

# Government appoints Xu Bing as Ambassador for Cultural Promotion (with photos)

The Government announced today (March 28) that the Secretary for Culture, Sports and Tourism, Mr Kevin Yeung, has appointed Mr Xu Bing as the Ambassador for Cultural Promotion for a period of approximately five years with effect from today (March 28).

The Government is committed to fostering the cultural development of Hong Kong and strengthening the city's role as an East-meets-West centre for international cultural exchanges as set out in the National 14th Five-Year Plan. Last year, the Culture, Sports and Tourism Bureau (CSTB) appointed Tan Dun as the first Ambassador for Cultural Promotion. To extend the scheme of Ambassador for Cultural Promotion to other fields of arts, the CSTB today appointed Chinese contemporary artist Xu as the second Ambassador for Cultural Promotion. He will initiate a series of large-scale art projects in Hong Kong and nurture young talent to promote cultural development.

Xu is internationally recognised as one of the most innovative and influential contemporary artists. He completed his studies at the Central Academy of Fine Arts (CAFA) in 1981 before joining the faculty. He served as the Vice President of the CAFA from 2007 to 2014. In 1990, he was invited to the United States as an honorary artist. Xu gained extraordinary achievements in the international art field. He was granted the MacArthur Fellowship in 1999. In 2003, he was honoured with the 14th Fukuoka Asian Cultural Award and won the first Artes Mundi Prize in Wales in 2004, and the lifetime achievement award from the Southern Graphics Council in 2007. Xu's works have been displayed in numerous prestigious art museums and venues around the world such as the Metropolitan Museum of Art, the British Museum and the Museum of Modern Art in New York. Moreover, he has participated in a number of international exhibitions, including the Venice Biennale and the Sydney Biennale.

Addressing today's appointment ceremony, Mr Yeung said that Xu was widely recognised as one of the most innovative and influential Chinese contemporary artists. His works of art not only embody the beauty of traditional Chinese culture but also integrate with modern elements, making a significant contribution for Chinese culture in the international art scene. The Hong Kong Museum of Art also collected one of Xu's most well-known works, "A Book from the Sky". This ground-breaking artwork contains both traditional and contemporary elements, just like Hong Kong, which is a fascinating blend of Eastern and Western cultures, crossing cultural boundaries with unique features. Mr Yeung hoped that Xu's extensive global network, as well as his experience in teaching and cultural exchanges, would facilitate local young art talent to participate in internships or art exchange programmes on the Mainland or abroad and broaden their horizons in art and cultural

development. Xu's artistry and pioneering spirit would be a guiding force to local young artists and help inspire their creativity, thus showcasing the soft power of Hong Kong and telling good stories of China and the city.

Xu said that he was deeply honoured to be appointed as the Ambassador of Cultural Promotion. He shared his profound appreciation for Hong Kong's cultural and artistic characteristics, as well as his vision for the city's cultural development. He highlighted the significance of the East-meets-West cultural blend, which strongly resonates with his own artistic philosophy. Xu also expressed his commitment to utilising the power of art to capture the essence of Hong Kong's distinctive qualities in refreshing and innovative ways. Through future collaborations and upcoming art projects, he further conveyed his dedication to nurturing the next generation of artists, encouraging cultural exchanges and creating opportunities for young talent to flourish.

