‘持续让好艺术影响更多人’ 的理念，号召大家共同关注公益。”

From December 2023 to March 2024, UCCA Foundation collaborated with the China Red Cross Foundation and Kenvue China to co-organize the charity exhibition "Protecting Childhood Sunshine: Allergy Care for Children with Allergic Rhinitis," which toured from Beijing to Nanjing. Through showcases of children's artwork, the exhibition educated compassionate audiences about common food allergens, potential allergic conditions linked to climate change, and the prevention and treatment of pediatric allergic rhinitis. Participating young artists also paid tribute to the dedicated efforts of pediatric healthcare workers, advocating for the daily health philosophy of "Protecting health every day for extraordinary strength." At the exhibition's opening ceremony, UCCA Director Philip Tinari remarked, "The integration of science education and art is the unique aspect of this project. While offering children the opportunity to engage with art through innovative and enriching activities, this exhibition also deepens their understanding of the environment, health, and disease. Through our strategic partnership with the China Red Cross Foundation, we aim to continue UCCA's mission of 'bringing the best in art to a wider audience' and encourage everyone to engage more in public welfare."





携手“星星的孩子”，艺术与“童画”相遇
Collaboration with Tencent Music on
Autism Awareness Exhibition in Aranya

2024年4月2日至4月6日，UCCA基金会携手腾讯音乐公益于秦皇岛阿那亚孤独图书馆，共同呈现孤独症儿童关爱艺术展览“如果音乐有形状”。展览特别邀请超过60组海内外知名歌手和音乐人，以歌词爱心授权的方式，让孤独症小艺术家们在旋律中勾勒出他们眼中的世界。将视听、体验与艺术融为一体，不断释放“音乐公益”潜力，为孤独症人群谱写爱的乐章，让每一颗“星星”能闪闪发光。

From April 2 to April 6, 2024, UCCA Foundation collaborated with Tencent Music Nonprofit Program to present “If Music Had Shape,” an art exhibition dedicated to supporting children on the autism spectrum, at the Lonely Library in Aranya, Qinhua Island. The exhibition featured generous contributions of over 60 renowned singers and musicians worldwide, who authorized the use of their lyrics. Inspired by these melodies, young artists expressed their visual interpretations of the world as they see it. Integrating sound, experience, and art, this initiative showcased the transformative potential of “musical charity,” composing a resonant symphony of support and expression for the autism community that allowed every “star” to shine brightly.



携手 Peet's Coffee 建设云南省孟连县 “公益美育中心”

Collaboration with Peet's Coffee to Establish the “Public Art Education Center” in Menglian County, Yunnan Province

2024 年 6 月初夏，UCCA 基金会携手 Peet's Coffee 于云南省孟连县娜允镇中心完小共同建设的“公益美育中心”正式投入使用。娜允镇中心完小有近 1500 名在校生，来自拉祜族、佤族等多个少数民族。如同大多数山区学校一样，由于各种因素影响，学校缺乏优质的美育教育资源的补充。“公益美育中心”旨在帮助孩子们踏入生命力盎然的艺术世界，用美育教育打开新世界。项目将在未来三年持续为孩子们改善美术教室，补充美术工具，开展线上和线下授课，并为当地的美术老师提供教师培训。

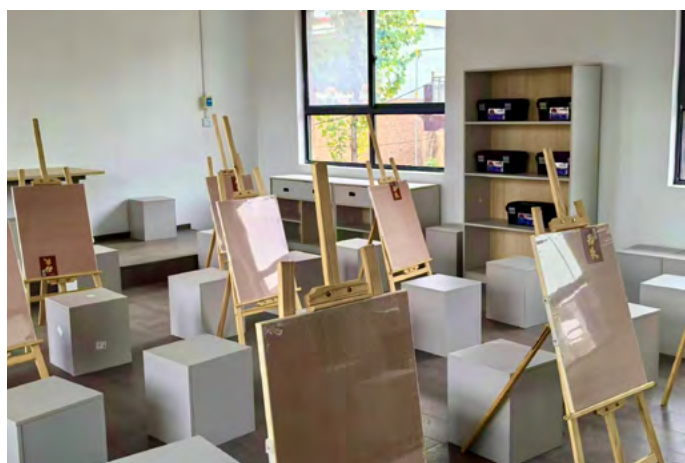
In June 2024, UCCA Foundation and Peet's Coffee collaboratively launched a Charity Art Education Center at Nayun Central Primary School in Menglian County, Yunnan Province. The school brings together nearly 1,500 children from a wide range of ethnic groups, including the Lahu and Wa communities. As with many schools in mountainous areas, the Nayun Central Primary School faces challenges in accessing high-quality resources for art education. The Charity Art Education Center aims to introduce these children to the vibrant world of contemporary art and use art education to open doors to new possibilities. For the next three years, the project will focus on improving the school's art classrooms, providing additional art supplies, conducting online and in-person lessons, and offering teacher training programs to enhance the skills of local art educators.



帮扶 15 所河南省县域小学 美术素质教育特色学校建设 Arts Education Programs in 15 Rural Elementary Schools Across Henan Province

2024年7月至9月，UCCA基金会负责执行的中国乡村发展基金会“美好学校·有赞河南县域素质教育特色学校支持项目”，落地河南省淇县和嵩县共15所县域小学。UCCA基金会重点帮扶了15所美术素质教育特色乡村学校的建设，将优质美育资源引入河南淇县和嵩县的乡村小学。

From July to September 2024, UCCA Foundation spearheaded the implementation of the China Foundation for Rural Development's "Better Schools: Youzan Support Project for Arts Education in Rural Schools." This initiative benefitted 15 elementary schools across the Qixian and Songxian counties in Henan Province, prioritizing the development of arts education programs. By bringing high-quality arts education resources to these rural schools, the project aimed to enhance creative learning opportunities for local students.



呈现“驱动力：共情与直觉”艺术展
“Driving Forces: Compassion & Intuition”
Exhibition with Dr. Jane Goodall

2024 年 11 月 1 日至 12 月 5 日，UCCA 基金会负责协办的“驱动力：共情与直觉”艺术展于 UCCA Lab 北京艺术空间呈现。展览展出了近 20 位国内外优秀当代艺术家的作品，以对自然的敬畏，对生命的尊重和对未来的希望，向珍·古道尔博士致敬。本次艺术展是一次成功的尝试，对传播珍·古道尔的环保理念，鼓励公众积极行动起来保护地球家园具有非常积极的意义。

From November 1 to December 5, 2024, UCCA Foundation co-organized the nature-inspired art exhibition “Driving Forces: Compassion & Intuition,” presented at UCCA Lab in Beijing. The exhibition featured works by approximately 20 contemporary artists from China and beyond. It was organized in tribute to Dr. Jane Goodall, honoring her reverence for nature, respect for life, and hope for the future on the occasion of her 90th birthday tour of China. This exhibition was a meaningful initiative to help promote Dr. Goodall's environmental philosophy and inspire further steps for protecting our planet.



于内蒙古乌兰察布建设“阳光美育教室” “Sunshine Arts Education Classroom” in Ulanqab, Inner Mongolia

2024年11月，UCCA基金会联合中国乡村发展基金会、阳光保险集团、北京市阳光保险爱心基金会共同发起“阳光美育教室”项目，于内蒙古乌兰察布落地1所乡村小学。该项目为学校师生的美育工作开展提供硬件支持，同时提供课程内容及相关培训教学等支持，旨在提升师生美育鉴赏能力、观察能力、共情能力与艺术素养，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。UCCA基金会特别邀请捐赠方前往项目地参与美育教室的揭牌仪式，并为该校师生开展了美育示范课堂。

In November 2024, UCCA Foundation partnered with the China Rural Development Foundation, Sunshine Insurance Group, and the Beijing Sunshine Insurance Charity Foundation to collaboratively launch the “Sunshine Arts Education Classroom” project at a rural elementary school in Ulanqab, Inner Mongolia. This initiative aims to provide essential support for the school's arts education by enhancing its infrastructure and offering curriculum resources and training for teachers. The project is designed to improve capabilities of both students and educators for art appreciation, observation, empathy, and overall artistic literacy to ultimately enrich the quality of education and foster a deeper enthusiasm for learning. To celebrate the opening of the “Sunshine Arts Education Classroom,” UCCA Foundation invited the project's donors to participate in the classroom's inauguration and led a demonstration class for its teachers and students.



筹款与回馈

Fundraising and Development



筹款与回馈

Fundraising and Development

作为获得北京市文化局美术馆资质认证、非营利的艺术机构，UCCA 通过复合渠道，如 UCCA Gala 年度慈善晚宴、个人赞助、企业赞助、机构拨款等筹款活动为机构运营及各项活动筹募资金。

如您感兴趣成为 UCCA 赞助人、参与 UCCA Gala 或企业合作等捐赠支持 UCCA，敬请联系 development@ucca.org.cn

UCCA Center for Contemporary Art operates as a museum accredited as a not-for-profit entity by the city of Beijing. It funds operations and programs through a range of revenue channels including UCCA Gala, individual giving, corporate sponsorship, institutional grants, and other fundraising activities.

If you are interested in supporting UCCA by becoming a patron or corporate sponsor, or by participating in the UCCA Gala, please contact development@ucca.org.cn for more information.

UCCA Gala



UCCA Gala 2024 —— 以邀光 To Allow the Light UCCA Gala 2024—To Allow the Light

“UCCA Gala 2024 —— 以邀光”慈善庆典于2024年11月5日在上海举办。本次庆典主题“以邀光”灵感源自2007年UCCA开馆时委任观念艺术家劳伦斯·韦纳创作的同名语言雕塑。这一作品将光的意象融入了艺术与文化，寓意着指引与传承，UCCA也自此见证并推动了中国当代艺术的发展与变革。超过400位嘉宾出席活动，并通过参与慈善晚宴中艺术与公益文化项目，同UCCA一起积极推动中国更深入参与全球对话。

此次庆典的慈善义拍由佳士得拍卖官陈良玲女士担任首席拍卖师，呈现了24位杰出当代艺术家的作品，他们分别为（按姓氏首字母顺序排列）：陈彧君、鲁迪·克雷莫尼尼、达米恩·赫斯特、胡宸宇、梁好、龙荻、马可鲁、鸟头、米格尔·安赫尔·帕亚诺、申亮、史新骥、苏航、孙逊、杉本博司、马克·迪·苏维洛、谭坦、谭天、吕克·图伊曼斯、宛超前、王濛莎、王光乐、张如怡、张杨彪、赵一浅。义拍共筹款6,647,000元，慈善庆典共筹得近840万元。

本次慈善庆典也首次推出限量版公益徽章系列。特别设计的四款徽章，分别代表了在UCCA举办大型个展的四位艺术家——国际著名比利时艺术家吕克·图伊曼斯、备受关注的艺术家安妮卡·易、空间影像艺术先驱皮皮乐迪·里思特与中国著名影像艺术家杨福东。认捐每款徽章的全部款项直接用于相应展览的落地与公共项目的实现。除此之外，庆典现场的公益认捐项目打破美术馆常规限制，首次推出包括“馆长办公室午餐”“展览开幕前夜布展现场探班”等多种前所未有的美术馆私享体验，邀请更多同仁深入了解和参与UCCA的日常运营与未来发展。

UCCA Gala 2024 – To Allow the Light took place in Shanghai on November 5, 2024. The theme, “To Allow the Light,” was inspired by the eponymous language sculpture created by conceptual art pioneer Lawrence Weiner for UCCA’s inaugural exhibition in 2007. This work, which incorporates the symbolism of light into art and culture, signifies guidance and legacy. Since its founding, UCCA has played a key role in both witnessing and driving the evolution of China’s contemporary art scene, while promoting global cultural dialogue through art and philanthropic initiatives. Over 400 guests were in attendance, actively supporting UCCA’s mission for highlighting China’s contemporary art dialogue on the global context through the Gala’s charity programs.

The benefit auction, led by Christie’s auctioneer Ms. Liang-Lin Chen, featured works by 24 distinguished contemporary artists, listed alphabetically by surname: Chen Yujun, Rudy Cremonini, Damien Hirst, Hu Chenyu, Liang Hao, Long Di, Marco Lu, Birdhead, Miguel Ángel Payano Jr., Shen Liang, Shi Xinqi, Su Hang, Sun Xun, Hiroshi Sugimoto, Mark di Suvero, Tan Tan, Tan Tian, Luc Tuymans, Wan Chaoqian, Wang Mengsha, Wang Guangle, Zhang Ruyi, Zhang Yangbiao, and Zhao Yiqian. The auction raised RMB 6,647,000, with the entire Gala raising approximately RMB 8.4 million.

A highlight of this year’s Gala was the debut of a limited-edition charity pin series. Designed exclusively for the event, the four pins represent artists with upcoming major solo exhibitions at UCCA: Luc Tuymans, Anicka Yi, Pipilotti Rist, and Yang Fudong. All proceeds from the pin sales went to directly support the creation and implementation of these artists’ exhibitions and its related public programs.

Additionally, the Gala introduced a series of innovative donation-based experiences, offering guests a unique opportunity to engage with the museum. Among these were exclusive offerings such as a “Lunch with the Director” and a behind-the-scenes tour of the exhibition setup on the eve of the opening. These new initiatives allowed attendees to experience UCCA’s operations in a personal and meaningful way, deepening their connection to the museum’s daily activities as well as future initiatives.



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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。理事会成员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。作为社会各界领袖，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

UCCA Foundation Council is UCCA's most important group of patrons, with membership granted by invitation only. Foundation Council Members play a key role in advising on the UCCA's activities, providing valuable support and constructive suggestions for its development. As leaders from various sectors, members of the UCCA Foundation Council participate in quarterly meetings, offering essential input on all aspects of UCCA's operations and strategy.



UCCA 国际委员会

UCCA 国际委员会集结了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。他们共同致力于推动 UCCA “持续让好艺术影响更多人”的使命，并与 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。每年，UCCA 国际委员会慷慨支持 UCCA 实现一场国际重要艺术家的展览。UCCA 国际委员会已成为扩展 UCCA 国际网络，增进跨文化交流、促进 UCCA 与全球艺术家和机构伙伴紧密合作的重要平台。作为对成员慷慨支持的回馈，UCCA 为每位成员提供独家定制的艺术体验，包括但不限于全球艺术之旅，使馆国际艺术之夜和各类深度艺术探访等。

UCCA International Circle

UCCA International Circle is a group of passionate art enthusiasts and supporters with a global perspective. Each year, the UCCA International Circle generously supports UCCA exhibitions of internationally renowned artists. This group has become a vital platform for expanding UCCA's global network, enhancing cross-cultural exchange, and fostering closer collaboration with artists and institutional partners around the world. In appreciation of their generous support, UCCA offers members a special program of trips and events.



UCCA 青年赞助人

UCCA 青年赞助人汇聚社会各界热爱艺术、深具社会责任感的青年领袖。作为一个充满活力的团体，UCCA 为每位成员开启独特的艺术体验：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 is a community of dynamic young leaders from various sectors of society who share a deep passion for art and a strong sense of social responsibility. This vibrant group benefits from tailored art experiences designed to bring together art enthusiasts, introduce them to the world of contemporary art, and inspire diverse cultural perspectives through a series of special events and projects. The “UCCA Young Associates Young Artist Program,” initiated and sponsored by the UCCA Young Associates, is dedicated to nurturing emerging artists and creating more opportunities for developing talents.



赞助人项目与活动 Patron Programs

UCCA Young Associates 年度选择奖 UCCA Young Associates Choice Award

“UCCA Young Associates 年度选择奖”由 UCCA 青年赞助人于 2023 年发起，旨在整合中国新一代艺术机构赞助人的资源与优势，以最直接有效的方式支持中国新生代艺术家的职业发展。本届选择奖由 45 位赞助人参与提名 39 位艺术家，最终有 7 位（组）艺术家入围。入围艺术家分别是：张移北、王玉钰、马灵丽、李海南、共代谢工作室、戴圣杰和白云。2024 年度 UCCA Gala 揭晓了此次评选结果：张移北荣获本届“年度选择奖”。

The UCCA Young Associates Choice Award, initiated by UCCA Young Associates in 2023, unites the resources and strengths of China's new generation of art patrons to directly and effectively support the career development of China's emerging artists. This year's award received nominations for 39 artists from 45 patrons, with 7 artists and collectives making the shortlist. The shortlisted artists were: Zhang Yibei, Wang Yuyu, Ma Lingli, Li Hainan, Gongdaixie Studio, Dai Shengjie, and Eirdis. The award recipient, Zhang Yibei, was announced at the 2024 UCCA Gala.



艺术家工作室探访 Artist Studio Visits

今年，UCCA 带领赞助人探访了十余位艺术家的工作室，其中包括马灵丽、刘唯艰、鸟头、刘窗、崔洁、王玉钰、田牧、关小、尉洪磊、曹雨和胡庆雁。在这些探访中，赞助人不仅能够身临其境感受艺术家的创作氛围，还可以与艺术家深入交流创作历程。在艺术家关小和尉洪磊的工作室，青年赞助人有幸预览了艺术家尚未公开、即将在欧洲展出的大型系列装置与绘画作品。

This year, UCCA took its patrons on exclusive studio visits to more than ten artists, including Ma Lingli, Liu Weijian, Birdhead, Liu Chuang, Cui Jie, Wang Yujue, Tian Mu, Guan Xiao, Yu Honglei, Great Cao, Hu Qingyan. These visits offered immersive experiences into the creative atmosphere and the opportunity for in-depth discussions about the artists' creative journeys. At the studios of Guan Xiao and Yu Honglei, young patrons were given a privileged preview of large-scale installations and paintings—yet to be publicly unveiled—that will be showcased in Europe.



