



TEAM
BRIDGE

WE BRIDGE THE ART, PEOPLE, AND SUSTAINABILITY TOGETHER

KAI YAO, XINYI LIU, XUEGE MA, ZHUXIN XIAO

Team Member



ZHUXIN XIAO
Fashion Design



XINYI LIU
Fashion Design

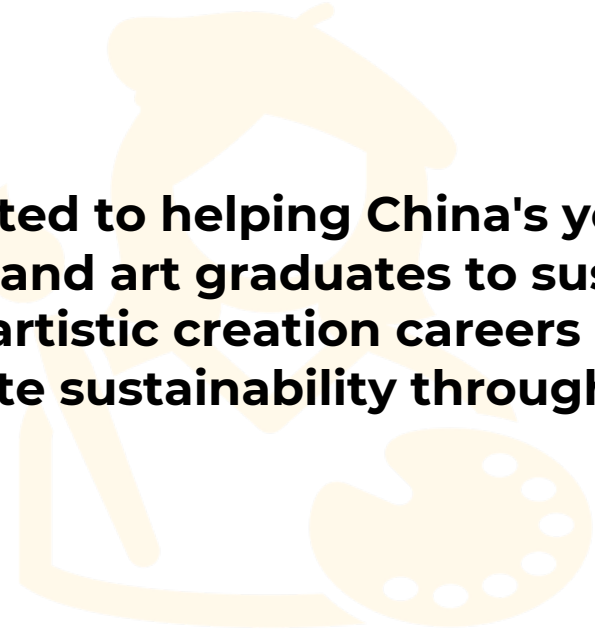


XUEGE MA
Design &
Managerial Econ



KAI YAO
Finance

Dedicated to helping China's young artists and art graduates to sustain their artistic creation careers and promote sustainability through art.



DM COURSES INCORPORATED

- **4D MODEL**
- **STEEPLED**
- **SWOT**
- **USER JOURNEY**
- **TBLD+C**

The Course we have use:

STRATEGIC TECHNOLOGY

- The use of PSE functions.
- PSE analyze.

INTELLECTUAL PROPERTY LAW

- Intellectual property law.

ADVERTISING & PROMOTION

- Determine the needs and select the target demographically and psychographically.

DESIGN FUTURES: THEORY & PRACTICE

- Incorporate UNSDG and social status in the project and its future operation.

DISCOVER PHASE



China's creative industries are growing dramatically, with an annual rate of 14%.

(1)

In 2017, China accounted for 21 % of the \$63 billion global art market, second only to the United States. (2)

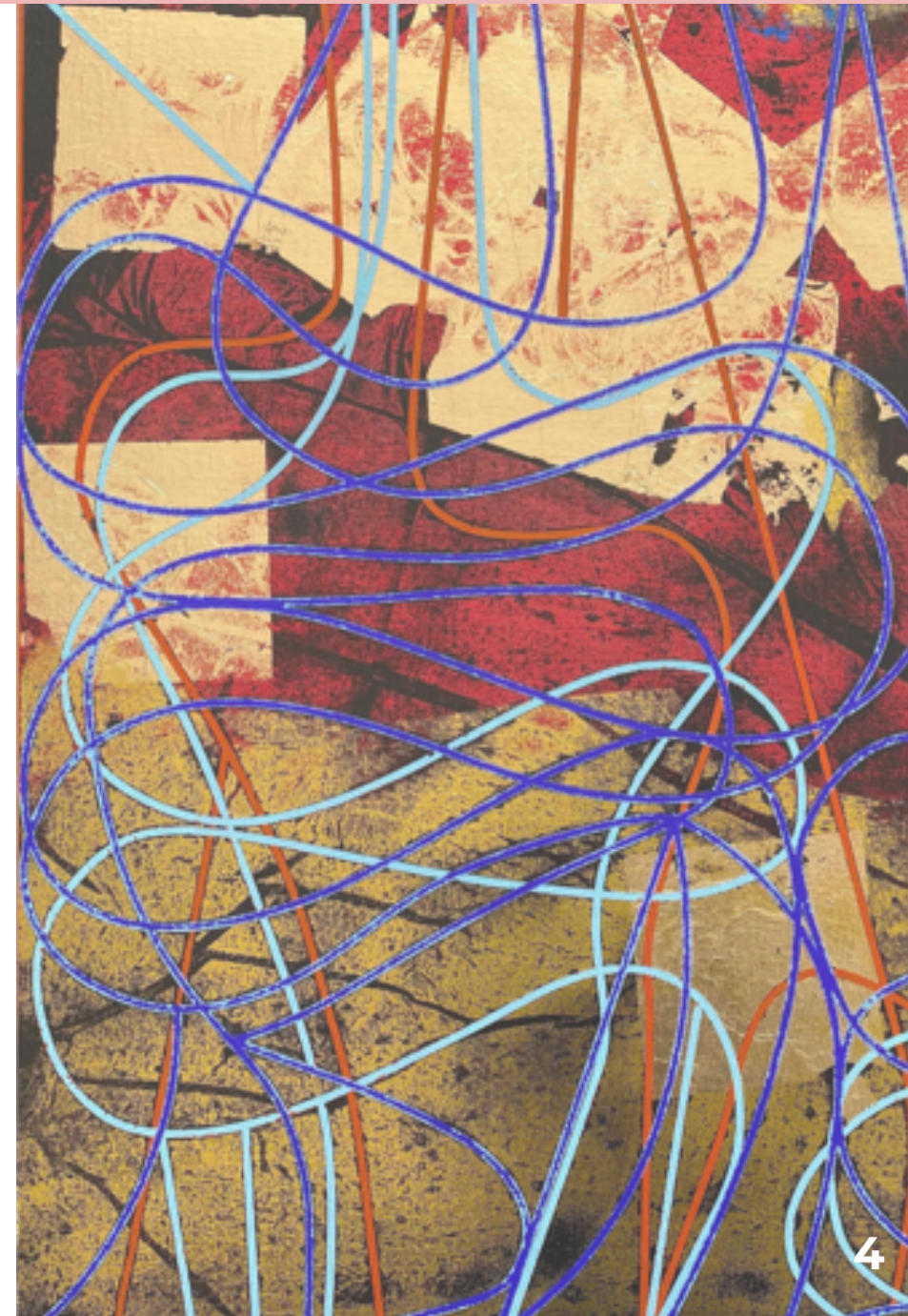
China's Art Market & Creative Industries Overview (STEEPLED)

