





Photography Culture

As an important category of art, photography has been increasingly valued by the international community of culture and art. Brand events of photography in Paris, New York, Hamburg, Arles and the like have become cultural name cards for these international cities.





Beijing



- olitical center
- Cultural center
- International Exchange Center
- Technological Center

In such a city featured by long history, concentrated cultural resources and convergence of first-class photography institutions and professionals at home and abroad, Photo Beijing just presents itself at the right moment.

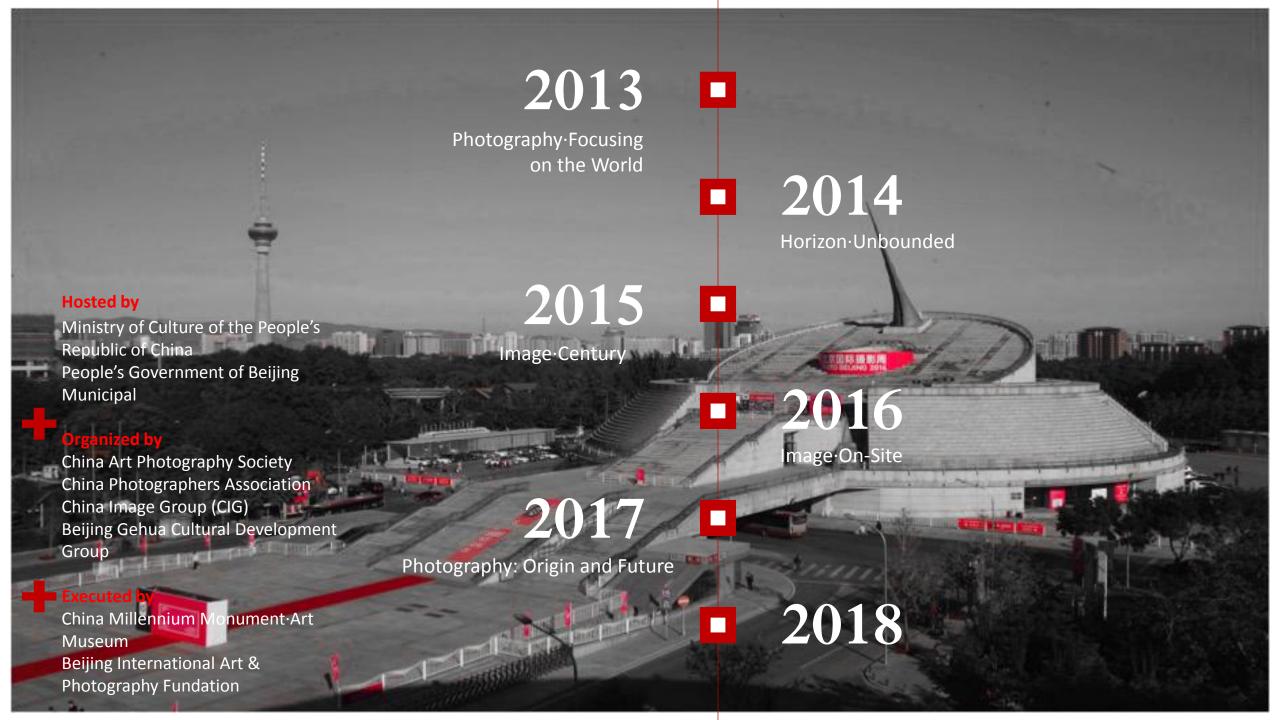
Promoting international cultural image and influence of Beijing, expanding the room for development of cultural industries, bolstering Beijing's overall prosperous development of culture and construction of international city.



Basic Information







Covering Beijing, Tianjin, and Hebei

Throughout the heart of Beijing

Target Audience of Photo Beijing

Highly-educated photography enthusiasts with high income

Elites with social status and needs for high-level art appreciation

2013-2017
PHOTO
BEIJING

Visitor Structure

Photography lovers	55%
Professional enthusiasts	25%
Experts and scholars	
	15%
Leaders at all levels	5%



Five Sectors of Photo Beijing







Serial Exhibitions



Forums and Lectures



Photography Market



Photography Salon

According to incomplete statistics as of 2017, the five sessions of Photo Beijing has involved more than 480 exhibitions and over 30,000 pieces of Chinese and foreign photography works.

More than 200 photography institutions and 120 photographers from home and abroad released their academic outcomes here.

