

SHARING INFINITE POSSIBILITIES OF GLASS

SHANGHAI MUSEUM OF GLASS

2015

ANNUAL REPORT

上海

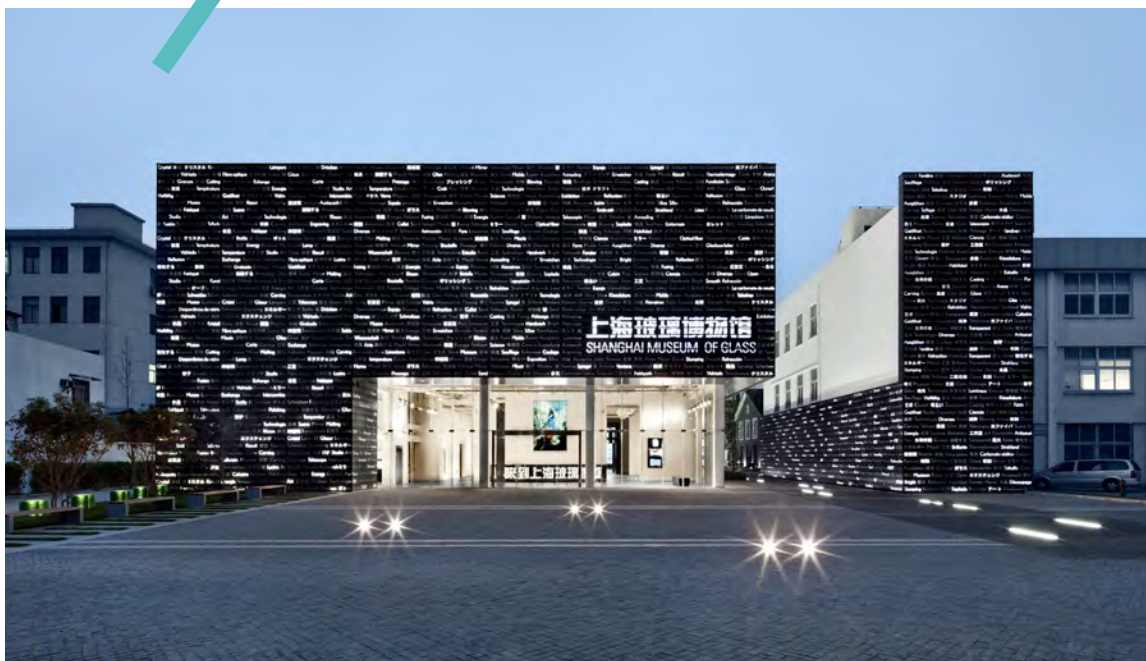


PARK
G+ 玻璃主题园

1 Annual Summary

Adhering to the concept of “sharing the infinite possibilities of glass”, Shanghai Museum of Glass (SHMOG) is moving forward steadily in year 2016, making progress and gradually developing itself into an interactive, experience-focused, international as well as community-based museum. Fully playing its three key functions of exhibition, collection and education, SHMOG makes effort to implement the social responsibility and offer public services, providing multi-facet and high-quality artistic experiences and aesthetic enjoyment to more city residents. The dynamic SHMOG has not only attracted nearly 130000 audience through high-quality exhibitions and featured activities and services, but also welcomed visits from Xu Zezhou, Secretary of the Organization Department of Shanghai Municipal Party Committee, Mr. Mark Tesone, Vice Counsel-general from the US consulate, Ms. Amelia Liebhold, Vice Counsel of Political Economy office, Libor Secka, former ambassador of Czech Republic to China, Wang Hong, Secretary of Party Committee of Bao Shan District, Fang Shizhong, Governor of Bao Shan District, Xia Yu, Deputy Governor of Bao Shan District and other government leaders. All the leaders were highly commendatory of the museum’s achievements in 2015, encouraging and supporting the museum to present the beauty of glass as well as fun experience to more audience.

Meanwhile, a series of well-known public media including the Shanghai Morning Post, China Business News, Shanghai Hotline, Xin Min Evening News, Vogue Travel, Modern Lady, The Bund, 1626, Sharing, Cover Story, See of Documentary Channel, Oriental Art Gallery, ICS, Channel Young all reported on the exhibitions, activities and museum operation concept. Apart from attention from traditional media, new media also expressed interest in SHMOG. Wechat public numbers including “Photo Field”, “China Ceramic Study”, “Little Big”, “Gallery Housekeeper”, “Xin Min Impression”, “Timeout”, “VART”, “The Bund”, “Documentary Tourism”, “Travel Shanghai”, “No Rush” all made series of reports on exhibition information, exclusive interview with director, visiting guide and etc., that greatly improved the social popularity and visibility of the museum. In addition to media beyond the museum, in August 2015, SHMOG created its own magazine Glassy for the first time. It showcases the activities, excellent reviews, thinking and comments from an array of perspectives through different special reports including features, museum lifestyle, art, design and focus that were highly praised.



In 2015, SHMOG also established positive business connections with peer organizations of the sector, fully exchanging experiences and achievements with peer museums and learning from each other. Delegations led by Song Jirong, Vice President of the National Palace Museum, Xu Zuyuan, Director of Shanghai Maritime Museum, the education department of Hunan Provincial Museum, the education department of Nanjing Museum, Yao Chang, Deputy Director of Research Center of Shanghai Automobile Museum, Li Longyu, Director of Shanghai Himalayas Museum, and delegation led by Ms. Marie-Pierre Asquier, Deputy Director of Center of the French National Art Study all came to visit our museum. In addition, SHMOG also started to seek cooperation and contact with professional cultural relics and museum academies.

On May 26, 2015, SHMOG brought the magic glasses to campus – the Department of Cultural Relics and Museums of Shanghai Fudan University and carried out a magical on-campus museum journey. The event started with DIY experiment, drawing the most popular animated figure and the lovely and cute Big White on the glass water cultivation bottle, the mosaic tiles of higher style, as well as making thermos-fuse ring and pendant that are popular among the students. The rich imaginative thinking of the participants created a series of extraordinary items of creativity, allowing them to experience the fun of glass creation. It is followed by artistic item guided tour themed with “flow”. SHMOG carefully selected six groups of art work and designed works from different countries which not only present the flowing feature of glass under high temperature, but also reflect the prosperity and exchanges of glass workshop movement since the 60s of last century. The grand finale is the meeting with Mr. Zhang Lin, Director of Shanghai Museum of Glass. During the meeting, books were exchanged with the director of the Museum of Fu Dan University and Liu Zhaohui, associate professor of the faculty.

Meanwhile, the roadmap of community culture development of SHMOG was shared with the students from Fu Dan University. On December 8, 2015, SHMOG and the Department of Cultural Heritage and Museology of Fu Dan University signed official cooperative agreement, enabling SHMOG to become the practice base of teaching of the faculty. The signing of museum-university cooperative agreement indicates the start of profound cooperation between SHMOG and the Faculty of Cultural Relics and Museums of Fu Dan University. In the future, SHMOG will carry out deepened and positive cooperation with the Department of Cultural Heritage and Museology of Fu Dan University in terms of talents training, museum development strategy, exhibition planning, educational activities and many other areas, to give full play to the role of museum and strengthen the professional capacity of the museum.



SHMOG also actively reached out. In mid-November, we visited a series of glass artwork in the US. Director Zhang Lin first accompanied the governor of Bao Shan District Fang Shizhong to visit the Tacoma Glass Museum, making a special visit to the Kids Design Glass project that is under the cooperation of two sides. They also discussed with Madam Marilyn Strickland, Mayor of Tacoma, Mr. Michael A Fowler, Senior Consultant of the commercial department. Finally, at the witness of the delegation of district governor Fang Shizhong, the Art Director Susan Warmer and Zhang Lin, Director of SHMOG jointly signed the Kids Design Glass project. After that, director Zhang Lin was invited to visit Corning Glass Museum. Accompanied by the executive president of Corning Glass Museum, Karol Wright, he first visited the new wing of the museum that attracted tremendous attention – new gallery of Contemporary Art and Design. After the visit, SHMOG director Zhang Lin introduced the development and planning of SHMOG of recent years to the management team of Corning Glass Museum, which yielded high compliment and positive comments. This US visit also included visits to Traver Gallery and Heller Gallery that have long-term friendship with SHMOG. He visited the glass artists' workshops in both galleries each guided by their founders Mr. Bill Traver and Mr. Gouglas Heller, comprehending the recent trend of glass art. Meanwhile, he visited Urban Glass located in the Brooklyn area of New York City, exploring the successful experience and cases of public studios. In the future, our museum will carry out more profound cooperation with worldwide museums of glass, pursuing exquisiteness and perfection together, expanding the art, knowledge and culture of glass to broader domains.



