

## **B3+BEIJING 2015**

**Theme/** MOVING IN TIME  
B3+BEIJING  
Moving image exhibition  
**Space/** CAFA Museum second floor  
**Period/** 27<sup>th</sup> of May 2015 to 22<sup>th</sup> of June 2015  
**Opening/** 16:00, 27<sup>th</sup> of May 2015

**Principal Consultant /** Di'an Fan, Bernd Kracke  
**Chief Curators /** Huangsheng Wang, Xiewei Song, Annita Beckers  
**Executive Curators /** Chunchen Wang, Jun Jin, Jun Fei  
**Curatorial Assistant /** Yue Yi, Ge Yu  
**Project management /** Xuan Zheng  
**Media Promotion /** CAFA Museum team  
**Implementation /** CAFA Museum team

### **Vision and Methodology of B3 2015**

The media shift, which we are currently experiencing, can be depicted in two forms. On the one hand, software-based simulation technologies enable higher immersive qualities in film (post-) productions (VFX, from morphing to 3D), or in the development of games. On the other hand, the perception and use of media products become a sensory spectacle, an event without boundaries. A new approach is created by every technology that makes the individual, the self- and social consciousness in part a co-actor of medial processes. Within the context of the B3 2015, motion pictures in all of their manifold and diversified forms are correlated to our main theme: Expanded Senses. To that end, the Biennial will also focus on the three large fields of ART, BODY, and COMMUNICATION.

### **B3+BEIJING 2015**

B3 Biennale cooperates with Central Academy of Fine Arts (CAFA) which could well extend the strong influence of moving image to China. At meanwhile, "B3 + Beijing" will become a guiding special exhibition which

focus on Chinese moving image art works and bring them to Germany and international. The content of “B3 + Beijing” will try to explore cross media creative strategy rather than the traditional exhibition model. “B3 + Beijing” will focus on the transmedia and moving image, and trying to explore technology into art and design. It’s not only the general presenting moving image, but rather will innovative think about the process of creation and how to react the theme in the cross media environment. Moving co-create online the same work from different international creators will also be explored during the create process of final works.

### **Central Academy of Fine Arts (CAFA)**

[www.cafa.edu.cn](http://www.cafa.edu.cn)

[museum.cafa.com.cn](http://museum.cafa.com.cn)

The Central Academy of Fine Arts or CAFA is an art academy under the direct charge of the ministry of education of China. The Manila Bulletin calls the school "China’s most prestigious and renowned art academy". It is one of the most selective schools in the country. Mao Zedong wrote the school name. The history of "National Art School in Beijing" might date back to the founding of "National School of Fine Arts in Beijing" in 1918, advocated by the notable educator, Cai Yuanpei. It was the first national school of fine arts in Chinese history, and also the beginning of Chinese modern education of fine arts.

The new CAFA Art Museum, designed by Japanese architect Arata Isozaki, is located at the northeast corner of CAFA campus at No.8, Huajiadi Nan Street, Wangjing, covering an area of 3546 m<sup>2</sup>, with total floor area of 14 777 m<sup>2</sup>. The Museum opened in October 2008, for the University's 90th anniversary.

### **Hochschule fuer Gestaltung (HfG) Offenbach**

[www.hfg-offenbach.de](http://www.hfg-offenbach.de)

Hochschule fuer Gestaltung (HfG) Offenbach is the Hessen State University of Art and Design. Its tradition stretches back to the year 1832 when it was established as a craftsman’s school. Shortly afterwards it became a school of arts and crafts, a place where both practical arts and crafts and theoretical subjects were taught at the same time. In 1970, the school was transformed into a higher education establishment with university status. Taking its lead from the educational and research

models adopted by the Bauhaus and Hochschule fuer Gestaltung, the University of Design at Ulm, the teaching at HfG Offenbach is future-oriented and largely based on individual supervision and mentorship. Fine art, Media and Design are taught using a modular structure, culminating in a Diplom, a degree. The course of studies lasts ten semesters and can be taken in one of two departments- Visual Communications or Product Design.

