

Symposium Festival Studies

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Cui Qiao



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She received her Master's degree from the Free University of Berlin (The Freie Universität Berlin) in Economics Management, Art History, and News Media. Cui has served on the selection committee for Chinese films for the Berlin International Film Festival, as director of the Public Relations Department and Cultural Projects Department of the Goethe Institute (China), vice director of the Ullens Center for Contemporary Art (UCCA), Chinese consultant of the Mercator-Stiftung in Germany, senior expert of the "EU-China Policy Dialogues" of the Ministry of Culture and EACEA, speaker of the China-EU Culture Summit, guest lecturer of the Korean Youth Leadership Forum, and judge of the China Design Challenge of Beijing Design Week, among others. She was in charge of the China tour for international film directors Wim Wenders and Abbas Kiarostami and has participated in the making of many excellent culture and art projects such as the books *Once* and *Parkour in Beijing* (Architecture Book Prize of China). The public education team she led at UCCA won "the Best Public Project of the Year" awarded by *Time Out Beijing*, the annual public education project award by the *Art Finance L'Officiel Art* magazine's "Chinese Contemporary Art Power List", the Excellent Charity Cooperation Partner of the Year by the website "Hudong: Interactive Online", and "Creative Pioneer" Leader of the Culture Promotion (selected by *The Outlook Magazine*).

Keynote: The Chinese Festival Landscape

Festivals in China are in rapid development, with huge potentials and diverse challenges: related to political restrict, creative economy, and youth culture. Most outstanding festivals are independent developed from music and design, for example: MIDI music festival, Strawberry music festival with national branding exposition. Some governmental festivals such as Shanghai International Film festival, Beijing International Design Week are in good cooperation modus with international cooperation. The speech would introduce the current panorama info of important Chinese festivals and focus on efficient and creative international cooperation.

A talk about the consultant's view

How To Select Chinese Art Works for European Programs?