

China Design Now

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15 March – 13 July 2008



China Design Now: Chronology

- 1949** People's Republic of China founded under Mao Zedong
- 1953** State-ownership Land Reform completed
Soviet-style Five-Year Plan model adopted
Rice coupons issued due to food shortages
- 1956** Socialist transformation in urban areas begins, through which all private industry and commerce are changed to state owned enterprises
- 1958** Residency permits adopted into law to control internal immigration
People's Communes formed in the countryside
Great Leap Forward leads to famine from 1959 to 1961
- 1966** Cultural Revolution: first phase completed by 1969, but policies continue until 1976
- 1972** President Richard Nixon visits China and meets Mao Zedong
- 1976** Mao Zedong dies
- 1977** Deng Xiaoping assumes power
20 million youth return to the city from the countryside
University entrance examinations re-introduced
- 1978** Four Modernizations policy (in agriculture, industry, science and technology, and national defence) outlined, marking the beginning of China's reform era
- 1979** Contracted responsibility system adopted in the countryside, by which farmers can sell surplus crops on the open market
Ambiguity Poetry, an avant-garde poetry movement, spreads
Intellectual magazine *Dushu* published
Independent artist group Stars exhibits work in Beijing
Commercial advertising appears in newspapers and on TV
Taxis appear in Guangzhou
- 1980** Special Economic Zones (SEZs) set up in Guangdong and Fujian provinces
One Child family policy implemented
- 1981** China Art and Craft Association set up
- 1982** Socialism with Chinese Characteristics becomes the official definition of China's political system
China Packaging Technology Association established
- 1983** Anti-Spiritual Pollution Campaign attacks the 'contamination of Western ideas and influences'
Coca-Cola launches in China
China Advertising Association set up
- 1984** Dual-track price reform implemented

- Pierre Cardin store opens in Beijing
- 1985** Village and township enterprises emerge
 'Culture Fever' surges in urban areas, a cultural criticism composed of embracing Western culture and searching for alternative Chinese traditions
 85 New Wave avant-garde art movement launched
 Private housing begins to appear in Beijing
- 1986** First public-service advertisements broadcast
 Rock singer Cui Jian becomes popular among urban youth
- 1987** Private enterprises emerge
 Kentucky Fried Chicken outlet opens in Beijing
 China Industrial Design Society set up
- 1988** Construction of national highways begins
 TV serial *Yellow River Elegy* broadcasts
Red Sorghum feature film by Zhang Yimou screened
Elle China, the first Chinese version of an international style magazine, is published
 Nanfang Studio, the first private industrial design studio, set up in Guangzhou
- 1989** The Berlin Wall falls
China Avant-Garde Art exhibition opens at the National Art Museum, Beijing
 Tiananmen Square protest
 Jiang Zemin becomes General Secretary of the Communist Party of China
- 1990** First McDonald's outlet opens in Shenzhen
 Cynical Realism movement becomes popular in fine art
 New Documentary Movement in film begins
 China Museum of Art and Craft opens in Beijing
- 1991** Collapse of the Soviet Union
 Ration coupons abolished
 First Nike shop opens in Shanghai
 First Chinese Supermodel Contest held in Beijing
- 1992** Deng Xiaoping's Southern Tour calls for faster economic reform
 A Socialist Market Economy becomes the goal of China's economic reforms
 Shanghai Pudong New Area development intensified
 Large influx of migrant workers into China's cities begins
 First Louis Vuitton store opens in China
 China's first graphic-design exhibition, *Graphic Design in China*, opens in Shenzhen
- 1993** China Guardian Auctions Co. Ltd, the first state-level fine-art and antiquities auction company, established in Beijing
 Sixth Generation of film directors emerges (e.g. Zhang Yuan, Jia Zhangke)
 Corporate Identity Committee of China Industrial Design Society set up
 First China International Clothing and Accessories Fair
 China Fashion Designers' Association established

- First Carrefour supermarket opens in Tianjin
- 1994** Evening and weekend newspaper boom
- 1995** Job-assignment system for university graduates abolished
 - Two-day weekend adopted
 - Oriental Pearl TV Tower built in Pudong, Shanghai
 - Private architecture firms and studios emerge
- 1996** Widespread price reduction of commercial goods
 - First Wal-Mart supermarket opens in Shenzhen
- 1997** Deng Xiaoping dies
 - East Asian Financial Crisis
 - Shareholder-oriented reform of state-owned enterprises starts
 - Insurance medical-care system adopted, replacing free healthcare
 - Internet cafés appear
 - First China Advertising Festival in Guangzhou
 - First L'Oréal store opens in China
 - First China Fashion Week launches in Beijing
 - Layefe, one of the first Chinese private fashion brands, launches in Shanghai
 - S. Point, the first private product-design company, starts in Shanghai
- 1998** Welfare-housing distribution system abolished
 - 10 million workers in the cities are unemployed, caused by reforms
 - The 88-storey Jinmao Tower built in Pudong, Shanghai
 - Art and Design replaces Art and Craft as an official degree title in design education
- 1999** First Starbucks outlet opens in Beijing
 - 50 Moganshan Road (M50) becomes a popular art space for artists and galleries in Shanghai
 - 9th National Art Exhibition* extends to include an art-and design section
- 2000** Beauties' Literature, the genre of a group of women writers born in the 1970s, b
 - becomes popular
 - First Dior and Chanel stores open in China
 - Online gaming emerges as a popular pastime
- 2001** China joins the World Trade Organization (WTO)
 - Beijing wins bid to host the 29th Olympic Games in 2008
 - Copyright Law amended to include design work
 - First Giorgio Armani store opens
 - 798 Art Factory becomes a popular art space for artists and galleries in Beijing
- 2002** Hu Jintao becomes General Secretary of the Communist Party of China
 - Shanghai wins the bid to host World Expo 2010
- 2004** *Creative Economy in China* exhibition held at Beijing Science Expo
 - CCTV 2004 Innovative Design Gala Night, organized by the State Intellectual Property Right Bureau and China Central Television (CCTV)

- China International Industrial Design Summit in Wuxi, organized by the China Industrial Design Association
- China Lifestyle Award launches
- 2005** Google enters China
- Vogue China* launched
- Lenovo purchases IBM's personal computer division and becomes the world's third-largest computer manufacturer
- Haier becomes world's third-largest white-goods manufacturer
- Design Resource Cooperation (DRC) established in Beijing
- 50 Creative Cluster Parks established in Shanghai
- Get It Louder* design exhibition opens
- 2006** Sustainability, innovation and a 'harmonious society' are emphasized in the 11th Five-Year Plan
- 2007** Private property law passed
- 2008** 29th Olympic Games held in Beijing