Since 2015, SHMOG has made overall software upgrading in order to adapt to the increasing number of visitors. Through all types of value-added services, the museum facilitated the visitors to receive better visiting experience and feeling. Since May 1, the museum opened night visit, extended opening hour to 9pm in the evening every Saturday, offering unique museum charm to each visitor. On May 18, also the International Museum Day and the 4th anniversary of SHMOG, we performed our charity duty and opened to the public for free, which won uniform praise from the visitors. Museum membership card was launched at the end of May, with different membership category targeting at individuals, students, families and VIP. Privileges dedicated to members include free entrance, special gift, participation in VIP activities and event discount, as well as shopping and dining discount. As member of SHMOG, the audience will support the museum the same time having higher-quality museum experience. Meanwhile, under the specific guidance of the tourism administration of the city and districts, SHMOG strictly followed each of the criteria of 4A-level scenic spot and implemented them one by one. It focused on the key points, made difficult breakthrough, and made overall progress to further improve the hardware facilities and software services. By means of continues effort, SHMOG was officially accredited with national 4A-level scenic spot on April 16, 2015, another prestigious honor after it was awarded to be one of "the three must-see museums in China" selected by CNNGo, a website under the US CNN network following the National Museum and Xi 'an terracotta warriors museum in October, 2011.

In 2015, SHMOG celebrated her 4th anniversary. When comparing this period of development as a growth cycle of a human being, four-year-old is exactly the age of dreaming. From the new birth of SHMOG to today's achievements, such faith has been well maintained – themed around "glass", assuming the mission of delivering sense of happiness to city residents, embracing all sorts of dreams, and making incessant efforts to realizing these dreams.

On January 18, 2015, the KMOG welcomed its grand opening. The KMOG is the first cultural experience museum that focuses on "kids as the key role, glass as the theme" in Shanghai and even in the whole country. We are dedicated to offer a space full of fun knowledge, cultural and art exploration for the children, expecting them to get to know glass in the pleasant environment of game, encouraging kids to bravely explore, actively discover and create. A series of events carrying rich children's fun taste and educational meanings, such as BoboLili Lab, BoboLili Classroom, Kids Design Glass, sleepover at museum, attracted nearly 70,000 adults and kids to visit this "glass city of cool play, cool fun and cool dazzling", and experience the infinite pleasure brought by glasses.

Collections Report



By December 31, 2015, SHMOG owned 896 collection pieces on its own, among which 333 pieces were purchased and 563 pieces donated. Among the self-owned collections, there are 29 pieces ancient Chinese glassware, 33 pieces ancient western glass art, 356 pieces contemporary glass art (designs), 18 pieces of paper items, and 460 pieces glass utensils. In addition, SHMOG also rented 306 pieces exhibits, including 298 pieces of ancient Chinese glass items, and 7 pieces contemporary glass art items. Until December 31, 2015, SHMOG has 1202 pieces of exhibits in total. Please refer to the tables below for the full list of exhibits.



Number of Self-owned Exhibits of SHMOG

| | | pcs |
|------------------------|---|-----|
| Self-owned collections | | 896 |
| Among which: Purchased | | 333 |
| Donated | | 563 |
| Among the 854 pcs | Ancient Chinese glass items | 29 |
| | Ancient Western glass items | 33 |
| | Contemporary glass art items (designs) | 356 |
| | Paper items | 18 |
| | Glassware (donated by Shanghai Industry Glass Company Ltd.) | 460 |

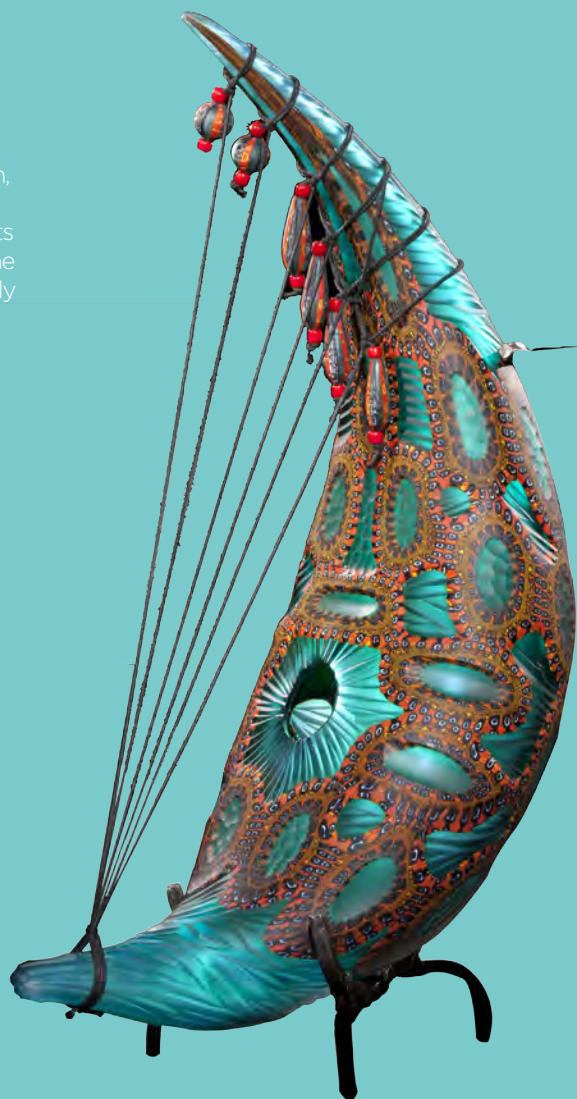
Number of Rented Exhibits of SHMOG



| | | pcs | |
|---------------------------------|---|-----|-----|
| Total Number of Leased Exhibits | | 306 | |
| Ancient glass items | Mu Zhi | 135 | 298 |
| | Wang Jin | 75 | |
| | Xu Wenju | 28 | |
| | Yang Huiyuan | 14 | |
| | Xue Lv (Chinese and western glass art items) | 38 | |
| | Liao Congrong | 7 | |
| | Zhou Zhen | 3 | |
| contemporary glass art items | Sheng Shanshan | 1 | 7 |
| | Li Pengtao | 1 | |
| | Qin Ling | 1 | |
| | COSTA BODA | 1 | |
| | LI Wen | 1 | |
| | Schott Glass Company | 1 | 1 |

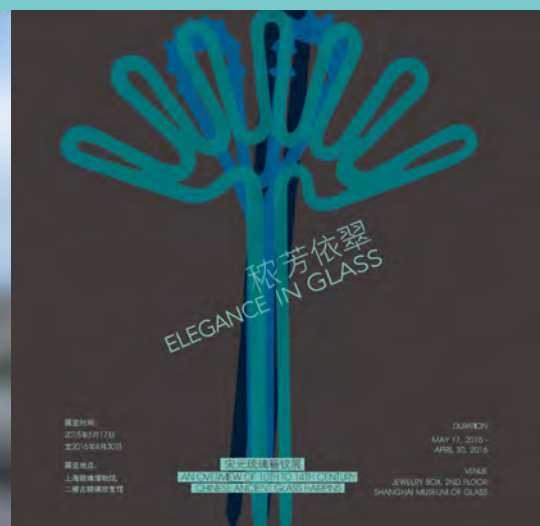
After 4 years of development since its creation, the number of the museum's own collections has witnessed constantly growing. Based on its characteristics, the museum has adhered to the theme of glass. Every year, SHMOG has steadily enriched its collections glass art items supplementing the series of contemporary glass art work.

Meanwhile, to secure the safety of these collections to the maximum possible, SHMOG has purchased arts insurance for all of its collections as well as temporary exhibits from Ping An Insurance Company.



