



新
走廊 創意

Contemporary

CHINA

@ The New Creative Corridor



Chen Man for Vision Magazine, Feb. 2004

"CHINA DESIGN NOW"

This October 10, the Portland Art Museum brings the first international exhibition devoted to the emerging power of contemporary design in China, which enjoyed an influential run at the Victoria and Albert Museum in London.

Four years in the making, the Victoria and Albert exhibition was timed to premiere in March of 2008, just months before the Beijing Olympics, a great turning point in this ancient culture which gave the world notice that the future was about to change.

In 2006, China set a national goal to become a society about innovation. The government's wish was to shed its famous "Made in China" brand for a position of market leadership. Now, they work to live up to the idea of "Innovated in China."

Design, in all of its manifestations, would become a focal point of this effort to modernize the image of China to the world. Entire cities would be transformed by its leaders while young individuals who create outside of the mainstream would begin to gain their own international attention. Design would become a

tool for this China to think, speak and create in a new voice...in many different voices. Design will help China to become new again.

The Portland Art Museum is to be commended for its willingness to explore the boundaries of its exhibitions and its appreciation for Portland's global relationships and influence. In his attempt to redefine a regional museum devoted to art, director Brian Ferriso and his team has followed China's bold steps into a future where art and design have morphed into a bigger idea by rejecting the elitist silos that had separated its creators and their ideas.

"China Design Now" in Portland promises to be a revolution of its own. It will be a catalyst for a broader, deeper dialogue of creativity inspired by China throughout the creative communities of Portland.

Portland Art Museum
1219 SW Park Ave.
Portland, Oregon
P: 503.226.2811 info@pam.org

THE NEW CREATIVE CORRIDOR

Portland's reputation as a city of creative energy has been well documented by both journalists and creators from all over the world.

How much of the mythology is real? The proof will always be in the output and not the hype.

At the heart of the challenge will be this city's ability to connect to a culture broader than our own...to look, think and create beyond our own borders.

While Portland enjoys many separate creative enclaves, different neighborhoods and clans with their own identity, it is the city's culture of collaboration and support which gives it surprising power. It has expanded the concept of D.I.Y. beyond the cliches into a global standard of creative excellence.

There is one area that enjoys an extraordinarily diverse mix of this city's creative spirit and skills...a growing Creative Corridor in Portland's future.

Starting in the West End's highly influential Ace Hotel, crossing over Burnside to the Pearl District, across

Broadway into Chinatown and Old Town...this path includes a dynamic mix of individual studios, small creative shops, galleries, students and internationally recognized organizations ranging from food, retail, art, architecture, design, interactive, marketing and education. The unusual mix of talent within this corridor makes its influence much bigger than its size.

The "China Design Now" exhibition at the Portland Art Museum has inspired many in the corridor to contribute to the show's message about the power of a creative revolution. A revolution that will help to define both personal and national identity. Each participating member of the Creative Corridor has chosen its own way to celebrate its relationship to China's contemporary voice and inspiration.

A creative revolution in China and another in the making here in the new Creative Corridor.

Inspiration has never been more local.



GOLDSMITH GALLERY
20 NW 5th Ave.
Portland, Oregon
503.997.2995 1

ACE HOTEL
1022 SW Stark St.
Portland, Oregon
503.228.2277 2

W+K BUILDING
224 NW 13th Ave.
Portland, Oregon
503.937.7000 3

CARGO
380 NW 13th Ave.
Portland, Oregon
503.243.7804 4

PNCA
1241 NW Johnson St.
Portland, Oregon
503.226.4391 5

PORTLAND CLASSICAL CHINESE GARDEN
239 NW Everett St.
Portland, Oregon
503.228.8131 6

FLOATING WORLD COMICS
20 NW 5th Ave.
Portland, Oregon
503.241.0227 7

WHITE BOX GALLERY
24 NW First Ave.
Ground Floor
Portland, Oregon 8

CHINA'S JELLY GENERATION

The youth of China is the country's future and never has there been a more colorful and creative generation than the Jelly Generation.

Born in the 1980s, the self-assured Jelly Generation of China is inspired by global trends, fueling a desire to express their own personality and uniqueness. The Jelly Generation has led the charge to a fresh sense of Chinese self-expression that pushes beyond political commentary.

