



**AIGA XCD** CENTER for CROSS-CULTURAL DESIGN  
跨文化设计中心



# AIGA Design Expedition to China 2009 Travel Guide 中國

[xcd.aiga.org](http://xcd.aiga.org)

# 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 20 July 2009. This issue will be on the shelves in China in November 2009.

SAT  
17\*

Arrive Hong Kong\*  
Check into hotel

SUN  
18

Hong Kong  
All-day business visit

Night on the town

MON  
19

Hong Kong  
All-day business visit

Night on the town

TUE  
20

Hong Kong  
Morning leisure time

Catch overnight sleeper train  
to Shanghai

*\*schedule for 2 wk package October 17-31; one week option available*



香港

WED  
21

Arrive Shanghai  
Check into hotel

Half-day business visit  
(afternoon)

Night on the town

THU  
22

Shanghai/Suzhou  
All-day Suzhou Tour:  
Hangshan Temple,  
Cruise on the  
Great Canal,  
Silk Factory,  
View Taihu Lake

FRI  
23\*\*

Shanghai  
Meet with local designers

**\*\*one week option group  
arrives and joins tour**

SAT  
24

Shanghai  
Visit design firm

Afternoon leisure time

**\*\*one week option: October 23-31**



上海 / 蘇州

SUN  
25

Shanghai  
Visit to the Bund,  
Nanjing Road  
and shopping!

Catch plane to Beijing

Arrive Beijing  
Check into Hotel

MON  
26

Beijing  
Congress registration  
(morning)

Visit Tiananmen Square,  
Beihai Park  
(afternoon)

Night on the town  
Icograda event

TUE  
27

Beijing  
All-day conference  
*transportation provided*

Option:  
Studio Tour

WED  
28

Beijing  
All-day conference  
*transportation provided*

Option:  
Studio Tour



北京

THU  
29

Beijing  
Studio Tour  
Bang Design  
(morning)

Tsinghua University  
(afternoon)

*separate visits*

FRI  
30

Beijing  
All-day business visit  
(morning)

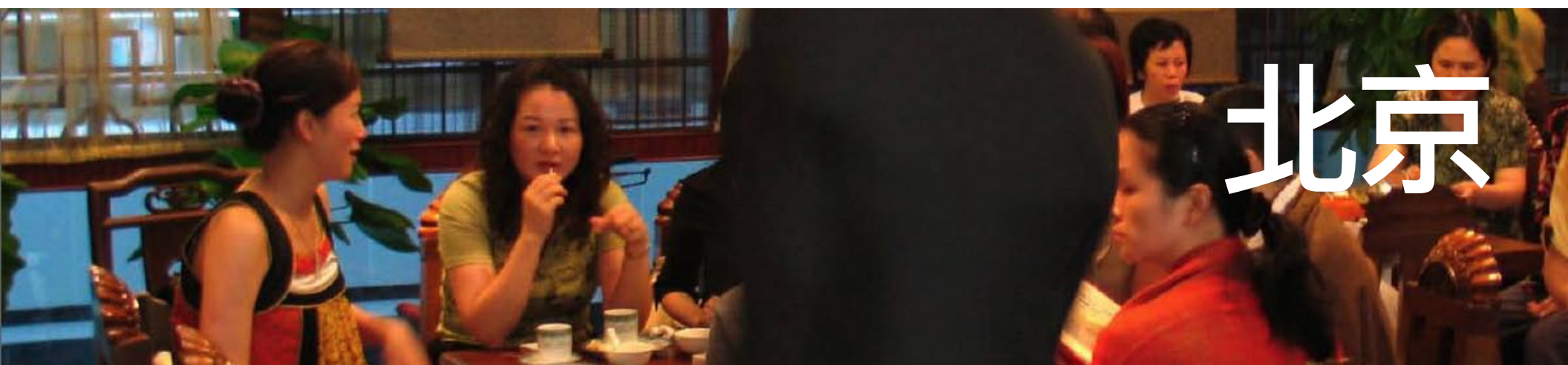
Visit Forbidden City  
(afternoon)

SAT  
31

Beijing  
Visit Summer Palace  
or Great Wall  
(morning)

Transfer to airport for departure  
(afternoon)

*red-eye outbound recommended*





## Hong Kong: *IdN Magazine*

Visiting Laurence Ng, the publisher of *IdN Magazine* in 2008 was a treat. In case you didn't know, *IdN Magazine* is an international publication for creative people. *IdN* is on a self-designed mission to amplify and unify the design community in Asia-Pacific and other parts of the world. It has been an active organizer of many design-related events, and is devoted to bringing designers from around the globe together to communicate with, learn from and inspire one another. It has truly become what the initials of its title proclaim it to be: an international designers' network, just the place AIGA XCD wants to be!

## Beijing: The Central Academy of Fine Arts

The Central Academy of Fine Arts is an academy where culture, history and art flourish, with some of the the best art resources of the world. As a leading institution for modern art education in China, CAFA boasts a rich terrain of learning and engaging creatives, and has nurtured quite a lot of pre-eminent artists in the past ninety years. One of the highlights of the visit will be the new museum of CAFA Designed by Arata Isozaki, the renowned Japanese architect, with its supporting facilities (artist studios, lecture and conference rooms, cafeteria and bookstore).