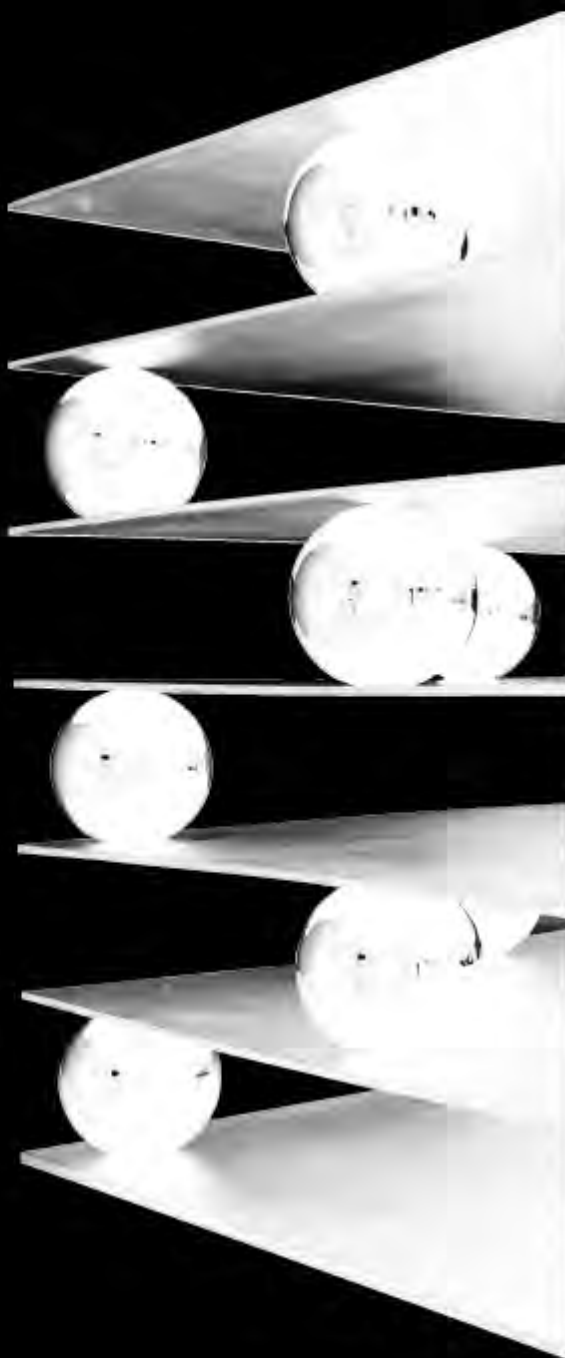
3 Exhibition Review

Being the most direct channel of transmitting glass cultural and the beauty of glass art, exhibition has always been one of the core businesses of SHMOG. After 4 years of development, SHMOG gradually formed four exhibition themes: Chinese ancient glass, contemporary glass design exhibition, foreign glass artist solo exhibition and full-fledged support to the glass art of Chinese academism. In 2015, SHMOG organized "Black Substance" – Zhang Ding Solo Exhibition, "Keep it Glassy2", "Daily", "Elegance in Glass" – Glass Hairpins of 10th-14th Century, "Light, Science, Art" – Chris Wood Art Solo Exhibition, "Primary, Original" – Wang Jianzhong Glass Art Exhibition, which all presented the infinite charm of glass art from various aspects.



伽蓝画廊
GLAZE GALLERY
CONTEMPORARY
GLASS ART
SHANGHAI

张鼎
黑色物质
BLACK
SUBSTANCE
ZHANG DING



Since 2013, SHGM has conceived to invite contemporary artists to make inter-disciplinary creation, break through limits and explore all possibilities of glass work. On March 21, 2015, "Black Substance" – Zhang Ding Solo Exhibition was unveiled in SHMOG. As the first exhibition of such art project, Black Substance presented the brand new installation art work of Zhang Ding, a promising post-80s contemporary artist. He was born in Lan Zhou, Gansu province in 1980, focusing his creation on installation, photograph, behavior and other conceptual art work. He has participated in a number of important exhibitions in recent years: Pierre Huber Prize and Youth Media Artist Annual Exhibition (OCAT, Shanghai, 2014); the 12th Lyon Biennale (Lyon, France, 2013); ON/OFF (UCCA, Beijing, 2013); Dragon-Tiger Fight (ICA, London, 2015); 18 Cubes (individual project of elite space at Art Basel Hong Kong, 2016) and etc. He was honored with art contribution award of Art Media Asia in 2015. Those who are familiar with Zhang Ding's work will have a general impression of his creation like this: his installation work always surrounds the degree of sensory strength and will, which formulate various scenarios full of confrontation. No matter they are wood, foaming agent, iron or steel, the application of these materials has become the center of controlling materialization by the artist. In the collaboration with SHMOG this time, glass was the core material applied in the project. The dark glass ball whose inside is unclear builds art work in three ways to reach a balance point deemed by the artist. With the help of glass, its physical feature being fragile and hard, crystal and compact, heated and cooling at the same time, the artist attempted to apply the basic way of maneuvering the original property of the material. As one of the key properties, the hidden uncertainty of black color was triggered, creating a tension between the audience and the art work on the verge of bursting out.

2015年3月21日至 2015年6月21日
MARCH 21, 2015 – JUNE 21, 2015

APRIL 19, 2015 / MARCH 31, 2016
2015 年 4 月 19 日 / 2016 年 3 月 31 日

KIG

On April 18, 2015, the annual project launched by SHMOG - Keep It Glassy 2 kicked off. The concept of "Keep it Glassy" was initiated by Coordination Asia and the exhibition was jointly designed with SHMOG. As an exhibition project focusing on glass design, it gathered and collected designers with the most creative vitality and unique concept of value, including Nendo, MVRDV, Dominic Wilcox, Kacper Hamilton, Formafantasma, Lasvit and numerous designer's studio and famous brands, exploring and sharing the multiple ways of drawing inspirations from glass, leading the visitors to hold vision on the future, comprehending how designers expressed their beautiful wishes towards future through the art work they designed to make this world a better place and life more creative. Designed art pieces are more about breaking the tradition, including all sorts of domains including daily routine, public space, urban planning and product making. Glass, this magic material allows designers to present their ideas and concepts one by one with the help of its figurability, diversity and contingency.

Keep it Glass 2 focuses on how designers interpret the future in their minds through glass. The stories and unique concept of value behind those fascinating designs expressed the infinite imagination towards beautiful future of the designers by making use of the features of glass. During the exhibition, four spaces are respectively named as pleasant enjoy - a better future, inheritance - capture the memory, existence - perfectly good and beautiful, innovation - reshaping tomorrow, to present four different angels of views that help you to

foresee future through glass as much as possible. Keep it Glass 2 sustained the extraordinary performance of KIG1. The 1000-sqm old factory building was transformed into an amazing space to present these top-notch designs. Visitors can weave through exhibition stands, exploring their thoughts about the future. The light belt design in the space allowed visitors to have a feeling of penetrating the space and time, throwing themselves in a time spiral. The dark grey style of the space highlights the theme of eternity of time, allowing these glass pieces of top-notch design and concepts to stand out. Keep it Glassy 2 brought a series of design of infinite imagination to Shanghai once again. Generally speaking, the exhibition presented how we can build a better future through glass in 30 angels. This exhibition did not focus on judging which of these solutions are the best or the most prominent. On the contrary, it aimed at presenting the infinite ductility and feeling of future that the glass material carries. This happens to be compatible with the vision of SHMOG.

In the 4th year of operation, SHMOG will continue to seek brand new angel of views to explore and share the infinite possibilities of glass.

KEEP IT GLASSY 2
国际创意玻璃设计展 第二季



秣芳依翠

ELEGANCE IN GLASS

On May 18, 2015 during the 4th Museum, also the Annual Intern- in Glass” –Glass Hairpins of 10th- at the Ancient Jewelry Box in Each piece of graceful and expresses the sense of beauty culture and simplicity during the Colored glaze jewelries were Dynasty. It is recorded in the follows: “women wearing colored they are similar to those wearing years there will be disaster of glaze has the homophonic with

2015年5月17日至2016年4月30日
MAY 17, 2015 - APRIL 30, 2016

bad meaning, but this couldn't prevent it from becoming popular. “Women on all streets wear colored glaze as jewelry”, it became so popular that ordinary people could afford to wear. A poem wrote in the 5th Year of Xian Chun (1269) said: “Pearl and jade are forbidden in the capital city, colored glaze is seen everywhere”.

