



UK Now is a major festival of British arts and creative industries taking place across China in 2012. Hundreds of world-class events will run in 15 cities between April and November, covering all the art forms. It will be the biggest British arts festival in China ever.



UK Now's purpose:

- To showcase the quality, diversity, breadth and innovation of artistic Britain
- To celebrate China and the UK as consecutive hosts of the Olympic Games
- To commemorate the 40th anniversary of resumed China-UK diplomatic relations

UK Now's reach:

Across China, millions of people will be:

- attending exhibitions, concerts, performances and talks in 15 cities
- joining in workshops, residencies, collaborative projects, and online activities and competitions
- experiencing cutting-edge multimedia displays and projects

UK Now's events

UK Now's events programme will be wide-ranging and inclusive, proving the UK's commitment to excellence, access, and diversity (including disability) in the arts, with projects across from England, Wales, Scotland and Northern Ireland. There will also be an emphasis on work involving new media and technology.

The programme is currently being finalised and will span dance, design, film, literature, music, theatre and visual art. It will include:

- classical orchestras, contemporary ensembles and rising indie bands
- traditional and boundary-pushing dance companies
- classic gallery collections and innovative exhibitions or fine art
- photography and inspirational design
- film week and book fair cultural programmes

...and much much more.

All events must meet stringent selection criteria before being approved by the UK Now selection committee.

Collaboration and education

Running concurrently with UK Now will be four programmes in partnership with the Chinese government focusing on the development of skills as well as establishing best practice and pooling knowledge.

- Training of arts managers
- Training of arts technicians in China's new concert venues
- Shaping the creative economy by helping to shape policy
- Helping to preserve China's cultural heritage

Sponsored by



Organised by the Cultural and Education Section of the British Embassy

www.uknow.org.cn



“艺述英国”艺术节是一场关于英国艺术和创意产业的盛大节日，将于 2012 年在中国举行。2012 年 4 月至 11 月，将在中国的 15 个城市举办数百场世界级活动，涵盖所有艺术门类，这将是迄今为止在中国举办的规模最大的英国艺术节。



“艺述英国”活动目标:

- 展现英国艺术的高水准、丰富多彩、包罗万象和推陈出新
- 庆祝英国接替中国成为下一届奥运会的东道主
- 纪念中英恢复外交关系40周年

“艺述英国”活动范围:

在中国全境，将有数百万人：

- 参加在15个城市举办的展览会、音乐会、演出和演讲
- 参加研讨会、工作室、协作项目、在线活动和比赛
- 体验前沿多媒体展示和项目

“艺述英国”活动内容

“艺述英国”的活动方案内容十分广泛，并且极具包容性，活动的项目在英格兰、威尔士、苏格兰和北爱尔兰等英国各地开展，体现了英国所追求的“卓越、参与、多样化（包括让残疾人有机会参与艺术）”的艺术发展目标。此外，本次活动的另一个亮点是新媒体和新技术。

活动方案目前正处于定稿阶段，将包含舞蹈、设计、电影、文学、音乐、戏剧、视觉艺术等艺术门类，具体内容如下：

- 古典管弦乐团、现代音乐合奏和新兴的独立乐队
- 传统歌舞团和先锋歌舞团
- 美术馆经典作品展示、艺术创新展览和纯艺术
- 摄影和灵感设计
- 电影周、图书博览会等文化节目
-以及其它多种活动。

所有活动都必须严格符合遴选标准，方能获得“艺述英国”遴选委员会的批准。

合作与教育培训

“艺述英国”将与中国政府合作推出4个方案，重点在于发展技能、树立楷模和汇集知识。

- 培训艺术管理人员
- 为中国新成立的音乐厅培训艺术技师
- 帮助制定相关政策，打造创意经济
- 帮助保护中国的文化遗产

赞助商



主办单位：英国大使馆文化教育处
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