

## **Serpentine Galleries and WF CENTRAL Officially Open Serpentine Pavilion Beijing**

*Designed by Jiakun Architects, the first international Pavilion in Beijing  
hosts an eclectic programme of art, cultural and lifestyle experiences*

**Beijing, 29<sup>th</sup> May 2018** – The first international Serpentine Pavilion officially launched today with a spectacular laser and digital media performance curated by acclaimed new media artist Feng Mengbo and singer, musician and producer Zhang Yadong, which followed a ceremonial ribbon cutting attended by Ms Carma Elliot, Minister (Culture and Education), British Embassy Beijing, Mr Raymond Chow, Chairman of Wangfu Central Real Estate Development Company Limited and Executive Director of Hongkong Land, Ms Yana Peel, CEO, Serpentine Galleries and Mr Hans Ulrich Obrist, Artistic Director, Serpentine Galleries, Mr Liu Jiakun, Principal of JIAKUN Architects along with Ms Shirley Lam, Vice President, China Commercial Property of Hongkong Land.

Designed by renowned Chinese architect Liu Jiakun, founder of eminent architectural practice JIAKUN Architects, the inaugural Serpentine Pavilion Beijing is the first co-commissioned Serpentine Pavilion presented outside of the UK. It forms the stunning architectural centerpiece to The Green at WF CENTRAL, the world-class, 150,000 sq. m. retail, fine dining and hospitality hub in Wangfujing, in the centre of Dongcheng District.

Drawing from both historical and social context of Wangfujing and reflecting the significance of the 18-year history of the Serpentine Pavilion commission, the design of the Serpentine Pavilion Beijing features an arched form that balances the forces of tensions and compression. The Pavilion takes inspiration from Confucianism with an architecture that is a physical representation of the traditional pursuit of Junzi. The design is characterised by the figure of the archer, in the form of a curved cantilever beam that incorporates the forces of elasticity through cables stretched between steel plates.

The Pavilion provides the creative architectural backdrop to the WF CENTRAL and Serpentine Pavilion Beijing programme, a unique and highly diverse series of cultural and artistic activities, special events, inspiring lifestyle experiences and exciting social encounters to be experienced by visitors to WF CENTRAL from June to October 2018.

A key feature of the Pavilion programme will be the ‘Inspiration Talk Series’, a special series of talks and panel discussions involving leading architects and artists, together with thought-leaders across a wide spectrum of industries including leading finance, media, entertainment, retail and hospitality

experts, invited to debate a range of topics exploring the role of art and culture in subjects such as urban renewal, innovation and social inclusion.

“The Serpentine Pavilion cultural programme at WF CENTRAL focuses on community and explores the power and social benefits of art and culture,” explained Mr Raymond Chow, Chairman of Wangfu Central Real Estate Development Company Limited and Executive Director of Hongkong Land. “The Serpentine Pavilion Beijing provides the architectural focal point for these activities, as part of WF CENTRAL’s ongoing vision to engage, connect and build community through a considered curation of art and cultural creativity and experiential lifestyle.”

“Today marks an important milestone as we officially open the first Pavilion co-commissioned by the Serpentine outside the UK,” explained Mr Hans Ulrich Obrist, Artistic Director of the Serpentine Galleries. “Over the past 18 years, the annual Serpentine Pavilion commission has become a pioneering and powerful example of living architecture for people of all ages and we hope that experience will be replicated in Beijing.”

Ms Yana Peel, CEO, Serpentine Galleries, said: “Liu Jiakun’s inspiring Pavilion, set alongside the historic setting of the House21 (the Courtyard House), and wonderful open space of The Green, sets the scene for a thrilling programme of art, cultural and social events and happenings. Like the London Pavilion that inspired it, the Serpentine Pavilion Beijing will serve as a place for meeting and exchange, creating an engaging and rewarding cultural experience for all.”

“What I hope we have achieved is a spatial installation that goes beyond mere function to push the boundaries of contemporary architectural practice,” explained Mr Liu Jiakun. “I hope this work will also prove to be both an inspirational physical environment as well as a thought provoking and creative catalyst for lively intellectual debate, fun community activities and joyful social engagement.”

