



Muses Space
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Sino-French Cultural and Museum Cooperation Expert



Platform Services



As the executive unit of the strategic cooperation agreement between the China Museums Association and the French Foundation for Prospective and Innovation, it provides a platform service for cooperation and exchanges between Chinese and French museums. The services include: training and visiting studies, exhibition exchanges, academic seminars, etc.

• French Museum Expo & China Museum Expo

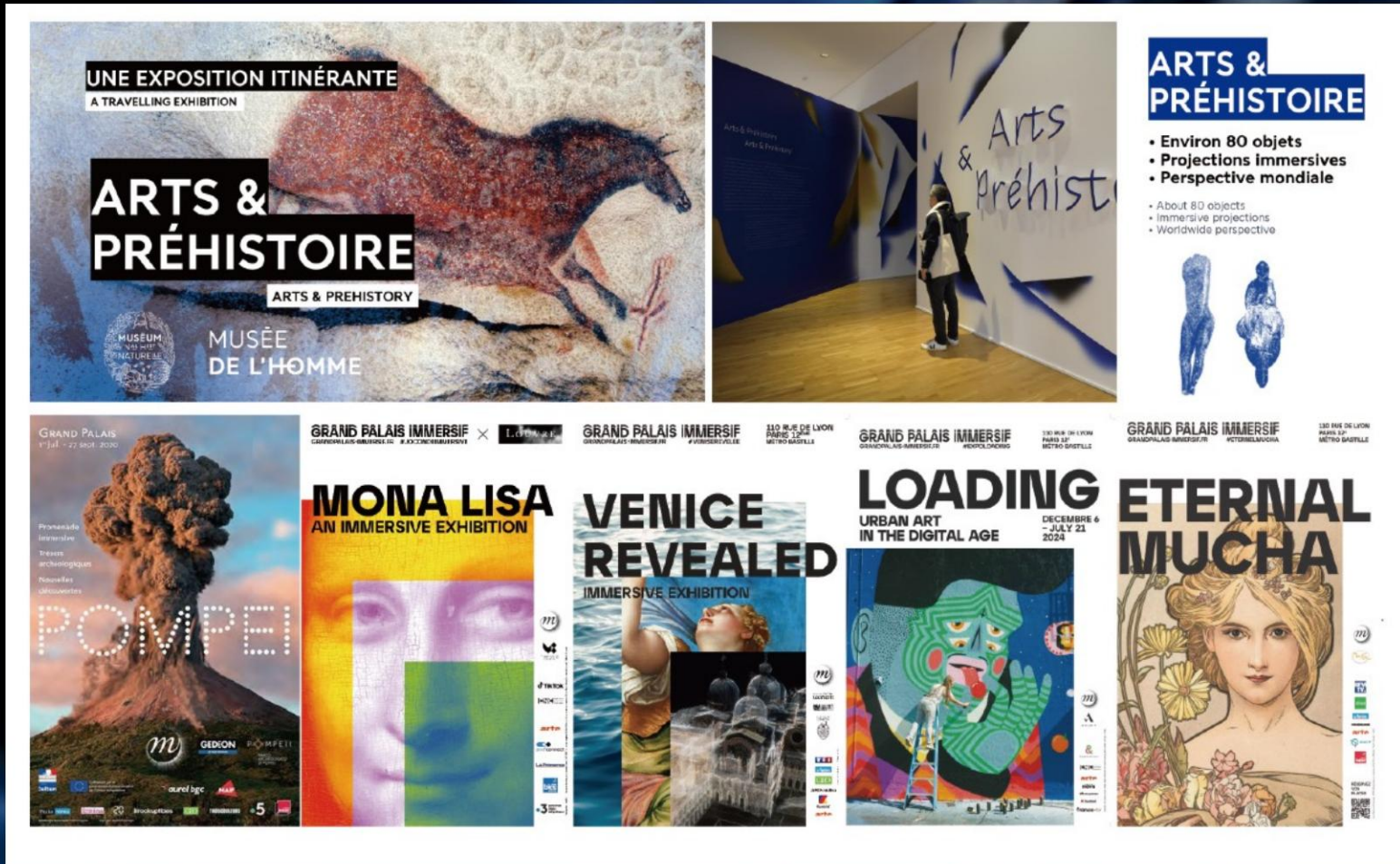
The China Museums Association and the French Foundation for Prospective and Innovation signed a strategic cooperation agreement in June 2023. As the organizer of the strategic agreement package, France-China Creation will organize a Chinese delegation to participate in the annual French Museum Expo and a French delegation to participate in the biennial China Museum Expo.

