

AIGA Design Expedition to China

9-24 May 2008



See.



Anyone can be a tourist in China, but only the AIGA Center for Cross-Cultural Design (AIGA XCD) together with *Package and Design Magazine of China* can take you deep into the heart of China's design scene.

China is well known for manufacturing stuff that was designed elsewhere, but few know that the design scene in China has leaped decades ahead in just a few years. The work being done there is world class with amazing innovations taking place. There are design and advertising firms with hundreds of employees and small firms popping up all over the place. Some design schools that have been the mainstay of design education for ages are still leading the way, but an incredible number of new and smaller schools are opening and growing all the time. Industry and business leaders are also recognizing the importance of design and branding. China is in the beginning stages of transforming from the world's manufacturer to an economy where the creative spirit will drive the development of their own global brands. It's something you must see for yourself.



Be Seen.



Package and Design Magazine will publish a profile and design samples of each tour participant in a feature article. In order to be included in this article your registration and down payment must be received by 15 January 2008. The magazine will announce our arrival as this issue will be on the shelves in China in March 2008.



MAY

Fri.
09

Sat.
10

Sun.
11

Mon.
12

Travel day

Depart from West Coast
U.S.A.

Note: Our schedule will be filled primarily with design related activities. In between, there will be some time for sight seeing, rest and shopping. The schedule on these pages represent examples of the organizations we will visit. The final schedule is likely to change depending on who is available to see us.

Travel day

Arrive in Beijing.
Check into hotel.

Possible sight seeing in
Beijing

Stay overnight in Beijing

Travel to Tianjing (1.5 hrs
by bus)

Visit Century & Creation
Design and Advertising
Agency

Return to Beijing in the
afternoon

Visit 798 Art Area
(design and art studios)

Stay overnight in Beijing



MAY

Tue.
13

Beijing

Visit AIGA China and two of China's top design schools

Visit Central Academy of Fine Arts (CAFA) and AIGA China in the morning

Visit Tsinghua University, Dept. of Design in the afternoon

Stay overnight in Beijing

Wed.
14

Sight seeing day trip from Beijing (travel by bus)

Great Wall

Tomb of Ming

Rest, Shop, Free Time

Stay overnight in Beijing

Thu.
15

Beijing

Meet head of China Industry Design Association (morning)

Visit Lenovo Design Center - Lenovo purchased IBM PC unit (morning)

Sight seeing (afternoon)

Summer Palace and Lama Temple

Stay overnight in Beijing

Fri.
16

Beijing

Visit small design firms

Bang Design, Yanjun Design, and others

Stay overnight in Beijing



MAY

Sat.
17

Travel to Xi'an
(abt. 1hr 40min by plane)

Travel and rest in the
morning

Sight seeing in the afternoon

Bell Tower

Forest of Steles of
Calligraphy

Ancient City Wall

Stay overnight in Xi'an

Sun.
18

Sightseeing in Xi'an

Terra-cotta Warriors and
Horses

HuaQung Pool

Stay overnight in Xi'an

Mon.
19

Visit Art Academy of Xi'an

Hold a workshop with
teachers and students

Free time

Stay overnight in Xi'an

Tue.
20

Travel to Guangzhou
(about 1hr 50min by plane)

Relax

Visit Ancestral temple of
Chen Family (afternoon)

Pearl River boat tour with
local designers (evening)

Stay overnight in
Guangzhou



MAY

Wed.
21

Guangzhou

Visit Guangzhou Academy
of Fine Arts - GAFA
Campus (morning)

Visit small design firms/
publishers (afternoon)

Free time (evening)

Stay overnight in
Guangzhou

Thu.
22

Travel to Hong Kong
(abt. 1 hr 30 mins. by train)

Visit Henry Steiner

Other design visits

Stay overnight in
Hong Kong

Fri.
23

more details?

Other design visits

Free time

Stay overnight in
Hong Kong

Some flights may begin
to depart on the 23rd

Sat.
24

Free time/Return flight to
States/Canada

If flight departs in the
morning, arrival in U.S.
will be on the same date





Chen Family Temple, Guangzhou





**Three examples
of organizations
we will visit.**

Sandu Cultural Media, Guangzhou

Chinese designers are looking at design from the West voraciously. In Guangzhou we will visit Sandu Cultural Media, an independent startup publisher that is producing design annuals 9 inches thick. They also publish the journal *Design 360*. In the past decade the Chinese economy has opened up allowing individuals to start private enterprises. Sandu Cultural Media is one example of such an enterprise.

Century and Creation, Tianjin

Century and Creation is a design and advertising agency with about 100 staff. The company was started soon after the independent enterprises were permitted. With only a few partners in the beginning, they grew quickly due to high demand for creative services and the small number of firms available to do the work. They make no distinction between creative disciplines such as advertising, design, and interactive as we do in the States. They do it all and they do it well.

Guangzhou Academy of Fine Arts – GAFA

GAFA is said to be one of the largest art schools in the world. Its campus is one of ten brand new universities that are part of Guangzhou's new University City built on an island in the middle of the Pearl River.

In order to ensure that the tour will go regardless of the number of travelers, we are not going with any group travel packages for the flights to and from China. If you wish, we will connect you with a travel agent who will try to get you on the same flight from the West Coast of the U.S. so the group can travel together. Each traveler will pay actual travel expenses plus a US\$200 fee to AIGA XCD. and will be responsible to arrange their own flights to Beijing and returning from Hong Kong. Travelers from anywhere in the world are welcome to join the tour. Estimated cost of flights from the west coast of the U.S. is about US\$1,500.

Cost of Tour.

Flight to China: US\$1,500*

Book your own flight. You should arrive in Beijing on May 11 and depart from Hong Kong on May 23 or 24.

