


Dec 2024

Embrace culture
Share beauty

ZHONG CHUANG TOURISM & CULTURE GROUP

北京中创文旅文化产业集团

 中创文旅

Part 1

About Us

About ZCTC

Zhong Chuang Tourism and Culture Group (ZCTC), established in 2017 and headquartered in Beijing, is a leading cultural enterprise with a growing presence across China's major cities including Shanghai, Chengdu, Hangzhou, Nanjing, and Wuxi. Our business portfolio encompasses three core divisions: museum operations through Meet You Museum, intellectual property management and licensing, and curated artisanal retail spaces.

Since our founding, we have dedicated ourselves to enriching public life through exceptional cultural experiences while bridging artistic traditions with contemporary expressions. Today, ZCTC stands as one of China's foremost cultural and artistic enterprises, committed to making art and culture more accessible and meaningful to diverse audiences worldwide.

Business Segments

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We offer full-spectrum coverage of the museum industry chain and specialized operational capabilities.

01 / Meet You Museum



- Museum Development and Operation
- Artworks and Relics Collection
- Cultural and Art Exhibition
- Public Education

02 / IP Operation & Licensing



- IP Assets Study and Development
- IP Agent and Creative Consultancy
- Licensing and Brand Crossover Collaboration

03 / Art and Craft Stores



- Design, Manufacture and Sales of Licensed Product
- Artwork Trade

Performance Highlights

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20+
famous IPs

3B+
registered
members

4000+
licensed
products
inspired by IPs
and artworks

6
museums
to date

30+
exhibitions
annually

Honors & Awards

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2018

- "My Favorite Park Gift Award" by Beijing Municipal Government
- "Best Publicity Campaign Award" by Asia Licensing Association
- "Best Contribution Copyright Owner in Beijing Media Industry" by Jingdong Cultural and Entertainment

2020

- Excellent Partner of Huawei Theme
- "Nomination of Annual Cultural and Arts Licensing IP" by China Licensing Association
- "Nomination of Newcomer of the Year" by Asia Licensing Association

2022

- Hooxiao Excellent Marketing Campaign Award
 - Beijing Honest Enterprise

2024

- UNESCO Selected Cases for the Short Video of "Bringing Cultural Heritage to Life"
 - Top 10 Outstanding Exhibitions of Chaoyang
- China Excellence Award for Museum Innovation and Empowerment 2024
 - China Top 10 Exemplary Immersive Exhibitions 2024
 - Top 100 Cultural Enterprises in Beijing
 - 2024 China Culture and Tourism Pioneer Award

2019

- "Golden Bamboo Best Derivative Award"
- The Most Potential Award of "My favorite Beijing Gift"
- Nominated for the "Newcomer Award" of LIMA Interna
- Tional Licensing Awards, known as the Oscar in licensing
- Winner of the Fourth "New Leader of Zhongguancun Cultural Industry Award"

2021

- "Beijing Gifts" Tourism Commodity Competition "Light of Culture and Museums" Themed Derivative
- Top 10 Cultural and Artistic Activities of the 9th Beijing Public-interest Cultural Consumption Season

2023

- Top 100 Cultural Enterprises in Beijing
- Beijing Cultural Consumption Influence Gold Enterprises

Global Partners

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Our global network spans over 100 prestigious museums and cultural institutions worldwide.

Museum



Manchester Museum
Galleria Nazionale dell' Umbria
Museu Egipci de Barcelona
Museo Picasso Málaga
Museu de Reus
National Gallery of Modern and Contemporary Art in Rome
Les Franciscaines à Deauville
.....

Cultural Institutions



Le Mobilier National
The Réunion des Musées Nationaux - Grand Palais
Peindre en Normandie
Accademia di San Luca
Ghent University
SICCARDI CREATIONS SRL
University of Aberdeen
.....

Foundation

Keith Haring Foundation
Andy Warhol Foundation
Fundación Picasso
The Marc and Ida Chagall Committee
Fundació Gala-Salvador Dalí
Mucha Foundation
Cini Foundation
.....

Gallery/Collection

Asai Collection
Uragami Azure Hall
TBM Galerie
Ruperez Collection
Giuseppe Alessandra Collection
.....