Come feel the personal spirit of a generation that has launched a new movement of self-expression in China. From the art and design to the music of China's powerful young society, this is a movement with no boundaries. Travel with two rock bands of Beijing as they take their freedom on the road. See and hear the colorful voices of China's newly inspired that now follow their path.

The soft power of China's creative ideas will one day surprise the world as one of the country's most influential exports. The Jelly Generation is helping to shape that future.

Opens October 9

Goldsmith Gallery
20 NW 5th Ave.
Portland, Oregon
www.jellygen.com

果冻
JELLYGEN
时代



"JELLY GENERATION" AT GOLDSMITH GALLERY

The battle lines have been drawn: the post-'80s generation vs. the post-'90s. Each represents a new China filled with confidence and creativity.

Over 30 artists, designers and photographers from China offer their creative point of view and a glimpse into their world.

The colorful Jelly Generation continues to change China into a culture of the new with a passionate appreciation for the past.

Opens October 9

Goldsmith Gallery
20 NW 5th Ave.
Portland, Oregon
www.jellygen.com



"LOVE NOISE" TOUR AT GOLDSMITH GALLERY

In August of 2008, two of the most influential young rock bands of Beijing, PK-14 and Queen Sea Big Shark, began their six-city tour of China.

From Nanjing, Hangzhou, Changsha, Wuhan and Xian to an amazing finale in Beijing, the Converse "Love Noise" tour made rock history in China and the fans are still screaming for more.

As their custom bus traveled the roads of China, each stop was an art opportunity for the fans, who drew and painted on the bus. The Love Noise calligraphy, made of black duct tape, became the mark of an extraordinary series of live concerts. As the bus traveled from city to city with journalists, bloggers, filmmakers and photographers all documenting the trip, they picked up local bands along the way.

The finale at Beijing's Mao Live House was an extraordinary music gathering with all the supporting bands flying in to join PK-14 and Queen Sea Big Shark onstage.

The tour bus was covered with personal messages, tags, drawings and love notes to the band, and inside the hot muggy club air was made even more intense by each band.

Love Noise, the 74-minute documentary directed by Wieden+Kennedy's Liu Feng, has been called "an insightful film that not only captures amazing live footage, but also delves into the personal relationships and ideals of some of the leading figures in China's rock scene."

The film is touring the international festival circuit but you will see behind-the-scenes footage with interviews and music of our heroes.

The Converse "Love Noise" tour lives on and the Jelly Gen exhibition and Goldsmith Gallery are proud to share it with the rock fans of Portland.

Love was never noisier.

Opens October 9

Goldsmith Gallery
20 NW 5th Ave.
Portland, Oregon
www.jellygen.com



CONVERSE®

爱噪音
来自 CONVERSE 的摇滚公路巡演
PK14 + 后海大鲨鱼



CHINA "RELOAD" AT THE ACE HOTEL

There perhaps is no greater symbol for Portland's new Creative Corridor than the Ace Hotel. In just a few years, this iconic stop for creative people has spread its influence to New York and Palm Springs through its new sister hotels. However, the creative influence of Portland's Ace goes well beyond its places of business. Raised with deep Northwest roots, the Ace has quietly become a spiritual meeting place for international creative people who are looking for a more honest expression of lifestyle and design.

During the Creative Corridor's celebration of contemporary China, inspired by the Portland Art Museum's exhibition "China Design Now," the Ace has invited a young group of street artists and performers to illuminate the lobby. Reload Crew is the very first graffiti band based in Shanghai. With four band members, Simhy, William, Shier and Miki, each is a specialist in different areas of design. From tattoo art, portraits and manga-style designs, their creative skills have brought them to fashion to automobiles to their own line of streetwear.

And now a hotel...their natural affinity to mix East and West gave them the opportunity to customize a series of classical Chinese lanterns for the lobby of the Ace in Portland. Come see how the "streets" of Shanghai have brought new light to Portland.

Ace Hotel
1022 SW Stark St.
Portland, Oregon

503.228.2277
www.acehotel.com



"100 PORTRAITS FROM SHANGHAI" AT W+K BUILDING

It has been a long-standing tradition at Wieden+Kennedy to celebrate the people of the agency as opposed to the creative awards that we have won.

It is our statement to the world that our most important and creative asset is our people. Each W+K office features the entire staff in a very creative manner, usually through very inventive photography which portrays each employee in a lighthearted manner.