Tour package in China: US\$1,368

Includes cost of tour package and travel in China, shared room in 4 star hotels, flights and transportation, entrance to venues, and 2 meals a day. If you prefer to have a room by yourself, please add US\$439.

Tips, and Food: US\$144*

Tour guides should be tipped US\$0-5 per day depending on service. This could be as much as US\$60. You will need to buy one meal per day at US\$2.50-7.00. That's as much as US\$84. And souvenirs? That's up to you.

AIGA XCD Management Fee: US\$200

We don't mark up or make a fee on any of the above costs. This management fee will go directly to AIGA XCD for administrative costs and to help plan more trips like this in the future.

Estimated total: US\$3,212*

Total fees due to AIGA XCD: US\$1,568

*Actual costs may vary.

In order to be included in the Package and Design article, a down payment of US\$500 is due to AIGA XCD by 15 January 2008 and the full payment is due 31 March 2008.

Travel inside of China will be arranged as a group tour package. This will include hotels (including breakfast), travel by bus and plane between cities, transportation to organized meetings within each city, and group banquet meals with locals (if any) are included in this fee. Hotel prices are based on shared rooms. If you want a single room, please add add US\$439. Taxi fees for free time and some meals are the responsibility of each traveler.

Maximum number of participants is 20. Translators will be provided for Chinese/English only. Details of the travel may change as we get closer to the trip.





Travel Tips

Getting a Visa

You are welcome to use any travel visa service, but if you need one we recommend the following:

Cambridge Travel & Tours
Shelley Li
714 C Street, Suite 1B
San Rafael, CA 94901
415-459-1170

Visa Fees:

China Embassy Fee: \$100 (Add fee for rush)
Cambridge Fee: \$25 (Add fee for rush)
Total (regular): \$125 per person

Travel Agent:

You are welcome to use any travel agency, but if you need one we recommend the following:

Linda Schwedock, CTC
Pacific Harbor Travel, Inc.
519 Seabright Ave., Suite 201
Santa Cruz, CA 95062
T: 831.427.5000 F: 831.425.0709
E: Linda@pacificharbortravel.com



More Travel Tips

Money

The currency in China is called Ren Min Bi (RMB) or Yuan. As of September 2007, the exchange rate was RMB7.6 to US\$1. You can check current exchange rates at <http://xe.com>. China is a cash economy. There are a lot of ATMs, but there can be problems with approvals at times. You can use credit cards in hotels, high-end shops and restaurants. Visa and Mastercard are more widely accepted than American Express. You should carry some cash. Travelers checks work well. If you carry U.S. currency, you must have new bills. Counterfeiting is so common that nobody will take a worn bill from you.

Dress

Dress will be casual for most events. Designers in China are not prone to very formal wear. Think of what you would wear to an AIGA lecture in your local chapter. You may want something slightly more dressy for evening events.

Laundry

Hotels often have inexpensive laundry service making it possible to pack lighter and wash one or more times.

Cell Phones in China

Roaming charges for U.S. cell phones in China are astronomical. If your cell phone is unlocked, you can buy a Chinese cell number and prepaid minutes. This makes it really convenient for the group to stay in touch on free days and for family and friends to know how to get a hold of you. To unlock your cell phone, call your carrier and tell them you are going to be in China and would like to unlock your cell phone. If they resist, be insistent. If that doesn't work, you can buy unlock codes for many cell phones on the Internet. Many times this works, but you can't be 100% sure you will get a good code.

Skype Phone Service

If you want to call home or you want people to be able to call you in China cheaply, we suggest that you/they sign up for a Skype account (skype.com). If both ends are using Skype, the call is free. You can use the "Skype Out" feature to call a regular line very inexpensively. This is a good way for friends and family to call your new Chinese cell phone number.



Policy

Payments, Cancellations, and Refunds Policy

To reserve a seat on an AIGA Center for Cross-Cultural Design Expedition departing on May 9th 2008, full and final payment and registration form must be received by March 31st 2008. Payments must be made by check (to AIGA Center for Cross-Cultural Design). AIGA Center for Cross-Cultural Design reserves the right to cancel a reservation if full payment has not been received by March 31st 2008. For reservations made after March 31st 2008, full payment is required when the reservation is accepted. All cancellation notices must be received in writing and will become effective as of the date of the postmark. We are still checking with our tour operator on their cancellation policy. Details will be announced ASAP.

Itinerary Changes

The itineraries and staff presented in this catalog are subject to modification and change by the AIGA Center for Cross-Cultural Design or its designated tour operator. Every reasonable effort will be made to operate programs as planned, but alterations may still occur after final itineraries are sent.

Other

Additional Terms and Conditions may apply to some expeditions, and if applicable participants will be notified via pre-trip mailings. By registering for an AIGA Center for Cross-Cultural Design expedition, the participant agrees to the Responsibility statement and the Terms and Conditions herein.



Get to Work

For those who are interested and willing, we would like to put you to work. This is an opportunity to collaborate with fellow designers on the trip, to help publicize the expedition, and to have something tangible at the end of the trip. It is likely these efforts will also be published in various journals.

We would like to have members of the expedition work together on the following projects:

- Short videos of the expedition to post on YouTube.
- Writing articles about the expedition
- Photos to be posted on Flickr
- Cultural research (designing and conducting research during hands-on sessions with Chinese designers)

If you are interested, please let us know when you register.



Credits

ORGANIZERS:

Christopher Liechty, Vice President, AIGA XCD

Zelda Harrison, President, AIGA XCD

Huang Li, Publisher, *Package and Design*

Christopher and Zelda are leading the expedition.

BROCHURE DESIGN:

Huang Shan, Mass Art, Boston, USA



<http://xcd.aiga.org/>