• To further deepen the international exchanges and cooperation of Chinese museums, with the support of the Tengbo Foundation, the China Museums Association will join hands with the French Foundation for Prospective and Innovation to support senior museum talents to visit and exchange in French museums starting from 2024. France-China Innovation will serve as the implementing unit and be responsible for the implementation of the visiting plan.

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Exhibition production, operation and communication

We invested in large-scale exhibitions, which were held in China and France and toured around the world. At the same time, we introduced high-quality overseas exhibitions and toured them domestically.



Incubation and introduction of overseas cultural and technological projects

According to the needs of the Chinese market, we collect high-quality cultural and technological projects from overseas, introduce them into China for incubation, and jointly develop the Chinese market.

3D耳机-博物馆声景系统 3D headset - Museum Soundscape system



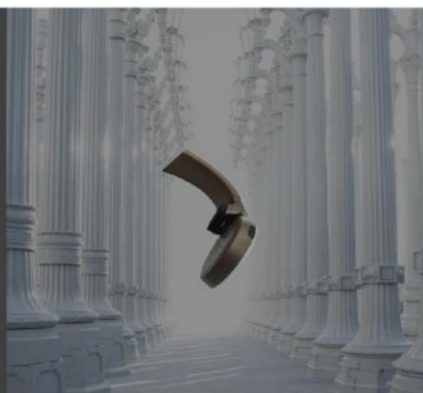
法国3D耳机
博物馆声景系统



- 头部定位系统
- 内置处理器
- 内置存储器
- 高质量音效
- 3D声音引擎
- 高保真立体声
- 动态立体声



- 定向触发
- 人机多媒体互联互动



适应所有类型的参观路线



Training on "Application of Artificial Intelligence Technology in Cultural Heritage Protection" in France in 2023



France has always produced many talents in the field of mathematics and has accumulated rich experience, laying a good foundation for the release of many influential artificial intelligence innovation results. Thanks to its deep research foundation in basic fields such as mathematics and information science, France has actively carried out research on basic theories and key core technologies of artificial intelligence in the upstream of the artificial intelligence innovation chain and value chain, proposed the influential convolutional neural network, and promoted the emergence of artificial intelligence results such as neuromorphic technology. As a core member of the European Union, France has a deep academic research background in artificial intelligence, has formed a relatively active innovation and entrepreneurship ecology, is vigorously promoting the application of artificial intelligence in various industries, and is committed to becoming a leader in the field of artificial intelligence. In order to train a group of new cultural heritage protection technology talents who can combine artificial intelligence technology with cultural heritage protection concepts for the cultural and museum industry, the China Cultural Heritage Information Consulting Center, with the support of the Ministry of Human Resources and Social Security of China and the State Administration of Cultural Heritage, has jointly organized the "Application of Artificial Intelligence Technology in Cultural Heritage Protection" in France in 2023 with the French Museum Community (We Are Museums Lab) and the Centre des Monuments Nationaux Institut. Bei Hetian, Director of the International Cooperation Department of the French Ministry of Culture, Nie Shengkui, Director of the Foreign Experts Work Preparatory Group of the Ministry of Human Resources and Social Security, Lu Jin, Deputy Director of the State Administration of Cultural Heritage, and Qiao Yunfei, Director of the China Cultural Heritage Information Consulting Center, delivered speeches at the opening ceremony.

This training course is the first overseas training course officially approved by the State Administration of Foreign Experts since the institutional transformation. It is also the training course with the largest financial support (full funding). It fully reflects the importance and support of the Party Group of the Ministry for the development of cultural heritage, the protection of cultural heritage and the training of cultural professionals. It is also an effective measure to implement the joint statement of the Chinese and French governments. The training will be held in Paris, France from December 9, 2023 (departure date) to December 22, 2023 (arrival date). The training time is 14 days. The main training location is the French National Center for Monuments Research. The participants are 16 people in charge of cultural heritage protection and informatization related work and technical backbones in the National Cultural Heritage Administration system. The main topics and course contents involved in the training are: 1) The current status of the development of cultural heritage protection in France and the construction of French museums; 2) The application of virtual reality and augmented reality technologies in digital exhibitions in French museums; 3) An overview of the application of French artificial intelligence in the cultural field and its application in the restoration of cultural relics; 4) The application of embedded artificial intelligence technology in the soundscape system of French museums; 5) The role of French 3D reconstruction technology in the restoration of historical monuments; 6) The application of French 5D scanning, biometric passport and other technologies in cultural heritage protection; 7) The application of French intelligent data and knowledge service technologies in the field of cultural heritage data; 8) The application of French Internet of Things technology in the field of cultural heritage protection; 9) The application of French digital twin and metaverse technology in scene reproduction and digital exhibitions, etc.

