

## PROGRAM 21 September

### CHINA CULTURAL FESTIVAL (September 21 -October 9, 2015)

China Cultural Festival is organized from September 21 to October 9 in cooperation with the Association of Netherlands - China (VNC), the Foundation for New China Town, the China Council for the Promotion of Industry and Trade Department Beijing (CCPIT) and the Beijing Administrative Committee of 798 Art Zone. The festival is supported by the Municipality of The Hague, the Chinese Embassy in the Netherlands, the Dutch Culture Centre for International Cooperation, as well as sponsor organizations.

### ART FORUM (September 21, 2015 from 13.00 - 20.00)

This event marks the opening of the China Cultural Festival. The role of contemporary art in the Netherlands, the influence of Chinese art and culture, and the growing interest of Chinese art in Europe are discussed by personalities from the art world, followed by the opening of the art exhibition.

13:00 Reception and registration

13:30 Welcome by The Hague

13:45 Introduction by Mr. Yang Xia Long, Director of Culture of the Chinese Embassy

14:00 Business and art; introduction by Ms. Lin Bin Secretary-General  
CCPIT Beijing

14:20 The history and importance of the Art zone 798 by the Director of the  
798 Art-District

14:40 The growing influence of Chinese Art and culture by Mr. Xin Dong Cheng

15:00 The growing importance of European art collectors in the Chinese art of  
Paul Lohmann, director of the Metropolitan Gallery 238 Amsterdam and Board  
Metropolitan Artist

15:20 -15: 40 Break

15:40 Lecture by Mr. Yang Yong'an of the "State-owned Cultural Assets Supervision  
Office and Administration "of the Municipality of Beijing

16:00 Lecture by Mr. Zhang Guohua Beijing Administrative Committee of the  
798 Art Zone

16:20 The role of contemporary art in The Netherlands, or follow the Hype to invest  
in Chinese art?

16:40 Closing remarks by the Chairman of the VNC Mr. Niek Meijer

17:00 Reception and official opening of the " 798 art zone Exhibition of the "China  
Cultural Festival "by the Vice Mayor Mr. Karsten Klein and the Chinese Embassy

Location: The Haagse lobby, hall Hague, Spui 68, 2511 BT The Hague (10th floor library)  
Entrance fee € 25; € 15 (VNC member, student or registration VNC membership)