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推動私人美術館百花齊放

白浪逐沙灘

到澎湖享受碧水藍天，
近探玄武岩奇觀



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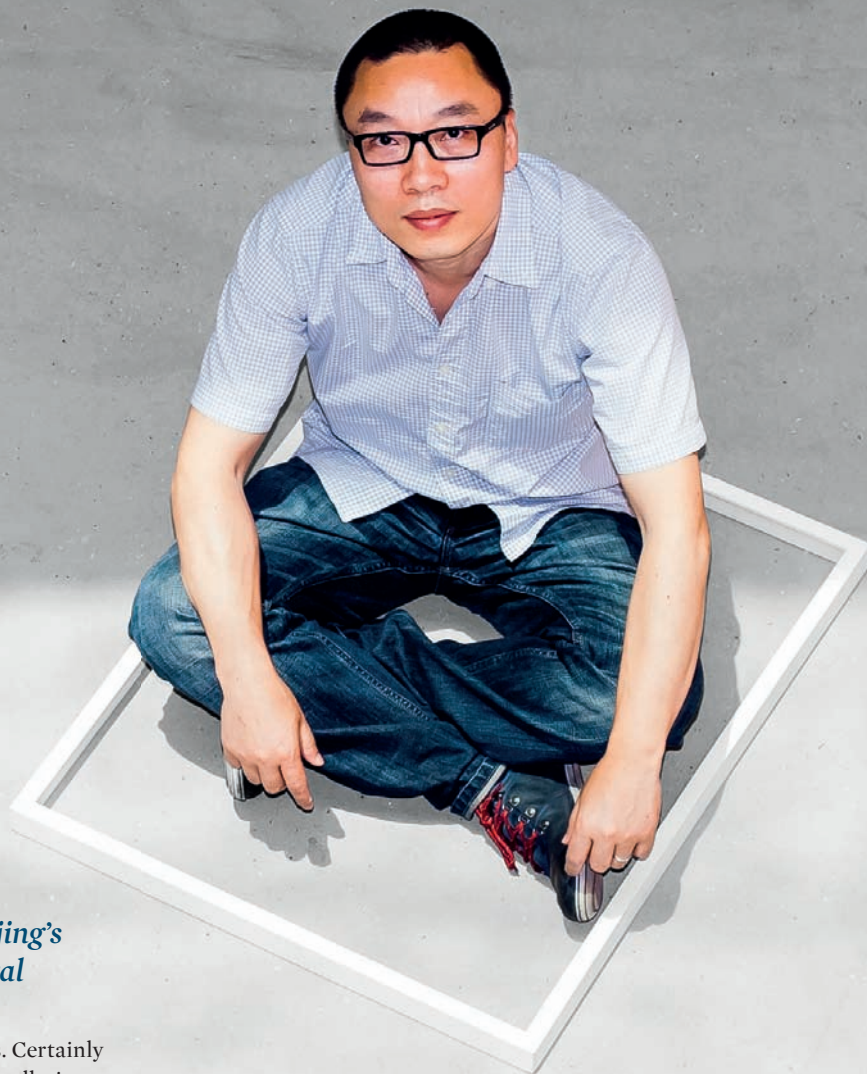
藝術 第一等

上海決意要和北京一爭天下，成為藝術之都

藝術顯然是一門龐大生意。中國大陸建新畫廊的速度一年百家，單在2011年就有近400間美術館開幕。但要物色足夠的優秀作品填滿這些展館，卻不是那麼容易。因可供展出的作品越來越稀罕難求，河北一間博物館的4萬件古董竟被發現大部分都是贗品。

開辦這類美術館或畫廊對大陸來說，是相當新的概念。隨著大環境逐漸對外開放，上海市政府已快速填補這個市場的空缺。私人美術館登陸的歷史則更短。

近期上海湧現大量新的美術館和畫廊，文化景觀煥然一新。上海蓄勢決意要和北京在競爭轉



ART ATTACK

Shanghai is challenging Beijing's position as China's art capital

Art, it seems, is a good business. Certainly that's the case in China, where galleries are going up at an estimated pace of 100 per year. In 2011 alone, nearly 400 new display spaces came into being. If building museum infrastructure is right up China's alley, filling those buildings and displays with quality content isn't quite so easy. So intense is the search for pieces to exhibit that a Hebei museum's collection, made up of more than 40,000 artifacts spread across 12 large halls, was found to consist almost exclusively of fakes.