Till then, wearing colored glaze hairpin became a fashion among people in the Song Dynasty, a new round of heat of wearing colored glaze hairpin after the Han Dynasty. Both boys and girls all deemed colored glaze hairpin a beauty, thus they transmit love message through exchanging hairpins. According to the variation of textures and shapes, hairpins of Song and Yuan Dynasties can be categorized into ten groups including straight hairpin, folding hairpin, happiness hairpin, square-head hairpin, bamboo joint hairpin, bridge crossing hairpin, vase hairpin, fruit texture hairpin, cylinder hairpin and relief sculpture texture hairpin. At the same time, a group of hairpins of Ming and Qing Dynasties are presented for comparison, with a total of 68 hairpins. The exhibited hairpins of Song and Yuan Dynasties are mainly blue, white and transparent yellow, with emerald blue attracting most of the attention. Pure and tranquil color scheme, simple and clean shape, vibrant and fun texture supported by exquisite exhibition design, work together to allow public to have a chance appreciating the craftsmanship beauty of hairpin culture of Song and Yuan hairpin as well as the everlasting romantic feeling in the quiet antique treasure showroom. The exhibition is accompanied by photos of recovered dresses of Song Dynasty, allowing the public to view directly the elegant lifestyle of people back in the Song Dynasty. The exhibition not only focuses on the elegant and delicate hairpins themselves, but also hopes to disseminate the lifestyle in the ancient time, expecting the audience to understand the spiritual pursuance of the ancient people and their enjoyment of beauty appreciation, expecting this elegant, tranquil and rich exhibition could calm down the anxious minds by bringing a fresh gracious air to the audience. This exhibition was organized by SHMOG, having received strong support from numerous antique colored glaze collectors, and dedicated assistance in the recovery of dress code of Song Dynasty from Yang Mei and his dress recovery team. Shanghai Glass Museum has devoted itself to sharing the infinite possibility of glass. The Chinese Antique Glass Exhibition takes place annually, and each year has a different theme to represent the splendid Chinese culture and the quintessence of antique glass, thus disseminating the Chinese antique glass culture.

anniversary of Shanghai Glass ational Museum Day, “Elegance 14th Century officially inaugurated the Shanghai Glass Museum. exquisite colored glaze hairpin appreciation full of humanistic elegant era of the Song Dynasty. once very popular in the Tang “Anecdote of Tang Dynasty” as glaze indicate a sign of exile, exotic clothes, then the following displacement”. Although colored “exile” and deemed as having a

伽藍画廊

GLAZE GALLERY
CONTEMPORARY
GLASS ART
SHANGHAI

DAILY



On July 18, 2015, exhibition "Daily" was unveiled at SHMOG. Daily routine is fragment, rational and meticulous, embracing a perception of deeper level and more possibilities of thinking, carrying multiple logics and expression. Contemporary glass art constantly refines its self-structure, cultivating a stereotyped tendency.

This exhibition takes daily routine as the core of creativity, focusing on glass items in daily life, stripping off its rationale, prejudice and customs, discovering the structural semantic meaning, cultural connotation and social properties, revealing the conceptual value of daily glasses, re-discovering the proprioception and liberty of glass. "Daily" is an attempt, focusing on the openness of the art pieces' structure, offering us another angel and method of viewing daily routine at the same time enriching and expanding the scope of glass art.

2015年7月18日 - 2016年2月28日
JULY 18, 2015 - FEBRUARY 28, 2016



LIGHT SCIENCE ART

CHRIS WOOD

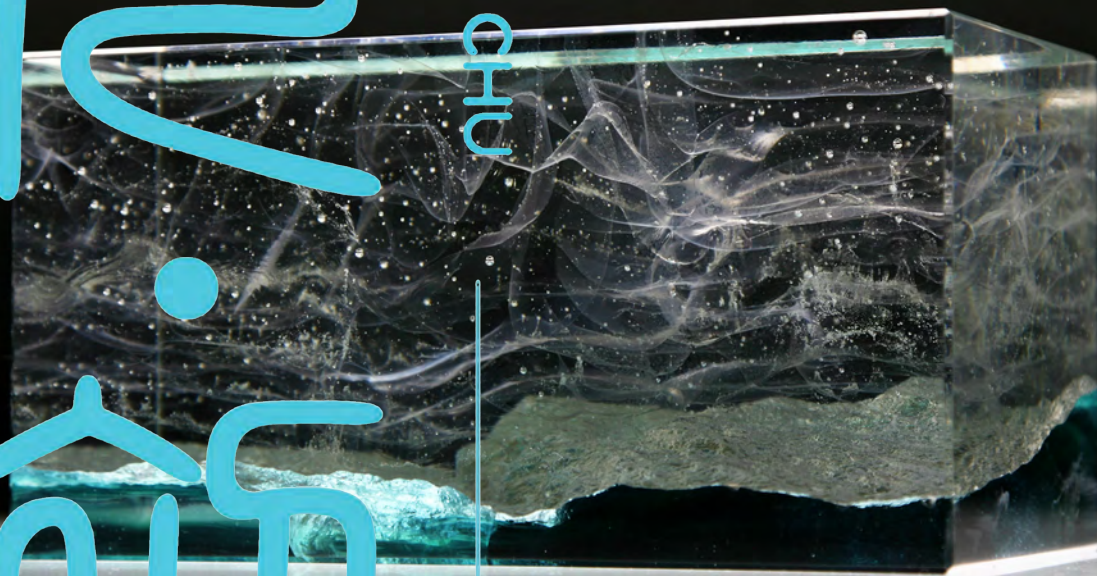
On August 12, 2015, Shanghai International Science and Art Exhibition (SISAE) was unveiled at China Art Museum. This exhibition took artistic creation as the way of expression and scientific technology as the core, leading the audience into a palace of art and science. SHMOG was invited to participate in this exhibition as partner and special supporting organization thanks to its innovative interpretation of science and art. The exhibition "Light, Science, Art" selected seven pieces of art work by British artist Chris Wood. With the help of the material of glass, Chris constantly explores the beauty of light ray. By means of original technique of creation and unique angel of view, she perfectly linked and interpreted the marriage between science and art.

On the inauguration day, Party Secretary of China Association for Science and Technology, Deputy Executive Chairman and First Secretary of the Secretariat Shang Yong, Deputy Secretary of municipal Party committee Ying Yong, Vice Mayor Zhou Bo and other municipal leaders made their presence. Zhang Lin, Director of SHMOG warmly introduced to them the exhibited articles and the concept of running the museum. As special supporting organization, SHMOG presented the diverse beauty of glass with glamorous glass art.

After SISAE was completed, the most popular exhibits by Chris Wood were welcomed to the first-floor corridor at SHMOG and continued to demonstrate the perfect combination between science and art.

王 Jianzhong

YUAN
CHU



On October 25, 2015, "Primary, original" - Wang Jianzhong Glass Art Exhibition was unveiled at SHMOG. This exhibition aimed at expressing a kind of vast, broad and natural sentiment by organic integration of new concept and new material through exploring the channels and methods of combining traditional culture and modern sculpt art.

In the view of Wang Jianzhong, now professor of Academy of Fine Arts of Tsinghua University and doctoral supervisor, glass is transparent and solid. The creation process of glass art allows him to deeply apprehend that the true meaning of life and art is the essence of art creation. The transparent and crystal glass makes people feel intolerant to any falsity. The idea of "truth, kindness and beauty" becomes specific and crystal clear. The magic of glass can create the effects like "circulation from wind blowing the desert", "secret of tropical rainforest", or "serenity of murmuring stream" by various means, fully demonstrating the beauty of inner world, giving vitalized life to the cold material.

Overlooking the works of Professor Wang Jianzhong, we can discover his perfect maneuver of the feature of the material, completely reflecting the glamorous transparency and crystal clarity of glass by integrating the natural sentiment. The "primary, original" exhibition exactly brought the perfect integration and reflection of light and glass. Through bright or soft colors, it expresses the charm of nature or narrates the historic impression from the antique paper. By fully deploying and using the light-transmitting and transparent feature of glass, a type of magic and miracle ambiance is created, recounting the richness of the artist's inner world. The representative work "echo" of this "primary, original" exhibition was officially donated by Professor Wang Jianzhong, and permanently collected by SHMOG.



4 Public Activity

Being a museum of modern era, apart from fulfilling the three traditional functions, namely exhibition, research and collection, how to integrate museum into residents' life, extending and presenting the information behind the exhibition has become a key goal since the creation of SHMOG.

Ranging from special planning catering to various holidays to educational interactions with a diverse group of visitors, SHMOG tried to offer rich public activities to audience with needs of various levels in 2015, enriching its contents and functions, revitalizing the museum.