ECONOMIC

- Chinese middle-class group taking 20-30% of the total population. (3)
- Willing to pay for high-quality goods and services.
- New consumption group of China's art market and creative industry.

SOCIAL

- Domestic arts training market has an annual growth rate more than 20%. (4)
- Universities increase art majors and art students enrollment.
- More local galleries and museums are born.



China's Art Market & Creative Industries Overview (STEEPLED)

TECHNOLOGY

- Brought more inspiration and expression methods to create art (e.g., VR, AR, etc.)
- Changed and expanded the way art is traded and distributed.

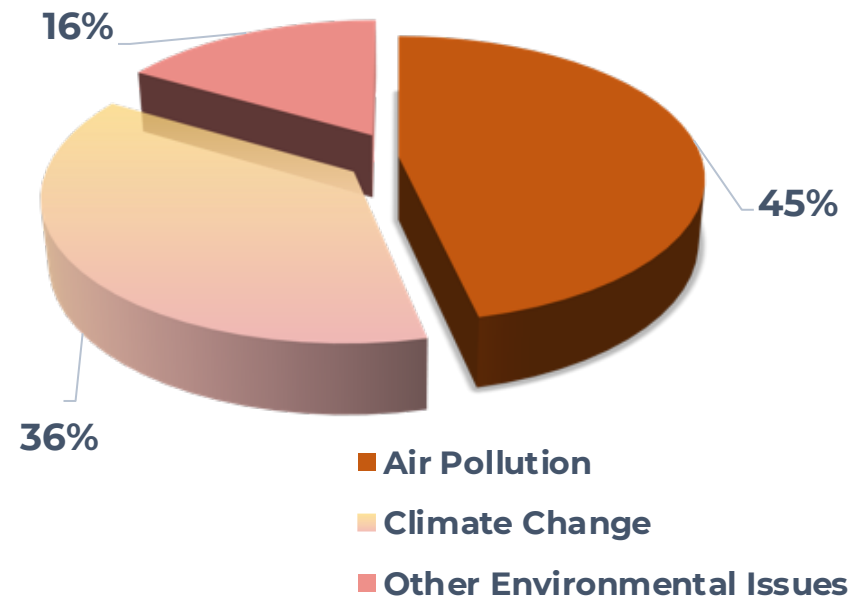
LEGAL

- Art legislation is late, imperfect and has low prevalence.
- The gaps in china's laws and regulations regarding the creation, circulation, and collection of art:
Contract Law, Auction Law, Intellectual Property Law, etc.