艺术周计划及收藏小组 Art Week Programs and Collectors Group

在本年度北京艺术周和上海艺术季中，UCCA 为赞助人特别策划了“UCCA Young Associates 五周年派对”“上海艺术周晚宴”“JISP 雕塑展主策展人导览”等各类活动，不仅增强了赞助人社群的有机连接和活跃度，还加深了赞助人对 UCCA 的文化生产与社会实践的深入理解。今年，呼声最高的“YA 收藏小组”在筹备两年后终于成立。在京沪两地的分享沙龙中，小组以深度对谈的方式，共同思考与探讨新一代艺术收藏的方法与实操，激发更为开放多元的观点碰撞。

During this year's Beijing Art Week and Shanghai Art Season, UCCA curated a series of events for patrons including a fifth anniversary party for the UCCA Young Associates, a special dinner during Shanghai Art Week, and a curator-led tour of the Jing'an International Sculpture Project. These events not only fostered stronger connections within the patron community but also deepened their understanding of UCCA's cultural initiatives and social impact. After two years of planning, the highly anticipated "YA Collectors Group" was launched this year. Through insightful discussions held in both Beijing and Shanghai, the group engaged in meaningful conversations about innovative approaches to art collecting, stimulating a dynamic exchange of diverse viewpoints.



国际之夜活动 International Nights



国际之夜活动由 UCCA 国际委员会主办，邀请外交界、国际媒体、学术界、商界和艺术界嘉宾齐聚一堂，在美术馆常规开放时间之外，共襄一场别开生面的艺术交流与社交盛宴。围绕 UCCA 每年精心策划的三场年度大展，国际之夜活动不仅是一场艺术的聚会，更为促进各国及各领域间对话与合作提供了交流的平台。

International Nights, hosted by the UCCA International Circle, bring together guests from the diplomatic community, the international media, academia, the business community, and the art world for a unique evening of art and conversation outside UCCA's regular hours. Centered around each of UCCA's three major annual exhibitions, these events provide a platform for dialogue and exchange across nations and sectors.





艺术之旅 Patron Art Trips

2024 年，UCCA 赞助人艺术之旅进一步拓展，涵盖两次国际旅行和一次国内旅行。通过这些艺术之旅，UCCA 为赞助人提供了一个拓宽视野、与全球艺术界建立紧密联系的重要平台。每一次旅行不仅进一步加深了赞助人与 UCCA 之间的紧密联系，也使其得以深入了解国际艺术动态，参与全球艺术对话，进而提升了 UCCA 在国际艺术领域的地位与影响力。

In 2024, UCCA organized two international and one domestic trips for its patrons. These excursions provided patrons with an invaluable opportunity to broaden their perspectives and forge deeper connections within the global art community. Each trip not only strengthened the bond between patrons and UCCA, but also offered unique insights into international art trends, enabling participants to engage in global dialogue while strengthening UCCA's presence and influence in the international art scene.

理事沙特之旅

Saudi Arabia

2024.3.4 - 2024.3.10

吉达、埃尔奥拉、利雅得

2024年3月，尤伦斯艺术基金会理事会的16位成员前往沙特阿拉伯，展开了一次艺术之旅，深入探索吉达、埃尔奥拉与利雅得。此次艺术之旅的报名人数创历史新高，成为历年来国际理事之旅中参与人数最多的一次。旅程的一大亮点是参观第二届迪里耶当代艺术双年展，理事们由此深入了解了沙特蓬勃发展的当代艺术与文化景象。首届迪里耶当代艺术双年展于2021年举办，由UCCA馆长田霏宇担任艺术总监，并带领UCCA团队策划，成为UCCA与沙特当代艺术界频繁交流的起点。

在此次行程中，理事们参观了阿尔巴拉德老城、埃尔奥拉的Desert X艺术节等地，感受了沙特从古至今的艺术风貌。理事们还与当地艺术家、学者和文化机构进行了深入交流，并访问了沙特重要艺术家之一艾哈迈德·马塔尔的工作室。艾哈迈德·马塔尔的个展将在2025年于UCCA Edge开幕。此行不仅进一步巩固了UCCA作为国际艺术平台的地位，也为未来的文化对话和合作开辟了新机遇。

Jeddah, AlUla, Riyadh

In March 2024, 16 members of the UCCA Foundation Council embarked on an art journey across Saudi Arabia, visiting Jeddah, AlUla, and Riyadh. This trip saw the highest participation in the history of UCCA's international patron trips. A standout moment was attending the 2nd Diriyah Contemporary Art Biennale, where council members gained more profound understanding of the thriving contemporary art scene in Saudi Arabia. The inaugural Diriyah Contemporary Art Biennale in 2021, curated under the leadership of Philip Tinari, laid the foundation for ongoing exchange between UCCA and the Saudi art community.

Throughout this journey, the council members visited significant cultural landmarks including the Al-Balad Historic District in Jeddah and Desert X AlUla, which provided a deep dive into Saudi Arabia's rich artistic heritage. They also engaged in insightful discussions with local artists, scholars, and cultural institutions, highlighted by a memorable visit to the studio of renowned artist Ahmed Mater, whose solo exhibition is slated to open at UCCA Edge in 2025. This visit reinforced UCCA's role as a global art platform and paved the way for future cultural exchange and cooperation.



理事南法之旅

South of France

2024.9.13 – 2024.9.19

艾克斯、阿尔勒、尼斯

2024 年 9 月，尤伦斯艺术基金会理事会成员开展了为期七天的法国艺术之旅，深入体验了艾克斯、阿尔勒与尼斯等地的艺术文化。期间，理事们参访了阿尔勒国际摄影节，感受了当代摄影艺术的丰富性与深度，并在 UCCA 策展人容思玉的带领下，参观了阿尔勒国际摄影节与 UCCA 联合组织呈现的展览“莫毅：我在我的风景里”，该展于 9 月 28 日在 UCCA 北京举办。

理事们还前往艺术家丁乙在拉斯科特酒庄举办的回顾展“丁乙：预示与回望”，以及位于阿尔勒的艺术家李禹焕的个人空间。旅程中，理事们探访了由马蒂斯设计的旺斯礼拜堂，该礼拜堂的设计手稿与模型曾在 UCCA 展览“马蒂斯的马蒂斯”中展出。

此外，理事们还参观了瓦萨雷利基金会与卢马基金会，围绕艺术、文化与社会问题展开深度交流，并访问了丹萍酒庄，欣赏了当地的艺术与建筑，体验了南法的独特文化风情。

Aix-en-Provence, Arles, Nice

In September 2024, members of the UCCA Foundation Council embarked on a seven-day art journey through the South of France, exploring the vibrant artistic landscapes of Aix-en-Provence, Arles, and Nice. Highlights included a visit to the renowned Les Rencontres d'Arles International Photography Festival, where the group engaged with the rich and dynamic landscape of contemporary photography. Guided by UCCA Curator Holly Roussel, they also visited the exhibition “Mo Yi: Me in My Landscape” in Arles before it opened at UCCA Beijing.

The journey included visits to artist Ding Yi's solo exhibition, “Ding Yi: Prediction and Retrospection” at Château La Coste and Lee Ufan Arles. Council members also toured the Chapel of the Rosary in Vence, designed by Matisse, whose design sketches and models were previously showcased in UCCA's 2023 exhibition “Matisse by Matisse.”

Additional highlights of the trip included exploring the Vasarely Foundation, Fondation Maeght, and LUMA Arles, engaging in thought-provoking conversations on art, culture, and societal themes. The journey also extended to artist Bernar Venet's studio and the Domaine Tempier winery, where the group explored local art and architecture in an immersive experience of the region's unique cultural ambiance.



宜兴艺术之旅

Yixing

2024.10.17 – 2024.10.18

江苏无锡

此次宜兴之行，赞助人不但参加了 UCCA 陶美术馆的新馆揭幕，还参观了一系列具有当地特色的文化地标，包括东坡书院、邵家壶庄等，领略了具有悠久文化底蕴的紫砂器皿与难得一见的战国时期藏品的魅力。

Yixing, Jiangsu Province

Patrons took part in the grand opening of UCCA Clay, the newest addition to the UCCA constellation. They visited a series of culturally significant landmarks, including Dongpo Academy and Shao's Pottery Workshop, where they were immersed in the historic charm of Yixing teapots and rare Warring States period artifacts, all showcasing the region's rich cultural heritage.





企业合作 Corporate Sponsorship

2024 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、UCCA 企业伙伴，以及各个展览的赞助商，携手 UCCA 将精彩的展览与公共项目变为现实。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 2024, UCCA received generous support from numerous enterprises through both financial contributions and in-kind donations. UCCA's annual strategic partners and corporate partners, along with sponsors for various exhibitions, worked closely with the institution to bring dynamic exhibitions and public programs to life. In crafting sponsorship collaborations, UCCA considers the unique qualities of each company, tailoring benefits to help enhance their corporate image, boost brand awareness, expand customer engagement, and draw on art to strengthen marketing initiatives.

展览赞助及年度战略合作亮点项目
Exhibition Support and Annual Support Highlights

SIGMA 适马 展览赞助
SIGMA Exhibition Support

有别于传统展览赞助形式，SIGMA 适马对“杉本博司：无尽的刹那”展览提供的慷慨支持，主要体现在对展览首个公众开放日举办的开幕对话活动。此次活动邀请艺术家本人莅临现场，根据展览线索回顾其早期作品，并延展至现阶段的创作兴趣。SIGMA 适马在活动当日也举行了独具一格的“美术馆之夜”活动，邀请现代舞者在美术馆空间起舞，为展览开启了全新的艺术纬度。这一系列支持活动不仅提升了品牌形象，也为美术馆在企业合作方面的探索开辟了新的思路。

SIGMA's generous support of "Hiroshi Sugimoto: Time Machine" marked a distinctive shift from the museum's previous sponsorships, with a special focus on the opening conversation held on the exhibition's first public day. This seminar extended beyond the exhibition itself, offering the audience a deeper exploration into Hiroshi Sugimoto's artistic world, with further insight into his creative fusion of traditional and contemporary practices. Later that evening, SIGMA organized an exclusive museum night featuring an exhibition-themed modern dance performance. This series of events bolstered the SIGMA brand image while contributing to UCCA's exploration of sponsorship formats.



彭博 全年战略合作
Bloomberg Annual Strategic Partnership

作为联合战略合作伙伴，彭博多年来一直慷慨支持 UCCA 美术馆的运营。今年，UCCA 与彭博的合作重点更拓展至儿童艺术公益领域，举行了多场邀请特需儿童观展的慈善活动。这一新的项目不仅为美术馆所处社区带来积极影响，也为彭博企业的慈善计划拓展了新的可能性。

As Presenting Partner, Bloomberg has been a steadfast supporter of UCCA's various operations for many years. In 2024, the collaboration expanded to include a children's art charity, hosting several guided tours and workshops designed to bring children with special needs closer to art. This new focus not only positively impacts the local community but also aligns with and enhances Bloomberg's philanthropic objectives.



企业伙伴
Corporate Partners

2024 年，UCCA 推出了全新的企业伙伴项目，旨在借力 UCCA 多年在艺术领域深耕的头部资源，从提升企业品牌知名度、创造企业与客户联谊机会、拓展企业开发客户机会、提高员工福利等方面，为企业定制基于美术馆自身优势的合作方案，以多种形式赋能企业伙伴。

In 2024, UCCA launched its Corporate Partner Program, offering new personalized opportunities to empower enterprises in enhancing brand recognition, creating tailored client events, expanding customer outreach, enriching employee welfare, and more.



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

19,805

触达人次
Media Impressions

Media Impressions

30,863,137,610

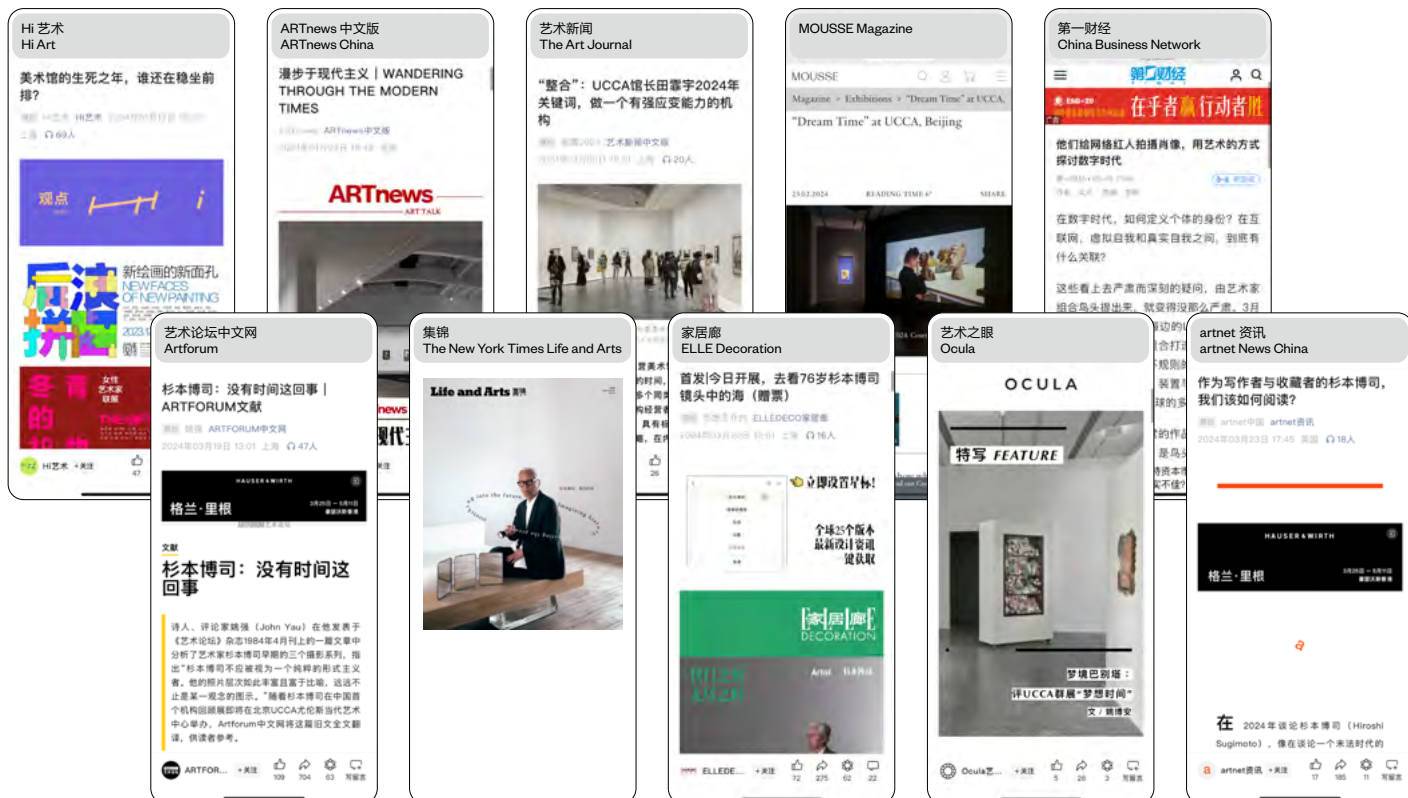
* 截止到 2024.11.30 As of November 30, 2024