Targeted Planning

March 8th Goddess Holiday

March 8th is the day of Goddess, when SHGM launched a series of art work of women artists. These beautiful lady artists all have a unique perspective to express the world in their eyes, also using the material of glass to reflect the "peach garden" in their hearts. During 7 and 8 March, come to SHMOG and enjoy the privilege of being treated like a goddess.

Appreciate Sakura with minds – special event for Sakura season



March and April are the months when sakura blossoms. Flower appreciation is not limited to eyes. Would you also use your hands and brain to make some Sakura souvenirs? Here you can make unique glass fusing Sakura ring, pendant and fridge magnet; you can also make sandblasting cup with special Sakura feature. In the shop, there are all kinds of glass souvenirs of Sakura series such as Sakura ornaments, lovers' mug, wind chimes which are on sale during limited time. Meanwhile, the three coffee shops jointly launch original Sakura latte, cappuccino and hot chocolate drink. Appreciate flower with taste bud for the first time, isn't it genius? Bring kids to KMOG- there are more fun family activities await for you!



Inspirational Lampworking, Life Sculpture – Special Performance by Artisan Ren Bo

Those who have blind passion towards art must have exquisite technique. He had his skills forged for 25 years, turning glass into magic wand in his hand, sometimes as fine as silk, sometimes as round as pearl. With a shaft of flame, a piece of material rod, spiritual life sprang out. Lampworking is the communication between the fabricator and glass. An ordinary glass material rod can conceive spirituality and give life through sculpturing in the flame. On April 4, 2015, we invited "little furnace master" Ren Bo to present two extraordinary performances of lampworking for the audience to fully enjoy the beauty of lamp glassware.



JULY
7月
25

A ROMANTIC
LEGEND



Museum Sleepover, a sleepless night at the museum

Museum sleepover has become a seasonal event at SHMOG with three years' history. Museum sleepover activity was richer this time, attracted support from a large number of fans and was greatly adored. This time, we launched "romantic legendary night" targeted at lovers, "cute baby fight" for families. Once "cute baby fight" was launched, we received great attention. To satisfy the requests, we relaunched "cute baby fight" on August 22 for the second time.

The night of Saturday is extraordinarily silent, only the glittering and translucent glass palace and the starry night sky were reflecting on each other. It is exactly during such a museum sleepover night, the KMOG broke the silence of SHMOG with waves of laughter, and an exciting interactive breakthrough game when participants competed on speed, value of cuteness and creativity. They enjoyed gourmet and games, passing an unforgettable sleepless night at the museum.

共享 艺术季

SHARING ART
FOR ALL 2015

10.31-11.21

"Sharing the Art for All" was launched during October 31 and November 21 by the park of SHMOG to let the public enjoy leisure and interactive activities every Saturday at the Park.

The activities included the fun "one-day garden director" and "one-day performance" in addition to many other small welfare activities.

During the four weeks' activities, we invited Vice Governor of Bao Shan District, Director of the Cultural Park Xia Yu, Fashion Director Yu Long, "Hot Mummy" Director Li Jingwen and Artist Liang Ke Gang to guide the fans to tour around each of the classic galleries of the park, accompanied with cultural and art performances of distinctive features. Over 1000 fans participated in the activities during the four weeks "Sharing the Art for All" event which enriched residents' life by sharing the infinite charm of art.



Symposium of Urban Renaissance

“age of stock, age of incremental value”

The core discussion of the symposium of Urban Renaissance “age of stock, age of incremental value” focused on how to rejuvenate, renovate and create added-value to the existing resources of old urban quarters and constructions. The meeting took place on December 18, 2015 at SHMOG. As the key venue of the symposium, SHMOG presented key cases of urban architecture renaissance together with Logon Architect Consulting Co. Ltd. Through the window of Shanghai, it strengthened the sector’s understanding to reach consensus about the rejuvenation of old industrial quarter and the value increment of existing urban resources. The symposium of Urban Renaissance “age of stock, age of incremental value” aimed at gathering forces from the whole industrial chain of urban renaissance, to bring innovative and practical guidance to comprehensive renaissance and value increment of urban culture, economy and society that take human being as the main body. There was a lineup of competent speakers at the symposium, with the presence of over 200 sectoral experts, practitioners and thought leaders. It offered an exciting experience of thought-provoking collision and fusion.

In addition, the key event of the symposium, the Babel Me Art Exhibition was also revealed. Babel Me Art Exhibition is the first show of the six exhibitions planned for 2015-2016. The theme of the exhibition is “the city’s transition and rebirth”, discussing how changes and renewal of city could affect the society on multiple levels, how they affect different classes, domains, communities and individuals. This exhibition allowed audience to view the changes brought by urban renovation, the destruction of constructions and communities and their re-construction. This exhibition gathered more than 20 artists from home and abroad, whose views were delivered through hybrid media device artwork. “Babel Me” art exhibition focuses on key problems arisen from urban renovation and development, including the growth speed, direction, responsibility system as well as the effects.



Educational Events

Exhibition-related events

Serial activities of Keep it Glassy2



“OP-jects”Seminar of KIG2 Exhibition Designer Bilge Nur Saltik

On August 15, 2015, we specially invited KIG2 exhibition designer Bilge Nur Saltik, who came a long way from Turkey to share with the audience her experience of creation and apprehension. Op-jects is the beautiful creation of Nur. The reflection of glass and distortion can also present graceful and exquisite effect. Integrating textile printing and prismatic glass, through the maneuver of color and geometric shapes, will create a kind of kaleidoscope effect on the glass vessels, bringing a completely new look every day. Nur also brought us a serial art work “through the looking Glass” that integrated silk scarf and glass button, the combination of the two parts perfectly satisfied people’s desire to pry into the essence below the surface. Silk scarf button reflects what we see, showing the details of fabric and printing, decomposing graphic pattern into crazy and unpredictable shapes and colors. Op-Light and Op-Vase are the newly created projects of Nur, which demonstrate the incomparable beauty and fascinating imagination of daily necessities through the meticulous maneuver of glass and articles.



“KIG2” My Future & “What kind of glass heart is yours”

Designers participated in the Keep it Glassy 2 exhibition interpreted the future in their eyes by making use of the magic material of glass, then what kind of future is it in your eyes? SHMOG specially launched photo contest named “KIG2 My Future” to present the little bits and details of KIG2 in the eyes of the audience. Combining with the delicate and fun game “what kind of glass heart is yours” html5, the audience interest of visiting the exhibition was inspired. Audience was invited to set foot on the journey of exploration to search for the glass heart uniquely belonged to them.

Glass Farm – Re-interpretation of Construction Glass

On September 12, 2015, a special seminar of design studio was carried out. This seminar was chaired by Marta Pozo, Asia Director of MVRDV Architects from the Netherlands. MVRDV was established in 1993 in Rotterdam, the Netherlands. The founding members include Winy Maas, Jacob van Rijs and Nathalie de Vries. The firm carries out businesses around the world, providing solution to contemporary architecture and urban problems. Meanwhile, they are happy to share knowledge of the studio through seminars, workshops and symposiums.

All the works of MVRDV adopt a unique method of design, involved in areas from all types of buildings of all sizes to urban planning and conception, as well as abundant literatures, equipment works and exhibits. Its offices scatter in the Netherlands, Spain, China, France, the US, India, South Korea and other countries. Its works were exhibited and published worldwide, and honored with numerous international awards.

This special seminar focuses on the exhibited project at KIG2 “glass farm”, which interpreted the question of application of glass in contemporary architecture and urban problems. Nearly 30 design lovers shared this weekend time full of creativity and interaction at the special space of KIG.



Lasvit/Kura Art Appreciation Cocktail Party

Lasvit is dedicated in creating unique glass products, including lighting devices, glass art pieces, and its brand series have received numerous prestigious honors. Thanks to the high praises on its large-scale hotel and indoor luxurious decorations, Lasvit now focuses on further developing glass art and has launched Glass Couture series.

Named Kura, the Glass Couture works now exhibited at Keep it Glassy 2 were created by Jakub Nepras. Nepras created this abstract animated work by drawing inspiration from the information flow transmitted in the speed of light through optical glasses. This light sculpture is vivid, natural, as if the soul of a tree – the tree skin. The solemnly floating Kura seems to burst out juice and nutrition.