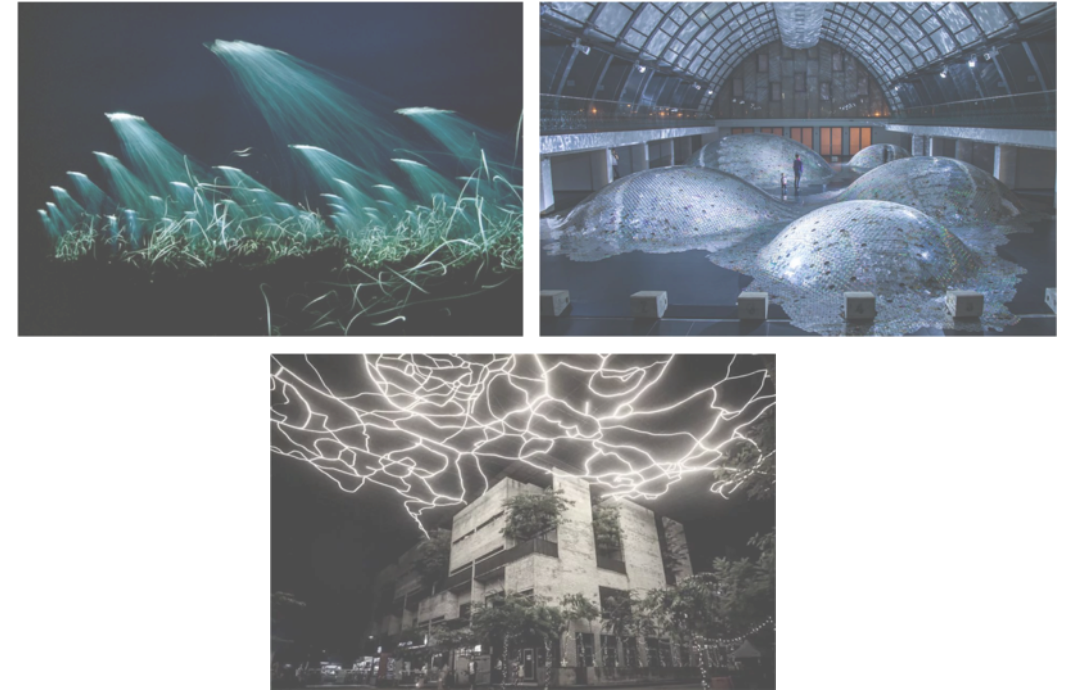


RELATIONSHIP BETWEEN ART & UNSDG

Air pollution(45%) and climate change (36%) are the most concerning environmental issues in China. (5)



There are already many exhibitions regarding the environment, air pollution, climate change, and sustainability held in China.



Riverside Art Museum in Beijing collaborated with 34 artists and held an exhibition, with the theme of environment, climate and sustainability. (6)

DEFINE PHASE

A decorative blue wave graphic that spans the width of the slide, starting from the left edge and curving upwards towards the right, creating a sense of movement and depth.

DEFINE

Because the economic, technological, and social mega-trends, China's art market is developing fast.

Due to the:

- Expansion of art colleges
- The booming art market
- Art students
- Galleries
- Art events

Flooded into the market, creating a very competitive market.