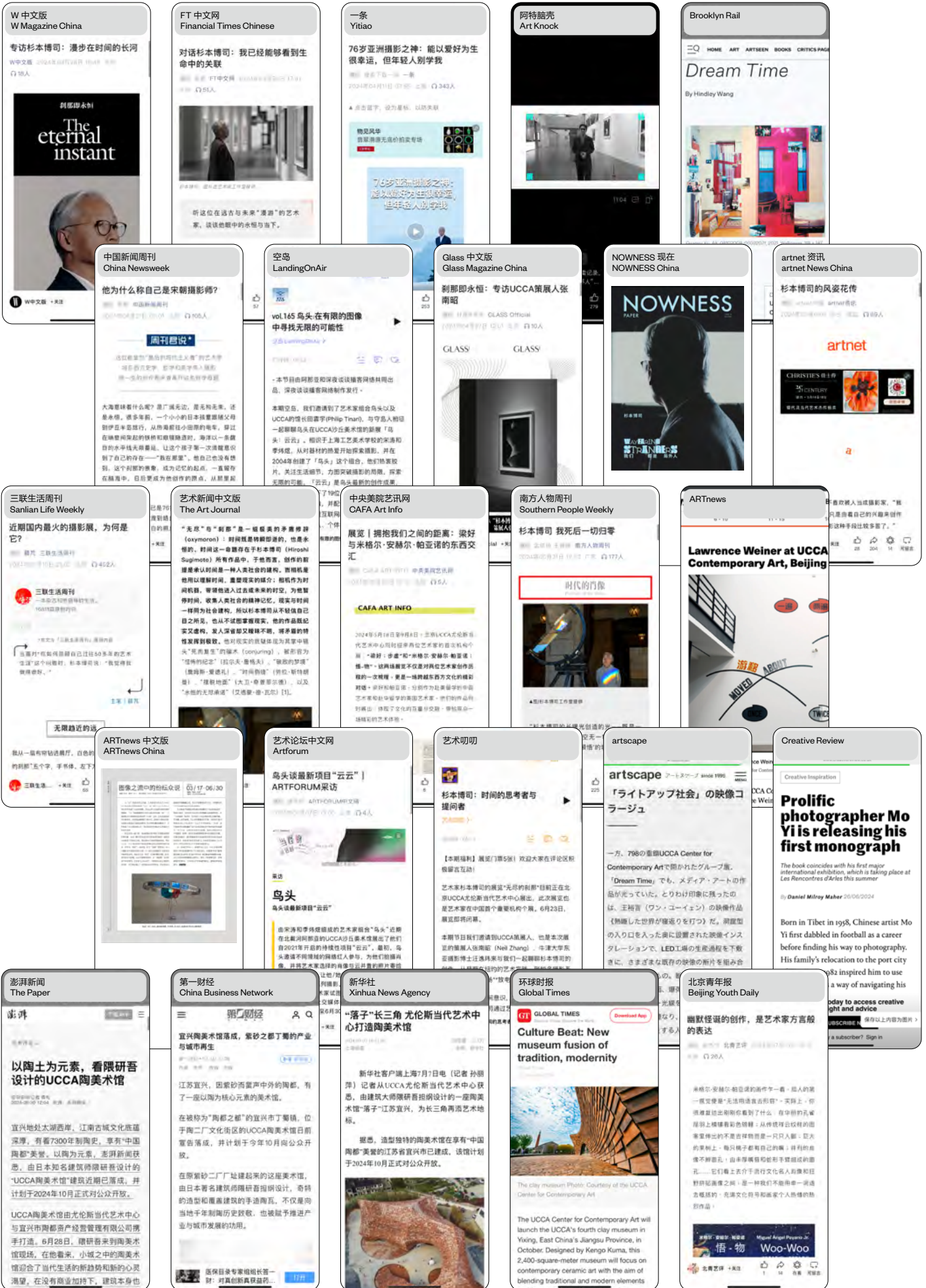
2024 年，UCCA 获得了来自国内外近 1700 家拥有广泛社会影响力的优质媒体平台的关注与认可。UCCA 北京、北戴河 UCCA 沙丘美术馆及宜兴 UCCA 陶美术馆共举办了 11 场开幕活动。其中，UCCA 北京的发布会平均每场吸引了近 98 位媒体代表出席支持，UCCA 沙丘美术馆及 UCCA 陶美术馆的发布会平均每场则有近 16 位媒体代表出席支持。

在 2024 年上海艺术周期间，UCCA 邀请了包括《美术手帖》《Observer》《Wallpaper*》在内的 8 家编辑记者，前往宜兴 UCCA 陶美术馆和 UCCA 北京实地探访，并与 UCCA 馆长与策展团队进行深入交流与采访，撰写了数篇以英语、日语、意大利语撰写的深度媒体报道，有效提升了 UCCA 品牌的国际影响力。

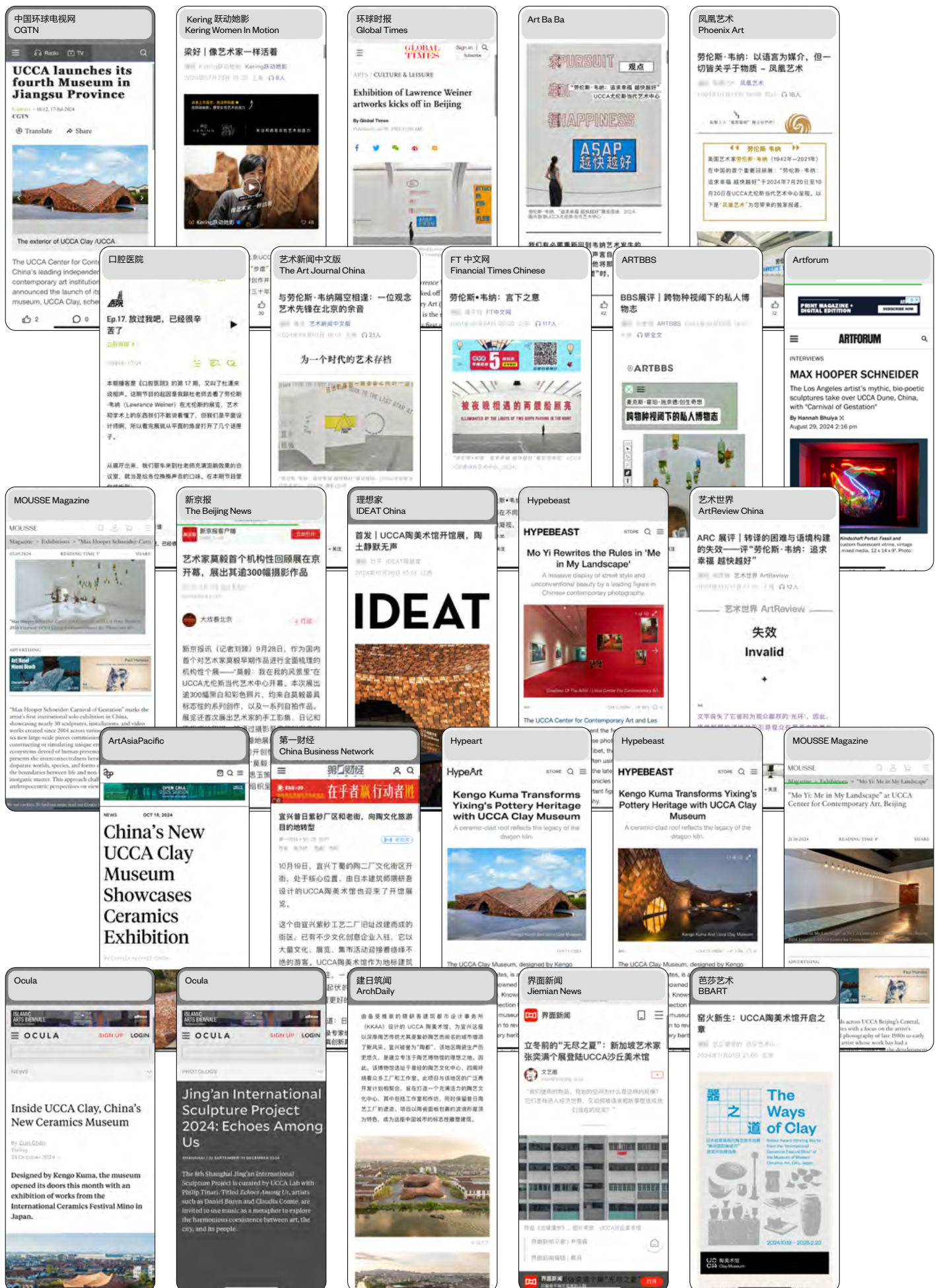
In 2024, UCCA garnered attention and recognition from nearly 1,700 high-quality domestic and international media platforms with broad social influence. Across three locations — UCCA Beijing, UCCA Dune in Beidaihe, and UCCA Clay in Yixing — UCCA held a total of 11 opening press conferences. Each press conference at UCCA Beijing attracted an average of nearly 98 media representatives, while those at UCCA Dune and UCCA Clay welcomed an average of 16 media representatives per event.

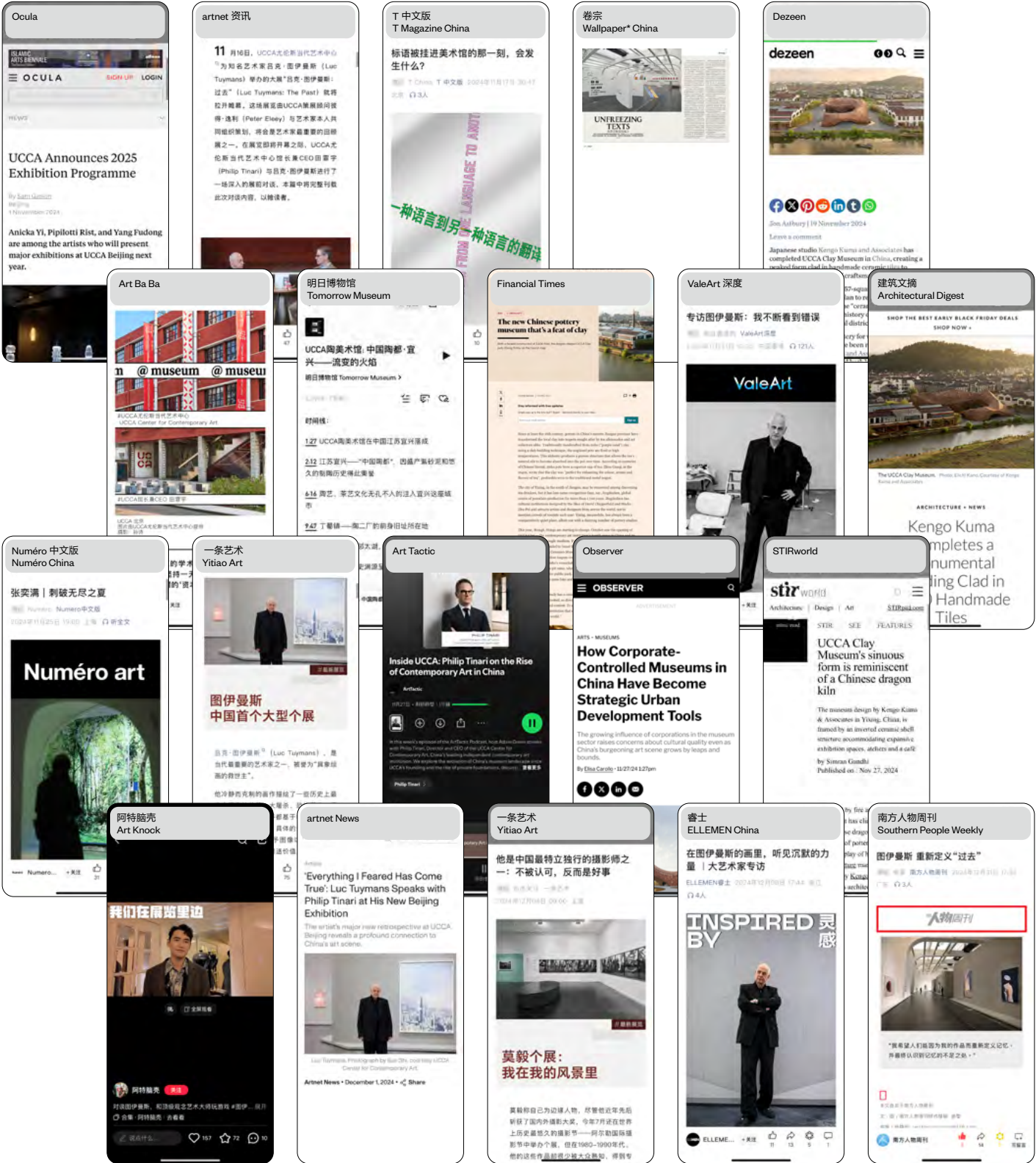
During this year's Shanghai Art Week, UCCA invited editors and journalists from eight major international publications, including *Bijutsu Techo*, *Observer*, and *Wallpaper** to visit UCCA Clay in Yixing and UCCA Beijing. This visit included in-depth exchanges and interviews with UCCA's Director and curatorial team, resulting in multiple engaging media reports in English, Japanese, and Italian. These efforts significantly enhanced UCCA's international visibility and influence.





宣传推广 Media and Promotion__





社交媒体矩阵
Social Media

2024 年，UCCA 社交媒体矩阵各平台的内容调性保持统一，粉丝数量持续稳定增长。

In 2024, UCCA maintained a cohesive tone across all its social media accounts, achieving steady growth in followers:

微博
Weibo

日均发布一条以上内容，全年粉丝增长近 20 万，总粉丝数超过 70 万。
Posted over one update per day on average, gaining nearly 200,000 new followers throughout the year to reach 700,000 total followers.

微信服务号“UCCA 尤伦斯当代艺术中心”
WeChat（UCCA 尤伦斯当代艺术中心）

粉丝增长接近 5 万，单篇推文最高阅读量超过 3 万次。
Gained close to 50,000 new followers, with single posts reaching over 30,000 views at peak.

小红书
RED

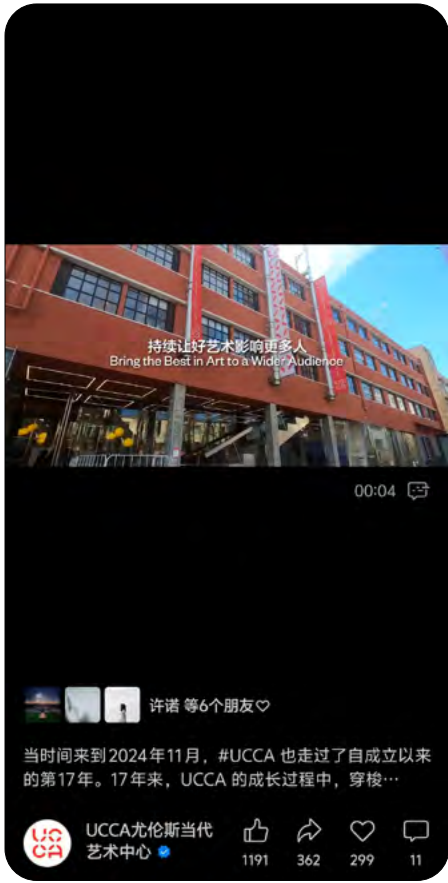
全年发布笔记超过 100 篇，粉丝增长接近 1 万人。
Over 100 posts published with nearly 10,000 new followers.

短视频平台
Short Video Platforms

总观看量接近146万次，其中抖音单条内容最高播放量接近14万次，微信视频号单条内容最高播放量超过 5 万次。
Achieved nearly 1.46 million total views, with peak performances of 140,000 views per post on Douyin and 50,000 views for one livestream on the WeChat video account.

Instagram

4 个账号全年共发布 166 条推文，周均发布内容在 3 条以上。
Across four accounts, 166 posts were published in total, averaging over three updates per week.



为配合年度重要展览，UCCA还与多个头部社交媒体平台展开了深度合作，推出了丰富的线上活动，获得了显著成效：

小红书上的“杉本博司：无尽的刹那”话题曝光总量接近 200 万；独家话题 # 图伊曼斯美学 更在展览开幕前就达到了超过 10 万次的浏览量。

UCCA × 抖音独家话题 # 杉本博司影像哲学 受到广泛关注，单个话题最高阅读量超过 867 万次。

自主发起的长期话题活动 #UCCA 时刻 总浏览量接近 20 万次，鼓励用户分享他们在 UCCA 展厅及其他公共场域的美好瞬间，精准触达广泛的艺术爱好者，促进了观众与 UCCA 之间产生新的互动和连结。

通过这些媒体互动与合作，不仅提升了 UCCA 在社交媒体和网络平台上的影响力，也加强了与公众的联系，为公众提供了更为多元化的交流平台。

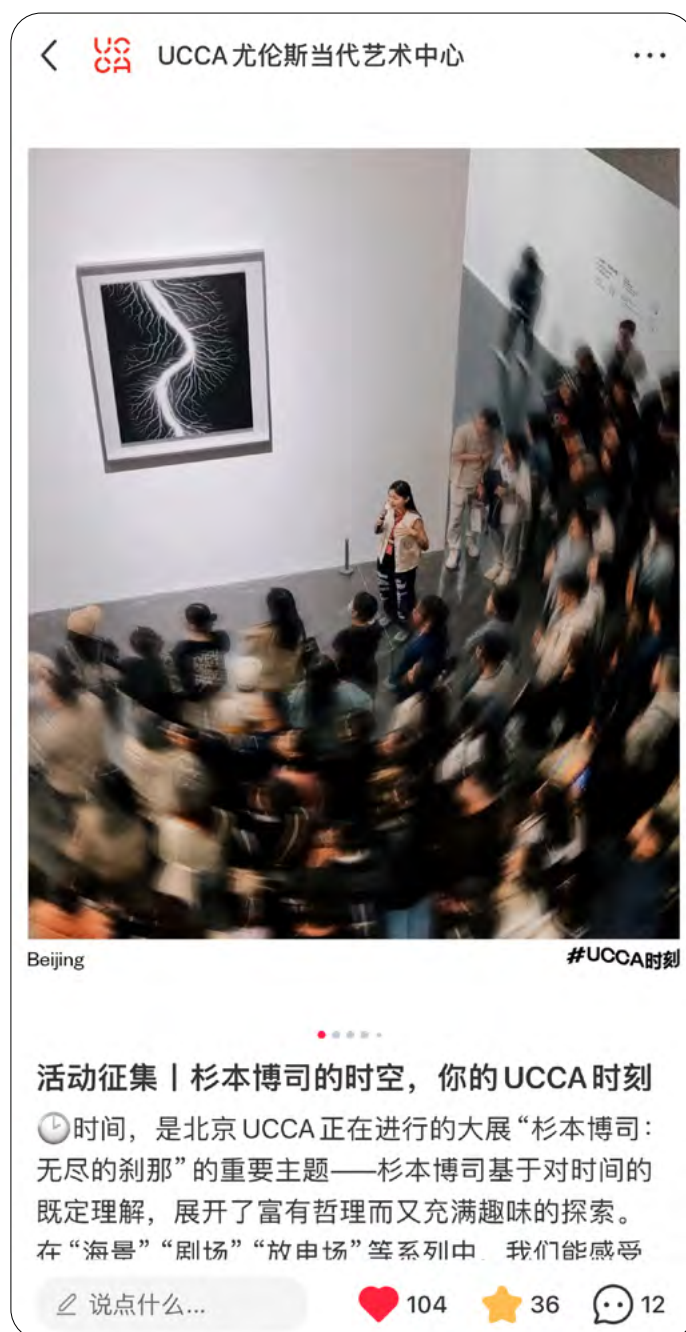
To support major exhibitions, UCCA and leading social media platforms collaborated in launching a series of online campaigns:

On RED, the “Hiroshi Sugimoto: Time Machine” topic garnered nearly 2 million impressions, while the hashtag #TuymansAesthetics amassed over 100,000 views before the exhibition's public opening.