Museums and galleries are far from commonplace in China. In fact, as recently as 30 years ago, there were no museums to speak of. As China gradually opened up to the rest of the world, the state quickly moved to fill the void. Even shorter is the history of private museums here.

The recent surge in the number of new museums and galleries in Shanghai is changing the cultural landscape, and positioning the city as a player comparable to Beijing in the increasingly competitive Chinese art market.

Rockbund Art Museum opened in 2010 with a much-acclaimed show called "Peasant da Vincis", which was curated by Cai Guo Qian. This unconventional exhibition set an avant-garde tone for Rockbund, even though, as deputy director Liu Yingjiu admits, "the direction of the museum was not clear from day one. It's an evolving process."

Liu, who has been with the museum since before it was built, adds that the concept of a contemporary art gallery, especially in the private sector, is in what he calls a "post-planning phase". "It's a word I borrow from urban planners. Cities sometimes build stunning architecture first and then think of the urban planning that should go with it," he says. "The same happens with lots of the newly built museums."

The reason is obvious to anyone who has spent any time in this country. "In China, everything

上海外灘美術館副館長
劉迎九

Liu Yingjiu, deputy director,
Rockbund Art Museum

近期上海湧現大量新的美術館和畫廊， 文化景觀可與北京相媲美

The recent surge in new museums and galleries is changing the cultural landscape, and positioning Shanghai as a player comparable to Beijing

資訊

中國當代藝術備受國際美術品投資者的追捧。今年2月，張曉剛的《血緣系列：三個同志》就以US\$210萬（TWD630萬）拍賣成交。

FACTS

Contemporary Chinese art is a hot property with international art investors. In February this year, artist Zhang Xiaogang broke records when his “Three Comrades” from the “Bloodline – Big Family” series was sold for US\$2.1 million (TWD6.3 million).

まとめ

美術品投資家たちにとって、中国の現代アートは優良株だ。今年2月には芸術家Zhang Xiaogang（張曉剛）の作品「血族（ブラッドライン）シリーズの3人の仲間達（Three Comrades）」に211万米ドル（631万台湾ドル）の値がつき、記録が塗り替えられた。

趨白熱化的藝術市場一較高下。

上海外灘美術館副館長劉迎九回顧美術館於2010年重新開放，首個展覽《蔡國強：農民達芬奇》就一鳴驚人。這個打破傳統的展覽為美術館定調，全力拓展前衛藝術疆界。劉迎九說：「當初沒有既定的方向，我們是採取現在進行式發展。『先做了，有問題以後才解決』。我們是個特殊例子，開館前花了兩年時間確定我們的目標，其實兩年根本不夠。」

絕大多數國際私人美術館與大陸私人美術館有一個最關鍵的不同點。劉迎九說：「國際私人美術館大多擁有數量可觀的私人收藏。雖然一些中國私人美術館本身也有收藏，但他們一般缺乏完善的收藏系統及學術定位，結果美術館美則美矣，內容卻很貧乏。」

坐落在上海黃浦江和蘇州河交匯處的上海外灘美術館，為香港地產商百仕達投資開發的「洛克外灘源」注入當代藝術精神。

上海外灘美術館所在是一座百年建築物，經典裝飾藝術風格，前身為亞洲文會大樓。劉迎九說：「私人美術館和商界一定關係密切，我們不需要避諱這點。如果沒有商界支持，美術館就辦不成。」當然，資助藝術團體也是回饋社會的一種方式。

上海當代藝術博物館是大陸第一間獲政府資助的當代藝術博物館，館址前身是歷史悠久的南市發電廠。在上海美術館和上海張江當代藝術館累積了17年策展經驗的李旭，現為上海當代藝術博物館籌建辦副主任，負責展覽策劃及公共教育項目。他說：「政府將推行更多有利於私人及非營利藝術組織的政策，所以上海的美術館市場仍相當蓬勃。」

李旭也認為最棘手問題可能是典藏徵集不足而不是基礎設施。他說：「軟體比硬體更難解決，三大關鍵因素是政策、資本和藝術人才。北京的藏品更多姿多彩，因為首都匯集了全國各地的資源。」不過，上海近期施工的美術館項目卻超越了北京。

李旭對上海的藝術市場也感到樂觀。他說：「這裡的藝術生態更自由發展，完全獨立。」他

happens very fast. ‘Do it first, fix the problems later.’” Liu says. “We were a somewhat unique case, since we spent two years before the opening defining what we wanted to do and even that wasn’t enough.”