On December 4, the well-known contemporary glass brand Lasvit from Czech Republic organized “Kura” Artwork Appreciation Cocktail Party at the exhibition hall of Keep it Glassy International Creative Glass Design Exhibition at SHMOG. During the event, Libor Secka, Ambassador of Czech Republic to China, Leon Jakimic, Founder & CEO of Lasvit, Maxim Velcovsky, Art Director of Lasvit, and Zhang Lin, Director of SHMOG all delivered speeches. Celebrities of all social sectors, fashion icons, art lovers all gathered together to appreciate the breath-taking glamorous world created by Lasvit.



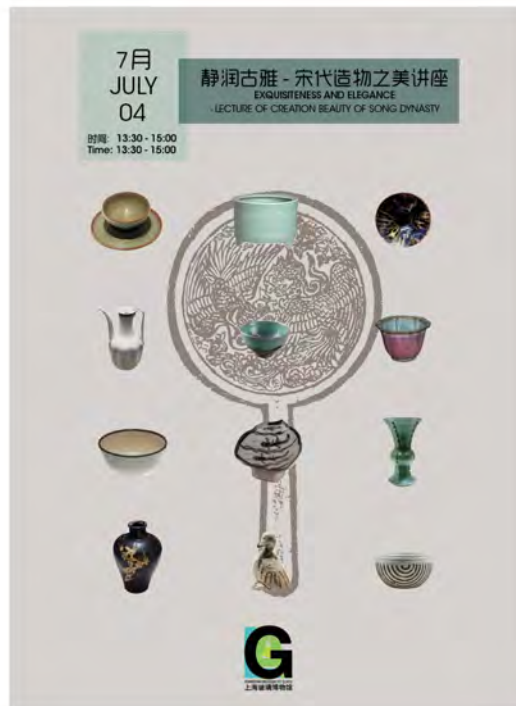
“Series of activities related to “Elegance in Glass” -Glass Hairpins of 10th – 14th Century.



Affectionate Love – Appreciation of Colored Glaze Hairpins of Song and Yuan Dynasties

Song and Yuan dynasties were an era full of romance and culture. People admired flower and appreciated stones, they drank fragrant tea and discussed about fine ceramics, enjoying playing chess, calligraphy and paintings. According to record, glaze industry was quite prosperous, and the ornaments left the most are hairpins. Each piece of graceful and exquisite colored glaze hairpin was deemed as precious jewelry or love token by young girls, perfectly transmitting the unique sentiment of that age.

On June 20, 2015, SHMOG presented an Appreciation Seminar of Colored Glaze Hairpin. The seminar attracted nearly 50 fans from Shanghai and surrounding areas to attend. When the speaker, also planner of the exhibition “Luxuriant Fragrance Surrounding Emerald Green – Colored Glaze Hairpin Show of Song and Yuan Dynasties”, teacher Mu Zhi delivered a lecture for two hours. Through the appreciation of these simple yet elegant colored glaze hairpins of Song & Yuan dynasties, more Song & Yuan culture lovers apprehended the leisure and natural humanistic culture of that age, the life aesthetics characterized with low-key luxury.



Elegance in the Antique Serenity - Seminar on the Beauty of Artwork Creation in the Song Dynasty

If comparing the prosperous Tang dynasty, a splendid touch of rough in Chinese history, then Song dynasty is the final touch on the lips of a beauty just completed her make-up. “The history of Chinese nation, travelling through thousands of years evolution, reached its golden age during the Song dynasty under the emperor Zhao” – vividness as it created, arising to its harmony, born into its own charm and uniqueness.

We behold infinite imagination towards such a dynasty, when scholars expressed their sentiment through poems and lyrics, emperors set up painting studio, and the art of ceramics, lacquerwares, glazed articles, gold and silver wares all developed into their own schools. The social culture was advanced and the community life turned out rich and prosperous. On July 4, 2015, we invited Professor Zhao Lin from the Department of Cultural Relics and Museums of Fu Dan University to share the beauty of artwork creation in the Song dynasty. The rich lecture content and the profound explanation from Professor Zhao Lin attempted to bring us back to the romance and elegance of Song dynasty, bring us to feel the beauty of delicacy and subtlety in such a burning summer, hence comforting out anxious inner heart. The two-and-half-hour seminar attracted the attention of 50-people audience who longed for more.

“A Piece of Tranquility of Zither & Bamboo Flute” - Elegant Collection of Music

On a mid-summer night, we gathered to appreciate the graceful ancient hairpins, appreciating the appealing music played by Chinese zither and bamboo flute. Chinese zither is the primary instrument of all music, possessing the natural grace deep from the mountain. Bamboo flute is the most elegant one, striking like the purity deep from the valley. The duo performance of both brings to us the elegant lifestyle. Before the night shut in, let our ears relax and enjoy. The moon night accompanied with breeze, such a beautiful night when we have the mood to enjoy. On August 15, 2015, “A Piece of Tranquility of Zither & Flute” - Elegant Collection of Music was held for the first time at the Rainbow Hall newly inaugurated in May.

The Rainbow Hall, shining under the evening lights looked even more glittering and translucent. The performance was unveiled by moonlight on flowery spring river performed by bamboo flute. The audience seemed to feel the fresh air and get away from the earthy world life, their anxious heart during daytime were comforted and the sense of sweet tranquility arose. They appreciated the emotional commemoration of the old friends, listened to the lakeside lyrics that combined sadness and regrets.

The Chinese zither-lovers presented were quite inspired and gave an ad lib performance of moon on the Guan mountain. The duo performance by zither and flute of dialog between fisherman and woodcutter drew a perfect conclusion to the whole evening. With long-lasting musical sentiment, an ease grace, the music was played sometimes as forceful as mountains, sometimes as soft as flowing water, sometimes like axe chopping, or scull sweeping the water. Sitting alone in the bamboo grove, whistle long and loud playing zither alternately with flute. On such a beautiful night, what luck for everyone to get together and appreciate the music played by zither and flute!



One Bottle One Painting One Mirror Image - Exploring the Painting Pattern of Glass Bottle of Song Dynasty

Today, it would be hard for us to imagine the diverse and colorful glass wares in people's life of the Song dynasty, which was however revealed by the record in The Sketch Book of Paintings by Guo Ruoxu of North Song dynasty. It not only reveals a small part of the paintings of Song dynasty, but also proves to us that the crystal clear and transparent glass ware, as well as the bright colorful flowers was indispensable parts of the life of Song people. We have been negligent towards the glassware of ancient times, not to mention the translucent glass bottles with somewhat blue color through ink paintings. The delicate shadow of the bottle connects our heart with the outside world of the glass bottle. On August 22, 2015, we invited Meng Hui paintings to guide us to learn about the development history of “glass bottle paintings”, appreciating the bottle inside the painting, tasting the meaning inside the bottles. Gather at the starry and glamorous museum, contemplating the delicate relationship between real life and artistic creation, apprehending the purity and flavor of the life of Song people.

Ancient and Modern Techniques - Dialogue on the Reparation of Glaze Hairpins of Song & Yuan Dynasties

“Beautiful stuff does not last long, the rainbow is easy to disappear, and the fragile colored glaze is vulnerable to break”. As the 5th serial event of the Song & Yuan dynasty colored glaze hairpins exhibition, SHMOG specially invited Professor Deng Bin from the Institute of Design of Jiang Nan University, and Professor Yu Hui from the Department of Cultural Relics and Museums of Fu Dan University to deliver a dialogue workshop on the reparation of colored glaze hairpins.

The two-hour long lecture brought the audience fruitful achievements, who were passionate in raising questions after the dialogue and had warm interactions.



A Little World of Its Own – Seminar on Snuffle Bottle Culture of the Court of Qing Dynasty



Snuffle bottle is a major category among the glassware in the palace of Qing dynasty. Despite its tiny and delicate shape, the craftsmanship of snuffle bottle is exquisite. Its color, shape, pattern, meaning and function all represent the peak of the craft as a reduced art work.

On April 11, 2015, Mr. Yang Tan, expert from the field of snuffle bottle and palace art work irritated to the snuffle bottle lovers about the charms of glass ware of the palace of Qing dynasty through the tiny figure of snuffle bottle.