W+K Shanghai is an extraordinary office filled with young, talented artists and designers with unusual visual and narrative skills. Each employee has his/her portrait created by another staff member in the office.

Here at W+K Portland, we feature 100 portraits of our family in Shanghai.

Open Mon-Fri: 9-6pm

Wieden+Kennedy
224 NW 13th Ave.
Portland, Oregon
www.wk.com



"DOUBLE HAPPINESS" AT CARGO

Cargo's presence in the Creative Corridor will celebrate the marriage of old and new—with decorations on the Cargo warehouse and between the buildings on the corner of 13th and Flanders, all inspired by the classic Chinese couplet "Double Happiness." Travel in China inspired Cargo owner Patty Merrill to research and import Chinese exterior decorations such as classic lanterns, celebration banners and pendant lines, which have been used to festoon the building in recent years. As a part of the Creative Corridor, Cargo's creative team will explore a contemporary expression of the influence of a new China, combining the classical with recycled and repurposed materials to make the intersection of 13th & Flanders alive with Happiness.

Stop by and get Happy too.

Opens November 5

Cargo
380 NW 13th Ave.
Portland, Oregon
11am-6pm, Mon-Sun
1st Thursday 'til 9pm
www.cargoinc.com



"CONTEMPORARY CHINA" AT PNCA

Celebrating Chinese creativity in connection with the Portland Art Museum's exhibition "China Design Now" will generate new combustible energy for the studios of Pacific Northwest College of Art (PNCA). Through its Center 4 Design, Global Studios China Program and a special collaboration with Wieden+Kennedy Shanghai, the College will curate cross-cultural art exchanges with Chinese designers, artists and writers during the run of the "China Design Now" exhibit. Featured events include a 24/7 live video stream to and from the W+K Shanghai studio, an exhibition of prints, "Rhythm of Shadows" by Zha Sai, pop-up installations featuring artifacts gathered by PNCA students in a recent trip to China, an after-hours design-draw and music jam in the PNCA Commons, a reading by journalist and former missile factory worker, Zhang Lijia, and more.

PNCA
1241 NW Johnson St.
Portland, Oregon
www.pnca.edu



WK 上海 @ PNCA

"CHINA HERE & NOW!" AT PORTLAND CLASSICAL CHINESE GARDEN

The premiere of "China Design Now" at the Portland Art Museum brings an exciting focus on the contemporary ideas of China, its growing influence on modern aesthetics and the collaboration with Western masters of creativity. It is a celebration of new ideas born from a renewed appreciation for the roots of Chinese culture. Exhibitions throughout the city and the new Creative Corridor approach this new influence in unique ways and nowhere is the activity more diverse than in Old Town/Chinatown itself. Here, we have the opportunity to highlight traditional forms and concepts which have influenced so much of modern aesthetics and thought.

The Portland Chinese Garden is pleased to welcome an exhibit of art from the Oregon Chinese Artists Association. The exhibit includes traditional Chinese art forms, such as calligraphy, brush painting, music and puppetry and more modern interpretations. Throughout the month, artists will

demonstrate their art and interact with Garden visitors. For a complete schedule and more information, visit the Garden's website at www.portlandchinesegarden.org

Runs November 1 through November 30

Portland Classical Chinese Garden
Open seven days a week, 10am-6pm April-October,
10am-5pm November-March

239 NW Everett St.
Portland, Oregon



"UNDERGROUND COMIX" AT FLOATING WORLD COMICS

The underground comic anthology from China, "Special Comics," is filled with a variety of experimental Chinese comic artists that I had never seen before.

SC (Special Comics) is an indie underground comics anthology created and edited by the young "indie-culture" of China. Although indie comics have developed energetically around the world, in China, the culture has just started.