## 798 Art Zone or Dashanzi Art District

798 Art Zone houses a thriving artist community with scores of galleries, loft studios, publishing houses, cafés and fancy restaurants set amongst 50-year-old decommissioned military factory buildings. Often compared with New York's Greenwich Village or SoHo, the district's popularity has exploded since the opening of BTAP and 798 Space in 2002. In 2003, around 30 artists and organizations had set up studios or offices in the area, with 200 more reportedly on the waiting list to move in.

*Perhaps our timing is perfect: rumour has it the Dashanzi Art District faces impending destruction from the forces driving Beijing's urban sprawl.*

*\* These are just a sampling of the many locations we'll visit this year!*



## Hong Kong

Since its handover from Britain to China, this entrepreneurial, irrepressible and singular trading city has lived up to its reputation to recreate and regenerate.

This tiny territory is punching well above its size and weight once more: Hong Kong has never been busier. And it's taken on gracefully its dual status, as once again of a part of the motherland but separate, largely governing its own affairs. Almost 7 million people call a territory of 1100 sq km home, squeezing onto only 10% of the available land space. A flood of mainland and international visitors, meanwhile, crowds in to see what all the fuss is about. Multitudes seek standing or sitting room here, bringing with them smog, odour, clutter and clatter.\*

## Shanghai

Shanghai is an exhilarating, ever-morphing metropolis that isn't just living China's dream, but is setting the pace for the rest of the world.

Once a playground for foreign adventurers and socialites, Shanghai is now where home-grown tycoons build soaring monuments to capitalism and the locals party all night. But despite a past as evocative as it is notorious, Shanghai has dispensed with the rear-view mirror, pushed the pedal to the floor and is roaring towards its imagined future so fast that keeping up is almost impossible. New developments spring up weekly, while the rapidly growing middle classes work seven days a week in the hope of graduating to the big-time.\*

## Suzhou

Our day trip to the “Venice of the Orient” will be entirely for pleasure. The nickname is derived, of course, from the myriad of canals lined by whitewashed homes with gray-tiled roofs. These canals feed into the Grand Canal, which runs for 1792km to Beijing. This artery, believed to be the largest internal waterway in the world was hand dug around 1300 A.D. for the travel leisure of the royal family and as a means to carry grain tribute from the Yangtze River plain to the capital. Some believe its construction was recommended by Marco Polo himself.

Suzhou is famous for its classical gardens with weeping willows and strangely formed rocks, a perfect place to lose yourself in. Perhaps not for long, we'll have to find ourselves back in time for a hearty banquet with the Suzhou Designers Association!

\* Excerpts from the online version of the Lonely Planet Guide, China [[lonelyplanet.com/china](http://lonelyplanet.com/china)]

## Beijing

Beijing, which means North Capital, is one of China's true ancient citadels. It is also an aspiring, confident and modern city that seems assured of its destiny to rule over China ad infinitum.

A vast and symmetrical metropolis, Běijīng is the orderly seat of the communist political power in China, so its architecture traces each and every mood swing from 1949 to the present, from hùtòng (narrow alleys) to huge underground bomb shelters scooped out during the 1970s. One moment you are sizing up a blank Soviet-style monument, the next you spot a vast, shimmering tower rising up from the footprint of a vanished temple.

Colossal fly-overs and multi-lane boulevards heave with more than 3 million cars but ample pockets of historical charm survive. It's the city's epic imperial grandeur (Forbidden City, Summer Palace), however, that is truly awe-inspiring.\*

The AIGA XCD 2009 China Expedition will take you through the streets of Beijing, juggling tourist attractions with design hubs and converging at the Icograda World Congress, one of the world's largest congregations of creative professionals.

## icograda IDA

2009's AIGA|XCD China Expedition will join our professional colleagues in Beijing for the bi-annual gathering to reflect on the past, examine the present and look into the future of communication design.

Under the theme *Xin*—signifying dialogue or “human speaking” in Chinese—the Icograda World Design Congress 2009 in Beijing will explore the capacity of design to integrate with other media, to transcend national, cultural and economic confines and to benefit the world at large. Please note that we will be arriving in Beijing on October 26, after the General Assembly, in time for the International & Education Conferences.

Icograda World Design Congress  
24-30 October 2009  
[beijing2009.org](http://beijing2009.org)

\* Excerpts from the online version of the Lonely Planet Guide, China [[www.lonelyplanet.com/china](http://www.lonelyplanet.com/china)]

## *travel costs for 1 wk package October 23-31*

The following costs do not include registration for the 2009 Icograda Conference in Beijing.

However, AIGA|XCD has negotiated a special group rate with the organizers of this conference eligible only to travelers whose deposits clear by July 20, 2009.