At the core of the Serpentine’s Pavilion programme is a wide range of art, cultural and lifestyle activities programmed within and around the structure. Activities include special ‘Pavilion Weekends’, which, once a month, in conjunction with two themed thought-leadership talks in the ‘Inspiration Talk Series’, involve a wide range of community events focused on the family; including well-being and creativity workshops; lawn parties; kids disco classes; digital performances and specially curated outdoor art-cinema evenings.

The Serpentine Pavilion Beijing programme at WF CENTRAL provides visitors and the local community with the opportunity to not only appreciate but actively engage with the installation itself and enjoy the social and cultural activities that take place alongside and within the Pavilion.

WF CENTRAL is a premium lifestyle retail destination, a world-class, 150,000 sq. m. retail, fine dining and hospitality hub in Wangfujing, in the centre of Dongcheng District, Beijing. It sets a new benchmark for retail and lifestyle through its FIVE Core categories. Each category offers unmatched experiences namely: Luxury; Fashion; World-class Gastronomy; Lifestyle & Wellness; and Art & Culture.

To discover more about WF CENTRAL and to receive our latest news and information on upcoming events, follow us on our Sina Weibo account and our WeChat account at “WF CENTRAL”.

**Please download the high-resolution images at:**

[https://www.dropbox.com/sh/dzt80unlvpk98gb/AACjHVL6epW8\\_nqt3F61G0WYa](https://www.dropbox.com/sh/dzt80unlvpk98gb/AACjHVL6epW8_nqt3F61G0WYa)



WF CENTRAL and Serpentine Galleries today officially opened the first international Serpentine Pavilion in Beijing at WF CENTRAL.

From left to right:

Ms Shirley Lam, Vice President of China Commercial Property of Hongkong Land

Mr Raymond Chow, Chairman of Wangfu Central Real Estate Development Company Limited and Executive Director of Hongkong Land

Mr Liu Jiakun, Principal, JIAKUN Architects

Ms Carma Elliot, Minister (Culture and Education), British Embassy Beijing

Ms Yana Peel, CEO, the Serpentine Galleries

Mr Hans Ulrich Obrist, artistic director, the Serpentine Galleries



Mr Raymond Chow, Executive Director of Hongkong Land, speaking at the opening of the Serpentine Pavilion Beijing.



Ms Yana Peel, CEO, Serpentine Galleries, addressing the audience of invited guests and media at the Serpentine Pavilion Beijing



Mr Hans Ulrich Obrist, Artistic Director of the Serpentine Galleries, explained the architectural significance of the Pavilion and the role of the WF CENTRAL Serpentine Programme.



Mr Liu Jiakun of JIAKUN Architects remarked on the inspiration behind his design of the Serpentine Pavilion Beijing.



Mr Hans Ulrich Obrist, Artistic Director of the Serpentine Galleries and Mr Liu Jiakun of JIAKUN Architects took part in a short discussion on the architectural design philosophy behind the Serpentine Pavilion Beijing.



The Serpentine Pavilion Beijing forms a centerpiece of the outdoor lawns of The Green at WF CENTRAL for a wide range of special cultural activities, events and social encounters that run from June until October 2018.





WF CENTRAL is Hongkong Land's leading premium lifestyle retail destination in Beijing, China.

It offers an authentically-new Beijing lifestyle experience by bringing together an unparalleled range of Luxury, Fashion, Lifestyle & Wellness, World-class Gastronomy and Art & Culture experiences.





Serpentine Galleries has championed new ideas in contemporary art since it opened in 1970 presenting pioneering exhibitions of work from emerging practitioners to the most internationally recognised artists and architects of our time.

