

# SHANGHAI MUSEUM

## DIRECTOR'S FOREWORD

CHEN XIEJUN



Shanghai Museum is located at People's Square in the centre of the city. The 29.5 metres high building with a total area of 39,200 square metres houses 140,000 precious works of art



Chinese painting and calligraphy masterpieces from different periods and genres are exhibited in spacious galleries



With over four hundred pieces of exquisite bronzes, the history of Chinese bronze art is comprehensively covered

CHEN XIEJUN is Executive Director of the Shanghai Museum in China. In addition to his current position Professor Chen Xiejun also serves as Vice Director of the Shanghai Municipal Administrative Committee of Cultural Relics; Vice Chairman of the Shanghai Municipal Interdisciplinary Research Society; and Chairman of the Executive Council of the Shanghai Museums and Cultural Relics Association. Before coming to the Shanghai Museum, he was Director of the Shanghai Library and the Science and Technique Documents Publishing House

IN 2012, the Shanghai Museum welcomes the 60th anniversary of its establishment, a significant event well worth commemorating.

Over the last six decades, the Shanghai Museum has always made use of its resources to patriotically promote the inherent beauty of China's art, the spirit of the Chinese people, its traditions and culture. It has focused on its functions as a museum to expand its collection, undertake research work and educate society in order to continue to increase its cultural influence.

During this period, the Shanghai Museum has made a point of keeping up with the times. By modernising its functions, the museum has focused more attention on innovation, transition of its management and development concepts.

Conceptually, the museum has changed from prioritising only "the importance of things" to emphasising both "the importance of things" and "being people-oriented".

With regards to management, we have strived to elevate human affairs management to human resources management, to upgrade security to providing a safe and peaceful building, to evolve merchandising to cultural and creative development.

In terms of exhibit displays, while redesigning the basic display to present the latest research results, the museum has also actively explored and created the "3 plus 1" mode of display in order to intensify its cultural impact, artistic appeal and historical depth.

Regarding cultural exchanges, we have enhanced dialogue and collaborations with major international museums to increase the museum's influence worldwide.

With respect to social education, we have renewed the concept and facilities of the museum in order to better represent its status within the public cultural service system and increase its social and cultural impact.

In the course of the last sixty years, the Shanghai Museum has taken on challenges, achieved exceptional results, established its reputation and gained friendships. In the future with more opportunity for development, we shall persevere and follow the original spirit of the Shanghai Museum and its guidelines of "professionalism, innovation, excellence, collaboration and pragmatism" to rise even further to create greater glory.