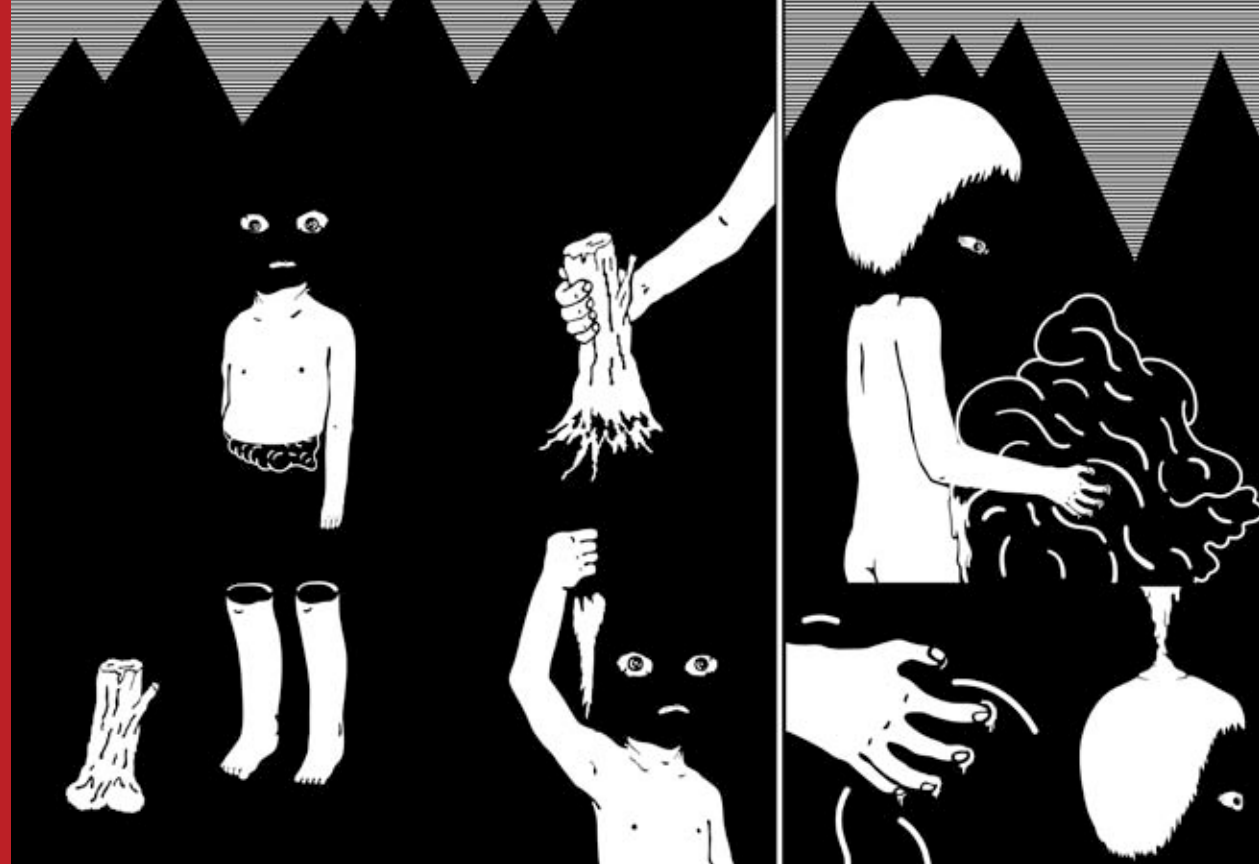
From this collection, we have curated a selection of nine artists that deserve wider recognition. In addition to digital prints of the artists' work, we will also print affordable zines and minicomics of their work. Our goal is to make their comics available to American artists for the first time.

Who: 54boy, Menz, Guo Qi, Leng Leng, Jiu Haoming, Er Dong, Ann, Wo Wo

What: art exhibit, minicomic and zine release

Friday, October 9, 6-10pm

Floating World Comics
20 NW 5th Ave. #101
Portland, Oregon
www.floatingworldcomics.com



"INSPIRATION CHINA" AT THE WHITE BOX

University of Oregon's new 1,800-square-foot space in Old Town/Chinatown will allow students and faculty to research, explore and present contemporary issues in art and design.

The White Box is a presentation studio, a classroom and a visual laboratory folded into one. For "Inspiration China" the students created individual art pieces—in various forms of technology and new media—that reference and re-interpret antiquities from selected pieces of the decorative arts collection at the Jordan Schnitzer Museum of Art. The new work, presented in contemporary media, establishes a dialogue between old and new, past and present.

In addition to new student work, 12 pieces from the JSMA Chinese Collection will be displayed including a double-edged sword dating back to 206 B.C. and a 13th- to 16th-century black stone Buddha head.

