

About the China Academy of Art

In 1928, the National Academy of Art was founded as the first comprehensive art academy in China on the bank of the West Lake in Hangzhou by the eminent educator Cai Yuanpei with Mr. Lin Fengmian. From then on, the location of the Academy has been changed many times while its name six times. As follows:

In 1928, The National Academy of Art;

In 1929, Hangzhou National College of Art;

In 1938, National College of Art;

In 1950, East-China Campus of Central Academy of Fine Arts;

In 1958, Zhejiang Academy of Fine Arts;

In 1993, China Academy of art.

In the early years of the Academy, it promoted fine art education to replace religion in the then war-torn China. It takes integrating eastern and western arts, creating arts of the time and developing Chinese culture as its tenets. The Academy encourages diversity in thinking, art exploration and academy research. It takes as its motto “diversity in harmony” and fosters an environment for innovation.

For decades, the Academy has fostered many renowned artists who have

become major artistic forces in the country, for example, Lin Fengmian, Pan Tianshou, Huang Binhong, Liu Kaiqu, Wu Dayu, Yan Wenliang, Ni Daide and etc.

Now the Academy has been the most the most influential academy of fine arts with the most complete range of degree offerings and programs of study in China. It houses a diverse pool of artistic talent, has a distinctive structure integrating theory and practice, focuses on human care and social needs, and combines modern technical and cultural disciplines with traditional artistic ones. The academy features the study of theories of fine arts, architecture, film and new media, which constitute the humanities and reflect the Chinese national spirit and creative theories of the era.

There are eight schools under its jurisdiction offering Ph.D., master's and bachelor's degrees in fine arts, design, architecture, multi-media and film. There are currently 7000 undergraduate and graduate students in four campuses with a faculty and staff of 800. The administration of the Academy is headquartered in the Nanshan campus, which is located right on the beautiful West Lake in Hangzhou. There other regional campuses are the Xiangshan Campus, which will become the main campus in 2008, the Binjiang Campus, and the Zhangjiang Campus, which is strategically

located in Shanghai. In our eleventh five-year plan, the undergraduate student population will grow to 6,600 with a graduate student body of 800, making it one of the biggest fine art institutions in the world.

About the New Media Art Department

The New Media Art Department of the China Academy of Art was established in 2003. It is the first department in China which teaches and researches the use of optics and electronics as a new language for artistic creations. The department offers photograph, video, internet, animation, sound and interactive installation art studies and other courses, and produces new talent in the arts who concern the East and West in a new way and present their thought through new technology.

Teachers of the New Media Art Department count China pioneers new media artists, contemporary art creators and curators from China and abroad, as well as foreign scholars and specialists for visual and space techniques. The director of the department is Mr. Zhang Peili, who created the video work *30X30* in 1988 and has gone by the name of “the father of video art in China”. In recent years, hundreds of students have graduated with high honors from the New Media Art Department. The

students from this department take active part in many art exhibitions. In the 6th Shanghai Biennale, they carried off all the prizes.

Since its inception, the New Media Art Department has participated to multiple contemporary and new media art events as well as academical activities in China and abroad. It organized and coordinated the “second National Students Digital Media Prize”, the “Digital Media Students Symposium”, the “China Contemporary Photograph and video International Symposium”, the “Hannover Film Festival – Classic Films Touring Exhibition in China”, etc.. It also curated large scale exhibitions, such as “Something’s Happening”, “It’s All Right”, strengthening and improving its reputation and academic position internationally.

About the Pierre Huber Prize

In order to stimulating new media art creation, education and diffusion, as well as encouraging and supporting creative activities of the new media art students, Mr. Pierre Huber founded the Pierre Huber Prize and Fund.

The New Media Art Department organized a management team to supervise the use of the found and formulate a regulation system. Part of

the grant will fund the “Pierre Huber New Media Art Creation Prize” to support over the years the creativity of outstanding students. This annual prize will be awarded for the very first time in 2007. Three students will receive three prizes consisting of the First Prize and two prizes for Best Talents.

Reward process will be composed of two phases: first, teachers will nominate over the years skillful and creative students, and organize a nominees exhibition. The second phase will be the final selection by a jury made of renowned curators and artists.

Jury will be composed of four to five members selected each year from a list, members will change from a year to another.

Fund will also be used to support students’ creativity: students will directly submit their project which will be examined and subsidized by the management group. At last, part of the grant will be provided as scholarships to prominent new media art students with financial difficulties.