### **Founder and Curators**

#### **Prof. Bernd Kracke**

President of Hochschule für Gestaltung / University of Art and Design  
Offenbach, Germany

Initiator and director of the Biennale B3

Bernd Kracke, professor of electronic media is, since September 15, 2006 President of the University of Art and Design (HfG) Offenbach. The Senate has confirmed Prof. Bernd Kracke on 20 December 2012 for a second term (six years); this began on September 15, 2012 Design.

As a professor of Electronic Media art, Bernd Kracke (\* 1954) has worked at the HfG since 1999. From April 2001 until the election to the presidency in 2006, he headed the department of visual communication as dean. He founded the "Cross Media Lab" as research and experimental platform to connect analog and digital technologies and their innovative use in the context of art and design. He drew on experiences from his work at MIT Cambridge / USA (1979-1985) and the Academy of Media Arts Cologne (1991-1999) and his many years of practice as a freelance media designer and media artist. Prof. Bernd Kracke is co-founder, board member and executive speaker of the Hessian Film and Media Academy. He is also the initiator and director of the Biennale B3 of the moving image.

#### **Fan Di'an**

Fan Di'an was born in 1955. He is currently the president of the Central Academy of Fine Arts, the deputy chairman of the China Artists Association, and the deputy chairman of the China Association of Art and Literary Critics. He is a scholar of twentieth century Chinese art and museum studies, a contemporary art critic, and an exhibition curator.

Since the 1980s, Fan Di'an has been an important participant in the Chinese contemporary art world and a witness to the art of new China. He was part of the team that curated China's first modern art exhibition, and he was the

first curator of the Chinese Pavilion at the Venice Biennale. He is the chairman of the selection committee of the World Expo China Pavilion. For nine years, he served as the director of the National Art Museum of China and established relationships with noted museums around the world. Fan is one of China's most experienced curators, planning contemporary Chinese art exhibitions at more than twenty international museums such as the Centre Georges Pompidou, Hamburger Bahnhof: Museum für Gegenwart Berlin, Staatliche Kunstmuseen Dresden, and the National Museum of Australia.

### **Wang Huangsheng**

Ph.D of Art History, professor of China Central Academy of Fine Arts, doctoral adviser, director of CAFA Art Museum, deputy director of the Committee of Art Museums in China, Expert Committee member of National Contemporary Art Research Centre, Ministry of Culture. Wang is an outstanding art expert who enjoys special allowance of the State Council in China, also a specially-appointed professor in Guangzhou Academy of Fine Arts, Nanjing Art Institute and South China Normal University. In 2004 he obtained the "Knight Medal of Art and Literature" awarded by the French government. In 2006 he obtained the "Knight Medal" awarded by the President of Italy. In 2013 he obtained the "Beijing best educator" awarded by the Beijing government.

Founded and organized the "Guangzhou Triennial", "Guangzhou Photo Biennale", "CAFAM Biennale", "CAFAM · Future" Exhibition and "Beijing Photo Biennale". Exhibitions curated include "Documentary Exhibition of Art in Mao Zedong's Era (1942-1976)", "The Humanism in China: A Contemporary Record of Photography", etc. He was the director of Guangdong Museum of Art from 2000 to 2009.

### **Song Xiewei**

Song Xiewei is an artist and designer. He is a professor and the deputy director at the School of Design at the Central Academy of Fine Arts, a member of the Academic Committee at the Central Academy of Fine Arts, and a member of the Professional Evaluation Committee at the Central Academy of Fine Arts. He is the lecturer for Studio No. 6, an international member of AGI, a guest expert at the National Art Museum of China, and a member of the China Artists Association. He also serves as an art evaluator for the China Scholarship Council and a professional evaluation expert for

the Chinese Ministry of Culture. His works have been added to private collections in Germany, France, the US, Canada, and Japan.

