



la Biennale di Venezia

56. Esposizione
Internazionale
d'Arte

Partecipazioni Nazionali

The 56th Venice Art Biennale

Sponsorship opportunities with China
Pavilion



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La Biennale di Venezia

La Biennale di Venezia



The Venice Biennale has for over a century been one of the most prestigious cultural institutions in the world. Established in 1895, the Biennale has an attendance today of over 370,000 visitors at the Art Exhibition. The history of the Venice Biennale dates back from 1895, when the first International Art Exhibition was organized. In the 1930s new festivals were born: Music, Cinema, and Theatre (the Venice Film Festival in 1932 was the first film festival ever organized). In 1980 the first Intl. Architecture Exhibition took place, and in 1999 Dance made its debut at the Venice Biennale.

2015 International Art Exhibition



The President of la Biennale di Venezia, Paolo Baratta, accompanied by the curator of the 56th International Art Exhibition, Okwui Enwezor, met on 22 October 2014 at Ca' Giustinian, Venice, with the representatives of the 53 Countries participating in the 56th International Art Exhibition, which will take place from May 9th to November 22nd 2015 at the Giardini and at the Arsenale (Preview on May 6th, 7th and 8th) and in various other venues in Venice.

International Art Exhibition



The title chosen by Okwui Enwezor for the 56th International Art Exhibition is:

“All the World’ s Futures”

Okwui Enwezor has explained his project as follows: “ The ruptures that surround and abound around every corner of the global landscape today recall the evanescent debris of previous catastrophes piled at the feet of the angel of history in Angelus Novus. How can the current disquiet of our time be properly grasped, made comprehensible, examined, and articulated? Over the course of the last two centuries the radical changes have made new and fascinating ideas subject matter for artists, writers, filmmakers, performers, composers, musicians. It is with this recognition that the 56th International Exhibition of la Biennale di Venezia proposes **All the World’ s Futures** a project devoted to a fresh appraisal of the relationship of art and artists to the current state of things .”

Official Press Conference in China



In March, Okwui Enwezor, Curator of the 56th International Art Exhibition with Paolo Baratta, President of La Biennale Di Venezia will come to China for the official press conference.

Official Partners





China Pavilion

China Pavilion



China Pavilion: “Other Future”

Exhibition time: May 9 – November 22, 2015

Venue: Arsenale - Magazzino delle Cisterne, Castello 2169 /F

Curator: Beijing Contemporary Art Foundation (BCAF)

Commissioned by The Ministry of Culture of the People’ s Republic of China and China Arts and Entertainment Group

China Pavilion



BCAF

北京当代艺术
基金会
Beijing
Contemporary
Art
Foundation



Theme



民间未来

OTHER FUTURE

The order of the world should not be determined by a few. As time goes by, the behavior of the masses creates order, direction and the future in a seemingly unconscious movement. The developments of digital technology and media technology are increasingly facilitating this process. The impact every individual can make on the future of the world is becoming more and more apparent.

If some roads are to appear on a virgin land, they are less likely the result of the designing of city planners and construction of workers; on the contrary, they are more likely formed in the long process of spontaneous treading by the masses in a seemingly disorderly way.

The masses are not just passers-by who head on in a blind way. They are wise, active and spontaneous.

About “Other Future”



The 2015 Venice Biennale, “All the World’s Futures” , examines the theme of the relationship between artistic practices and the current crisis; concerning cultural and social aspects of human life than a mere focus on art.

Our exhibition would like to address the following issues:

- How to break through the boundary of art and respond to the present and future?
- How to present the independence of artists and their creative work of cross cutting nature?
- What is the root of the vitality of art work and the originality of art language?

In our exploration, the answers of these questions all point to the same direction, that is, “Civil” and “future” . “Civil” is not just a geographical concept, it embodies the spirit of more openness and tolerance. “Civil” implies pluralistic possibilities, which include not just the more conservative voice, but voices that are full of vitality, spontaneity and those not manipulated by commercial interests.

Key words: Future, Mass, Wisdom.

Selection of Artists



The artists have drawn inspiration from the Chinese folk culture and traditional culture for their artistic works. They have also combined modern concepts and values in their multi-disciplinary innovation. They address issues of the present and the future through original artistic language, non-normal artistic work, constructive and sustainable actions. This exhibition will be displayed in multiple formats such as installations, live music, multimedia, documentaries, archives and publications to open up a dialogue and interaction between the art and audience.

The exhibition in Venice will be accompanied by a catalogue and a series of public programs and select evening events.



Sponsorship Opportunities

Partnership with the China Pavilion



A partnership with the China Pavilion offers an extraordinary opportunity for companies to position themselves in a artistic and trendsetting environment over 200 days of the exhibition and to enjoy immense media presence. China Pavilion works with each sponsoring companies in a bespoke manner to jointly design unique package of benefits.