Photo credit:  
Serpentine Gallery  
Photograph © 2017 John Offenbach



Photo credit:  
Serpentine Sackler Gallery  
Photograph © 2017 John Offenbach

## **WF CENTRAL**

WF CENTRAL is Hongkong Land's leading premium lifestyle retail centre in China at the commercial and political heart of the capital city, with the design and scale to both respect and revitalise the historic fabric of the Wangfujing area. Occupying a prime site of approximately 27,000 sq. m. on Wangfujing Street in Dongcheng District, Beijing, WF CENTRAL is bringing the community a total of 150,000 sq. m. gross floor area – including a 73-room hotel Mandarin Oriental Wangfujing, Beijing. The property offers 43,000 sq. m. of retail space.

Bringing together an unparalleled range of Luxury, Fashion, World-class Gastronomy, Lifestyle & Wellness, and Art & Culture experiences, WF CENTRAL is set to offer an authentically-new Beijing lifestyle experience by providing the opportunity to find inspiration, enjoy culture and be part of a new global perspective.

Located on the prosperous Wangfujing Street, WF CENTRAL is only a stone's throw away from the Forbidden City and the Central Business District of Beijing. It will provide 660 carpark spaces and is well served by the capital's public transportation and metro networks.

## **Hongkong Land**

Hongkong Land is a listed leading property investment, management and development group. Founded in 1889, Hongkong Land's business is built on excellence, integrity and partnership.

The Group owns and manages more than 850,000 sq. m. of prime office and luxury retail property in key Asian cities, principally in Hong Kong, Singapore and Beijing. Hongkong Land's properties attract the world's foremost companies and luxury brands.

Its Hong Kong Central portfolio represents some 450,000 sq. m. of prime property. It has a further 165,000 sq. m. of prestigious office space in Singapore mainly held through joint ventures, a luxury retail centre at Wangfujing in Beijing, and a 50% interest in a leading office complex in Central Jakarta. The Group also has a number of high quality residential, commercial and mixed-use projects under development in cities across Greater China and Southeast Asia. In Singapore, its subsidiary, MCL Land, is a well-established residential developer.

Hongkong Land Holdings Limited is incorporated in Bermuda and has a standard listing on the London Stock Exchange, with secondary listings in Bermuda and Singapore. The Group's assets and investments are managed from Hong Kong by Hongkong Land Limited. Hongkong Land is a member of the Jardine Matheson Group.

### **About Serpentine Galleries** **Serpentinegalleries.org**

The Serpentine Galleries bridges two sites and multiple worlds in London's Kensington Gardens, seeking to inspire the widest audiences with the ideas of our time by championing the possibilities of art and architecture. Since opening in 1970, the Serpentine has presented pioneering exhibitions, live and public programmes, education projects and digital commissions from both emerging practitioners and the world's most recognised artists and architects, including its annual architecture commission, the Serpentine Pavilion.

### **About the Serpentine Pavilion**

The Serpentine Pavilion, conceived in 2000, is a watchword for architectural experimentation, presenting the first UK project of some of the world's greatest architects. The commissioned architects to date are Kéré Architecture, 2017; Bjarke Ingels Group (BIG), 2016 alongside four commissioned Summer Houses designed by Asif Khan, Barkow Leibinger, Yona Friedman, and Kunlé Adeyemi; selgascano, 2015; Smiljan Radić, 2014; Sou Fujimoto, 2013; Herzog & Meuron and Ai Weiwei, 2012; Peter Zumthor, 2011; Jean Nouvel, 2010; SANAA, 2009; Frank Gehry, 2008; Olafur Eliasson and Kjetil Thorsen (Snøhetta), 2007; Rem Koolhaas and Cecil Balmond with Arup, 2006; Álvaro Siza and Eduardo Souto de Moura with Cecil Balmond and Arup, 2005; MVRDV with Arup, 2004 (unrealised); Oscar Niemeyer, 2003; Toyo Ito and Cecil Balmond with Arup, 2002; Daniel Libeskind with Arup, 2001 and Zaha Hadid, 2000.

### **About Jiakun Architects**

Jiakun Architects was founded by Liu Jiakun in 1999. Since then, Jiakun Architects has organised and participated in numerous international collaborations and exhibitions. As a multidisciplinary office, Jiakun Architects works with clients from across the globe, specialising not only in architectural design, but also large-scale planning, urban design, landscape, interior and product design, and installation art.