The grand opening exhibit is a collaboration between Studio J, the UO's Department of Art and School of Architecture and Allied Arts, and the Jordan Schnitzer Museum of Art.

"Inspiration China"
October 8 - November 20
Admission free

Open Tues-Sat
12-6pm

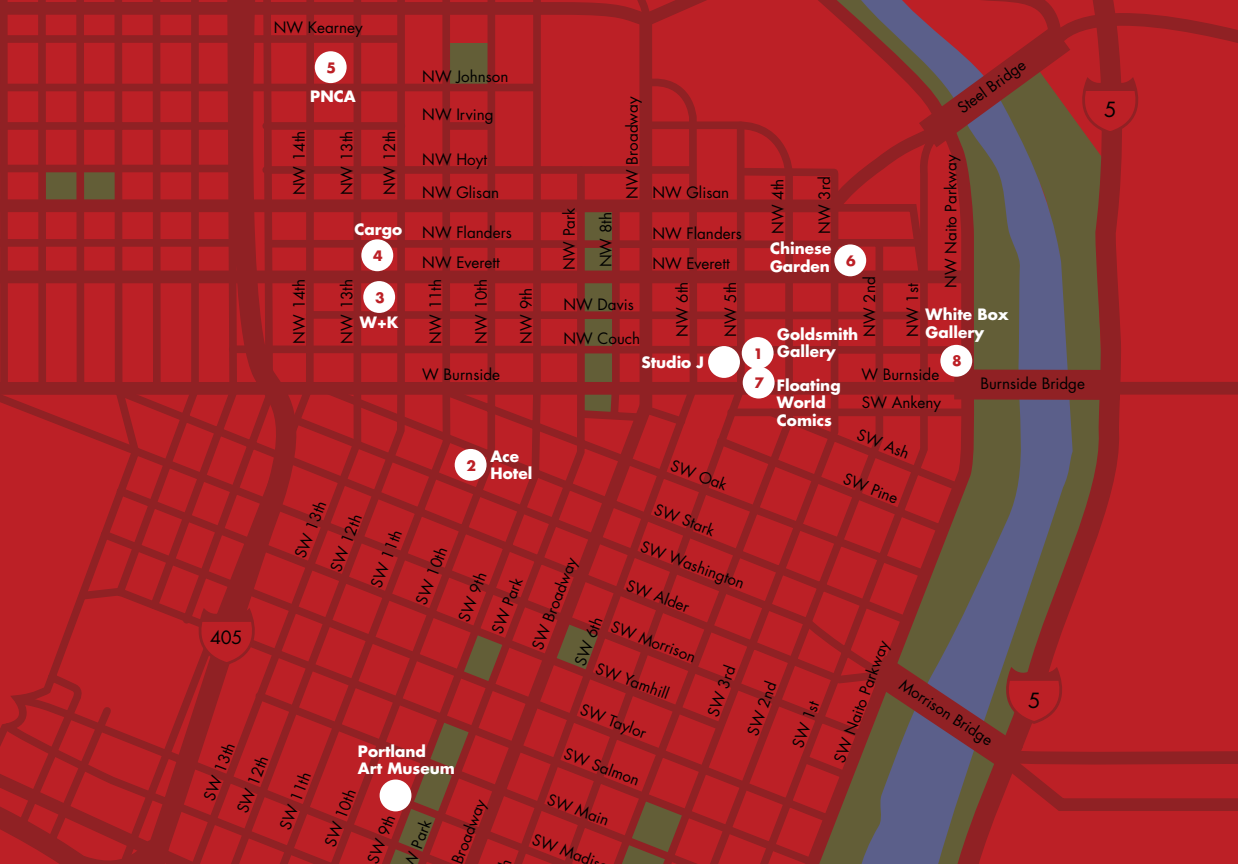
The White Box Gallery
24 NW First Ave.
Ground Floor
Portland, Oregon



ShiNiDe
2009
digital drawing, ink jet print

Shawna Huang

Inspiration for the concept of ShiNiDe comes from a pair of shoes for bound feet, circa 1900-1920, and a tortoiseshell fingernail guard.



Thank you for the support of our friends in the new Creative Corridor. This is just the beginning of a collaborative exchange of ideas and culture.

From local to global, Portland will be the catalyst for a provocative creative future, always celebrating the power of the individual.