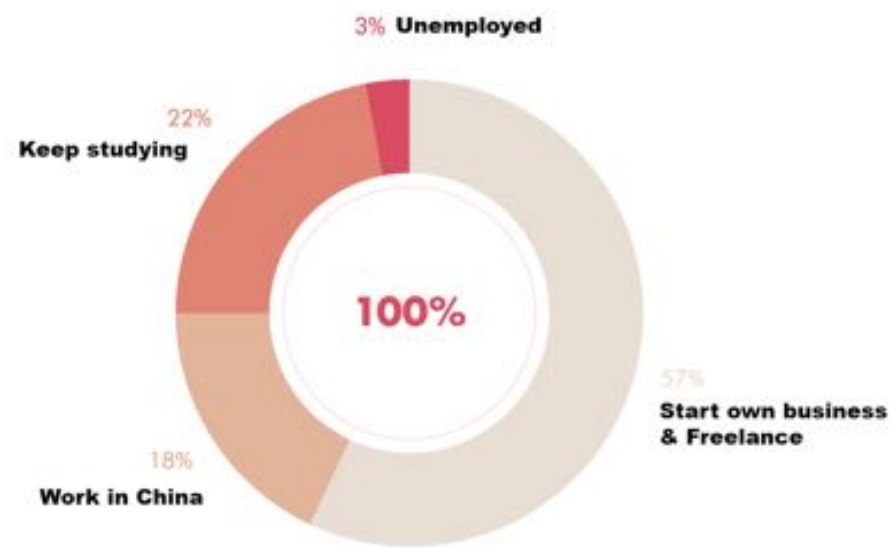


PROBLEM STATEMENT

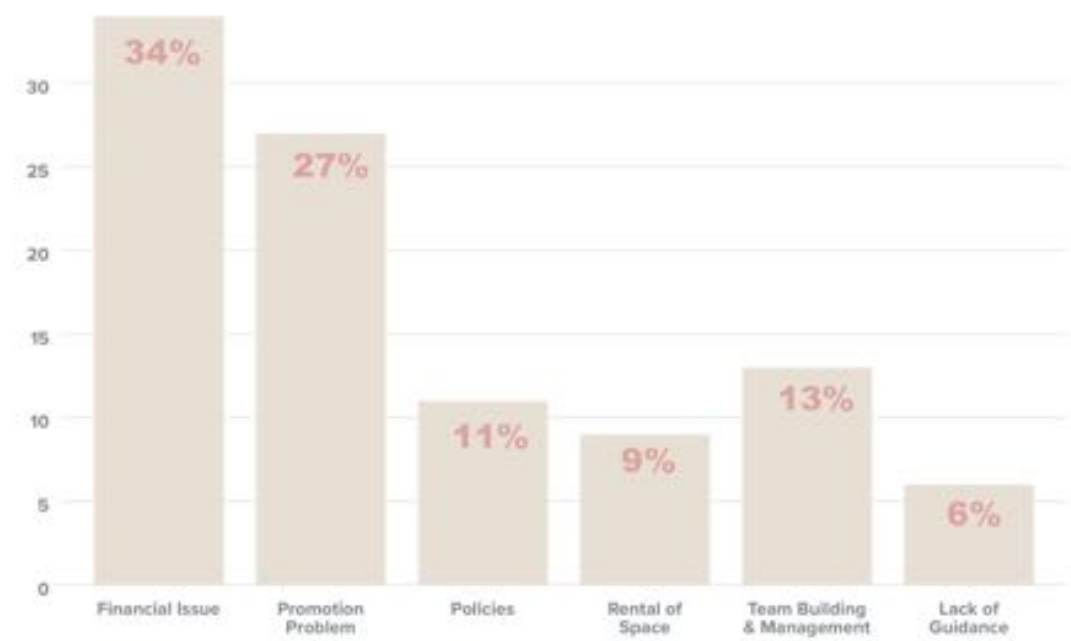
In china's market, how to better support art graduates/young artists and make them be prepared to develop and sustain in the creative industry and art market in the future.

Data Review

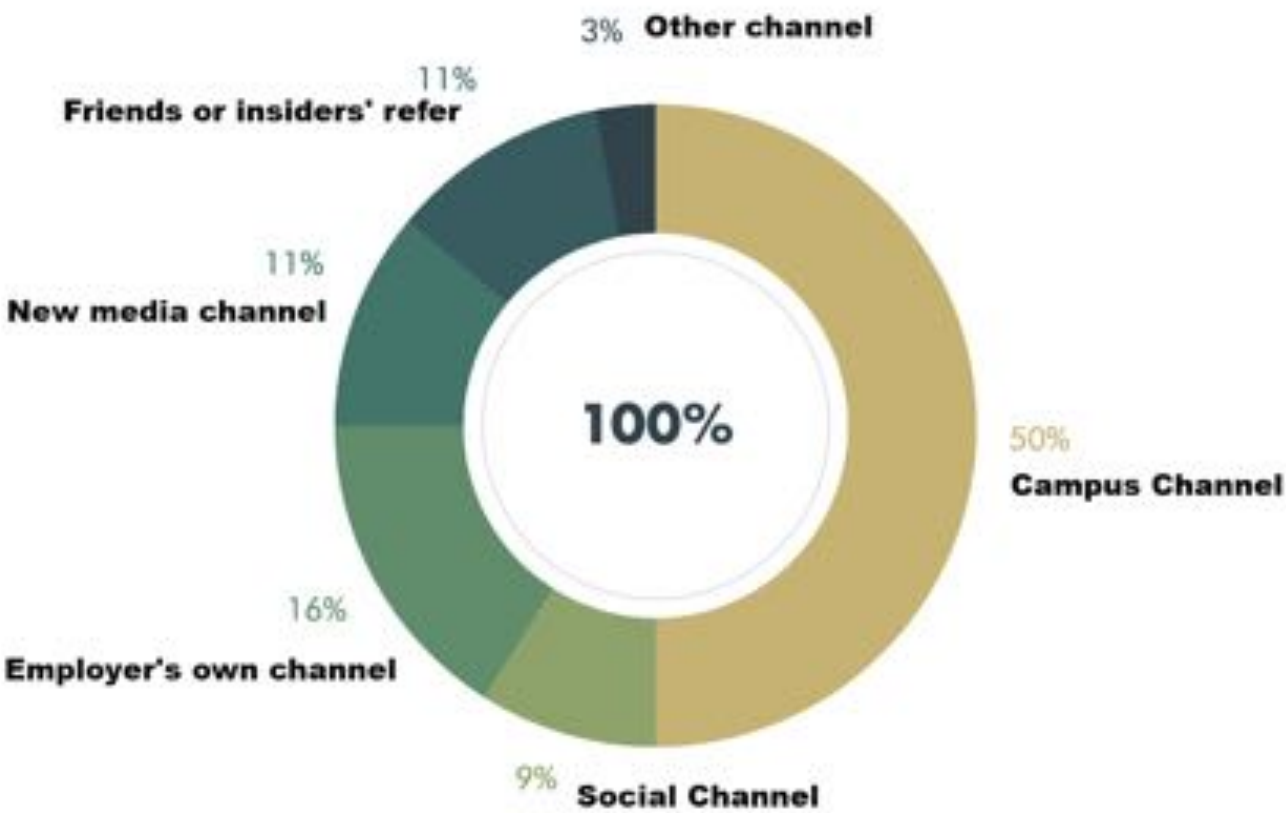
Central Academy of Fine Art Class of 2019 Graduates
Employment Status




Problem Faced by Entrepreneurial Graduates



Successful Employment Channel



The background image is a blurred photograph of an interior space. On the left, there is a large, intricate, light-colored sculpture that resembles a dense, tangled mass of branches or a complex web. In the center, a person is standing, facing away from the camera and slightly to the right. They are wearing a dark-colored t-shirt. To the right of the person, there are large windows with dark frames, looking out onto a bright, possibly outdoor area. The ceiling is visible, showing some structural elements and lighting fixtures. The overall image has a soft, out-of-focus quality, emphasizing the text overlay.

