

21 Venue for individual exhibition projects

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Based on the initial idea of a personal curatorial project and the results of field investigation, I finally decided to choose the exhibition venue between Tramway in Glasgow and Another Art Museum in Guangzhou. The two venues each have their own advantages that fit the theme of the exhibition, but also have their own limitations. Here are some of my specific comparative analysis of various aspects of the two venues.

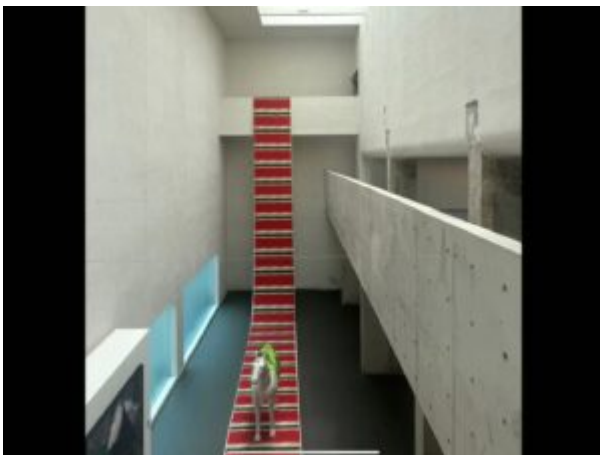
Space characteristics and hardware facilities

The two galleries were converted from abandoned Spaces: Tramway was converted from an abandoned tram factory, while Another Art Museum was formerly a pharmaceutical factory. As part of Glasgow's industrial heritage, the Tramway main gallery has an extremely high height and a large number of exposed metal structures, which are ideal for large-scale installations or immersive environments.

The main exhibition hall of Another Art Museum also has spacious interior space. Different from the main exhibition hall of Tramway, the exhibition hall of Another Art Museum has three floors, among which the middle of the first and second floors is set up an empty space to accommodate large-scale installations, and the rest is a classic white cube space. This unadorned interior space provides ample leeway for the curators to play freely around the theme of the exhibition.



Tramway's main exhibition hall



Another Art Museum's main exhibition hall

Geographical environment, audience base, resource support and theme freedom

The inevitable part of holding an exhibition is to comprehensively consider the local urban cultural background, the audience base and a series of other objective factors. Glasgow, where Tramway is located, and Guangzhou, where Another gallery is located, each have their own strengths in hosting contemporary art exhibitions. Glasgow, where Tramway is located, has a long artistic tradition and is known for its rich art education resources (such as the Glasgow School of Art) and strong contemporary art atmosphere. The audience here is mainly art students, scholars and art industry practitioners, and the audience is highly receptive to conceptual art, experimental video and social critical works.

In addition, Glasgow's exhibition funding comes from the Public Art Fund, which is suitable for collaboration with academic institutions and the European Art Network. If my exhibition wants to explore the subconscious, psychology, social dreams in depth, Glasgow's art ecology and academic environment will provide ideal support. Guangzhou, where Another Art Museum is located, is one of China's economic and cultural centers. With a large audience of young people in Guangzhou who are receptive to interactive, immersive experiences and digital art, social media (e.g., Xiaohongshu, Douyin, Weibo) can quickly amplify the impact of an exhibition. If my exhibition can highlight the sense of technology, new media art and immersive experience, Guangzhou is undoubtedly the ideal choice. However, curatorial freedom in Guangzhou can be limited by Chinese cultural censorship, and some works involving social and conscious exploration may need to be adjusted. In addition, Guangzhou's art market is highly commercialized, and exhibitions need to find a balance between artistry and market demand.