For more information about registering for the 2009 Icograda Conference in Beijing, please visit: <http://beijing2009.org/registration.htm>

*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. Taxi fees for free time and some meals are the responsibility of each traveler.*

*Translators will be provided for Chinese/English only.  
Details of the itinerary subject to change.*

### **FLIGHT TO CHINA: 1.500 USD\***

Book your own flight. You should arrive in Shanghai on October 23 and depart from Beijing on October 31 or whenever you choose.

### **TOUR PACKAGE IN CHINA: 780 USD**

Includes cost of tour package and travel in China, shared room in 4 star hotels, flights and transportation, entrance to venues, breakfast & lunch. If you prefer to have a room by yourself, please add 245 USD.

### **TIPS: 70 USD**

Tour guides should be tipped 0-5 USD per day depending on service.

This sum will be collected up front and used to pay our guides/train porters/hotel bellhops during the 2-week trip.

### **AIGA|XCD MANAGEMENT FEE: 175 USD**

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: 2.525 USD**

## **TOTAL FEES DUE TO AIGA|XCD: 1.025 USD**

*\*Actual costs may vary.*

*In order to be included as a featured designer in the Package and Design November edition, full payment is due to AIGA|XCD by September 15, 2009. Payment is 50% refundable after September 30, non-refundable after October 5, 2009.*

*The AIGA|XCD management fee is non-refundable.*

## travel costs for 2 wk package October 17-31

The following costs do not include registration for the 2009 Icoграда Conference in Beijing.

However, AIGA|XCD has negotiated a special group rate with the organizers of this conference eligible only to travelers whose deposits clear by July 20, 2009.

For more information about registering for the 2009 Icoграда Conference in Beijing, please visit: <http://beijing2009.org/registration.htm>

*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. Taxi fees for free time and some meals are the responsibility of each traveler.*

*Maximum number of participants is 30.  
Translators will be provided for Chinese/English only.  
Details of the itinerary subject to change.*

### FLIGHT TO CHINA: 1.500 USD\*

Book your own flight. You should arrive in Hong Kong on October 17 and depart from Beijing on October 31 or whenever you choose.

### TOUR PACKAGE IN CHINA: 1.540 USD

Includes cost of tour package and travel in China, shared room in 4 star hotels, flights and transportation, entrance to venues, breakfast & lunch. If you prefer to have a room by yourself, please add 660 USD.

### TIPS: 150 USD

Tour guides should be tipped 0-5 USD per day depending on service. This sum will be collected up front and used to pay our guides/train porters/hotel bellhops during the 2-week trip.

### AIGA|XCD MANAGEMENT FEE: 250 USD

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: 3.440 USD

## TOTAL FEES DUE TO AIGA|XCD: 1.940 USD

*\*Actual costs may vary.*

*In order to be included as a featured designer in the Package and Design November edition, full payment is due to AIGA|XCD by 15 September 2009.*

*Payment is 50% refundable after September 30, non-refundable after October 5, 2009.*

*The AIGA|XCD management fee is non-refundable.*



## 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: \$130  
(Add fee for rush)  
Cambridge Fee: \$25  
(Add fee for rush)

## Travel Agents

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  
831.427.5000  
831.425.0709  
linda@pacificharbortravel.com

## Money

The currency in China is called Ren Min Bi (RMB) or Yuan. As of September 2007, the exchange rate was RMB7.6 to 1USD. You can check current exchange rates at XE [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 US 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

Many hotels offer inexpensive laundry service making it possible to pack less and wash along the way.

## Mobile Phones

Roaming charges for US mobile phones in China are astronomical. If your mobile is “unlocked”, you can buy a Chinese 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 mobile phone, call your carrier and tell them you are going to be in China and would like to unlock your phone. If they resist, be insistent. If that doesn't work, you can purchase unlock codes for many mobile phones online. In most cases, this works fine, 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 call you in China cheaply, we suggest 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 mobile number.

## PAYMENTS CANCELLATIONS AND REFUNDS

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 September 15, 2009. For reservations made after September 1, 2009, 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 our trip, and if applicable you will be notified via pre-trip mailings. By registering for an AIGA Center for Cross-Cultural Design expedition, you agree to the Responsibility Statement and the Terms and Conditions herein. AIGA XCD China Expedition Terms and Conditions as follows: AIGA XCD is not responsible for illness, injury, lost luggage or missing property occurring for the entire duration of the trip. Having travel insurance is highly recommended.

AIGA is also not responsible for any altercation between you and the Chinese authorities. You are responsible for advising family members/significant others of your whereabouts and will need to provide emergency contact information with your registration. Expedition participants are free to depart from the AIGA XCD itinerary or leave the expedition at anytime, but no refund will be available.

# Share.

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:

- » Videos for our YouTube channel
- » Articles for our blog
- » Photos to our Flickr group

If you're interested, please let us know when you register.

# xcd.aiga.org

**Organizers**

Zelda Harrison, President, AIGA XCD  
Huang Li, Publisher, *Package and Design*

**Design**

Antonio García, Art Director, AIGA XCD

**Photography**

Jimmy Ball, Derek Dudek, Lee Ferrell, Kate Peterson