**WHAT IS IT LIKE
TO BE AN ARTIST
IN CHINA?**

THE BRIDGE is a website for art graduates and young artists in China's market.

What we are doing:

- Showcase and sell artworks.
- Share industry information.
- Offer various skills and knowledge.
- Offers potential job opportunities.
- Promote UN sustainable goals.



UN Goal



Goal 8: Decent work and economic growth

- Connecting art graduates with industry resources.
- Helping them connect with potential job opportunities.
- Equip entrepreneurial art students with essential skills needed to sustain in the industry.



Goal 13: Climate action

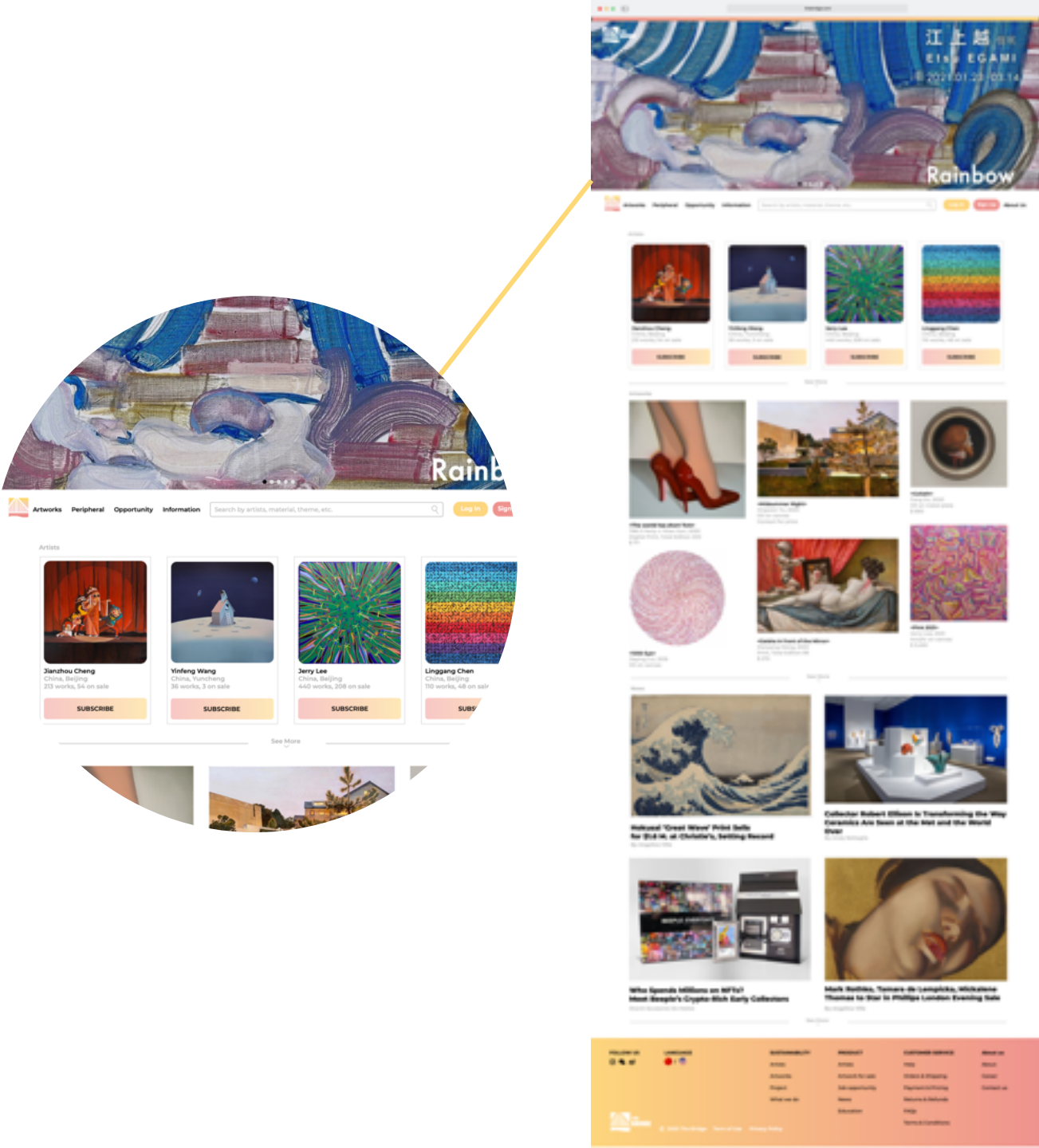
- Cooperate with employers & institutes who concern climate issues.
- Promote the artworks that were created with climate topics.
- To have the social impact and raise social awareness about climate issues.