Our Stakeholders

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We have gained recognition and investment from both state-owned investment entities and private capital:

CAEG

中国对外文化集团有限公司
China Arts and Entertainment Group Ltd.



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Corporate Partnerships

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ZCTC's extensive partner network includes Fortune 500 corporations, leading digital platforms, academic institutions, and cultural organizations, comprising over 1,000 strategic collaborations worldwide.



Recognition From Foreign Governments

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Our exhibitions enjoy the esteemed patronage of diplomatic missions, whose representatives participate in our ceremonial openings and cultural events. We are privileged to collaborate with the diplomatic missions of France, Italy, Spain, Japan, and Belgium in China, among other distinguished partners.



Embassy of French in China
Ambassador
Bertrand Lortholary



Embajada de España en La R.P.China
Minister cultural secretary
Gerardo



Embassy of Japan in China
Counsellor
Ito Naoto

Public Service

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As part of its social commitment, ZCTC annually conducts 300 community initiatives and welcomes over 10,000 visitors through its complimentary admission program. Through strategic partnerships with Tencent Charity and Beijing Yintai Social Charity Foundation, the group has dedicated over 600,000 RMB to cultural heritage preservation and public arts education.



Media Coverage

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ZCTC has garnered over one billion digital engagements through extensive coverage from more than 500 leading national media outlets, including People's Daily, Xinhua News Agency, CCTV, China News Agency, and Guangming Daily. The international reach extends across 50 prestigious global media organizations, with coverage from China Television Europe, European Times, Agence France-Presse (AFP), Associated Press, Reuters, and Daily Herald.



People's Daily



CCTV



Reuters



LED Billboard Display in New York Times Square

Part 2

Meet You Museum

遇见 博物馆 Meet You Museum

“Bring the Worldwide Museums to You”

Telling China's Stories Well | Promoting International exchanges

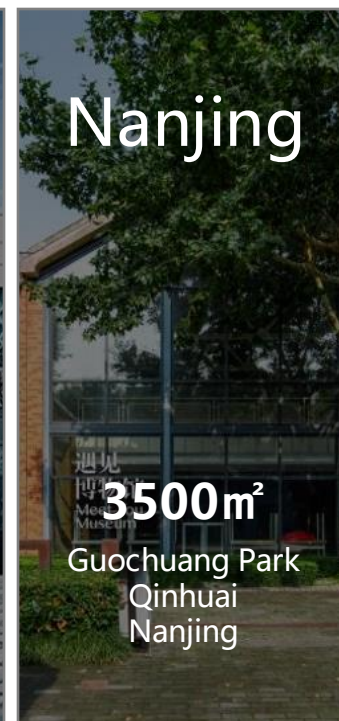
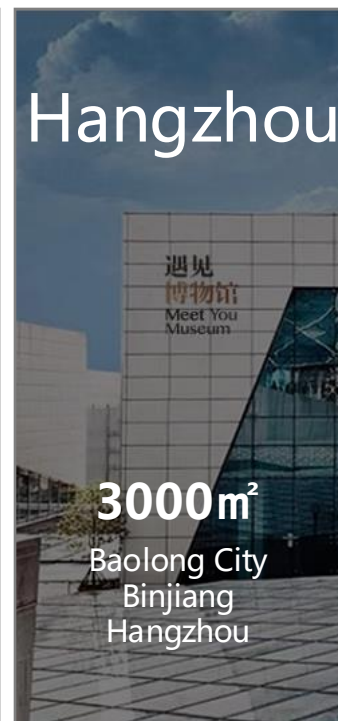
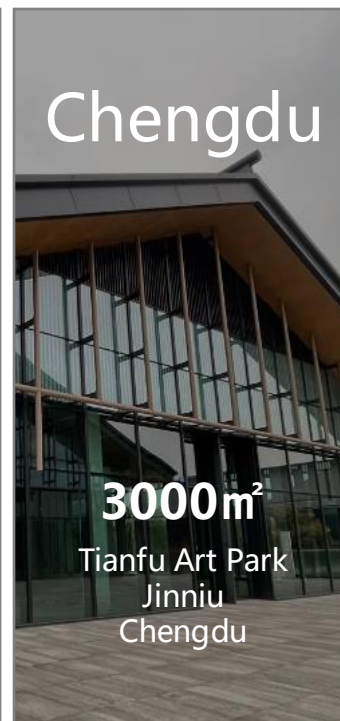
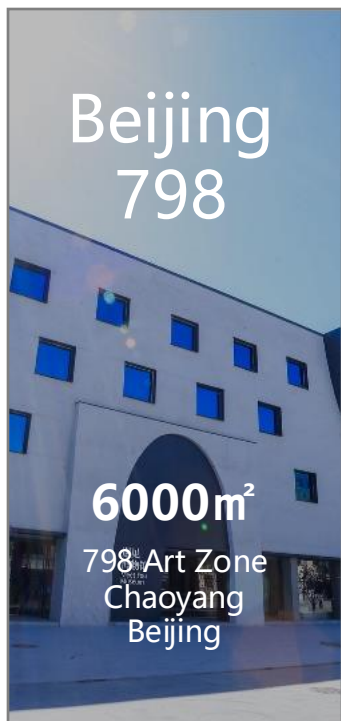
Aim to building platforms for international cultural exchanges in cities