In 2024, the Chinese Cultural and Museum Delegation will attend the French Museum Expo



2024 is the 60th anniversary of the establishment of diplomatic relations between China and France and the China-France Cultural Tourism Year. In order to implement the memorandum of cooperation signed by the China Museums Association and the French Foundation for Prospective and Innovation in 2023 and promote exchanges between the Chinese and French museum industries, the China Museums Association organized cultural and museum representatives to participate in the 2024 French Museum Expo (abbreviated as the French "Museum Expo") and related activities held in Paris, France from January 15 to 19. The French "Museum Expo" is a professional museum exhibition hosted by the EUROPEXPO Group under the support of the French Ministry of Culture and the French Foundation for Prospective and Innovation. It is held once a year in January and has been successfully held for 28 years. It is the largest and most influential exhibition in the museum industry in France and even Europe. The 2024 French "Museum Expo" attracted nearly 400 exhibitors and 5,500 professional museum visitors from more than 20 countries. The exhibition is divided into three major exhibition areas, namely the Museum Technology Exhibition Area, the Museum Service Exhibition Area and the Museum Store Exhibition Area. In addition, 36 professional conferences are arranged.

The first Sino-French Museum Directors Forum held by the French "Museum Fair" was themed "Chinese Museums: Current Development and International Cooperation". The organizer specially invited Ma Xiaolin, Vice President of the China Museum Association and Director of Henan Museum, Li Gang, Chairman of the Archaeology and Site Museum Committee of the China Museum Association and Director of the Qin Shihuang Mausoleum Museum, Wang Zhiqiang, Director of the Puppet Manchukuo Imperial Palace Museum, Zheng Jing, Director of Yangzhou China Grand Canal Museum, and Li Wenchu, Director of Luoyang Museum, to make keynote speeches and participate in the dialogue. They respectively introduced the current development status of Chinese museums in a comprehensive and detailed manner to the professional audience on the innovative practices of Chinese museums, the digital era of archaeological site museums, the development of museum social education, and the application of museum technology. In the dialogue session, they had in-depth discussions with museum directors and representatives of the French Grand Palais Digital Museum and the Singapore Art Museum on immersive exhibition cooperation models and the application of AI technology. As the focus and highlight of the exhibition, the Sino-French Museum Directors Forum attracted a large number of visitors. After the forum, the audience was reluctant to leave and had in-depth exchanges and discussions with the directors. After the forum, representatives of Chinese museums visited the exhibition site accompanied by the organizers and had in-depth exchanges with science and technology exhibitors from various countries.

2024 Tengbok Gold Museum Senior Talent Overseas Visiting Program



In order to further deepen the international exchanges and cooperation of Chinese museums, with the support of Tengbo Foundation, The French Museum Association will join hands with the French Foundation for Prospective and Innovation , Starting in 2024, support Senior museum personnel visited French museums for exchanges.

The executive unit is responsible for the implementation of the visit plan. As the first international visitor of the “Tengbo Scholar”

The project is supported by the French Foundation for Prospective and Innovation and in collaboration with the Guimet Museum in France.

After consultation, the China Museums Association selected a Chinese museum professional to go to Visited the Guimet Museum in France for about 10 months for study and work practice .

The Guimet Museum was founded in 1889 , It is a national public cultural institution under the French Ministry of Culture.

Structure . The museum has a collection of more than 60,000 pieces of Asian art . The Guimet Museum holds There are many cultural heritage and modern art exhibitions, as well as rich music concerts. , electricity

Film screenings, conferences, lectures and other cultural activities.

Industry category: Museum Communication and Promotion , Aims to help scholars understand the management and operation of overseas museums

camp , Knowledge, skills and practical experience in public image building, communication and promotion.

To celebrate the 60th anniversary of the establishment of diplomatic relations between China and France and the China-France Cultural Tourism Year, the Guimet Museum will

The one-year “China Special Project” .



French Cultural and Museum Delegation as Guest of Honor in 2024

Debut at the 10th China Museum and Related Products and Technology Expo

On the occasion of the 10th China Museum and Related Products and Technology Expo in 2024, France-China Creative Culture and Technology will join hands with the French Museum Expo (Museum Connections) , Leading French

The French delegation went to Hohhot to participate in the exhibition and conference. The theme of the French delegation was digital science and innovation. The delegation members included: RSF3D Headphones Soundscape System Technology Company, Odyssee Sensorielle Digital Studio, Grand Palais Immersif, Muséum National d'Histoire Naturelle, Musée Guimet

American Museum, etc.