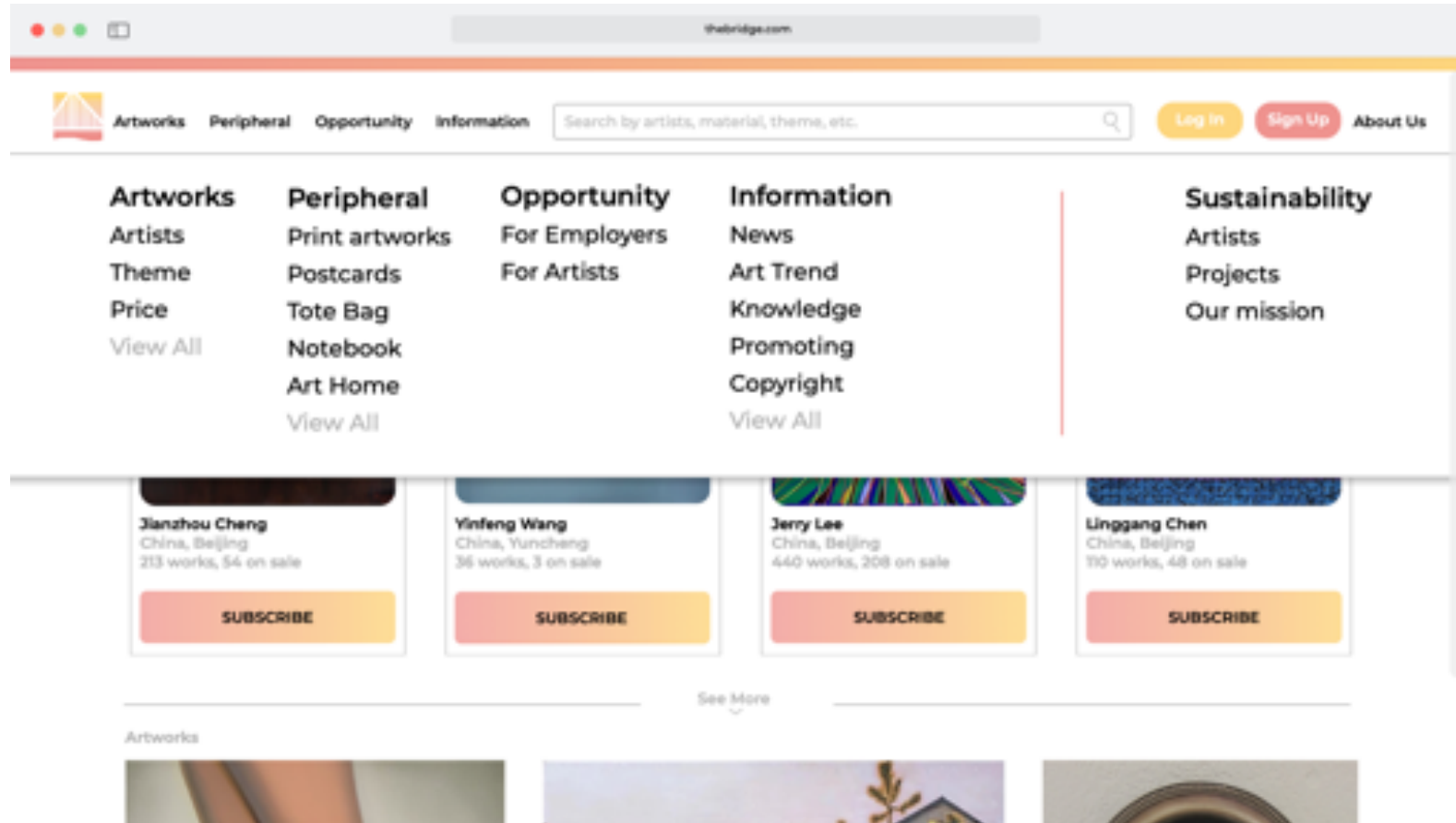
DESIGN PHASE

Website prototype

- 1. Viewing & Buying
- 2. Job opportunity
- 3. Information
- 4. Sustainability



Website prototype



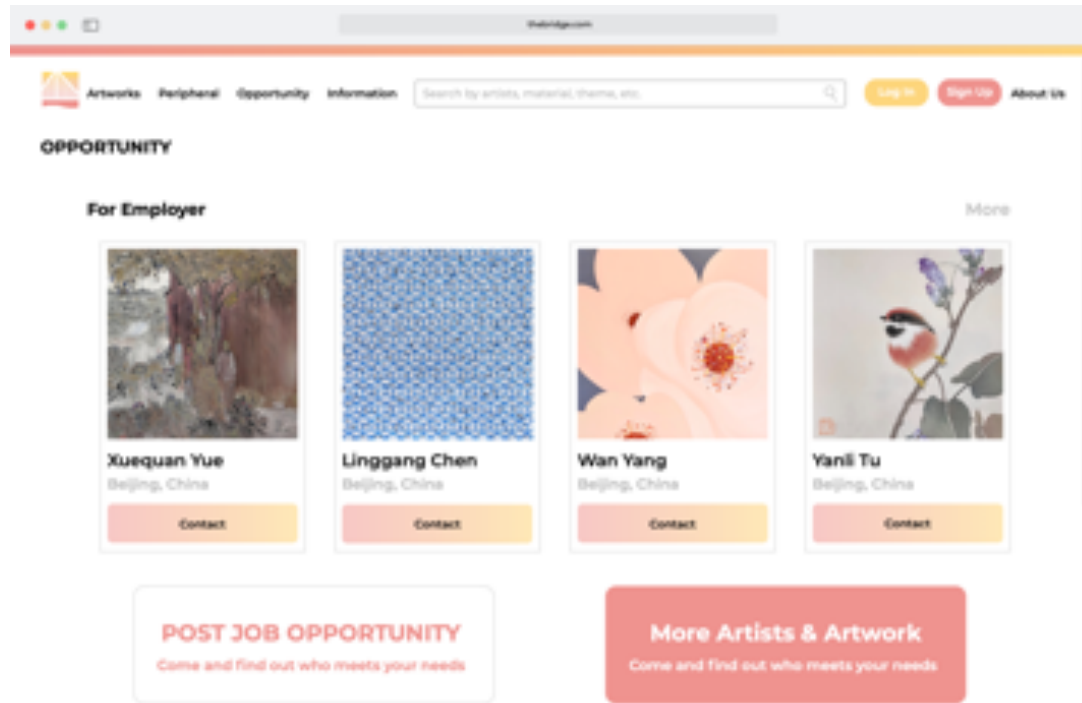
Viewing & sell by category

- Artists
- Theme
- Price

Art related products

Art peripheral products

- Postcards
- Tote Bags
- Household Items

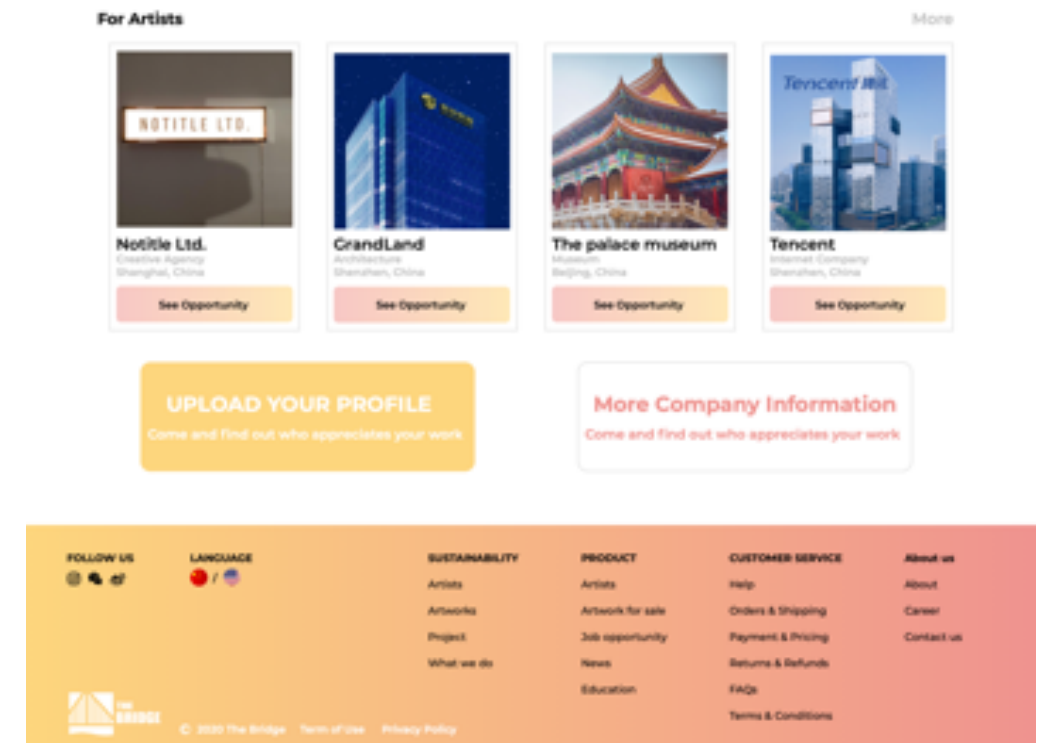


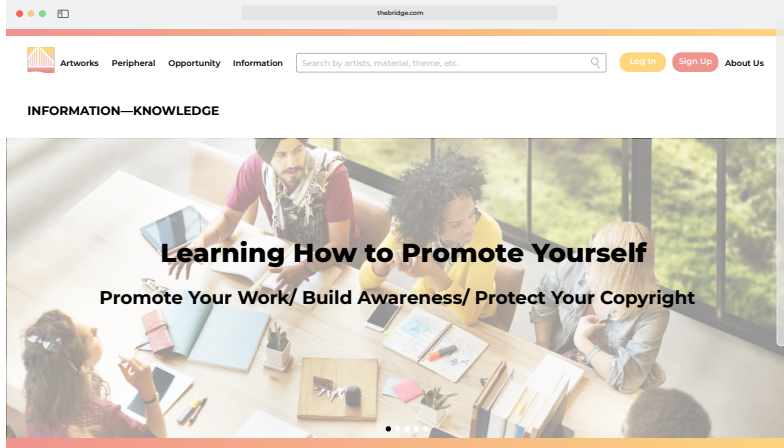
For Employer

- Employers can see all kinds of artists,
- Choose suitable artists to meet the project or company's needs.
- Post job positions for artists to choose from.

For Artists

- We offer various job opportunities for artists to choose from.
- Artists show their working intentions and their profile on the platform for employers to choose from.