Meet You Museum is a Non-Governmental Non-Profit Organization (NGNPO) registered in China , an international cultural and art institution supported and guided by China Arts and Entertainment Group Ltd., a subsidiary of the Chinese central state-owned Bauhinia Culture Holdings Limited, and Art Exhibitions China, a subsidiary of the National Cultural Heritage Administration.

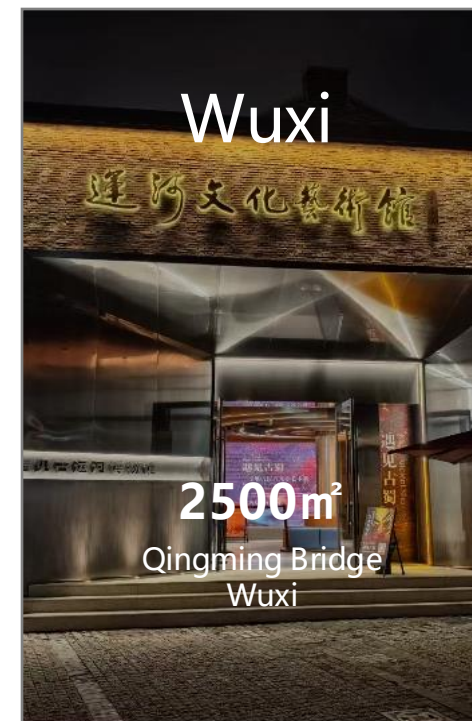
At present, Meet You Museum has six venues nationwide with international certification standards, equipped with constant temperature and humidity environment control systems and UV-free lighting systems. Namely, Meet You Museum Beijing, Meet You Museum Shanghai, Meet You Museum Chengdu, Meet You Museum Nanjing, Meet You Museum Hangzhou and Meet You Museum Wuxi.

Our Venues

5 Proprietary Venues



1 Co-operated Venue



Key Performance

Since March 12, 2021

6

Direct-operated &
Partner Venues

100+

Curated & Licensed
Exhibitions

4M+

Audiences

3M+

Tickets Sold

4000+

Original Cultural
Products
Developed

3M+

Loyal
Followers

4B+

Online Views &
Reads

500+

Major Media
Outlets
Worldwide
coverage

3000+

Events
Organized

In Continuous Growth Phase.....

遇见
博物馆
Meet You
Museum

The collage consists of 40 individual exhibition posters, each with its own unique design and color palette. The posters are organized into several rows, with some featuring large, bold text and others using more intricate illustrations. The overall theme is the celebration of art through the 'Meet' series, which aims to bring diverse artistic voices to a wider audience. The posters include titles in both Chinese and English, along with dates and locations for the exhibitions.