The exclusive UCCA × Douyin hashtag #SugimotoImagePhilosophy received widespread attention, with individual topics reaching a peak of 8.67 million views.

The long-term self-initiated campaign #UCCAMoments accumulated nearly 200,000 views, inviting users to share their memorable moments from exhibition spaces and public areas at UCCA.

Through these dynamic media collaborations and initiatives, UCCA expanded its online presence while fostering a deeper connection with the public as a platform for cultural dialogue and exchange.



KOL 及名人明星合作

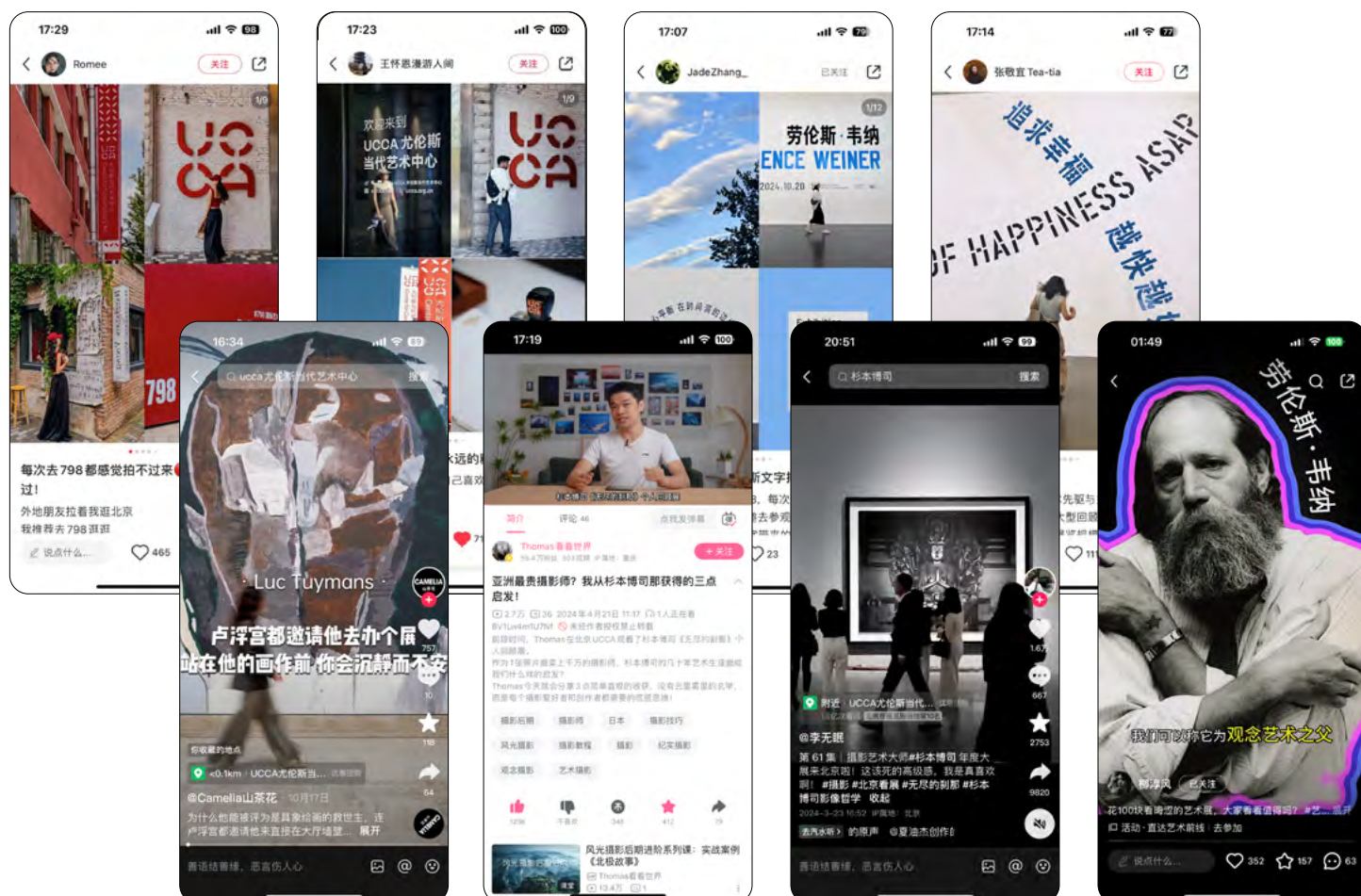
Key Opinion Leader (KOL) and Celebrity Collaborations

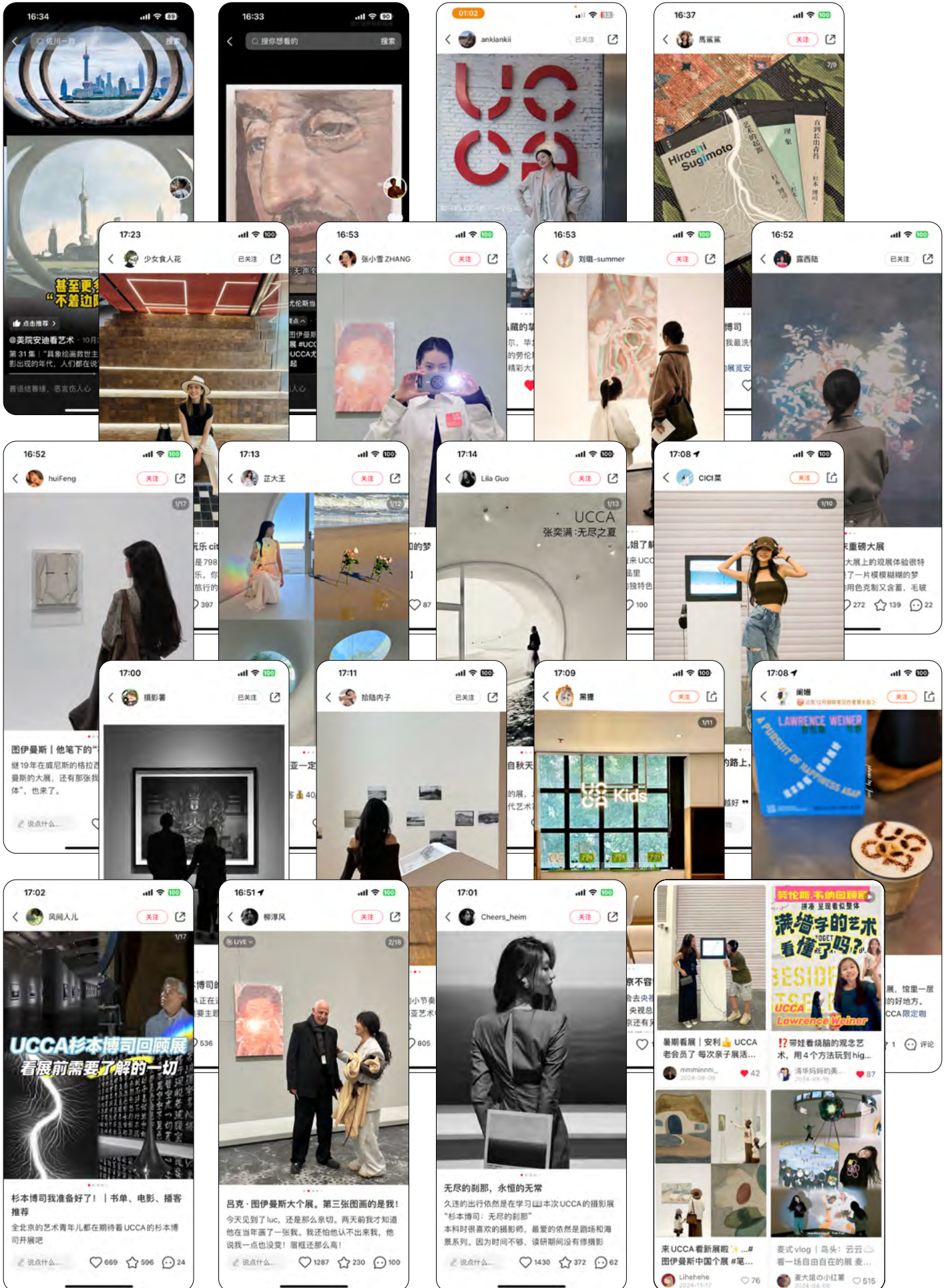
KOL 及名人明星发布篇数
Posts by KOL and Celebrities
6,278

KOL 及名人明星社交媒体曝光量
Social Media Impressions via KOL and Celebrities
31,600,490,257

2024 年, UCCA 进一步拓展了与自媒体博主合作的广度与深度, 主要发声平台包括小红书、抖音、微博、大众点评和 Bilibili。在以往合作的基础上, 新拓展了摄影、文学、旅行探店类型的博主。与多个领域的头部 KOL 进行原创内容合作, 其中包括艺术博主“安迪美院看艺术”、时尚博主“少女食人花”、摄影 UP 主“Thomas 看看世界”、亲子自媒体“麦大姐的小红薯”、探店博主李无眠、电影编剧马鲨鲨等, 从不同角度拓展展览的广泛影响力, 吸引更广泛的受众群体。

This year, UCCA further expanded the breadth of collaboration with social media influencers, broadening both scope and depth of partnerships. Key platforms included RED, Douyin, Weibo, Dianping, and Bilibili. Building on past collaborations, this year UCCA added new types of influencers, including those focused on photography, literature, and travel. Original content collaborations were conducted with leading KOLs, including art blogger Andy from “Look at Art,” fashion influencer Shaonvrenhua, photography content creator Thomas from “Look at the World,” parenting media personality Mai Dajie from “Little Sweet Potato,” store discovery influencer Li Wumian, and screenwriter Ma Shasha.





宣传推广 Media and Promotion__

全年累计接待 16 位名人明星参与公益合作。特别邀请演员袁弘担任 UCCA 艺术推广大使，在多个艺术项目推广中，联合其主理的艺术频道“阿特脑壳”出品深度内容，共同打造文化艺术行业年度话题顶级声量。此外，还邀请 9 岁的人像摄影师笙笙出任 UCCA 青少年艺术推广使者。笙笙不仅为展览录制了儿童语音导览，还提前探访并受邀为杉本博司拍摄肖像照。相关内容一经发布便引爆社交媒体，并迅速登上抖音热榜，充分展现了美术馆对于家庭观众的亲和力。

Throughout 2024, UCCA welcomed 16 celebrities for charitable collaborations. Actor Yuan Hong served as UCCA's Art Promotion Ambassador, producing original content through his art channel "Art Knock," which contributed to several high-impact promotional campaigns. Additionally, 9-year-old portrait photographer Sheng Sheng was appointed as the UCCA Youth Art Promotion Ambassador. Sheng Sheng not only recorded a children's exhibition audio guide, but also visited in advance to photograph artist Hiroshi Sugimoto, with these portraits going viral on social media and quickly topping Douyin's trending list. This collaboration with Sheng Sheng highlighted the museum's appeal to family audiences.





任贤齐到访 UCCA 陶美术馆



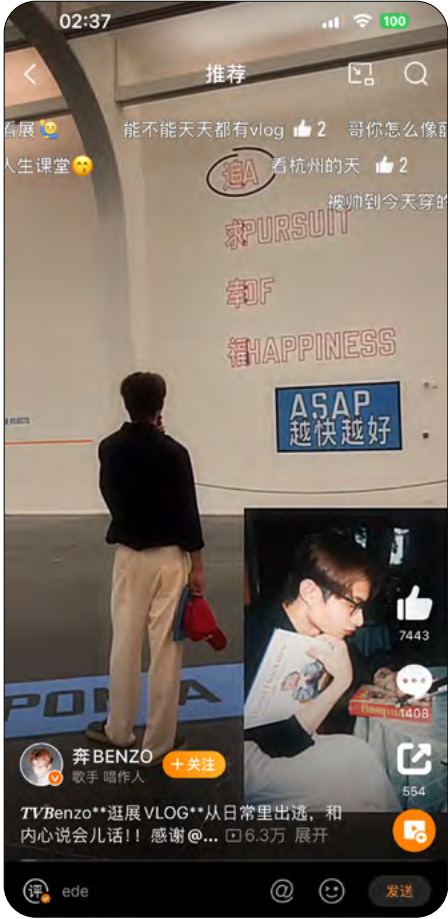
演员李现策展



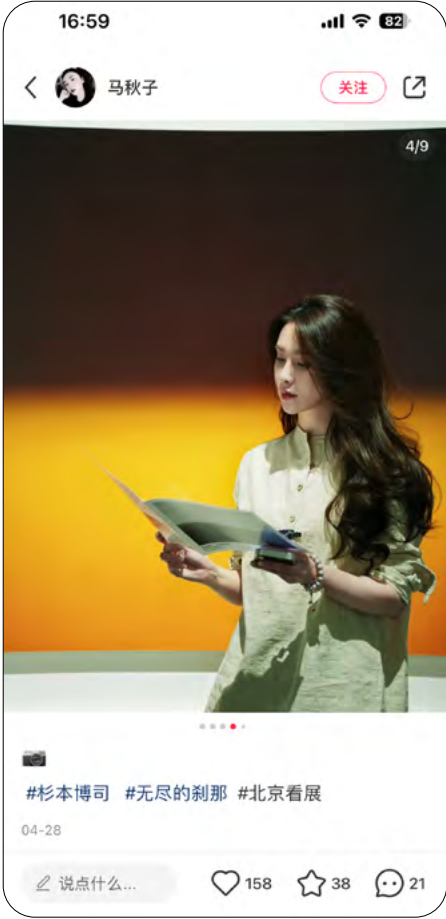
演员项偞婧在展览现场



演员朱珠在展览现场



音乐人李大奔在展览现场



演员马秋子在展览现场

市场推广 Marketing

本年度，UCCA 致力于巩固并提升美术馆品牌的认知度与美誉度，特别是在暑期、国庆及上海艺术周期间策划了一系列品牌大事件传播活动。

暑期，UCCA 馆内全新增设盖章处，特别推出美术馆一站式艺术体验全攻略，集合看展、艺术商店 / 书店、咖啡馆、儿童空间等全方位服务。同时，携手自媒体种草，进一步确立 UCCA 作为北京市级地标美术馆的知名度。整个暑期的品牌攻略媒体曝光量近 300 万次，显著提升了线下到访率。10 月，UCCA 陶美术馆开馆首展即吸引了海内外广泛关注，共产生 1,800 余篇国内外宣传报道，进一步提升了 UCCA 品牌在江浙沪地区的影响力。11 月，在上海艺术季期间，UCCA 参加了“上海国际艺术书展”，展示了 UCCA 在艺术出版、学术研究及文化传播领域的深厚积淀，彰显了机构的专业性与文化价值。

在展览推广方面，根据展览性质，在摄影、文学、建筑、电影美学等领域深耕特定知识标签人群，联手多家社交平台制造展览热点，为官方粉丝增长提供流量支持。“杉本博司：无尽的刹那”展览与豆瓣开启首次联动，全国书影音用户端内讨论量累计达10,322,831人次；重点扶持小红书平台，从明星至素人用户以多角度进行专业且高质评价；“吕克·图伊曼斯：过去”展览则与抖音艺术合作，在流量支持、电影美学达人创作、独家专场活动几个方面展开尝试，利用流行话题“梦核”与年轻观众建立艺术对话。

UCCA 北京全年实行统一门票定价，执行亲民价格政策同时，每逢节日期间推出限时优惠票种，并与理想国、画廊周等合作方推出折扣联票，降低观众的参观成本，鼓励更广泛的人群走进美术馆，践行“持续让好艺术影响更多人”的机构使命。

In 2024, UCCA focused on strengthening and enhancing the museum's brand recognition and reputation, with a series of special brand initiatives during the summer, National Day, and Shanghai Art Week.