Special Session for Kids

Kids Design Glass Serial Activities

A colorful poster for the 'Creative Competition' (创意绘画大赛) for Kids Design Glass. The poster features a large, stylized purple creature with large white eyes and a black hat. Surrounding it are smaller illustrations of other creatures: a robot, a blue alien, and a purple creature with a crown. The text on the poster includes: 'HAVE YOU ALWAYS WANTED TO MAKE FRIENDS WITH THE PIXIES IN FAIRY TALES WHO CAN TURN INTO ALL SORTS OF FOOD? 你是否向往和童话世界中能变幻成各种食物的小精灵成为朋友?'; 'WOULD YOU LIKE TO HEAR THE WHISPERS OF FRIENDLY SPACE MONSTERS LATE AT NIGHT, WHEN EVERYONE IS ASLEEP? 你是否盼望在夜深人静的时候听到来自外星球的小伙伴的情情话?'; 'WOULD YOU LIKE TO GO DEEP INTO THE JUNGLE TO LOOK FOR TRACES OF FANTASTIC ANIMALS? 你是否期待去丛林深处寻找神奇小怪兽的踪迹?'. The poster also mentions the deadline for entry is May 24, 2015, and provides contact information for the Kids Museum of Glass and KMOG.org.

Kids Design Glass Launched

In May 2015, SHMOG/KMOG introduced from Tacoma Glass Museum in the US and officially launched Kids Design Glass. The Kids Design Glass program of this time targeted at 6-12 year old kids, with three different themes launched: monsters in the jungle, alien creatures and food elves. During the short two weeks' recruitment, we received several hundreds of pieces or work from dreamers across the country.

Each piece of work, despite its drawing technique, all has its own uniqueness, reflecting children's unbelievable imagination. These children's paintings are simple and pure, at the same time full of information due to their rich inner world.

Insert Wings for Kids' Dream – Kids Design Glass Livestream Talk

After brief yet intensive painting recruitment, the evaluation committee specially invited by SHMOG selected 100 pieces of paintings to transfer to Tacoma Glass Museum, letting the hot glass studio team of local glass museum to finally select 20 pieces of painting to go into hot glass blowing. On July 12, 2015, we invited 6 genius glass dreamers and their families to the K Space of the KMOG to have livestream talk with the hot glass studio team from Glass of Museum in Tacoma. At nine thirty, the dialogue started on time. The hot glass team at the other end of the Pacific, the same time carefully explained all the puzzles about the glass and their

work raised by the children, also occupied to gradually produce one of the awarded paintings "Double Eyes Double Heads Monster" into shape with colorful glasses. What the children cared most was undoubtedly whether their works were successful. Therefore, staff from the Glass of Museum in Tacoma. presented the completed glass work one after another. It doesn't take place overnight to insert wings for these dreams and turn them into pieces of exquisite art work, it takes time and effort. After all these awarded work is completed, we will all experience the fairytale world created by paintings and glass artwork, enjoying the naivety and sense of humor of these little dreamers, admiring the extraordinary strength of expression presented by these little artists.

Serial Activities of BoboLili Lab

BoboLili Lab is an excellent educational curriculum specially developed by SHMOG / KMOG. The precedent of the building of KMOG was a glass apparatus factory. The museum uses a way more triggering and more familiar to bring children to those mysterious glass apparatus that can only be touched in laboratories. BoboLili Lab is a very special educational curriculum full of fun and pleasure jointly developed by SHMOG and Shanghai Institute of Organic Chemistry of Chinese Academy of Science. All courses were designed by professionals so that kids, with the accompany of glasses, can listen to interesting stories, play with glasses, and enter a miracle world of science with big brothers and sisters from Shanghai Institute of Organic Chemistry.

Since the end of 2014 when the BoboLili Lab was born, kids and their parents showed great passion and support. In 2015, we continued to make progress, organized nine lab activities including "Chemistry in Food", "Dialogue Between Acid and Base", "Let's Watch Rainbow Light Together", "Chemical Magical Wand", "Magic under Water", "Mr. Sweet", "Secret of Sir Egg", "Get to Know Our New Friend - Fluorine", and "Following the Step of Material Development" that attracted nearly 300 children to attend. It has gradually developed into a brand educational activity of SHMOG/KMOG.

Serial Activities of BoboLili Classroom

Is it your long-term dream to become an artist? Perhaps you have not discovered the precious talent in you; maybe you cannot realize the fancy ideas in your little head. Let our little "glassy" to accompany you in discovering the great talent in you. With the guidance of professional teachers, you must be bursting out many fun inspirations, come to demonstrate them!

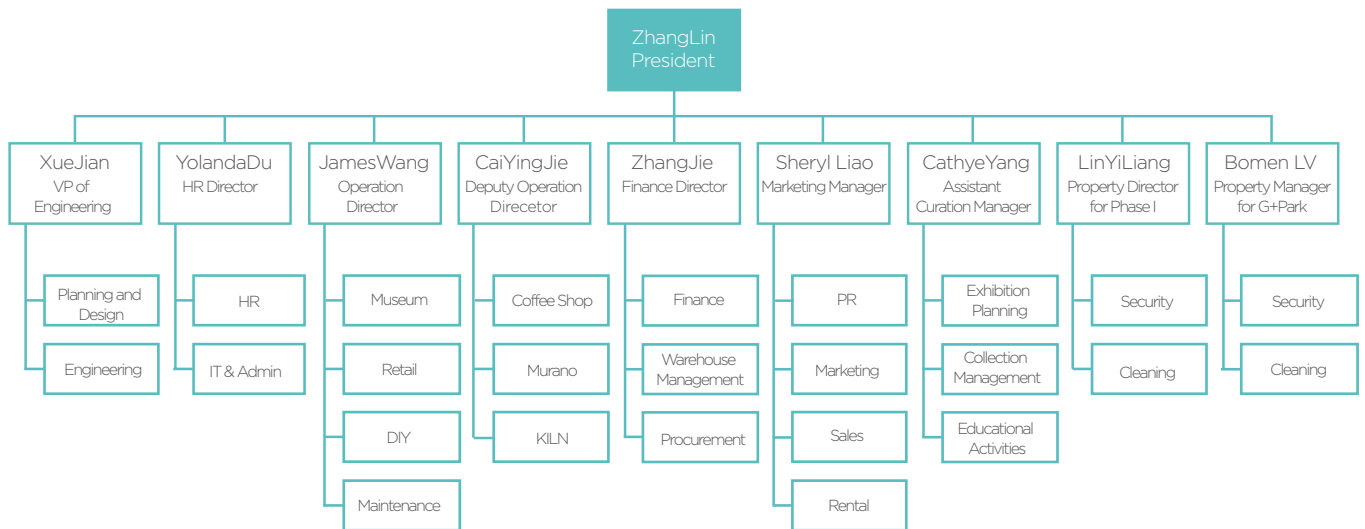
Since May 2015, KMOG will launch courses including glass colored painting, lamp glassware, heated melting as well as kaleidoscope DIY class every weekend. By means of vivid explanation, children will learn to discover their own talents, and acquire initial knowledge of glass art.





Human Resources and Organizational Structure

Human Resources Structure of SHMOG



Staff Statistics

| | |
|-------------------------------------|-------------------------|
| Number of in-service staff | 81 |
| Professional structure | |
| Professional category | Number of professionals |
| Service and production staff | 36 |
| Technical staff | 20 |
| Financial staff | 6 |
| Management and administrative staff | 19 |
| Total | 81 |
| Education level | |
| Education category | |
| Master's Degree and above | 6 |
| Bachelor's Degree | 26 |
| College degree | 17 |
| High school and below | 32 |
| Total | 81 |

Number (person)

