



北京文化遗产保护中心

Beijing Cultural Heritage
Protection Center (CHP)

DO YOU HUTONG?

Creative Brief

Overview

Beijing's landscape is dramatically changing. Gone are the hutongs, once characteristic of the city, as well as the way of life associated with courtyard living. Now, ubiquitous towering skyscrapers dominate instead, leaving much of China's rich cultural heritage at risk. Lack of awareness and enforcement of Chinese heritage-protection laws, which are well conceived but poorly implemented, are factors facing the capital city in its effort to balance the old with the new. Rapid economic development and social change have forced redevelopment of the built environment and, the Beijing of years past is now an urban center with splendor and style but, many believe, no soul.

About Beijing Cultural Heritage Protection Center (CHP)

CHP is a pioneering Chinese NGO that empowers local communities to preserve their cultural heritage. CHP gives Chinese people a voice through capacity building, education, training, networking, and support. Current projects focus on protecting old Beijing.

About Do You Hutong?

To highlight the importance of preserving Beijing's unique cultural heritage, CHP celebrates with Do You Hutong? - a cocktail and fundraising party featuring a signature collection of individually designed courtyard (siheyuan) gate artworks available for purchase by silent auction.

CHP and Do You Hutong? Identified the courtyard gate as the centerpiece of this event as a nod to the days and people of old Beijing. It is also a look ahead to saving what remains of a country with one of the richest cultures in the world.

CHP is inviting selected artists/designers such as you to volunteer time and talent to a finished piece of art to donate to the event. Working from a clay model of a traditional courtyard gate, this symbolic 'canvas' provides a platform for individual, artistic and interpretive design. The final collection of custom artworks will be exhibited at one of the most anticipated Beijing events of the summer - *Do You Hutong?* - 19:00 – 23:00, 17 July, 2010. Proceeds from entry ticket and silent auction sales will benefit CHP.

How to Participate

■ CHP is providing a simple, clay model courtyard gate to each participating artist/designer. Each participant is then given the challenge to create a final piece of artwork celebrating the hutong and old Beijing tradition and lifestyle based on individual interpretation and desire. The 3-D clay model is approximately 35cm x 45cm x 35cm and weighs more than 15kg.

■ Artists/designers may use any additional materials to produce the final piece of art. All additional materials used are the financial responsibility of the participating artist. Please keep in mind that the model is designed for tabletop display only.



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How to Participate (Cont.)

■ Do You Hutong? is open to all invited artists and designers - local, foreign, established, emerging and all who create across a variety of media and disciplines.

■ The Do You Hutong? event provides a platform for independent thinking and creativity. In this spirit, CHP encourages all participants to produce tasteful and mindful work.

Timeline

To register, please contact Napatra Charassuvich immediately via email or phone napatra@gmail.com or (+86) 010 64036632 ext 605.

Submissions are open by invitation only. Space is limited and early registration is highly recommended.

Submission deadline:

No later than WEDNESDAY 14 JULY

How to Submit Work

Artwork can be dropped off at Studio-X Beijing between 11am-7pm.

A103 No. 46 Fangjia Hutong
Andingmennei Dajie
Dongcheng District
Beijing

For directions to Studio-X Beijing, please visit: http://www.mobilenative.com/record.php?poi_id=ZPkSnTc7Nj0%3D

Why Participate?

■ Raise awareness of the importance of preserving the remains of a culture with the richest history in the world

■ Strengthen ties between CHP and Beijing's creative community

■ Expand in future years as an iconic and innovative fundraiser, and support the launch of CHP's volunteer program, Cultural Action Network (CAN), which will have trained volunteers providing up-to-date reports on at risk sites of cultural and heritage significance in Beijing and across China.

Additional Information



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Why Participate? (Cont.)

- Upon registration to participate, please submit a brief bio (English or Chinese) and a hi-res color photo of yourself

- A Do You Hutong? microsite is launching very soon and CHP plans to promote participating artists and designers accordingly

- Upon final submission, we encourage you to submit an artwork title, the medium and also how you would like for your name to be listed. Each final artwork piece will be displayed at the event and for sale by silent auction. 100% of the proceeds from the sale of the artwork will support the work of CHP.

- Each artist receives two complimentary tickets to the 17 July event

Terms & Conditions

All donated artwork is property of Beijing Cultural Heritage Protection Center (CHP). By submitting work, artists give CHP the sole right to use the donated artwork for its publicity, marketing and educational purposes. CHP is supplying the clay model at no cost to each invited artist. CHP is not responsible for costs associated with final design of the model, including materials, supplies, artist/designer fees, transportation, etc.