During the summer, UCCA launched a stamp station and alongside a comprehensive guide to the museum's one-stop art experience, combining exhibitions, shop, bookstore, café, and children's space. UCCA also collaborated with influencers to reinforce its position as a landmark museum in Beijing. Media exposure for the summer brand campaign reached nearly 3 million impressions, significantly boosting visitation. In October, the opening of UCCA Clay garnered widespread attention both domestically and internationally, generating over 1,800 articles and further enhancing UCCA's influence across the Jiangsu-Zhejiang-Shanghai region. During Shanghai Art Season in November, UCCA participated in the "Shanghai International Art Book Fair (SABF)," showcasing its depth in art publishing, academic research, and cultural communication.

To promote its exhibitions, UCCA tailored its approach based on the nature of each, focusing on specialist audiences in fields such as photography, literature, architecture, and cinema. For "Hiroshi Sugimoto: Time Machine," UCCA with Douban, generating a total of 10,322,831 impressions across the platform's book, film, and video forums. UCCA also placed strong emphasis on RED, with professional and high-quality reviews from influencers ranging from celebrities to everyday users. For "Luc Tuymans: The Past," UCCA worked with Douyin Arts to explore traffic support, collaboration with film creators, and exclusive events, using the trending topic "Dream Core" to engage a younger audience in meaningful artistic conversations.

Throughout the year, UCCA Beijing maintained a unified ticket pricing policy, offering affordable entry while also introducing time-limited discounts during holidays. Additionally, UCCA collaborated with partners such as Ideal Country and Gallery Weekend Beijing on discounted joint tickets, increasing the museum's accessibility in alignment with the institution's mission to "Bring the Best in Art to a Wider Audience."



杉本博司：无尽的刹那
Hiroshi Sugimoto: Time Machine
2024.3.23 - 2024.6.23

抖音搜索话题

#杉本博司影像哲学

参与展览主题创作投稿赢 艺术家亲笔签名图册！

参与方式

在抖音分享观展体验，以时间为主题致敬艺术家经典风格，发布时均需加话题 #杉本博司影像哲学

*推荐使用展览同款模版进行视频创作，打开抖音扫码点击下方“杉本博司影像哲学”（使用模版需下载剪辑APP）

活动奖励

点赞最高的创作者将获得杉本博司亲笔签名展览画册1本

根据点赞数据及内容质量综合评选2位创作者各获得杉本博司亲笔签名展览画册1本

优质内容有机会获得dou+流量扶持

活动时间

2024.3.15 - 6.15

关注 @UCCA 尤伦斯当代艺术中心官方抖音账号了解更多活动信息。

*活动最终解释权归 UCCA 及抖音平台所有

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

小红书 艺术

什么是 #图伊曼斯美学

是冷静、克制的气氛感
是带有隐喻的灰色调
是……

参与方式

2024.11.16 - 2025.2.16

带话题 #图伊曼斯美学 发布 小红书 笔记

看展体验、设计美学、生活方式、穿搭灵感等内容不限
分享你的理解与感受

优质内容有机会获得笔记流量扶持、展览精美衍生品或展览画册

在 小红书 分享你的

#UCCA时刻

即刻关注并了解活动详情

关注 @UCCA 尤伦斯当代艺术中心官方账号，带话题 #UCCA 时刻 #追求幸福越快越好 发布笔记，就有机会获得精美礼品，发布内容还将在 UCCA 官方平台及线下呈现，期待你的参与！

GALLERY WEEKEND BEIJING 画廊周末北京

EXHIBITION PASS 展览通票

一票畅游七展
One Pass for 7 Exhibitions
7 Exhibitions
7 Exhibitions

杉本博司 无尽的刹那
Hiroshi Sugimoto: Time Machine
2024.3.23 - 2024.6.23

王冬 物
Woo-Woo
2024.4.19 - 2024.6.23

李昊 步迹
Liang Hao: Pacing the Void
2024.4.19 - 2024.6.23

徐冰 天书
Xu Bing: The Book of the Sky
2024.4.19 - 2024.6.23

陈冠中小图
Chen Guanxi: Small Figures
2024.4.19 - 2024.6.23

两极椭圆
Two Poles, Two Ellipses
2024.4.19 - 2024.6.23

气象站
Weather Station
2024.4.19 - 2024.6.23

一票畅游7展

2024年5月28日-6月23日

你 不了解的 杉本博司

HIROSHI SUGIMOTO

2024.4.25 - 5.25

扫码进入豆瓣杉本博司人物专题页面，搜索话题 你镜头里的留白美

发布展览相关内容或你的“留白”摄影作品，即有机会赢得“杉本博司：无尽的刹那”限量官方图录。

*活动详细规则见豆瓣专题页面

豆瓣App内搜索 杉本博司

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

豆瓣 展览互动社区合作平台

端午看展福利

每日三场免费导览

6月8日至10日，“杉本博司：无尽的刹那”每天10:30、17:00、17:30 三场免费导览。快来听听专业的导览员解读作品背后的故事！

*若您希望收获更好的观展及导览体验，亦可选择付费的私享导览服务，详情可咨询前台工作人员。

观展特别礼物

6月8日至6月10日期间，每天前50名入场的持票观众将获得展览限定礼物（棱镜）一份！礼物灵感来自杉本博司唯一彩色系列作品。带着棱镜，一起在杉本博司的作品中探索光线的魔力吧！

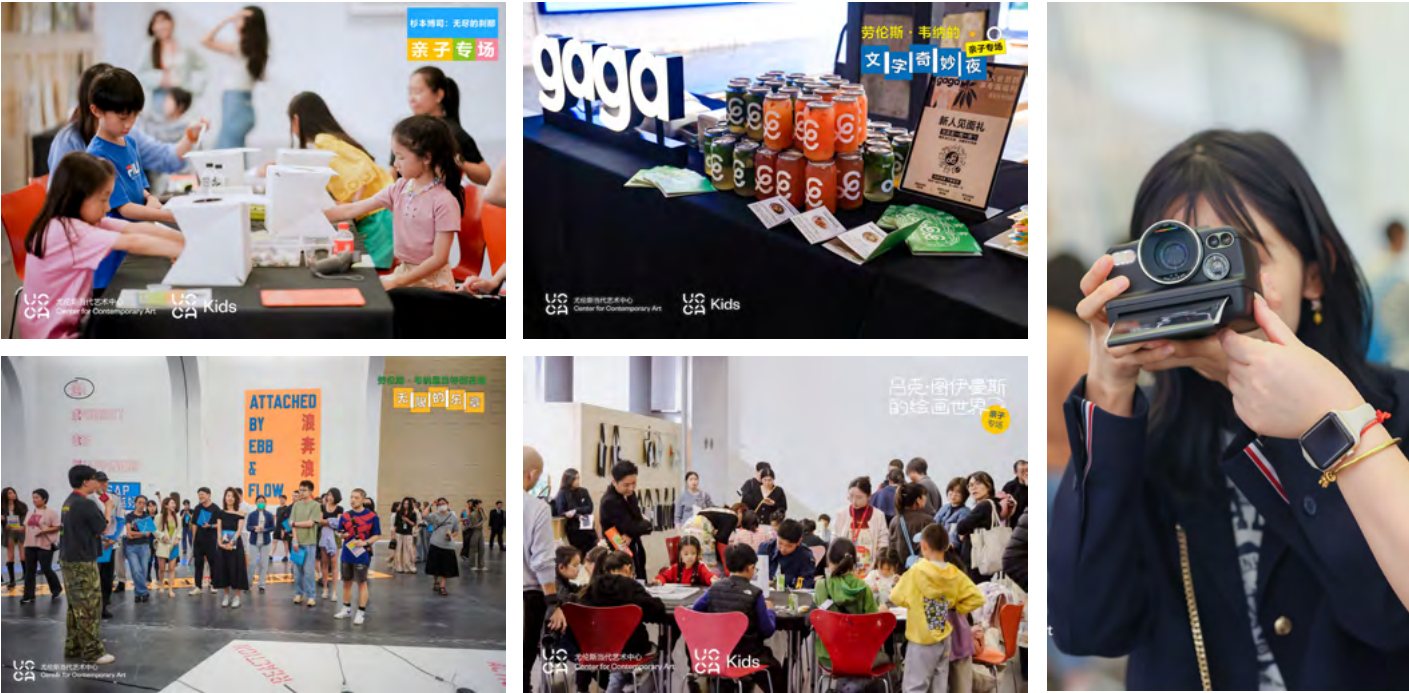
UCCA 尤伦斯当代艺术中心
Center for Contemporary Art

品牌合作及广告 Collaborations and Advertising

UCCA 今年将展览主题专场活动列为常设活动，每次大型展览期间，都分别举办亲子和欢聚主题专场活动，提升观众的看展互动体验。活动得到 Polaroid 宝丽来、NICE CREAM 奈似冰淇淋、gaga 等品牌的大力支持，为现场增添更多趣味环节。同时通过大麦、猫眼等头部票务平台以及媒体、合作社群等宣传渠道，精准覆盖目标人群，带动展览内容传播长尾效应。

In 2024, UCCA initiated exhibition-themed special events as a regular feature of its program. Now, UCCA hosts thematic family-friendly and social events for each major exhibition, enhancing the interactive experience for visitors. These activities were supported by brands such as Polaroid, NICE CREAM, and gaga, adding fun and engaging elements. Through targeted promotions on leading ticketing platforms like Damai and Maoyan, along with media and community partnerships, UCCA ensures effective outreach and exposure.





3月，UCCA 首次携手杉本博司随笔集简体中文版的出版方理想国出版社，在“杉本博司：无尽的刹那”展期内为观众带来“图书 + 展览门票”的联票优惠活动。此次合作内容在理想国自有官方宣传渠道，以及其旗下头部知识平台“看理想”均作为开屏重点推荐，并于 2024 北京图书市中获重要露出，成为年度文化领域讨论度极高的合作案例。

In March UCCA and imaginist Publishing, the publisher of the Chinese edition of Hiroshi Sugimoto's essay collection, partnered to launch a “book + exhibition ticket” bundle promotion during the “Hiroshi Sugimoto: Time Machine” exhibition. This new collaboration received prominent exposure via imaginist's promotional channels and its flagship knowledge platform “vistopia,” where it was featured as a key recommendation. The initiative was also spotlighted at the 2024 Beijing Book Fair, making it one of the most discussed cultural collaborations of the year.

北京 UCCA 正在呈现
国际著名艺术家杉本博司
中国首个重要机构个展
“杉本博司：无尽的刹那”

2024 年 3 月 23 日起
理想国 联合 UCCA 尤伦斯当代艺术中心推出
“购书 + 展览门票”优惠套餐
理想国读者专享价 **229 元**

杉本博司随笔集
《直到长出青苔》
《艺术的起源》
《现象》

原价 249 元
+
展览门票
原价 100 元
= **349 元**
优惠价 229 元

理想国imaginist

搜索商品

2024.3.23—2024.6.23
UCCA 尤伦斯当代艺术中心

杉本博司
无尽的刹那

2024.2.29 日—2024.3.22 理想国读者限时专享
“杉本博司随笔集 + 早鸟票”优惠套餐！

图书优惠价：
131.00 元
原价：249.00 元

+

早鸟票：
68 元
原价：100 元

= **199.00 元**

杉本博司2024春季大展早鸟票+随笔集限时优惠！

— 新书抢先 —

新品

唐鲁孙全集20周年典藏版

新品

宣传推广 Media and Promotion__

时值 UCCA 陶美术馆开馆之际，国内知名香氛品牌闻献 DOCUMENTS 特别支持了开幕活动伴手礼，并持续为 UCCA 馆群的观众提供产品体验。

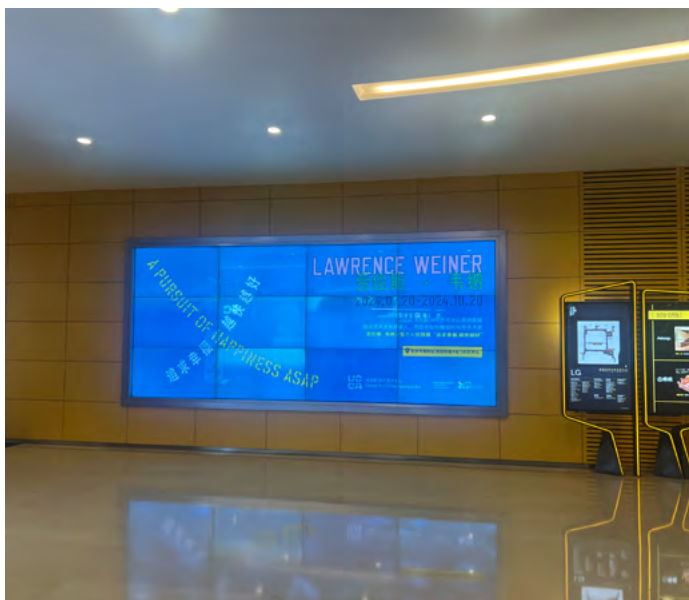
美术馆与北京交通大学建筑与设计学院的战略合作仍在进行，经过了一年的实践，项目合作教育成果被学校推荐参与国家级教学成果奖评选，本年度《大学美育实践》课程稳定为展览输送约 600 位学生观众，积累了良好的口碑。

UCCA 于 2024 年再接再厉，线上线下广告广泛覆盖城区重点商圈商场、剧场、书店、高端住宅及办公电梯屏等区域，并积极拓展更多展示形式的可能性。首次与三里屯太古里打通会员体系间的合作，推出双方定制联名会员卡，会员可享受“购物 + 艺术”一站式体验，共享权益；同时，“杉本博司：无尽的刹那”和“劳伦斯·韦纳：追求幸福 越快越好”在太古里商圈内呈现的大型广告位也为公众留下深刻印象。

To mark the opening of UCCA Clay, renowned domestic fragrance brand DOCUMENTS provided exclusive support for opening event gifts. Additionally, DOCUMENTS continues to offer scent experiences for visitors across all museums in the UCCA constellation.

UCCA's strategic partnership with the School of Architecture and Design at Beijing Jiaotong University continues to thrive. After a year of collaborative initiatives, the educational outcomes have been recommended by the university for submission to the National Teaching Achievement Awards. As part of this collaboration, the University Aesthetic Education Practice course has become a reliable channel for bringing approximately 600 student visitors to UCCA exhibitions annually.

In 2024, UCCA amplified its advertising presence both online and offline. This included comprehensive coverage across key urban commercial zones including shopping malls, theaters, bookstores, residential areas, and office elevator screens. New forms of exposure were also explored, such as a first-ever cross-membership collaboration with Taikoo Li Sanlitun, which featured a co-branded membership card that offered members an all-in-one “shopping + art” experience with shared benefits. Large-format advertisements for “Hiroshi Sugimoto: Time Machine” and “Lawrence Weiner: A PURSUIT OF HAPPINESS ASAP” were prominently displayed within the Taikoo Li commercial district, leaving a lasting impression on the public.



UCCA Kids



UCCA Kids

依托 UCCA 前沿丰富的艺术资源，UCCA Kids 为 2 至 12 岁儿童及其家庭提供独特的艺术体验和发展支持。儿童在这里可以近距离与世界各地的艺术家及其作品进行亲密接触与互动，体验与展览相关的艺术工作坊，在大师作品的启发下进行自己的独特创作。

2024 年，UCCA Kids 共开设 2,062 节常规课，举办了 384 场艺术工作坊与 48 节户外课。亲子艺术之旅覆盖 4 个国家，每周开班数高达 77 个，全年总参与人数达到 12,018 人。此外，还策划举办了“一个果子！”UCCA Kids 课堂成果展，集中展示了 2 至 10 岁小朋友创作的主题作品。

ucca.org.cn/kids/

Drawing upon UCCA's extensive and diverse artistic resources, UCCA Kids offers children aged 2 to 12 and their families unique artistic experiences and developmental support. Here, children have the opportunity to interact closely with artists and works from around the world, participate in workshops linked with UCCA exhibitions, and create their own unique works inspired by masterpieces.

In 2024, UCCA Kids hosted 2,062 regular class sessions, organized 384 art workshops, and led 48 outdoor excursions. Its family-oriented, parent-and-child activities included art tours that spanned 4 countries, with 77 weekly class sections, drawing a total of 12,018 individual participants. Additionally, UCCA Kids planned and hosted the exhibition "Harvesting the Fruit!" to showcase works created by children aged 2 to 10.

ucca.org.cn/en/kids/

“一个果子!” 课堂成果展 UCCA Kids Annual Exhibition “Harvesting the Fruit!”

“果子”是日常生活中随处可见的事物，每一颗、每一粒都是完全不同的独立存在。每个孩子对于家庭来说都是一颗珍贵的果实，这颗果实在家庭的关注下慢慢长大、成熟，然后变成完全不同的模样。围绕“一个果子”的主题，UCCA Kids 年度课堂成果展通过绘画、雕塑、综合材料、影像、绘本、装置等不同媒介，集中展现了2至10岁小朋友的主题作品，也让家长和教育者直观感受到儿童不同阶段认知视角的差异和独特审美及趣味。

“Fruit” is a common element found in everyday life, with each piece unique and distinct in its own way. Similarly, each child is a precious fruit to their family, growing and maturing under care and attention to ultimately develop into something wonderfully individual. With “Harvesting the Fruit!” as the thematic focus, the UCCA Kids Annual Exhibition presented themed works by children aged 2 to 10, showcasing their creativity across various mediums including painting, sculpture, mixed media, video, picture books, and installations. “Harvesting the Fruit!” offered parents and educators an intuitive glimpse into the evolving perspectives, distinctive aesthetics, and unique sense of humor of children at different stages of development.