Estimated **one million** visitors

Sponsorship Benefits



Brand Association with the Pavilion

- Outdoor display of sponsor' s logo in Venice' s city center area
- Sponsor' s logo will be displayed at the main spots of the venue
- sponsor' s name and logo will be featured on all printed event-related and promotional materials (press releases, posters, tickets and invitation cards of the sponsored event)
- The support of the sponsor will be recognized in catalogue and digital promotional materials (documentary,archives and Interviews)

Sponsorship Benefits



VIP Hospitality

- Privileged access to artists, designers and key opinion formers who shape and inform culture in China and worldwide
- Invite company representatives to press conference, exhibition opening, VIP preview and special events.
- Complimentary VIP passes for the Biennale
- Special exhibition tour by curators and artists
- Complimentary gifts exclusively for the China Pavilion

Sponsorship Benefits



Unique opportunities for exclusive events associated with the China Pavilion

- Corporate events
- Forums, Salons and Talks
- Special joint activities
- Touring exhibitions



Sponsorship Benefits



As one of the major cultural events in the world, cooperation partner will benefit from **immense international media attention**.

Media attendance 2013 (The Venice Film Festival)

Accredited journalists: **3, 218**
Accredited TV channels: **183**
Accredited photographers: **253**

International Media Coverage



The New York Times



Bloomberg



Art in America

歐洲時報



CONRIERE DELLA SERA



人民日报



光明日报



ARTSPY 艺术眼



Sponsorship Benefits



北京當代藝術
基金會
Beijing
Contemporary
Art
Foundation

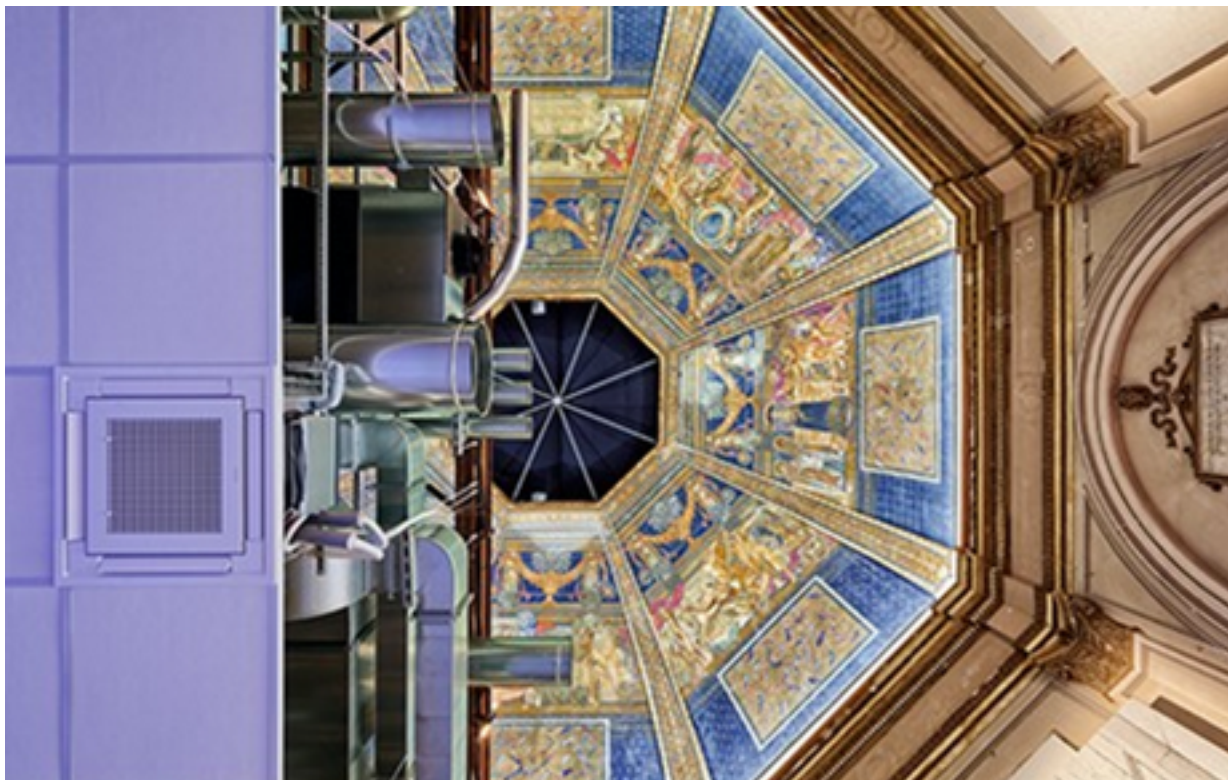
Press and Marketing Support

- Opportunity for company representative to be interviewed by the press at the event
- Promotion of company sponsorship with our media partners
- Promotion of company sponsorship through Beijing Contemporary Art Foundation's marketing database and in newsletters
- Promotion of company sponsorship through cultural elites' endorsements via social media
- Promotion of company sponsorship on social media marketing



Sponsorship Levels

Sponsorship Levels



Diamond: ¥8,000,000 - ¥10,000,000

All sponsorship benefits :

- Brand Association with the Pavilion
- Exclusive Events
- VIP Hospitality
- Press Support

Sponsorship Levels



Platinum

¥5,000,000 - ¥8,000,000

Brand Association with the Pavilion
VIP Hospitality
Press Support

Gold

¥3,000,000 - ¥5,000,000

Brand Association with the Pavilion(selected benefits)
VIP Hospitality
Press Support

Sliver

¥1,500,000 - ¥3,000,000

VIP Hospitality
Press Support

Individual Support

¥ 500,000 +

VIP Hospitality

In-Kind Sponsorship



北京当代艺术
基金会
Beijing
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MONDITALIA

We welcome sponsorship in the following areas:

- Hotel
- International Flight Tickets
- Transporting Service、Insurance
- Exhibition Equipments



Appendix: About Beijing Contemporary Art Foundation(BCAF)

About BCAF



Beijing | New York | Berlin | London

www.bcaf.com.cn



北京当代艺术
基金会

Beijing
Contemporary
Art
Foundation

Discovering Cultural Innovation, Promoting the Arts for Public Benefit.