2024 Sino-French Short-term Training Course on Stone Cultural Relics Protection

In order to implement the important instructions and instructions of General Secretary Xi Jinping on cultural heritage talent work, and in accordance with the cooperation content of the China-France "2023-2025 Cultural Heritage Cooperation Roadmap", we will make full use of the

International high-quality resources , In order to enhance the scientific and technological innovation capabilities and international exchange level of cultural relics protection and restoration talents, the State Administration of Cultural Heritage organized and implemented this "Stone Cultural Relics Protection" training program in France with the approval of the Ministry of Human Resources and Social Security.

Training items . The participants of this short-term training course are from relevant provinces (autonomous regions) in my country's cultural heritage system. , The lecturers are composed of front-line technical backbones engaged in stone cultural heritage protection from departments directly under the city, China Cultural Heritage Research Institute, etc.

The training will be provided by the French National Heritage Institute (Institut National du Patrimoine) through lectures, seminars, field research, etc. , Study French and European stone cultural heritage protection

The project is aimed at providing professional contents such as concepts, scientific analysis and testing methods, protection and restoration technologies and implementation standards, preventive protection and monitoring technologies, and restoration effect evaluation methods. Franco-China Creative Culture Technology assisted the State Administration of Cultural Heritage and

The China Cultural Heritage Research Institute implemented this training. The Sino-French short-term training course on stone cultural heritage protection aims to improve the students' cultural heritage protection skills and promote the exchange of concepts and methods of stone cultural heritage protection between China and France.

Complement shortcomings, exchange and learn from each other, and contribute to the protection of the common cultural heritage of mankind .



“Tang Dynasty, China: A Diverse and Open Dynasty (7th to 10th Century)”

To celebrate the 60th anniversary of the establishment of diplomatic relations between China and France and the China-France Cultural Tourism Year, on November 18, 2024 , Under the guidance of the State Administration of Cultural Heritage of the People's Republic of China and the Ministry of Culture of the French Republic, the China Cultural Exchange Center and the French

Sponsored by Guoji American Museum of Asian Art, Shaanxi Provincial Bureau of Cultural Relics , Henan Provincial Cultural Relics Bureau, Masu Cultural Relics Bureau , Jiangsu Provincial Cultural Relics Bureau , Xinjiang Uyghur Autonomous Region Cultural Relics Bureau , Co-organized by Tianjin Municipal Bureau of Cultural Relics

The exhibition “China-Tang—A Diverse and Open Dynasty (7th to 10th Century)” was grandly opened at the Guimet Museum of Asian Art in France (hereinafter referred to as the Guimet Museum). Chinese President Xi Jinping and French President Macron wrote prefaces for the exhibition. Luo Wenli, deputy director of the State Administration of Cultural Heritage, read out the preface written by President Xi Jinping for the exhibition and delivered a speech at the opening ceremony. . Minister of the Chinese Embassy in France

Chen Li, relevant officials from the State Administration of Cultural Heritage, leaders and exhibition staff from the China Cultural Exchange Center, co-sponsors and participating institutions, Luc ALLAIRE, Secretary-General of the French Ministry of Culture,

More than 300 people including the Guimet Museum and invited guests attended the opening ceremony. French-Chinese Creative Culture Technology provided the exhibition translation for this exhibition. , Proofreading , Opening ceremony organization and other service work .

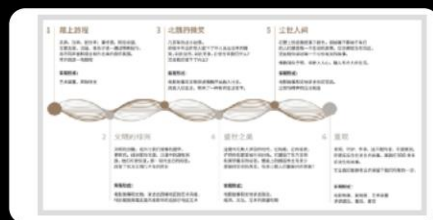
Strong creative design and content development capabilities



Creativity & Design

Our strategic partner is the overall visual design team of the Paris 2024 Olympic Games.

The circular emblem of the Paris 2024 Olympic and Paralympic Games contains the triple meaning of the Olympic gold medal, the Olympic flame and the goddess Marianna, the symbol of the French Republic, symbolizing that Paris will host a friendly and people-oriented Olympic Games.



Director & Screenwriter

We have great storytelling abilities.

Combing through human history, using film-like production techniques to highlight artistic beauty and emotional resonance, and telling cultural stories in a novel, delicate and touching way.