艺术工作坊 Art Workshops

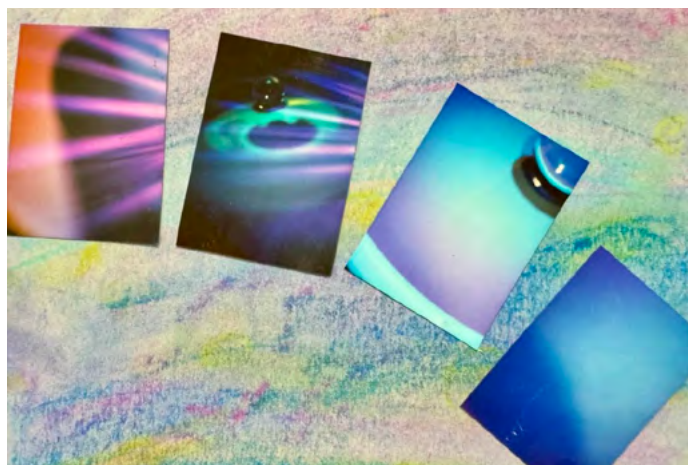
艺术工作坊与艺术家合作并与 UCCA 展览结合，开展单个或系列工作坊，让儿童可以发现和尝试使用更加丰富的艺术材料、艺术形式和艺术观念。2024 年，UCCA Kids 研发了 5 个系列展览工作坊，共计举办 384 场活动，参与小朋友达 1,995 人。

Developed in collaboration with artists and around UCCA exhibitions, UCCA Kids Art Workshops are offered as single sessions or series, allowing children to explore and experiment with a diverse range of artistic materials, forms, and concepts. In 2024, UCCA Kids developed five inspiring series of exhibition-based workshops and held a total of 384 sessions, reaching a total of 1,995 participating children.

杉本博司：无尽的刹那 “Hiroshi Sugimoto: Time Machine”

本系列工作坊带领儿童通过观察、思考和创作，引导他们探索时间、光线和影像在艺术中的表达方式。引导孩子们学习摄影艺术的基本原理、提升观察力和创造力，并将自己的想象力和独特视角融入到艺术创作之中。

This series guided children through observation, reflection, and creation to encourage them to explore the ways time, light, and image are expressed in art. The workshops introduced children to the fundamental principles of photography, helping them to enhance their powers of observation and creativity while guiding them to incorporate their imagination and unique perspectives into their work.



米格尔·安赫尔·帕亚诺：悟 - 物 “Miguel Ángel Payano Jr.: Woo-Woo”

本系列工作坊旨在带领孩子们了解艺术家关于线与形的探索，在完成人物与抽象线条绘画表现后，继续学习艺术家的厚重拼贴与语言和视觉双关的巧妙表现形式。

This series aimed to introduce children to the artist's exploration of line and form. After completing lessons on figurative and abstract line drawing, participants continued to study the artist's techniques for heavy collage and the clever interplay of language and visual puns.



莫毅：我在我的风景里 “Mo Yi: Me in My Landscape”

本系列工作坊带领儿童深入城市社区，鼓励他们通过个人观察和即刻反应去拍摄街区、人群的不同状态，尝试挣脱传统摄影技术和形式的束缚，通过摄影、拼贴、综合绘画等艺术方式创作个性化的系列摄影作品。

This series led children into urban spaces, encouraging them to capture neighborhoods and crowds through personal observation and immediate response. The young participants were invited to break free from the constraints of traditional photography techniques and forms, creating personalized series of works through photography, collage, and mixed media painting.



劳伦斯·韦纳：追求幸福 越快越好 “Lawrence Weiner: A PURSUIT OF HAPPINESS ASAP”

本系列工作坊带领儿童探索观念艺术家劳伦斯·韦纳的独特创作方式，体验如何通过文字与符号来表达艺术理念。激发儿童的想象力和艺术表达能力，让他们在轻松愉快的氛围中，感受文字与艺术的无限可能性。

This series guided children to explore the distinctive creative approach of conceptual artist Lawrence Weiner, empowering them to use words and symbols for artistic expression. The workshops were designed to stimulate imagination and artistic expression, encouraging participants to feel the infinite possibilities of language and art in a relaxed and enjoyable environment.

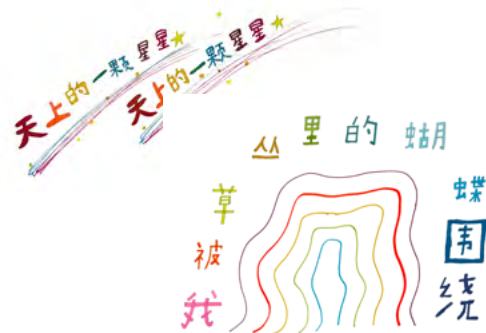


“架上绘画” 历险记 “Adventures in Easel Painting”

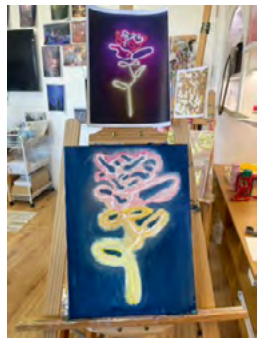
本系列工作坊带领儿童深入探索近现代艺术史上四次“架上绘画危机”的历史，通过一系列话题的探讨，鼓励儿童在传统绘画的基础上勇于思考，探索并创新艺术表达的新语言与新形式，重新认识艺术家吕克·图伊曼斯在当代艺术领域的重要贡献，并在亲身实践与深刻反思中，激发全新的艺术灵感，创作出蕴含独到见解的油画艺术作品。

This series guided children through a deep exploration of the four “Easel Painting Crises” in modern and contemporary art history. Through a series of discussions on various topics, the workshops encouraged children to think boldly beyond traditional painting, exploring and innovating new languages and forms of artistic expression. The workshops also offer a platform for a more profound understanding of the significant contributions artist Luc Tuymans made to contemporary art. Through hands-on practice and thoughtful reflection, children are inspired to create oil paintings that embody unique insights and fresh artistic ideas.

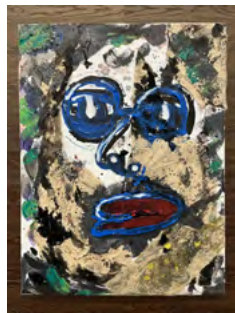
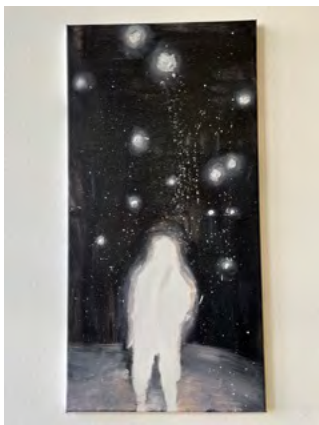




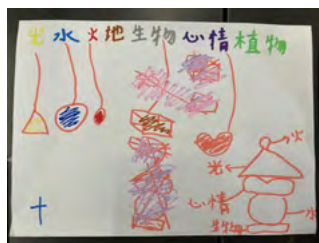
The Second Round of the Chair
在椅子上狂欢的一秒
You Go! on the CHAIR



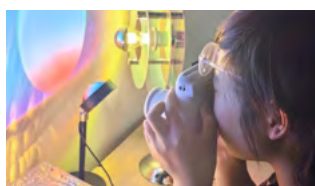
SOMEONE WITH SOMETHING GO SOMEWHERE
ANGRY!!!



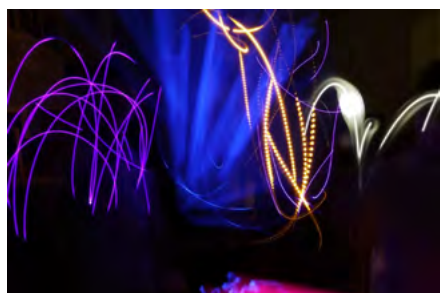
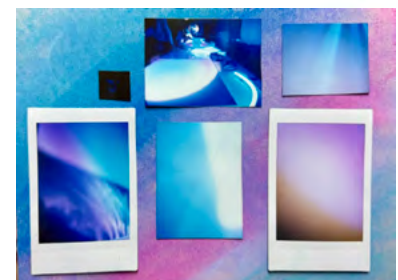
the best you are the best
不用等待别人
为你照亮
你会发



一天小鸭子在河边
游过。
ONE DAY LITTLE DUCK
THE RIVER SWIM 鸭



同土像通食的房子
和像通食的房子



四国艺术之旅 Family Art Trips

2024 年, UCCA Kids 小小旅行团在艺术老师的带领下解锁了世界地图上的 4 个目的地: 在环球艺术之旅的首站西班牙, 带领孩子与家长深度探索马德里和巴塞罗那这两座美丽的城市, 循着西方艺术史发展的脉络, 重新发现西班牙艺术家的独特魅力; 东京艺术之旅走访了东京及周边地区的美术馆、博物馆和文化地标, 感受日本当代艺术与流行文化如何通过其独特的创意和表现形式, 为全球文化带来新鲜冲击与深远影响。

肯尼亚有着地球上最丰富的野生动物资源和壮丽的自然景观, 此次旅行中, 小小旅行团目睹数百万只角马、斑马和其他野生动物穿越马赛马拉大草原, 体会最原始的自然力量如何塑造了令人惊叹的非洲艺术和部落文明; 意大利艺术之旅由南至北涵盖四个重要城市的文化、历史和艺术景观, 从古罗马帝国的遗迹到文艺复兴时期的辉煌重现, 并在旅程尾声的威尼斯双年展中感受当代艺术蓬勃的生命力。

In 2024, students from UCCA Kids embarked on a global adventure led by their art teachers, unlocking four exciting destinations on the world map. The first stop took them to Spain, where children and parents delved into the beauty of Madrid and Barcelona, exploring the unique charm of Spanish artists through the lens of Western art history.

The Tokyo art journey included visits to museums, galleries, and cultural landmarks across the city and its surrounding areas in an immersive experience of how Japanese contemporary art and pop culture, with their distinctive creativity and forms of expression, have brought fresh energy and profound influence to global culture.

Next, in Kenya, renowned for its rich wildlife and magnificent natural landscapes, the little travelers witnessed millions of wildebeests, zebras, and other animals crossing the Maasai Mara savannah, experiencing how the raw power of nature has shaped stunning African art and tribal civilizations.

Finally, UCCA Kids ventured into Italy, covering cultural, historical, and artistic landscapes from the ancient ruins of the Roman Empire to the grandeur of the Renaissance, culminating in a visit to the Venice Biennale, where the vitality of contemporary art was felt in full force.



小艺术家成长课堂——UCCA Kids × 佳能炫飞

UCCA Kids × Canon SELPHY: Little Artist Growth Class

UCCA Kids 专注于通过艺术促进儿童的自我发现与发展，并根据儿童不同阶段发展性差异设计课程——小艺术家成长课堂。2024 年，携手佳能炫飞 CP1500，开启了一场既富有创意又极具深远意义的跨界合作。这次合作巧妙地将艺术与新媒介相融合，精心为孩子们构筑了一个激发无限想象、挥洒自由创意的专属创作平台。

UCCA Kids is focused on promoting children's self-discovery and development through art, and designs courses based on developmental differences at various stages— such as the UCCA Kids Little Artist Growth Class. In 2024, the UCCA Kids Little Artist Growth Class partnered with the Canon SELPHY CP1500 photo printer. This initiative created a dedicated platform for children, encouraging boundless imagination and free-flowing creativity with cleverly integrated art and new media.



启迪童心的盒子——UCCA Kids × 圣贝拉

UCCA Kids × Saint Bella: The Box That Inspires Children's Hearts

2024 年, UCCA Kids 受圣贝拉母婴护理中心委托, 研发并推出了三款面向 2 岁以上儿童的手作艺术盒子, 将三位现代艺术巨匠的创作主题与方法产品化, 并配套教学视频, 鼓励孩子在家动手创作, 启迪童心, 激发孩子的艺术潜能。

In 2024, UCCA Kids was commissioned by Saint Bella Maternal and Childcare Center to develop and launch three handmade art kits for children aged 2 and up. These kits brought the themes and methods of three modern art masters to life in a product format, complete with instructional videos. Designed to encourage at-home creation, the kits aimed to inspire young minds and unlock artistic potential in children.



UCCA Studio 项目: 向青少年发出邀请

UCCA Studio: An Invitation to Young Creatives

在过去 10 余年的教育实践中, UCCA Kids 秉持“通过艺术促进儿童自我发现与发展”的理念, 以丰富多彩的课程与活动为 2-12 岁儿童及其家庭提供独特的艺术体验和发展支持。儿童早期的创作往往是对外部世界的直接反映, 进入青少年阶段后, 他们的抽象思维逐渐发展, 在创作中更多地思考作品的意义和主题, 融入复杂的象征意义和抽象概念, 也更有能力主动去探讨社会问题、文化现象和全球关注的议题。青少年正处于复杂而多变的社会环境中, 面临各种无法回避的困境。在学业、家庭和社会期望等多重压力下, 是否存在一个可以自由表达的空间, 安放青少年的个性化追求和对未来更多可能性的想象? 为此, UCCA Studio 项目面向 10 到 16 岁青少年开设一系列创新艺术实践, 希望能够帮助他们找到自己的热情所在, 让学员在逐步深入艺术主题的同时, 形成独特的创造能力、审美能力和批判性思维, 并建立起人与人之间的联结、共情和社会责任感。

For over a decade, UCCA Kids has been committed to the philosophy of “self-discovery and development through art (Be & Become),” providing unique artistic experiences and developmental support for children aged 2-12 and their families through a wide range of courses and activities. Early childhood creativity often manifests as a direct response to the external world. As children grow into adolescents, their capacity for abstract thinking begins to flourish. They start exploring the meaning and themes behind their work, incorporating complex symbolism and abstract concepts. At this stage, these young minds become more adept at engaging with social issues, cultural phenomena, and globally relevant topics, in addition to navigating the complexities of rapidly changing social environments and having to face various unavoidable dilemmas. Amid the pressures of academic, family, and societal expectations, how can they find a space to express themselves freely express themselves, cultivate their individuality, and envision new possibilities for the future? To address this, the UCCA Studio project offers a series of innovative artistic programs designed for adolescents aged 10 to 16. These UCCA Studio programs aim to ignite their passions while encouraging deeper exploration of artistic themes, nurturing their unique creative abilities, aesthetic sensibilities, and critical thinking alongside developing connections, empathy, and a sense of social responsibility.

讲座

Lecture

UCCA 青少年项目

UCCA Studio

你期待什么样的艺术课?

What Kind of Art Course Do You Forward To?