Beijing Contemporary Art Foundation (BCAF) is committed to bringing the appreciation and enjoyment of the arts to a greater number of people, by organizing extensive and dynamic philanthropic activities, creating a contemporary urban think tank that gathers innovative ideas, and connecting art with a variety of other disciplines.

We believe that everyone has the right to enjoy contemporary art and culture. Beijing Contemporary Art Foundation will take effective actions to promote developments in contemporary urban culture and innovative artistic expression, and devote itself to becoming the most proactive art foundation in contemporary China.

Priorities



Blooming Space
Public Community
Urban Think Tank
Culture Innovation

Selected Projects 2013-2014



BCAF Think Tank Series: Research Project “Sino-India Cultural Connections”

“Sino-India Cultural Connections” is a cross-cultural research project investigating the challenges and opportunities encountered by China and India in modern times.

“Exhibition +” Theme Exhibition during Beijing Design Week

This exhibition is based on exhibition design integrated in commercial areas, arts, and public life.

International Urban Cultural Innovations Series I: Berlin

This project provides an in-depth investigation into Berlin’s diverse urban cultures and multi-level cultural mechanism.

Preservation and the Sustainable Development of Ethnic Minorities Cultural Heritage in China

Working with UNDP, the project aims to gather scholars, artists, designers, and entrepreneurs to provide solutions on preserving cultural heritage for ethnic groups in China.

Forthcoming Projects



D-Lab, Designers' Charitable Network

The project gathers over 100 Chinese designers to form a charitable network to inspire and benefit more people with creative designs.

China Pavilion, Venice Biennale

BCAF presents exhibition “Other Future” at the 56th International Art Exhibition.

Beijing Culture and Art Center

Situated in a newly reinvented courtyard house in central Beijing, the Center is a new cultural destination for Beijing and a platform for art, design and contemporary urban culture.

BCAF Salon

As an advocator for creating a think tank of contemporary culture, BCAF Salon brings together some of the most talented individuals and influential thinkers for a series of conversations.

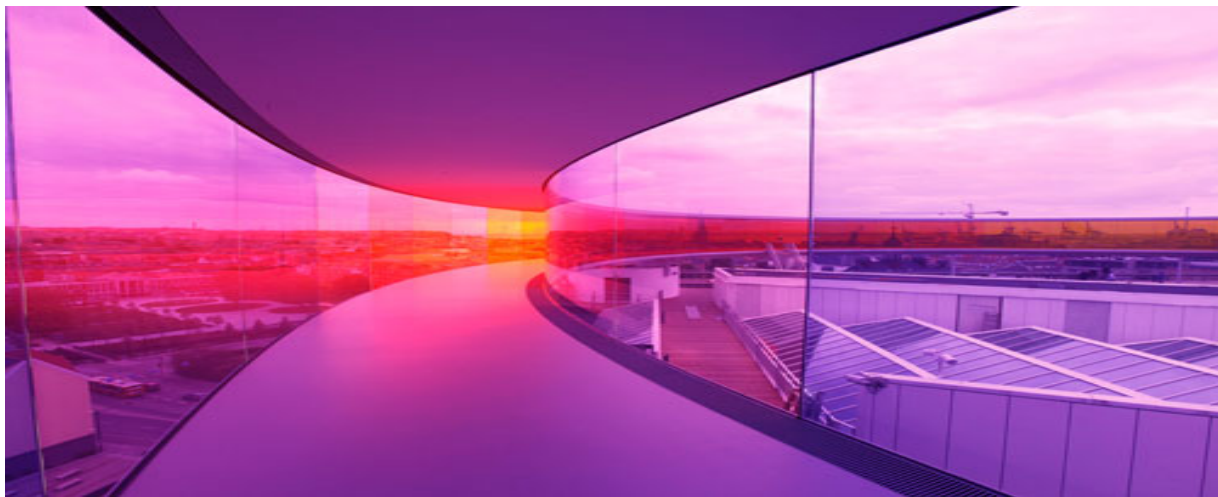
“Unknown” Exhibition of Young Chinese Artist in Europe

A series of exhibitions focus on the works of young Chinese artist, the post-80s generation, in London, Paris and Berlin.

BCAF Art Talent Scholarship

Providing financial support for talented young artists.

Thank you!



We are delighted to discuss sponsorship opportunities matching your company' s goals. Please do not hesitate to contact us.

Contact us:

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