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## Appendix:

### **Serpentine Pavilion Beijing at WF CENTRAL Pavilion Weekends Cultural Programme**

JIAKUN Architect's Serpentine Pavilion Beijing takes inspiration from Confucianism with an architecture that is a physical representation of the traditional pursuit of *Junzi* (君子). With a focus on society, community and an engagement with the local context, Liu Jiakun's design addresses contemporary architectural issues with a sense of realism. The Pavilion embodies China's traditions, vernacular craftsmanship and reconciles public life and urban cultural space.

The Serpentine Pavilion programme is recognized for creating experiences of architecture and engaging with architecture. The programme embodies an idea of 'social architecture' through a variety of activities from workshops and performances to thought-provoking discussions. Modelled after the Serpentine Pavilion scheme in London, the Serpentine Pavilion Beijing presents a cultural programme under the umbrella of 'Pavilion Weekends' that aims to turn the structure into a public cultural hub in the center of Beijing over the upcoming months.

Pavilion Weekends, which, once a month, offer a two-day weekend-long cultural programme that includes art, culture and inspiration, featuring two thematic series of thought-leadership talks: 'Creativity, Culture and City' and 'the Future of...' series. These series will present multi-disciplinary panels, each weekend with a different focus and involving leading architects and artists, together with thought-leaders across a wide spectrum of industries including leading finance, scientific, media, entertainment, retail and hospitality experts, invited to debate a range of topics exploring the role of art and culture in subjects such as urban renewal, innovation and social inclusion.

Also presented as part of the Pavilion Weekends are a wide range of community events including well-being and creativity workshops; lawn parties; kids disco classes; performances and curated outdoor art-cinema evenings, with the goal to foster learning and inspiration, enhancing a sense of community by creating a platform to share ideas on art and culture.

**‘Pavilion Weekends’ will take place, once a month, on the weekends of:  
9<sup>th</sup>-10<sup>th</sup> June; 7<sup>th</sup>-8<sup>th</sup> July; 4<sup>th</sup>-5<sup>th</sup> August; 8<sup>th</sup>-9<sup>th</sup> September and 27<sup>th</sup>-28<sup>th</sup> October.**

		1000	1100	1200	1300	1400	1500	1600	1700	1800	1900	2000	2100	2200
Saturday	The Green						Lawn Party							
	Pavilion	Community Engagement: Art & Wellbeing Workshop					Community Engagement: Creativity Workshop			Inspiration Talk Series 1: Creativity, Culture & City		Outdoor Cinema		
Sunday	The Green						Lawn Party							
	Pavilion	Community Engagement: Art & Wellbeing Workshop					Community Engagement: Creativity Workshop			Inspiration Talk Series 2: The Future of...		Outdoor Cinema		

**Pavilion Weekends – Schedule on Saturday June 9<sup>th</sup>**

Time	Location	Cultural Programme
10am-12nn	Pavilion	<p><b>Community Engagement Wellbeing Workshops: Yoga</b></p> <p>In conjunction with PURE Yoga, morning workshops focused on wellbeing of the body and mind, including yoga, meditation, music and dance. Free to the public, the workshop is a way to allow the community to connect to art while pursuing personal wellbeing.</p>
3pm-5pm	The Green	<p><b>Community Engagement Weekend Lawn Parties</b></p> <p>On the lawn of The Green, adjacent to the Pavilion, a weekend celebration of music, food and outdoor fun - featuring music as well as food and beverage ‘Popup’ experiences from restaurants and F&amp;B outlets at WF CENTRAL. A delightful way the public can enjoy the Pavilion and the outdoor space during the summer months.</p>