嘉宾

胡伟 (艺术家)

周洲 (艺术家)

张莹莹 (策展人和写作者)

Speakers

Hu Wei (Artist)

Yan Zhou (Artist)

Zhang Yingying (Curator and Writer)

主持

黄文骏 (UCCA Kids 总监)

Moderator

Huang Wenxuan (Director of UCCA Kids)

2024.10.13 周日 / Sun

14:00-16:00

UCCA 大客厅 / UCCA Workshop

UCCA

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
UCCA Center for Contemporary Art, 798 Art District,
No. 4 Jueshaoguan Ln, Chaoyang District, Beijing
+86 10 5760 0202/03

UCCA Lab

UCCA Lab

UCCA Lab 作为 UCCA 尤伦斯当代艺术中心旗下探索艺术多元合作可能性的跨界平台，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。

ucca.org.cn/lab/

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-growing audience, continually exploring urban spaces, interacting with local contexts, and expanding the potential forms that art projects may take.

ucca.org.cn/en/lab/

数据回顾 Numbers

项目总计
Total Projects
18

媒体报道篇幅
Media Reports
5,410

触达人次
Media Impressions
13,100,000,000+

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合作方 Partners























空间协奏——2024 中国·上海静安国际雕塑展 Echoes Among Us: 2024 Shanghai Jing'an International Sculpture Project

2024.9.25 – 2024.12.31

主展区：静安雕塑公园

延伸展区：静安嘉里中心 JAKC、兴业太古汇、静安同福花园、上海苏河湾万象天地、苏河皓司天际线、静安区双拥公园

Main Exhibition: Jing'an Sculpture Park

Parallel Exhibitions: Jing An Kerry Centre, HKRI Taikoo Hui, Jing'an Tongfu Garden, SHANGHAI Suhewan MIXC WORLD, Skyline in HAUS, Jing'an Shuangyong Park

主办方：上海市规划和自然资源局、上海市静安区人民政府

承办方：上海市静安区绿化和市容管理局、上海市静安区规划和自然资源局

策展机构：UCCA Lab

Hosted by: Shanghai Municipal Administration of Planning, Land and Resources, Shanghai Jing'an District People's Government

Organized by: Shanghai Jing'an District Administration of Landscaping and City Appearance, Shanghai Jing'an District Administration of Planning, Land and Resources

Curated by: UCCA Lab

特约赞助伙伴：中国金茂控股集团有限公司、保利发展控股集团股份有限公司、信安里、静安玺樾

特别合作伙伴：静安嘉里中心 JAKC、兴业太古汇、上海苏河湾万象天地

Special Sponsors: China Jinmao Holdings Group Limited, Poly Developments and Holdings Group Co., Ltd., CINDA JING'AN, Jingan Royal Garden

Special Support: Jing An Kerry Centre JAKC, HKRI Taikoo Hui, SHANGHAI Suhewan MIXC WORLD

媒体伙伴：澎湃新闻

Media Partner: The Paper

参与艺术家：露西·奥尔特塔与豪尔赫·奥尔特塔、丹尼尔·布伦、曹舒怡、米歇尔·德布鲁安、冯至炫、马里昂·弗尔邦、马克·福尔内斯、斯宾塞·汉森、卡米尔·亨罗特、汤姆·克拉森、克劳蒂亚·孔德、奥利弗·拉瑞克、巴勃罗·雷诺索、马夏尔·雷斯、乔治·里基、梁好、铃木尤里、史蒂夫·梅萨姆、帕特里克·墨菲、保罗·莫里森、娜布其、施慧、苏咏宝、王画、王礼军、夏乔伊、向惠迪、颜石林、杨牧石、尉洪磊、张移北

Participating Artists: Lucy Orta & Jorge Orta, Daniel Buren, Cao Shuyi, Michel de Broin, Feng Zhixuan, Marion Verboom, Marc Fornes, Spencer Hansen, Camille Henrot, Tom Claassen, Claudia Comte, Oliver Laric, Pablo Reinoso, Martial Raysse, George Rickey, Liang Hao, Yuri Suzuki, Steve Messam, Patrick Murphy, Paul Morrison, Nabuqi, Shi Hui, Wing Po So, Wang Hua, Wang Lijun, Joey Xia, Xiang Huidi, Yan Shilin, Yang Mushi, Yu Honglei, Zhang Yibei

2024 年“中国·上海静安国际雕塑展”（JISP）汇集来自全球 10 个国家的 31 位艺术家的 35 件作品，其中 22 件为全新委任创作。展览延续“空间”系列，以“空间协奏”为策展主题，以音乐作为隐喻，借鉴协奏曲的意象，通过雕塑发起一场人与自然、城市与历史、本土与全球文化之间的对话。

在展览的形式上，为响应《上海市“一江一河”发展“十四五”规划》，推动苏州河世界级滨水岸线建设，协同南京西路“千亿商圈”计划，引领新消费建立商业地标，本届雕塑展以“一园两线”为布局，通过延伸串联六个公共艺术点位（静安嘉里中心 JAKC、兴业太古汇、静安同福花园、上海苏河湾万象天地、苏河皓司天际线、静安区双拥公园），用丰富的艺术表现，进一步拓展公共文化的覆盖面、辐射力、渗透力。

Centered around the theme “Echoes Among Us,” 2024 JISP brought together 31 artists from 10 countries to present 35 works, 22 of which were new commissions, in an exploration of the harmonious coexistence between art, the city, and its people. These elements and works from international artists created a unique artistic immersion that fused art and urbanity in celebration global cultural exchange.

This year's JISP adopted a “One Park, Two Paths” strategy, in alignment with the “Fourteenth Five-Year Plan for the Development of Shanghai's ‘One River, One Creek Initiative.’” This approach supported the construction of a world-class waterfront along the Suzhou River, complementing the Nanjing West Road “Hundred Billion Business District” plan in addition to creating new consumer-oriented commercial landmarks. This layout extended and connected six public art landmarks (including Jing An Kerry Centre JAKC, HKRI Taikoo Hui, Jing'an Tongfu Garden, SHANGHAI Suhewan MIXC WORLD, Skyline in HAUS, and Jing'an Shuangyong Park), harnessing diverse artistic expressions to broaden the reach, influence, and impact of public culture.





共栖之舟——舟山市（普陀区） 美术馆开馆展

Sailing Home: Zhoushan Art Museum Opening Exhibition

2024.12.7 – 2025.8.24

舟山市（普陀区）美术馆
Zhoushan Art Museum

主办单位: 舟山市人民政府

承办单位: 舟山市文化和广电旅游体育局与舟山市普陀区人民政府

执行承办: 舟山普陀区文化和广电旅游体育局与舟山东海岸投资置业有限公司

策展机构: UCCA Lab

Hosted by: The People's Government of Zhoushan Municipality

Organized by: Zhoushan Municipal Bureau of Culture, Broadcast, Television, Tourism and Sports, Putuo District People's Government of Zhoushan Municipality

Executed by: Putuo District Bureau of Culture, Broadcast, Television, Tourism and Sports of Zhoushan Municipality, Zhoushan East Coast Investment & Real Estate Co., Ltd.

Curated by: UCCA Lab

参与艺术家: 劳伦斯·韦纳、梁远苇、刘佳玉、刘任、姜能斌、热岛效应、任瀚、罗曼·弗洛凯、撒旦君、塔可、邬建安、夏乔伊、辛云鹏、许路、杨淞、尹韵雅

Participating Artists: Lawrence Weiner, Liang Yuanwei, Liu Jiayu, Liu Ren, Lou Nengbin, UHi, Ren Han, Romain Froquet, Sa Dan Jun, Taca Sui, Wu Jian'an, Joey Xia, Xin Yunpeng, Xu Lu, Yang Song, Yin Yunya



作为沈家门渔港的新文化地标，舟山市（普陀区）美术馆的现代化建筑呼应了其背后造船厂的历史，流动不居的地面与屋顶之间，承载着漫长的舟山记忆。2024年12月7日至2025年8月24日，舟山市（普陀区）美术馆正式对社会公众开放，并为观众带来开馆首展“共栖之舟”，旨在开启一段回归海洋精神的航行，寻找地方文化、自然环境与全球视野之间的共栖关系。

“共栖之舟”不仅是对舟山地缘特征的诠释，更是对海洋精神的致敬。它寓意着多元文化在舟山和谐共存，如群岛般独立又相互扶持。同时，“舟”作为海洋文明的标志性象征，也成为了艺术家们的灵感创作之源。

本次展览汇集了共16位（组）国内外当代艺术领域内杰出的代表性艺术家、海洋文化研究学者、舟山本地青年创作者与文化组织。展览分为“舟行之屿”、“东海之湄”、“未来之海”三个章节，其中近一半展出作品为全新的在地性创作。艺术家们对舟山的空间、记忆与精神进行深刻的捕捉，将他们具身的情动体验带进艺术创作，在美术馆流动的空间内，这些来自不同视角与多元媒介的作品，仿佛一只只彼此共栖的小船，共同展开一场犹如“陆上行舟”的艺术航行，去向未来，也去向海洋精神的深处。

As a new cultural landmark at the Shenjiamen Fishing Port, the modern architecture of Zhoushan Art Museum echoes the history of the shipyard that once stood behind it. Between the fluid, ever-changing ground and roof, the museum carries with it the enduring memory of Zhoushan. Zhoushan Art Museum officially opened to the public with the inaugural exhibition “Sailing Home,” which was curated by UCCA Lab and runs from December 7, 2024, to August 24, 2025.

“Sailing Home” is both an interpretation of Zhoushan’s unique geographical characteristics and an homage to the enduring spirit of the ocean. The exhibition reflects on the harmonious coexistence of diverse cultures in Zhoushan, much like the interconnected yet independent islands of an archipelago. The idea of the ship as a symbolic representation of maritime civilization served as profound inspiration for the artists.

This opening exhibition brings together 16 artists and collectives from China and abroad, as well as marine culture researchers, emerging local artists from Zhoushan, and cultural organizations. The exhibition is structured in three thematic chapters: “Islands in the Currents,” “On the Edge of the East China Sea,” and “The Ocean of the Future.” Nearly half of the works on display are newly created site-specific installations. Participating artists have engaged deeply with Zhoushan’s space, memories, and spirit, transforming their embodied emotional experiences into artistic expression. Within the fluid, open space of the museum, these works, created from diverse perspectives and through a variety of media, appear as small cohabiting “boats” that support and echo one another.



联想 Lenovo

从未来到未来——数字文明艺术展

The Future To Be: Evolution of Digital Culture

2023.12.29 – 2024.12.29

联想天津未来中心
Lenovo Tianjin Future Center

联合呈现: 联想集团 (Lenovo)、UCCA Lab
Jointly presented by: Lenovo and UCCA Lab

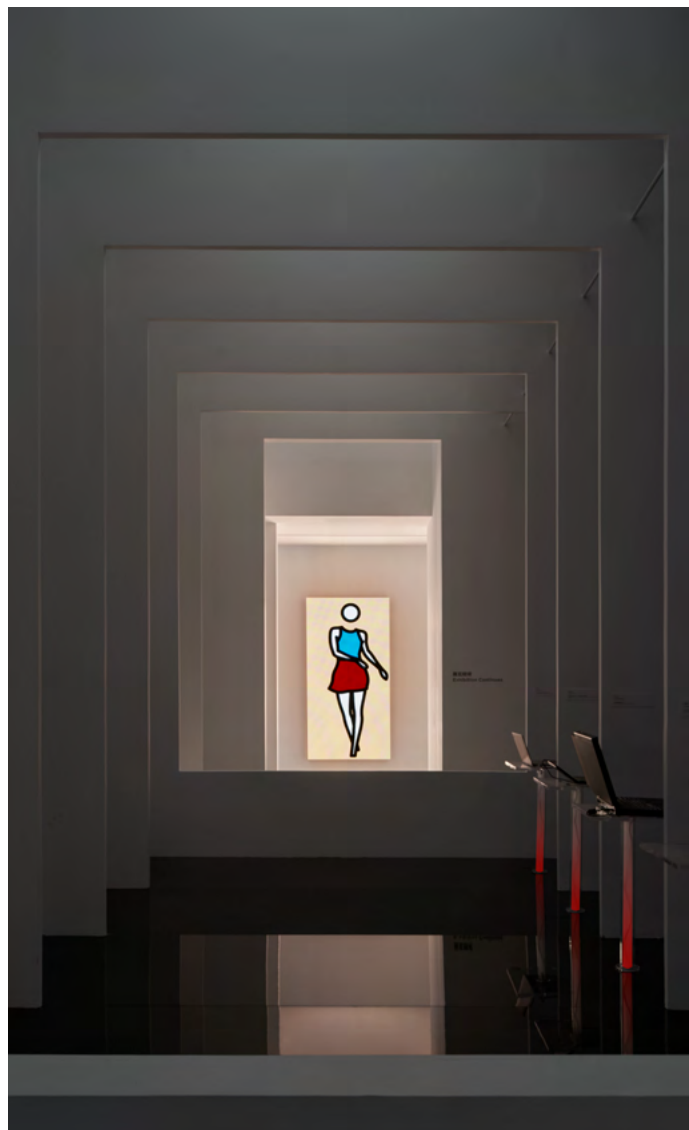
参与艺术家: 朱利安·奥培、Fn 媒体实验室、郭锐文、胡介鸣、黄锦、KiKi 建筑设计事务所、柳迪、刘佳玉、三千流明影像工作室、辛云鹏
Participating Artists: Julian Opie, Fn Media Lab, Raven Kwok, Hu Jieming, Huang Jin, KiKi ARCHi, Liu Di, Liu Jiayu, 3000LM Lab, Xin Yunpeng

空间设计: KiKi 建筑设计事务所 (KiKi ARCHi)
Spatial Design: KiKi ARCHi

联想集团携手 UCCA Lab, 于联想天津未来中心联合呈现“从未来到未来——数字文明艺术展”。展览以联想代表性的科技发展历程为研究线索, 邀请 10 组国内外杰出艺术家与设计师, 通过他们独特的艺术媒介与敏锐洞察, 表达对不同数字时代的思考与回应。本次展览展出了涵盖声音、影像、装置、雕塑等多元媒介的 10 件 (组) 作品, 其中 6 件 (组) 由 UCCA Lab 委任创作。展览旨在开启一场连接数字文明的对话与想象, 邀请观众进入一场穿越时间、科技与艺术的奇妙之旅, 触摸数字时代的复杂肌理, 感受数字技术如何塑造了我们的生活、文化、经济和社会。

UCCA Lab collaborated with Lenovo to co-present “The Future To Be: Evolution of Digital Culture” at the Lenovo Tianjin Future Center. The exhibition took Lenovo’s history of technological development history as a research thread and invited 10 groups of exemplary artists and designers from both domestic and international backgrounds to offer reflections and responses to different digital eras.

The exhibition showcased ten works across various media including sound, video, installation, and sculpture. Six of the exhibited works were commissioned by UCCA Lab. The exhibition aimed to initiate a dialogue and imagination connecting digital civilization, inviting the audience into a fantastical journey through time, technology, and art with interactive elements allowing them to touch the complex textures of the digital age and experience how digital technology has shaped our lives, culture, economy, and society.



始祖鸟 ARC'TERYX
FIRST IN 1998. STILL ALPHA

传奇硬壳 Alpha SV 进化展 Evolution of Legendary ARC'TERYX Alpha SV Jacket

2024.2.4 - 2024.10.15

上海始祖鸟博物馆
ARC'TERYX Museum, Shanghai

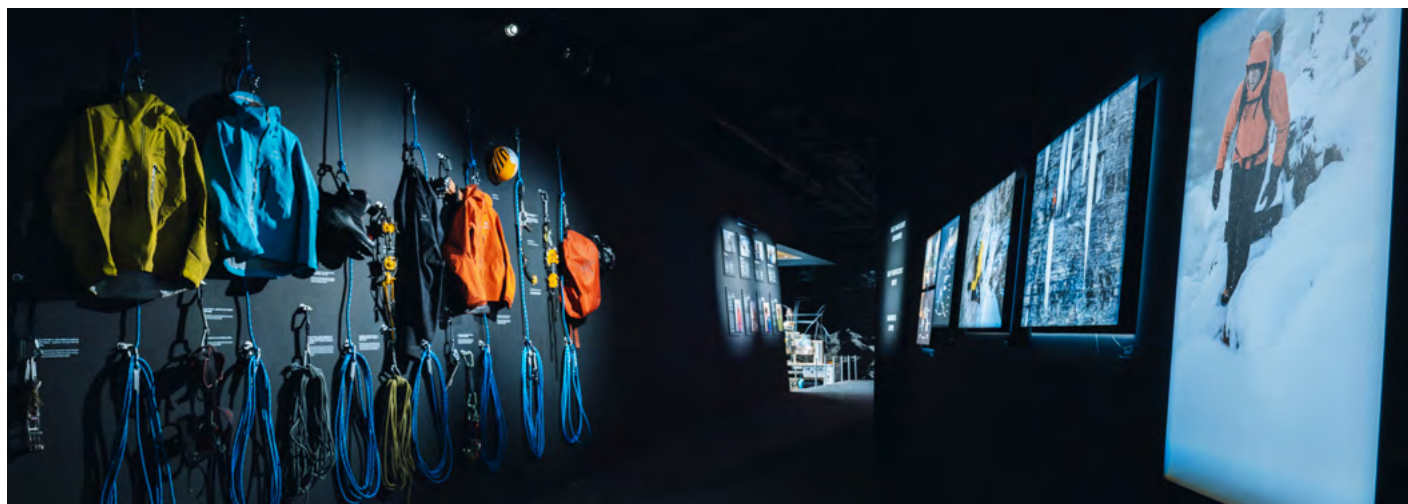
联合呈现: ARC'TERYX 始祖鸟、UCCA Lab
Jointly presented by: ARC'TERYX and UCCA Lab

参与艺术家: 任瀚
Participating Artists: Ren Han

空间及展陈设计师: 沈若凡
Space and Layout Design: Shen Ruofan

户外品牌 ARC'TERYX 始祖鸟与 UCCA Lab 联合呈现的传奇硬壳 Alpha SV 进化展正式对公众开放, 展览通过独特的空间设计、特定场域作品、影像、装置、沉浸式体验空间等形式, 展现了 Alpha SV 从 1998 年至 2023 年这二十余年持续为攀登者保驾护航的传奇进化。

UCCA Lab and ARC'TERYX jointly presented the "ARC'TERYX Alpha SV Jacket Exhibition," in which a unique spatial design combined with site-specific artworks, videos, installations, and immersive experiences to showcase the legendary evolution of the Alpha SV from 1998 to 2023, highlighting how it has continuously safeguarded climbers.