Our Exhibitions

Meet Napoleon: The Disappeared Palaces

Partners

Mobilier National, Fondation Napoléon

Support by

Embassy of French in China

Tour cities

Beijing/Shanghai

Presenting 81 treasured artifacts from France, this exhibition marks a significant milestone as the inaugural cultural exchange of the 2024 France-China Year of Culture and Tourism. The initiative, proposed by France, commemorates the 60th anniversary of Franco-Chinese diplomatic relations and has been designated as a key cultural project for the 60th anniversary of China-France diplomatic relations.

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遇见
博物馆
Meet You
Museum

遇见博物馆
Meet you Museum

Our Exhibitions

遇见
博物馆
Meet You
Museum

Meet Egypt: Mummy, Life and Death in Ancient Egypt

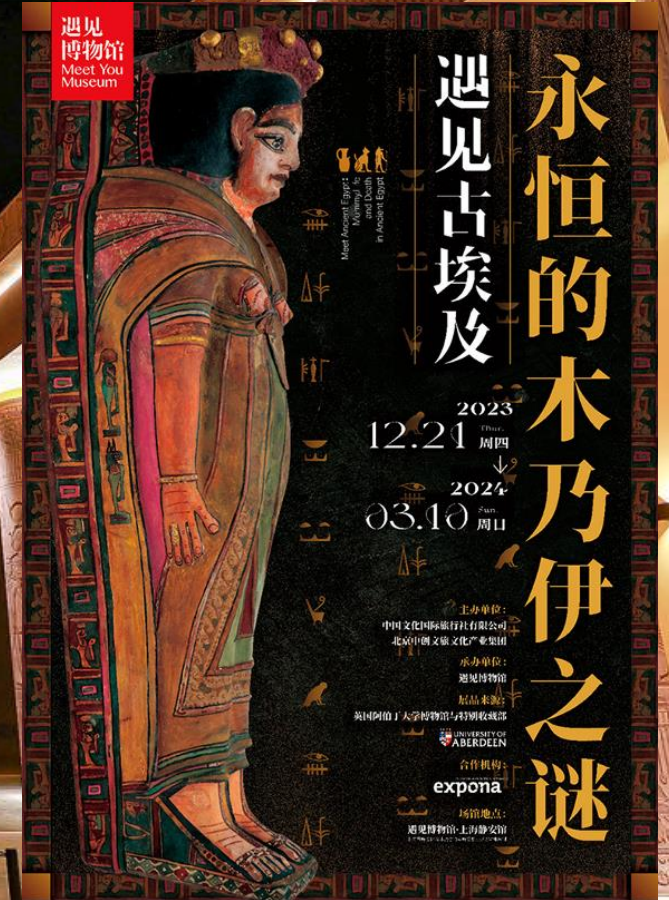
Partners

Museums and Special Collections of the University of Aberdeen

Tour cities

Shanghai/Hangzhou/Beijing

This collection of 123 artifacts offers a compelling glimpse into ancient Egyptian civilization. At its heart are magnificent sarcophagi, including two preserved mummies, alongside sacred canopic vessels and mummified animal remains. The exhibition features revered scarab artifacts, intricate relief carvings, and masterful sculptures that speak to the artistic sophistication of the era. Noble jewelry, delicate cosmetic implements, and ceremonial pottery showcase the refinement of daily life, while stone inscriptions and ritual bronzes provide insight into religious and cultural practices of ancient Egypt. This exhibition is one of three thematic presentations in the series, which has collectively drawn more than one million visitors.



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遇见博物馆
Meet You Museum

Our Exhibitions

Monet, Van Gogh and the masters of Modernism

Masterpieces from la Galleria Nazionale d'Arte Moderna e Contemporanea di Roma

Partners

National Gallery of Modern and Contemporary Art in Rome
Mondo Moser

Tour cities

Beijing/Hangzhou

This prestigious exhibition presents 48 masterpieces by 37 renowned artists from Rome's National Gallery of Modern and Contemporary Art. At the heart of the exhibition stands Monet's iconic Water Lilies series, accompanied by seminal works from Van Gogh, Miró, and Pollock created during their artistic prime. The exhibition also showcases exceptional pieces by Italian masters including Giacomo Balla, Umberto Boccioni, Giorgio De Chirico, and Lucio Fontana, offering a rare glimpse into Italy's profound artistic heritage.