### **Jin Jun**

Jin Jun is an associate professor at the Central Academy of Fine Arts and the deputy director of the School of Design at the Central Academy of Fine Arts. He received a degree in electronics from Tsinghua University in 1989. In 1998, he received a master's degree in art from Boston University. In the 1990s, he worked on gaming software in Shenzhen, China, and online publications in the United States. He also served as the art director of the Harvard-China Forum at Harvard University. In 2003, he began teaching at the School of Design of the Central Academy of Fine Arts. From 2011 to 2014, he worked in the Digital Media Studio.

In 1999, the Central Academy of Fine Arts held "Graphic Design by Jin Jun." In 2004, he designed the logo for the Travel Channel. In 2009, he curated and designed "Twentieth Century Chinese Painting Invitational Exhibition" and "Sixty Years of Drawing at the Art Academies" at the National Center for the Performing Arts. In 2010, he designed the exterior paint on the Chinese Air Force's Bayi performance plane troupe. From 2007 to 2012, he was the art exhibition planner and design adviser for the exhibition series "Reviewing and Rethinking: Reinterpreting the Classics." In 2011, he curated the exhibition "Jin Shangyi's 'Compliments to Vermeer'" and designed the multi-media presentation. In 2014, Jin designed the Dadu Museum of Art and the institution's new media presentations. In 2015, he advised the architectural and interior projections for the 2015 edition of Art Beijing.

### **Wang Chunchen**

Dr. Wang Chunchen is the Head of the Department of Curatorial Research of CAFA Art Museum at the Central Academy of Fine Arts China, as well as an Adjunct Curator of The Broad Art Museum of Michigan State University, in 2013 he is appointed as Curator of Pavilion of China at the 55th International Art Exhibition – la Biennale di Venezia, and also Deputy Principal Editor of Journal of Contemporary Chinese Art in UK. Also editor-in-chief of The Chinese Contemporary Art Series published by Springer-Verlag, Germany. He traveled much to Minneapolis, Seoul, New York, London, Tokyo, Hong Kong, East Lansing, Paris, Berlin for the symposiums, forums, and lectures. In 2015 he was invited by Tate as the

visiting research fellow.

With some of the most notable shows being Future Returns: Contemporary Art from China, 2014, Broad Art Museum, USA; Transfiguration: The Presence of Chinese Artistic Methods in Venice, 2013, Italy; Conceptual Renewal: A Brief History of Chinese Contemporary Photography, 2012, Beijing; The First Shenzhen Independent Animation Biennale, 2012, Shenzhen; Sub-Phenomena: A Report of the State of Young Chinese Artists, Beijing, 2012; CAFAM Biennale 2011: Super-Organism, 2011, Beijing; Mixed Maze, 2008, London; Supernatural – China's Photography in the New Century, 2008, New York.

### **Fei Jun**

Artist / Designer / Educator

Fei Jun holds an MFA in Electronic Integrated Art from Alfred University's School of Art and Design in New York. Fei Jun is the head of CAFA Media Lab, an associate professor in interactive media art and design, China Central Academy of Fine Arts as well as a working artist and designer. He is also a co-founder of Moujiti interactive. His art and design work has been exhibited nationally and internationally in galleries, museums and festivals, and has received many international awards including IF design award.

His artistic practice has crossed digital art, interactive art, experience design, interface design, interaction design, digital publishing and other unknown areas. As an artist, he is particularly interested in the hybrid space that constructed by virtual and physical space; as a designer, Fei Jun has been creating mobile applications and interactive installations for Clients, including the Palace Museum, Audi, Trends Media Group and etc.; as an educator, he has been teaching interactive art and design program in CAFA since 2005.

Fei Jun is also the founder of Interactive Beijing (IB), a design driven innovation platform that devotes to inform, inspire and incubate. IB takes on the most relevant social subjects using human oriented design approach. Through a set of programs like conferences, workshops, competitions, mentorship camps, and exhibitions, IB aim to foster new talents and incubate innovative ideas that could bring positive changes to society.