There’s a key element separating many international private museums from their Chinese counterparts. “They were mostly built around big private collections,” Liu says. “Even though some museum owners here have their own collections, they’re not usually assembled systematically.” The result, in his view, is museums that are more architecture- than content-driven.

The owners of the Rockbund, Shanghai’s Power Station of Art boasts a time-honored address. China’s first government-sponsored contemporary art institution is located in Nanshi’s former coal-fired power plant, a century-old city fixture. Li Xu, deputy curator in charge of exhibition planning and public education, and a veteran of more than 17 years as a curator at the Shanghai Art Museum and Z-art Center, attributes the ongoing museum boom to backing from the political sphere. “The government is introducing more policies to support private and non-profit art institutions,” he says. “So museums in Shanghai enjoy a relatively prosperous atmosphere.”

Like many of his peers, Li acknowledges that the key challenge facing curators is sourcing content rather than coping with a shortage of



上海當代藝術博物館
籌建辦副主任李旭

Li Xu, deputy director of the
Power Station of Art museum



M97當代攝影畫廊創辦人
兼總監賀斯宇

Stephen Harris, owner and
director of M97 Gallery



「私人美術館和商界一定關係密切，我們不需要避諱這點」

"Private museums are always interwoven with business. It's not something we want to hide"

資訊

• 民生現代美術館破天荒舉辦《流金五十年——007電影設計展》，以電影道具等展品打造全新感官體驗，讓參觀者親身經歷007冒險之旅。

FACTS

• Beyond promoting Chinese art, Minsheng Art Museum hosts international exhibitions such as "007: 50 Years of Bond Style", which was held earlier this year.

まとめ

• 中国美術の促進だけでなく、民生美術館では今年初め、「ジェームズ・ボンドの50年を振り返る展覧会」を開催し、多くの来場者を魅了した。

表示希望看到公共美術館和私人美術館都能在上海各展所長，大放異彩，並與世界接軌。

民生現代美術館位於紅坊藝術園區，其代理執行館長李峰預見上海許多畫廊和美術館的「未來滿佈荊棘，但前景一片光明」。他尤其佩服他們的「無畏精神和創造力」。

李峰認為上海對外開放的歷史及大膽前衛的風範，是上海藝術事業蓬勃發展的真正動力，收藏家蜂擁而至，就是最有力的證明。他說：「民生現代美術館成立後，名氣響亮的龍美術館（劉益謙和王薇夫婦）、上海喜瑪拉雅美術館等私人美術館也相繼開幕。」

民生現代美術館是由中國民生銀行發起和出資建立的非營利藝術組織，其所有權給美術館帶來一些好處。李峰打趣說：「我們像鯰魚，喜歡亂竄，能激發更多創意。另外，有金融機構背景的美術館在中國非常少見，有助於我們的專業形象。」

不過，上海藝術市場還沒有真正取得成功。身處瞬息萬變的時代，機會稍縱即逝。以中國大陸的攝影作品為例，雖然深得世界各地收藏家的青睞，但截至現時，上海並沒有博物館典藏徵集上海攝影家的作品。M97當代攝影畫廊創辦人兼總監賀斯宇（Steven Harris）說：「現有博物館固有的攝影作品收藏也不多。」

他輕擦了一下檔案室裡一幅動人的攝影作品，然後補充說：「我們畫廊就能扮演重要角色——發展美術攝影，並記錄、典藏當代攝影佳作。」

infrastructure. "The most critical factor is not the hardware but the software," he says, "whose three key elements are policies, capital and talent."

In terms of the near-term construction of museums, Shanghai is well ahead of Beijing. "In the capital, there's a more florid art tradition," Li says. "The art ecology here is more independent, individual."

West of Power Station of Art is the Red Town complex, home to the Minsheng Art Museum. Li Feng, its acting executive director, predicts both an "uneven road and a bright future" for galleries and museums, whose "pioneering spirit and creativity" he greatly admires. Beyond that, he cites Shanghai's avant-garde outlook and history of openness as the twin engines of the artistic boom, pointing to a recent influx of collectors as proof. "After our museum opened, collectors such as Wang Wei and Liu Yiqian of the Loong Museum have come here and the Shanghai Himalayas Art Museum and a number of private art galleries have opened."