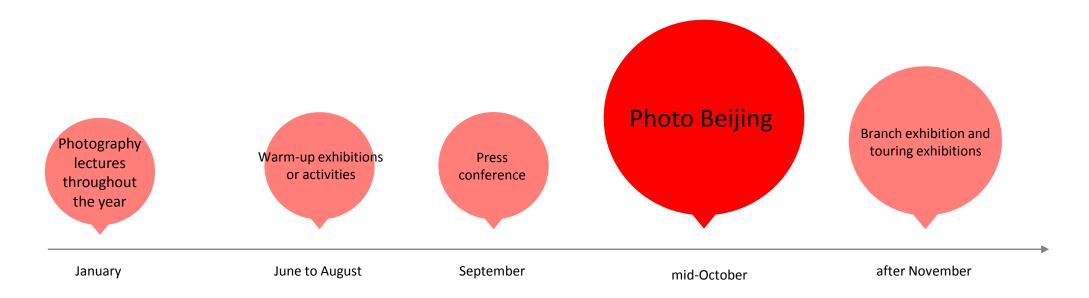
More than 150 forums and lectures

More than 2 million visitors attending the exhibitions, and more than 4 million online audiences, among whom professionals accounted for more than 70%

More than 100 media reports

10 million related information on the Internet

Main activity Prime time Serial activities throughout the whole year





Opening Ceremony

A dissemination window for domestic and foreign photography weeks/festivals

Since its inception in 2013, hundreds of photographers from more than 60 countries including China, Germany, France, Italy, the Netherlands, Brazil and the Czech Republic have stepped onto the red carpet of the opening ceremony "Photography Road". The attendees include representatives of Fédération Internationale de l'Art Photographique, Chinese Artistic Photography Society, China Photographers Association, China Image Group and FORMAT International Photography Festival and well-known domestic and foreign curators and photographers.



Serial Exhibitions

Authoritative Industry Platform for Release and Display In the five consecutive years of hosting Photo Beijing, more than 400 classic exhibitions from home and abroad were invited, and more than 30,000 works were exhibited. The main exhibition zones include China Millennium Monument, Yuyuantan Park, and Soong Ching Ling Children Activity Center, and the event covers major colleges, middle schools, primary schools, key business districts, artistic parks, parks in the major districts of Beijing and over 30 cities of 11 Chinese provinces (districts) including Tianjin and Hebei. Classical exhibitions include "Exhibition for Original Works of Callahan, Jeff Koons and Other Western Photographers", "View-Shadow-Shape", "Touching the Classic— 175+175 Original Works of International Photography Masters" and "The Memory of Death-The Famous American Photographer Vivian Maier's Original Works", "Exhibition for 1839-1930 collections of the Royal Photographic Society", "The Wings of Fantasy", "Record Reconstruction", "Hush! Anthropocene", and "Tribute to the Classic—100 International Celebrities' Portraits by World-class Photographer Yusuf Karsh", etc.













International Academic Exchange Hub of Photography
Forums and lectures cover international themed forums,
roundtables, workshops, special lectures, monthly talks, etc.,
focusing on the issues regarding the development trends and
industry development of international and domestic
photography, photographic academic industry development,
photography education, etc. During the three sessions of the
event, more than 70 serial lectures and academic discussions
were held, involving over ten thousands of audiences. Since its
inception in 2016, the "Photography Monthly Talk" event has
invited the most influential photographers in China to deliver a
speech at the China Millennium Monument. Live broadcast and
assembly release of the lectures have benefited tens of
thousands of photography lovers.





Theme Exhibition Promotion Platform

With Photo Beijing's exhibition space and online platform, the Theme Exhibition Promotion Platform serves as a content distribution center for special themed exhibitions and integrates the functions of exhibition, exchange, promotion and transaction. The Platform will collect excellent photography works all over the world and will organize, curate and package them from many perspectives including subjects, categories, techniques and ideas to create multiple special exhibitions. Through the national platform of Photo Beijing, which is authoritative, open and fair, these exhibitions will be made into cultural content products for consuming. With the help of exhibitions, forums, special promotions and other channels, those products will be recommended mainly to museums, art museums, cultural centers, galleries, cultural exchange centers, convention centers, commercial centers and other institutions, entities or individuals that have the needs for appreciation, collection, and consumption so as to realize in-depth exchanges and fair transactions on the Platform ultimately.

Definition of Special Photography Exhibition





Based on multiple grouped scenes and combined with certain texts, a special photography exhibition focuses on manifesting a theme. It depicts the mental conditions of the characters profoundly and meticulously or summarizes and reflects deeply the development and changes of the events, revealing their intrinsic ideological connotation and social significance.