Architecture & Installations

We are good at combining architectural space with artistic perception.

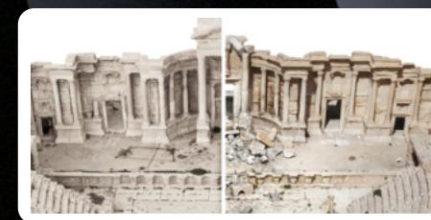
Whether it is a cultural relic or a modern building, each space is unique. Our architecture and installation team makes full use of the spatial structure and cleverly uses light, sound, and vibration to tell stories through space.



Curation & Planning

We are innovative and pioneering.

It has created a new digital exhibition model that integrates "cinematic sense + cultural heritage + immersiveness". The planning method of the star project Guanhua Exhibition has established a benchmark for overseas exhibitions of Chinese culture in the new era.



Arts & Academics

We respect historical facts and explore art.

The rigorous academic spirit and unlimited exploration of art make our works have both social and commercial value.

4. Strategic Partners



French Foundation for Prospective and Innovation

The French Foundation for Prospective and Innovation (FPI) is chaired by Mr. Jean-Pierre Raffarin, former French Prime Minister and French President's Special Envoy for China Affairs. It aims to build a high-end, international platform to strengthen Sino-French technical and cultural exchanges. In recent years, the Foundation has carried out many cultural activities with China, bringing together the world's top experts in the field of culture and art. The activities have achieved outstanding results and have been highly praised by the leaders of both countries. Tan Xuemei serves as the Director of the International Department of the French Foundation for Prospective and Innovation.



French National Monuments Centre

The French National Monuments Center (CMN) is a public administrative agency under the French Ministry of Culture and Publicity. It is the regulatory agency for France's national monuments and is responsible for the preservation, restoration, management and promotion of more than 100 monuments and sites across France.



China State Administration of Cultural Heritage

The State Administration of Cultural Heritage of China is a national bureau managed by the Ministry of Culture and Tourism. It is mainly responsible for the development of cultural heritage and museums, cultural heritage protection, world cultural heritage protection, archaeology, cultural heritage and museum public services, and the transformation and promotion of scientific and technological achievements in cultural heritage protection.



China-Europe City Mayors Exchange Platform

The China-EU Green and Smart Cities Summit was established in 2016 by the China Urban and Small Town Reform and Development Center and the French Foundation for Prospective and Innovation (represented by Tan Xuemei) under the guidance of the European Commission and the National Development and Reform Commission of China. It is an exchange platform for mayors of cities in China and Europe. The summit is held annually and has become a model of pragmatic cooperation between China and Europe, bringing together nearly 100 mayors of cities.

4. Strategic Partners



European Ministries of Culture

The France-China Innovation team maintains close ties with top institutions in major European cultural countries, including the French Ministry of Culture, the German Ministry of Culture, the Italian Ministry of Culture, the Greek Ministry of Culture, and the Austrian Ministry of Culture.



French Museum Expo

The French Museum Fair (MC) was founded in 1995 and is the most well-known exchange platform for the museum industry in Europe. It is held annually in Paris. The exhibition covers museum management, technical equipment, cultural products, media, point of sale management, new technology applications, etc., and more than 30 professional forums are held at the same time.



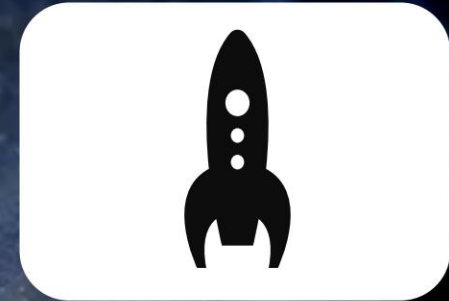
China Museums Association

The China Museums Association (CMA) is a professional association in the field of Chinese culture and museums. The association's purpose is to unite museums, museum-related enterprises and institutions, museum associations and individuals across the country to serve the promotion of the scientific development of China's museum industry.



Jinyan Capital

As a professional investment institution with rich experience in project investment and financing, it maintains good cooperative relations with large domestic commercial banks, private equity funds, high-quality industrial investors and government agencies, and is committed to assisting high-quality overseas companies in financing, investment landing and management operations in China.



The European Museum

Incubator Cluster includes the

European museum industry incubator and accelerator cluster represented by the French National Monuments Center Incubator and the Vincennes Castle Accelerator, as well as the European and American cultural and museum innovation pioneer groups.



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THANKS

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