3pm-5pm	Pavilion	<p><b>Community Engagement</b> <b>Creativity Workshops: Sound of Nature</b></p> <p>Working with renowned world musician Chen Zhipeng to explore the relationship between art and nature. Mini-performance and workshop focuses on the sounds of nature and meditation. Children education workshop, encouraging families to interact with music and instruments, to create art as well as gain appreciation of music.</p>
6pm-8pm	Pavilion	<p><b>Inspiration Talk Series:</b> <b>Creativity, Culture &amp; City</b> <b>The Role of Creativity in Urban Regeneration</b></p> <p>Cities evolve constantly, and urban regeneration thrives to improve the physical structure, and more importantly stimulate social and economic regeneration of communities in older urban areas. When reimagining these renewed urban areas, the cultural dimension – including performing arts, artistic programs, cultural infrastructure, cultural tourism as well as cultural events and programs – generates social cohesion, provides a tool for intercultural dialogue and a source of innovation and entrepreneurship, altogether creating a positive force in shaping a sustainable regeneration of the neighborhood.</p> <p>Speakers (in alphabetical order): Iwan Baan – Architectural Photographer Aric Chen – Lead Curator, Design and Architecture at M+ Ma Yansong – Founder, MAD Architecture Meng Yan – Co-founder, URBANUS Architecture Robin Peckham – Editor in Chief, LEAP Sunny Sun – Director, LUXELAKES·A4 Art Museum</p> <p>Host: Maurice Li – Serpentine Pavilion Beijing Programme Producer</p>
8pm-10pm	Pavilion	<p><b>Outdoor Cinema</b> <b>Silent Films with Live Music</b> <b>The West Chamber with musician Sun Dawei</b></p> <p>Presented along with Nulanpa Cinema, this is a showcase of silent films made in the 20s and 30s – a golden era in Chinese cinematic history – accompanied by contemporary musical styles of Chinese musicians.</p>

Pavilion Weekends – Schedule on Sunday June 10<sup>th</sup>

Time	Location	Cultural Programme
10am-12nn	Pavilion	<p><b>Community Engagement Wellbeing Workshops</b></p> <p>In conjunction with PURE Yoga, morning workshops focused on wellbeing of the body and mind, including yoga, meditation, music and dance. Free to the public, the workshop is a way to allow the community to connect to art while pursuing personal wellbeing.</p>
3pm-5pm	The Green	<p><b>Community Engagement Weekend Lawn Parties</b></p> <p>On the lawn of The Green, adjacent to the Pavilion, a weekend celebration of music, food and outdoor fun - featuring music as well as food and beverage ‘Popup’ experiences from restaurants and F&amp;B outlets at WF CENTRAL. A delightful way the public can enjoy the Pavilion and the outdoor space during the summer months.</p>
3pm-5pm	Pavilion	<p><b>Community Engagement Creativity Workshops: Kids Disco</b></p> <p>A fun and relaxing workshop for families to connect with art through rhythm and movement as well as the beautiful outdoors. Dance courses provided by instructors from international studio Sunshine Studios.</p>
6pm-8pm	Pavilion	<p><b>Inspiration Talk Series: The Future of... Art &amp; Technology</b></p> <p>Throughout history, technology has provided artists with new tools for expression. Today, these two seemingly distinct disciplines are interlinked more than ever. While technology is a fundamental force in the development and evolution of the way art is created and produced, it has also disrupted the way in which art has traditionally been distributed, marketed, preserved and supported.</p> <p>Speakers (in alphabetical order): Hu Jieming – Artist, Dean of School of Visual &amp; Digital Media Arts, Fudan University Lu Yang – Artist</p>

		<p>Dr. Zhao Yuan Ma – Professor of Physics at Chinese Academy of Sciences          Qin Hui – renowned scholar, retired professor, Department of History, Tsinghua University          Xu Wenkai (aajiao) – Contemporary Artist</p> <p>Host:          Chen Junhui – Artist, Curator, Moderator.</p>
8pm-10pm	Pavilion	<p><b>Outdoor Cinema</b>  <b>Silent Films with Live Music</b>  <b>Wild Rose with musician Yang Haisong</b></p> <p>Presented along with Nulanpa Cinema, this is a showcase of silent films made in the 20s and 30s – a golden era in Chinese cinematic history – accompanied by contemporary musical styles of Chinese musicians.</p>