Photo Beijing 2018 aims to combine domestic and international topical issues and themes as well as solicit and promote themed exhibitions to institutions, associations, individual organizations and other entities to form "Exhibition-Promotion-Exchange-Transacti

"Exhibition·Promotion·Exchange·Transact on" during the event.







Annual Dissemination Plan

Outdoor Advertising

Printed Media

Mainstream Media newspapers, journals, radio, TV, Internet-

based media, social media

New Media official website, official Weibo, Wechat

subscription accounts, Toutiao entry account

municipal road banners, buildings, subway

light boxes, fences, windows, navigation logos

guiding brochures, official publications,

invitation documents, official articles

International Promotion overseas promotion activities

Media Report

Photo Beijing has been reported by over a hundred media belonging to the central and municipal governments and other professional media including CCTV, Beijing TV, China National Radio, Beijing Radio, Xinhua News Agency, Tencent, Sina, Sohu, Netease, qianlong.com, China Photographers Association, and fengniao.com, with over a million online audiences and 54 million pieces of relevant information searching. Only three days after the opening ceremony of Photo Beijing 2017, the topic of "Photo Beijing" already had a reading volume of 11.5 million and triggered interactive Weibo discussion of 13,000 times. Audiences of online live exhibitions on CCTV's mobile new media totaled 1.72 million. The mini program of Xinhua News Agency created a WeChat navigation page for "Amazing China in 5 Years" special exhibition. In addition, this year's Photo Beijing has also successfully reached cooperation agreements with 37 media organizations including Xinhua News Agency, GMW.cn, Tencent, Sohu, Sina, Visual China, xitek.com, fengniao.com, cpanet.cn, and China Photo International Center and constructed media alliance to carry out in-depth cooperation for multi-level and three-dimensional dissemination of Photo Beijing.





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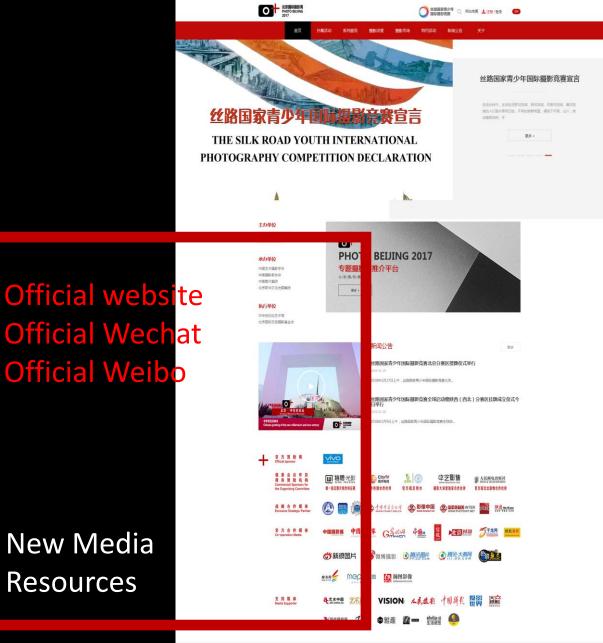
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New Media

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北京 国际摄影周 PHOTO BELJING

相册

第75届POYi全球年度图片奖公布,两 名中国摄影师获奖

资讯

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Municipal Road Banner Promotion

The main sections featured by urban Ring Road banner are the activity areas of Photo Beijing. In the autumn of October, as the main road linking Beijing's key tourist sites, each Ring Road will be responsible for the most intensive circulation of the public. At the same time, as China Millennium Monument is an important area of the capital, the area surrounding Chang'an Street, the headquarter of CCTV and the Military Museum are excellent sites for image promotion of the event.

Location: major urban roads of the 2nd, 3rd, 4th Ring roads in Beijing surrounding areas of main venue and branch venue

Content: image promotion of Photo Beijing





Advertising And Display

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主題: 摄影 / 本来与未来

不忘初心 先梦祖国

大兴区人民政府



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北京 国际摄影周 PHOTO BEIJING 2017



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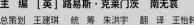
北京国际摄影周



Guidebooks,
Folded posters,
Theme promotion
books and other
exquisite official
printed items

Official Printed Items







HHS,

ANTHROPOCENE!















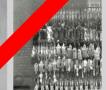




































Official Publications



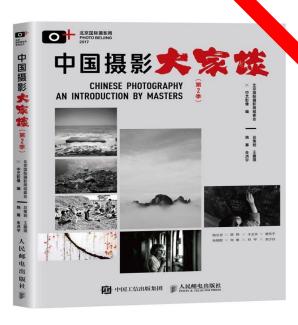


Photo Beijing official website





http://www.bjipw.cn/

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