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MONET VAN GOGH and the masters of modernism 莫奈、梵高与现代主义大师



© Galleria Nazionale d'Arte Moderna e Contemporanea - Photographic Archives - Bio-Iconographic Archives

意大利国家现当代美术馆真迹展

Masterpieces from the Galleria Nazionale d'Arte Moderna e Contemporanea di Roma

2023.04.15 - 07.02

场馆地址 | 浙江省杭州市滨江区滨盛路 3867 号宝龙城 5F 遇见博物馆
主办单位 | 中国文化国际旅行社有限公司、北京中创文旅文化产业集团
支持单位 | 意大利驻上海总领事馆 意大利驻沪总领事馆文化处
联合主办 | 杭州宝龙艺术中心
承办单位 | 遇见博物馆
展品来源 | 意大利国家现当代美术馆
合作单位 | MONDOMOSTRE S.R.L.

遇见
博物馆
Meet You
Museum

遇见博物馆
Meet You Museum

Our Exhibitions

Meet Dunhuang

An immersive exhibition of Chinese classic culture Original Curated by ZCTC

Partners

Central Academy of Fine Arts

Changshana Dunhuang Pattern Design and Research Studio

Naked.Inc

Tour cities

Beijing/Shanghai/Chengdu/Hangzhou/Nanjing
/Haikou/Shenzhen/Qingdao/Huangshi/Sanya

This dual-format exhibition harmoniously bridges ancient and contemporary artistic expression. The immersive digital gallery orchestrates a 30-minute visual symphony, weaving together four distinctive narratives of Dunhuang's cultural heritage. Through innovative digital techniques, visitors experience the grandeur of its architecture, the splendor of its polychrome sculptures, the artistry of its murals, and the depth of its cultural traditions.

Complementing this digital experience, the exhibition presents more than 20 authorized reproductions of Chang Shana's detailed drawings, spanning from 1945 to 2013. These masterful works offer intimate interpretations of Dunhuang's sacred cave temples, iconic figures, historical garments, and mystical creatures.

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遇见博物馆
Meet You Museum

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Museum

Our Exhibitions

Meet Ancient Shu

An immersive exhibition of Chinese classic culture Original Curated by ZCTC

Partners

China Arts and Entertainment Group Ltd.
Naked.Inc

Tour cities

Shanghai/Beijing/Nanjing/Huangshi/Jining/Wuxi/Hangzhou

This immersive exhibition brings the mysterious realm of Sanxingdui to life through cutting-edge digital technology and precise archaeological reconstructions. Visitors are guided through the remarkable social evolution, sacred ceremonies, and nature-venerating practices of the ancient Shu civilization. The journey unfolds across three distinctive experiences: a mesmerizing 30-minute multimedia presentation, engaging interactive encounters, and an impressive collection of meticulously reproduced artifacts from the Sanxingdui excavations.

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博物馆
Meet You
Museum

遇见博物馆
Meet you Museum

Partners

Institute of Vertebrate Paleontology and Paleoanthropology
Future Science and Engineering Application Center
China Arts and Entertainment Group Ltd.
China Association for International Science and
Technology Cooperation
China Performing Arts Agency

Tour city

亿年的地球记忆
恐龙化石特展

China's first immersive educational exhibition featuring dinosaur fossils and their prehistoric ecosystems. The 3,000-square-meter exhibition space showcases over 500 rare paleontological specimens, including more than 100 dinosaur fossils and 300 prehistoric species, complemented by 10 interactive experiences.

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恐龙化石特展

亿年的地球记忆

DINOSAURS UNEARTHED

200 Million Years of Earth's History

北京市朝阳区798艺术区陶瓷一街E02-1楼·遇见博物馆

07.13 - 10.07

指导单位：中国对外文化集团有限公司
主办单位：中国国际科技合作协会、中国对外翻译有限公司、北京中文国际文化产业集团
承办单位：大连博物馆
展览支持单位：中国科学院古脊椎动物与古人类研究所、辽宁古生物博物馆、南昌恐龙园、湖南省保靖博物馆、福建省政化石保护研究中心
展览支持单位：青森县自然历史博物馆、未来科学与工程应用中心
协办单位：科莱美（北京）科技有限公司

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