The Minsheng Art Museum was founded as a non-profit arts organization by the private bank of the same name, a method of ownership that has its advantages. As Li quite colorfully puts it, "We are like catfish, we stir the bottom. We encourage creativity. On the other hand, it's unusual within the financial sector, at least in China, which adds some professionalism to the field."

Shanghai's future as an arts hub looks rosy, but the city's not quite there yet; although collectors worldwide are interested in the work of Chinese photographers, there isn't yet a public photography institution. "And most of the existing museums show little photography," says Steven Harris, founder and director of M97, China's leading photography gallery. "This is where the importance of the gallery's place can be seen. We play an important role in developing fine-art photography, as well as recording and archiving the contemporary production."

ますます成長し豊かになった中国の中流階級の人々は、より多くの文化を求めている。上海市は現在、他の国内都市と同様にグローバルな人材を誘致しようとして注力している。

最近急増している上海市内の新しい美術館やギャラリーは、より激化する中国の美術市場において北京に匹敵するプレーヤーとして位置づけられている。

上海好介紹
換個方式到上海走走透透



資訊

- 在上海外灘茂悅大酒店的露台浸泡溫水按摩池，還可飽覽壯麗的浦東天際線和歷史建築群。
- 上海之夜：入夜後的上海活力四射，令人眼花繚亂。直擊外灘夜店熱舞狂歡，或到綠樹成蔭的武康路，找一家庭院酒吧喝一杯。
- 旅遊旺季：上海夏天多熱而潮濕，春秋兩季不但天氣晴朗，還有涼風送爽。www.legendtravel.com.tw

THE ESSENTIALS

- Get the best views of both the modern Pudong skyline and the historical buildings of the Bund at the Hyatt on the Bund's jacuzzi-equipped terrace.
- Shanghai's vibrant post-sunset scene has long been the envy of many a capital city. Hit the Bund's clubs for a jet-setting atmosphere or stroll through the tree-lined streets around Wukang Road to find a courtyard wine bar.
- Legend Travel organises tours to Shanghai: www.legendtravel.com.tw

觀光

- 乘搭上海地鐵9號線到佘山國家旅遊度假區，看看佘山聖母大殿，以及建於清朝光緒24年的佘山天文台。那裡還有高爾夫球場和「竹海樂園」遊樂場。

飯店

- 璞麗酒店地處繁華的靜安區核心，鬧中取靜，位置絕佳。大堂簡約清雅，客房設計美輪美奐，寬敞舒適。www.thepuli.com

餐廳

- 上海美食融匯中西精華特色，應有盡有。喜愛辣的朋友不可錯過「古意」，其孜然排骨和乾鍋酸筍雞味道極佳。

酒吧

- 到位於靜安香格里拉大酒店5樓的1515牛排館·酒吧，由世界知名調酒師Dario Gentile為您親手調製一杯經典迷人的雞尾酒。

SEE

- Hop on line 9 for an hour to Sheshan – home to one of China's oldest and biggest Catholic cathedrals and a Jesuit astronomic observatory.

STAY

- The PuLi Hotel is ideally placed at the nexus between the up-and-coming Jing'an Temple and the delights of the former French Concession. The hotel charms its guests with beautifully designed rooms, high ceilings and a Zen lobby. www.thepuli.com

EAT

- Don't miss Guyi, a popular Hunanese joint. Try the finger-licking-good pork ribs and the excellent *lazy ji* (spicy chicken).

DRINK

- Some of the best cocktails off the Bund can be found at 1515 West, at the newly opened Shangri-La Jing An Hotel.

觀光

- シェジャン(佘山)へは地下鉄9号線で約1時間。中国でも最古にして最大規模のカトリック大聖堂やイエズス会の天体台がある。

宿泊

- スプリホテルは、美しくデザインされた客室、高い天井と禪のロビーが宿泊客を魅了する。www.thepuli.com

食事

- 湖南料理の人気店、グーイ(古意)。思わず指までなめたくなるほど美味しいポークリブ、そしてレイジーチキンはマストライ!



WWW.TNA.COM.TW

復興航空毎日提供一至兩班往返上海的班次。

TransAsia operates several flights a day to Shanghai.

トランスアジア航空は、台北—上海間の路線を毎日運行

「春秋兩季天氣晴朗，是到訪上海的最佳季節」
復興航空員工
Agatha Tan



"Spring and fall are the best times to visit Shanghai – the blue skies and breezes keep smog at bay."
Agatha Tan, TNA crew