All members of SHMOG (by December 31, 2015)

| Department | Name | Title |
|-------------------------|---------------|--|
| Office of the President | Zhang Lin | President |
| Operation Department | James Wang | Director of Operation |
| Operation Department | Natalie Chen | Customer Service Supervisor |
| Operation Department | Lena Zhu | Customer Service Supervisor |
| Operation Department | Fang Yiming | Senior Customer Service |
| Operation Department | WangChunxiang | Customer Service |
| Operation Department | Ji Chenchen | Customer Service |
| Operation Department | He Wen | Customer Service |
| Operation Department | Agathe Ma | Customer Service |
| Operation Department | Lily Ji | DIY Workshop Customer Service Supervisor |
| Operation Department | Wang Yaoyao | DIY Workshop Customer Service Supervisor |
| Operation Department | Sun Yida | DIY Workshop Customer Service Supervisor |
| Operation Department | Zhou Wanxin | DIY Workshop Customer Service Supervisor |
| Operation Department | Ben Cai | Deputy Director of Operation |
| Operation Department | Louis Lie | Operation Purchasing Supervisor |
| Operation Department | Candy Chen | Catering Manager |
| Operation Department | Lu Wenqi | Restaurant Customer Service |
| Operation Department | He Weilin | Restaurant Customer Service |
| Operation Department | AnsonDiao | Murano Chef |
| Operation Department | Lucky Zhang | Café Bar Customer Service Supervisor |
| Operation Department | Jin Xiaoyan | Customer Service |
| Operation Department | Tong Yueyin | Customer Service |
| Operation Department | Leo Tang | Catering Manager |
| Operation Department | Zhang Sucheng | Executive Sous-chef |
| Operation Department | Zhu Wenbin | Chef |
| Operation Department | Hang Zhentian | Chef |
| Operation Department | Cui Bowen | Chef |
| Operation Department | Ku Juanjuan | Senior Customer Service |
| Operation Department | Zhao Jingjing | Catering Supervisor |
| Operation Department | Qian Yuchao | Customer Service |
| Operation Department | Shao Mei | Cleaning |
| Operation Department | Tiffany Mao | Retail Supervisor |
| Operation Department | Helen Yin | Retail Senior Customer Service |
| Operation Department | Huang Dengdun | Retail Customer Service |

| Department | Name | Title |
|-----------------------------------|---------------|---|
| Department of Operation Support | Chen Tianming | Equipment Engineer |
| Department of Operation Support | Robert Qu | Weak Current Supervisor |
| Department of Operation Support | HuangYonghong | Maintenance Electrician |
| Department of Operation Support | Qi Yihui | Equipment Maintenance |
| Department of Operation Support | Zhou Yi | Hot Glass and Lamp Working Technician |
| Department of Operation Support | Zhou Xihua | Hot Glass and Lamp Working Technicia |
| Department of Operation Support | Sun Zaijian | Hot Glass and Lamp Working Technicia |
| Department of Marketing and Sales | Sheryl Liao | Marketing and Communication Manager |
| Department of Marketing and Sales | Mina Hu | PR Manager |
| Department of Marketing and Sales | Ella Wang | Market Planning Manager |
| Department of Marketing and Sales | Gao Yinyin | Marketing & Sales Deputy Manager |
| Department of Marketing and Sales | Sakura Wang | Sales Manager |
| Department of Marketing and Sales | Huang Wei | Graphic Designer |
| Department of Exhibition | Chen Ying | Project Manager |
| Department of Exhibition | Cathye Yang | Deputy Manager of Exhibition |
| Department of Exhibition | Shen Haibing | Exhibition Supervisor |
| Department of Exhibition | Xu Jizhe | Collections and Books Supervisor |
| Department of Engineering | Xue Jian | Deputy President of Engineering |
| Department of Engineering | Yu Xu | Director of Planning and Design |
| Department of Engineering | Deng Jifeng | Engineering and Project Manager |
| Department of Engineering | Yu Guoping | Engineering and Construction Supervisor |
| Human Resources Department | Yolanda Du | HR & Administration Director |
| Human Resources Department | Li Yongqiang | IT Administration Manager |
| Human Resources Department | Fang Ping | HR Director |
| Human Resources Department | Zhang Jialing | Department Assistant |
| Department of Finance | Zhang Jie | CFO |
| Department of Finance | Gong Jiwen | Financial Manager |
| Department of Finance | Wu Jianqing | Purchasing Manager |
| Department of Finance | Zhuang Yiting | Cashier |
| Department of Finance | Gong Siyue | Cashier |
| Department of Finance | Shen Xiqing | Cashier and Warehouse Keeper |
| Department of Park Property | Bomen Lv | Manager of Park Property |
| Department of Park Property | Shi Jielei | Director of Park Property |
| Department of Park Property | Xiang Shuo | Director of Park Security |

| Department | Name | Title |
|------------------------|---------------|--|
| Department of Property | Lin Yiliang | Director of Property Management |
| Department of Property | Wang Guanghua | Manager of Property Management |
| Department of Property | Shi Xinzong | Cleaning and Gardening Supervisor of Property Management |
| Department of Property | Wu Zhongling | Maintenance Supervisor of Property Management |



Chapter Six Financial Report

2015 Revenue Report

From January 1, 2015 to December 31, 2015, total accumulated number of visitors to SHMOG reached 126,761, total revenue of entrance ticket was 11,202,260yuan.

As a nonprofit organization, SHMOG continued to receive donations and funding from relevant government agencies, all sectors of the public and corporations with a total amount of 1,398,000yuan. Donors of 2015 are hereafter listed. The museum would also like to express its sincerest gratitude to all the supports it received from the government agencies and all sectors of the public.

| | |
|---------------------------------------|-----------|
| Culture and Broadcasting Bureau | 854,000 |
| Committee of Science and Technology | 300,000 |
| Association of Science and Technology | 40,000 |
| Youth Activity Center | 150,000 |
| Total | 1,398,000 |

To sum up, the total revenue of SHMOG in 2015 was 11,202,260yuan.

donations from government agencies and social groups were 1,398,000yuan, and total income was 12,600,260yuan.

(Unit: yuan)

While receiving favorable attention and economic benefit itself, the museum also brought great economic impact to other organizations in the park.

In 2015, the revenue of the Museum and its affiliated facilities is about 6,136,380yuan. The details are as follows:

| | |
|----------------------------|-----------|
| product retail | 854,000 |
| Murano Café Bar: | 300,000 |
| Museum Coffee Shop | 40,000 |
| KILN Restaurant | 150,000 |
| Activity and Venue Leasing | 1,398,000 |
| Property Leasing | 2,125,584 |
| Other income | 58,858 |
| Total | 6,136,380 |

(Unit: yuan)

Expenditure in 2015

The total expense of the museum in 2015 was 12,578,585yuan. Detailed expenditure of the Museum in 2015 is as follows:

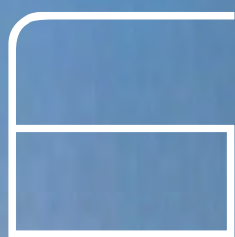
| | |
|---------------------------------|------------|
| Wages | 552,319 |
| Exhibition Cost | 5,767,610 |
| Maintenance Fee | 90,602 |
| Depreciation: | 1,222,663 |
| Conferences and Business Trip: | 9,714 |
| Office Expense: | 1,002,592 |
| Telecommunications and Internet | 38,792 |
| Income tax: | 7,225 |
| Utility fee: | 3,850,000 |
| Miscellaneous: | 37,068 |
| Total: | 12,578,585 |

(Unit: yuan)

(Note: Property expense includes water, electricity and gas, cleaning fee and security expense. The park property resources co-shared with the Shanghai Jijia Cultural and Creative Development Co., Ltd. was not included)

2015 Income and Expense Comparison

To sum up, the total income of SHMOG in 2015 was 12,600,260 yuan, total expense was 12,578,585 yuan.



Vision of 2016

Entering the brand new year of 2016, SHMOG will focus more on its duty as “museum”, its functions and social role, becoming more professional and artistic. Meanwhile, through the organization of all types of seasonal events and educational activities, it will invite audience to enter the museum, let glass approaches audience, and stands as a “living” museum.

How to better put in practice the museum-operation concept of “sharing the infinite possibilities of glass” is the key task of SHMOG in 2016. Glass, since the day it was discovered by human being, has travelled a long journey. Designers and artists from all over the world have uttered incessant admiration towards the extreme tolerance and flexibility of its shape and color, embodying it with new and charming uniqueness during their “burning collision” with glass. The concept of “alternative glass” will run through each of the key businesses in 2016: full demonstration of designing glass, profound research of industrial glass, interdisciplinary collaboration between contemporary art and glass. The project of “alternative glass” starts from discovering multiple possibilities of the material glass, through the creation of artists and designers, the carrier glass will present a brand new face that is completely different from what we are familiar to. SHMOG will explore various aspects of glass, present the infinite charm of glass to the audience, leading the audience to learn about the marvel of the seeming ordinary material.

The inauguration of the new design pavilion, the interdisciplinary collision between contemporary artists, the collaboration with professional universities, and going from the museum to the broad world, we have reason to believe that in 2016, SHMOG will bring the public to a brand new year full of surprise and glamour.