百联 Best-Links (HK)

翻折间： 构建艺术与商业的无限空间—— 进博会艺术项目

Unfolding Infinity: Shaping Limitless Horizons – Art Project in CIIE

2024.11.5 – 2024.11.10

2024 年中国国际进口博览会 消费品展区 6.2H B3-03

2024 China International Import Exhibition, Consumer Goods Hall 6.2 B3-03

主办方: 百联集团 Best-Links (HK)

艺术呈现: UCCA Lab

Organized by: Best-Links (HK)

Art Presentation: UCCA Lab

参与艺术家: 杨淞 Yang Song

Participating Artists: Yang Song

展位空间与展陈设计: 卢焯健、沈若凡

Spatial Design: Lu Zhuojian, Shen Ruofan

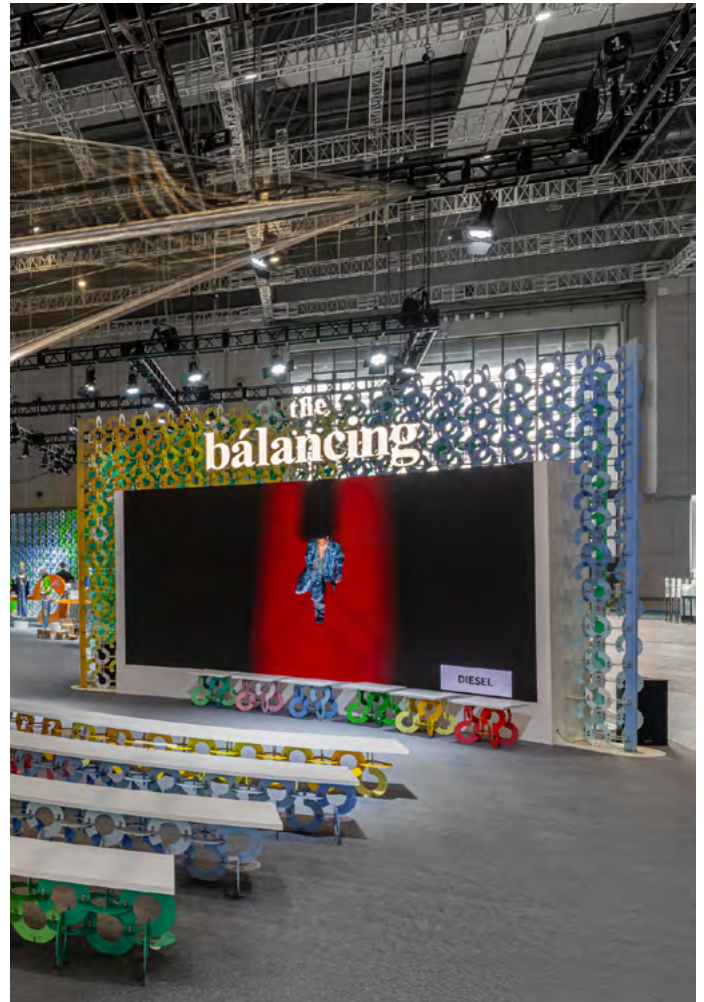
百联集团及其成员企业百联股份旗下时尚买手店 the balancing 与 UCCA Lab 再次携手，联合呈现“翻折间：构建艺术与商业的无限空间”艺术项目。

此次 Best-Links 艺术展台，以“翻折”为概念核心，旨在探索消费场域中的无限空间。展台设计采用可重复利用的模块化构件，通过不断地“翻折”、“展开”，回应这一理念中的流动性。翻折间构建的无限空间象征着持续创新与变化，艺术与商业的结合不仅着眼于当下的消费市场，更在于构建一个可持续、富有情感与意义的未来。

Working with the Best-Links Group and its fashion boutique subsidiary the balancing, UCCA Lab presented an artistic booth with the title “Unfolding Infinity: Shaping Limitless Horizons” at the 2024 China International Import Exhibition in Shanghai.

The booth centered around the concept of “folding dimensions,” exploring the infinite spatial possibilities within commercial environments. The design utilized reusable modular components in repeated acts of “folded constructs,” reflecting the fluidity of the concept.

The infinite spaces created between the folded layers of perception symbolize ongoing innovation and transformation. This fusion of art and commerce presented was a profound exploration of today’s consumer market, but also reflected anticipation for its sustainable, emotionally engaging, and meaningful future.



ABSOLUT

ABSOLUT Warhol 绝对灵感工厂快闪艺术空间 ABSOLUT Warhol “The Other Half” Pop-Up Art Space

2024.11.29 - 2024.12.11

上海 K11 购物艺术中心 B2 中庭
Shanghai K11 Art Mall B2

主办方: 绝对伏特加

Organized by: ABSOLUT

艺术呈现: UCCA Lab

Art Presentation: UCCA Lab

参与艺术家: 包蓉

Participating Artist: Bao Rong

绝对伏特加携手 UCCA Lab，于上海 K11 艺术商场共同呈现一场富有创新活力的 Pop-up 艺术空间——“ABSOLUT Warhol 绝对灵感工厂”。为延续品牌与安迪·沃霍尔的共创精神，绝对伏特加推出了“THE OTHER HALF”这一创新计划，邀请全球来自不同文化背景的艺术家的参与，共同完成这幅画的下半部分。在中国，绝对伏特加携手 UCCA Lab 特别邀请中国当代新锐艺术家包蓉以品牌精神为灵感创作全新作品，探索艺术、文化与生活的多元交汇。

ABSOLUT Vodka and UCCA Lab collaborated to co-present an innovative and dynamic pop-up art space, “ABSOLUT Warhol: The Factory of Inspiration,” at Shanghai K11 Art Mall. Continuing ABSOLUT’s historic creative partnership with Andy Warhol, ABSOLUT Vodka launched “The Other Half,” a global initiative that invited artists from diverse cultural backgrounds to collaborate on completing the second half of a painting. In China, the brand partnered with UCCA Lab to invite emerging Chinese contemporary artist Bao Rong to create a new work inspired by ABSOLUT’s brand ethos, exploring the intersections of art, culture, and life.



集合——加埃塔诺·佩谢个展 Gaetano Pesce: Assembling(s)

2024.1.5 – 2024.4.7

北京北辰荟购物中心
Beijing POLPAS Mall

联合呈现: 北京北辰荟购物中心、加埃塔诺·佩谢工作室、UCCA Lab
Jointly presented by: Beijing POLPAS Mall, Gaetano Pesce Studio, UCCA Lab

参与艺术家: 加埃塔诺·佩谢

Participating Artists: Gaetano Pesce

POLPAS 北辰荟携手 UCCA Lab 与加埃塔诺·佩谢工作室，于北京新晋零售地标北辰荟二层空间内呈现意大利传奇艺术家加埃塔诺·佩谢个展“集合”。这是继 UCCA Lab 与佩谢工作室 2022 年于上海呈现的个展“点石成金”之后，艺术家加埃塔诺·佩谢与 UCCA Lab 的第二次合作。本次展览集中呈现佩谢近年创作的最新艺术作品，部分作品更是全世界范围的首次亮相。展览进行同期还邀请到多位来自不同领域的“大众策展人”，为公众带来多样化的展览解读视角和别样的互动趣味。令人遗憾的是，这也是加埃塔诺·佩谢生前最后一场展览。

POLPAS collaborated with UCCA Lab and Gaetano Pesce Studio to present “Assembling(s),” a solo exhibition by legendary Italian artist Gaetano Pesce at the new retail and lifestyle hub's second-floor exhibition space. This marked the second collaboration between artist Gaetano Pesce and UCCA Lab, following the 2022 exhibition “Gaetano Pesce: Nobody's Perfect” in Shanghai. The exhibition featured a selection of Pesce's most recent artworks, including several shown for the first time. Throughout the exhibition, a diverse group of “public curators” from various fields were invited to offer unique interpretations for a range of engaging range of interactive experiences for the public. Sadly, it was the last exhibition of Gaetano Pesce's work to open during his lifetime.



长沙 IFS CSIFS

“永恒的旅人” 2024 公共艺术计划 “Bonjour Changsha” Art Project 2024

2024.5.15 – 2024.8.31

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**项目支持:** 法国驻武汉总领事馆、法国文化中心**联合呈现:** 时尚芭莎、UCCA Lab**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**Supported by:** Consulate General of France in Wuhan; French Cultural Center**Jointly presented by:** Harper's Bazaar and UCCA Lab**参与艺术家:** 让 - 夏尔·德卡斯泰尔巴雅克**Participating Artist:** Jean-Charles de Castelbajac

长沙 IFS 以“永恒的旅人 Bonjour Changsha”为主题开启公共艺术计划，旨在探索后全球化语境下文化交流与地方文化之间的关系。值中法建交 60 周年之际，“快乐长沙”以艺术与时尚作为共同的语言，邀请观众共赴一场法式美学之旅。

UCCA Lab 特邀法国知名艺术家让 - 夏尔·德卡斯泰尔巴雅克创作全新装置作品，于长沙 IFS 全球首次亮相。让 - 夏尔·德卡斯泰尔巴雅克是引领国际时尚与艺术跨界的先驱之一，其艺术风格融合了多种灵感对象所转化而来的符号、标志和色彩，形成一种跨越文化的独特艺术语言。

Changsha IFS launched its public art program “Bonjour Changsha,” which aimed at exploring the relationship between cultural communication and local culture in the context of post-globalization. In conjunction with the 60th anniversary of Sino-French diplomatic relations, “Bonjour Changsha” invited audiences on a journey of French aesthetic exploration upon art and fashion as a shared language.

UCCA Lab invited French artist Jean-Charles de Castelbajac to create a new installation that made its global debut at Changsha IFS. His well-known style blends symbols, signs, and colors derived from various sources of inspiration, forming a unique language that transcends cultures. A pioneer in bridging fashion and art, de Castelbajac's distinctive style blended symbols, logos, and colors inspired by diverse cultural influences in a unique, cross-cultural artistic language.



2024 年“燃冉”青年艺术家孵化计划 2024 “RanRan” Young Artist Incubation Program

2024.5.17 – 2024.12.8

上海新天地全域
Shanghai Xintiandi

联合呈现: XINTIANDI 新天地、UCCA
Jointly presented by: XINTIANDI and UCCA

青年艺术家群展单元

参展艺术家: 曹澍、程新皓、胡芮、黄冰、金佐宁、刘澜瑄、刘帅、夏诚安 + 维柒、肖泽镭

Young Artist Exhibition

Artists: Cao Shu, Cheng Xinhao, Hu Rui, Huang Bing, Gwendoline Chong Kam, Florence Lanxuan Liu, Liu Shuai, Chengan+Villo, XIAO

Salomon 声音特别单元

参展艺术家: 冯晨、高文谦、向声葵听觉空间设计工作室、殷漪
Salomon Public Sound Art Program

Artists: Feng Chen, Gao Wenqian, HELI-AURAL Studio (HAS), Yin Yi

社区共创艺术单元

参展创作者: nice group、桃乐茜、郑野许

Artistic Community Program

Creators: nice group, Dorothy Xu, MaybeTrinh

文化顾问委员会: 姜杰、李振辉、娄永琪、鲁明军、罗宝瑜、苏丹、田霏宇、吴越

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Preliminary Selection Committee: btr, Che Zhixin, Cui Jie, Liu Yang, Birdhead, Sun Wenjie, Yin Yi, Yuan Jiawei



作为“燃冉”青年艺术家孵化计划第三年全年成果的集中展现，UCCA 携手 XINTIANDI 新天地，于上海新天地全域呈现 2024 年“燃冉”艺术季——响亮的吻。通过“燃冉”青年艺术家奖项、艺术家驻留项目、跨领域合作，以及一系列凸显社群创意的共创内容及活动，全方位、多角度地展现“燃冉”计划推动可持续艺术生态与文化场域的积极力量，在 XINTIANDI 新天地与 UCCA 三年来共同探索的一种全新共构模式之下，进一步激发城市文化探索的好奇心与热情。

本届艺术季由“燃冉”青年艺术家群展单元、“燃冉”与 Salomon 联合呈现的 Salomon 声音特别单元以及小红书艺术共同推出的社区共创艺术单元三大板块组成，16 位（组）来自不同地区的中国青年艺术家，用创造性的表达丰富我们对于城市的感官认知。这三大板块不仅串联起整个上海新天地区域的内部与外部空间，连同艺术家们构建起一片在地人文与艺术表达交织的能量场，邀请人们在都市漫步中感受艺术与城市的奇妙共振。

2024 “燃冉”计划联合“独家艺术合作媒体”《ARTnews》中文版，从专业艺术媒体视角跟踪和聚焦青年艺术家们的成长面貌。小红书艺术作为“独家新媒体合作平台”与“燃冉”共同发起艺术话题 #我在街坊邻里搞创作，邀请大众发布“笔记”参与讨论。Salomon 作为本次艺术季特别合作伙伴，呈现“燃冉”计划跨领域合作成果“Salomon 声音特别单元”。

Now in its third year, the “RanRan” Young Artist Incubation Program, founded by XINTIANDI and UCCA, presented the 2024 “RanRan” Art Season titled “Sparkling into Sparkling” across Shanghai’s Xintiandi district. This year’s edition included the “RanRan” Young Artist Award, artist residencies, cross-disciplinary collaborations, and a variety of co-creation activities that highlighted community creativity. The program demonstrated its active role in fostering a sustainable artistic ecosystem and cultural dialogue. Under the innovative co-creation framework developed by XINTIANDI and UCCA over the past three years, this season further inspired while inspiring curiosity and passion for urban cultural exploration.

This year’s art season comprises three key segments: a Young Artist Exhibition; the Salomon Public Sound Art Program; and an Artistic Community Program, launched in collaboration with RED Arts. In total, 16 young artists (or artist groups) from various regions throughout China enriched the sensory perception of urban life through creative expressions. These segments reflected the interplay between Xintiandi’s internal and external spaces to form a vibrant field where local culture and artistic expression intertwined, inviting visitors to experience the unique resonance of art and city life through urban exploration.

This year’s “RanRan” Program partnered with *ARTnews China* as the exclusive media partner to focus a professional art media lens on the growth and achievements of young artists. Additionally, Xiaohongshu, as exclusive new media partner, initiated an interactive topic #CreatingInTheNeighborhood, which invited public participation through posts and discussions. Salomon, as a special partner for the art season, presented the “Salomon Public Sound Art Program” to showcase the synergy between sound art and urban spaces through immersive auditory experiences in public environments.



东莞记忆 Dongguan Sign “洄游之舟”公共艺术项目 “The Paddle of Memory” Public Art Project

2024.12.12 – 2025.3.16

广东省东莞市莞城街道中兴路东莞记忆
Dongguan Sign, Zhongxing Road, Guancheng Street, Dongguan, Guangdong

主办方: 东莞记忆
Organized by: Dongguan Sign

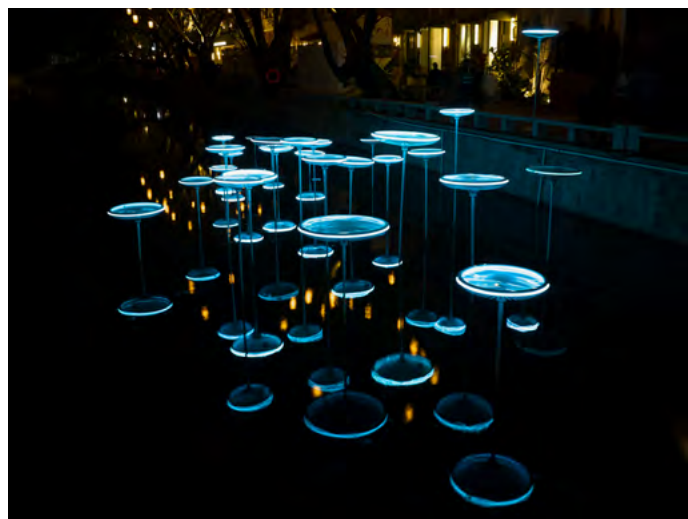
艺术呈现: UCCA Lab
Presented by: UCCA Lab

参与艺术家: 徐戈、徐子薇、众建筑
Participating Artist: Xu Ge, Xu Ziwei, People's Architecture Office

2024 年 12 月 12 日至 2025 年 3 月 16 日，东莞记忆携手 UCCA Lab 特邀 3 位（组）国内知名艺术家（团体）：徐戈、徐子薇、众建筑，共同呈现“洄游之舟”公共艺术项目。该项目旨在深度挖掘东莞的城市精神与人文风貌，以舟承载记忆，回溯过去，面向未来，邀请观众共赴一场浓厚的乡愁之约。

UCCA Lab collaborated with Dongguan Sign to present the “The Paddle of Memory” public art project. This special initiative features three prominent Chinese artists (and collectives): Xu Ge, Xu Ziwei, and People's Architecture Office.

The project is an exploration into Dongguan's urban spirit and cultural essence with the “paddle” serving as a symbolic vessel for stirring memories. Reflecting on the past while looking toward the future, “The Paddle of Memory” invites the public to embark on a profound journey of nostalgia through immersive public art installations. It is a call to visitors to explore the collective memory of the city, evoking a sense of belonging and emotional resonance with Dongguan's evolving cultural identity.



Badmarket UCCA



Badmarket UCCA

2024 年 5 月, UCCA 携手 Badmarket, 于北京 UCCA 尤伦斯当代艺术中心打造全新艺术商店, 并在年内推出了“劳伦斯·韦纳: 追求幸福 越快越好”联名系列, 其中包括时钟、贴纸、帽子、T 恤等产品。在 Badmarket UCCA, 观众可以成为生活的“藏家”, 让有趣创想与艺术之美变得触手可及。

In May 2024, UCCA collaborated with Badmarket to create a new art shop at UCCA Beijing. Together, UCCA and Badmarket launched co-branded products for exhibitions such as “Lawrence Weiner: A PURSUIT OF HAPPINESS ASAP,” including clocks, stickers, hats, and T-shirts. At Badmarket UCCA, creative ideas and the artistic inspiration are readily accessible to visitors.





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