We The Bridge offers free knowledge to young artists and anyone who want to build their career in the creative industry.



Promote Your Work

We have systemically knowledge show that how to promote yourself in this changing world, including what way to promote, when to promote, and how to promote.

Build Awareness

Our goal of this sharing knowledge is to teach people to build awareness among their target customers, help them build a sustainable creative life.



Protect Your Copyright

Copyright is very important for every creative worker, we offer basic intellectual property law that helps creative workers build a concept about how to protect their copyright.

START NOW

We The Bridge offers free knowledge to young artists and anyone who want to build their career in the creative industry.

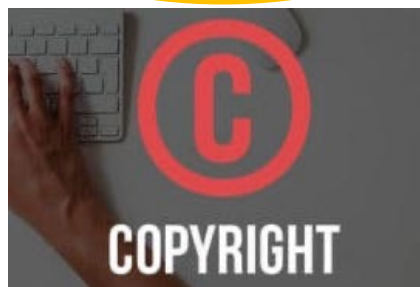


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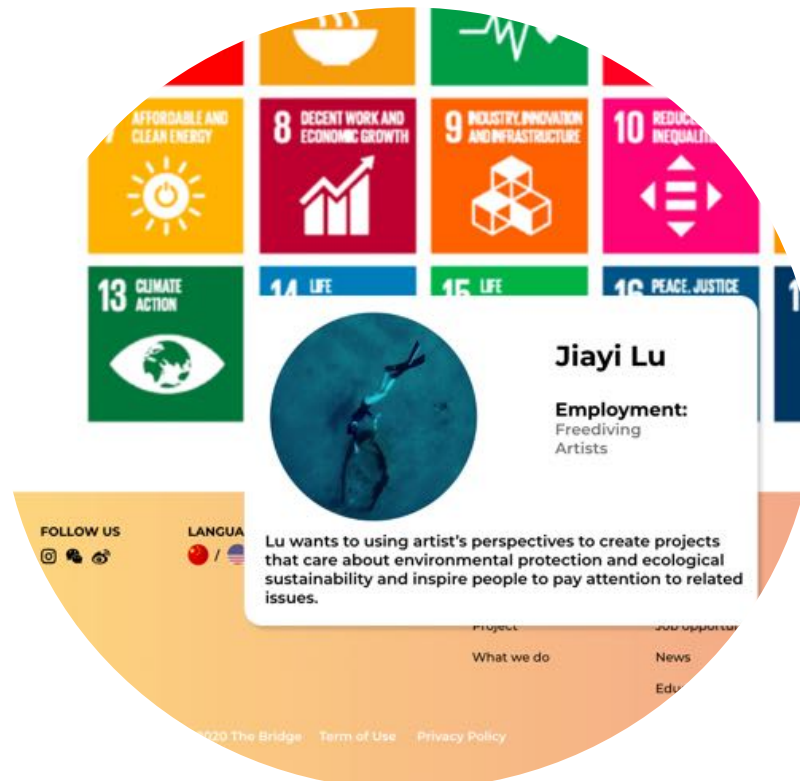
We promote artists who cares about sustainability and 17 United Nations Sustainable Development Goals, to build awareness of sustainable among the public through Art.

See Artworks and Artists by UN Goals



Sustainability

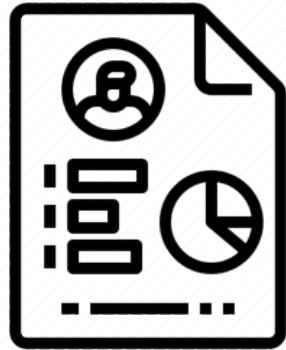
- We have this feature that followed 17 UN sustainable goals.
- People can see artist's work by different UN goals.



Criteria of Selecting Artists



Artists who
care about
sustainability



Evaluate by
Industry Expert
and Academic
personnel



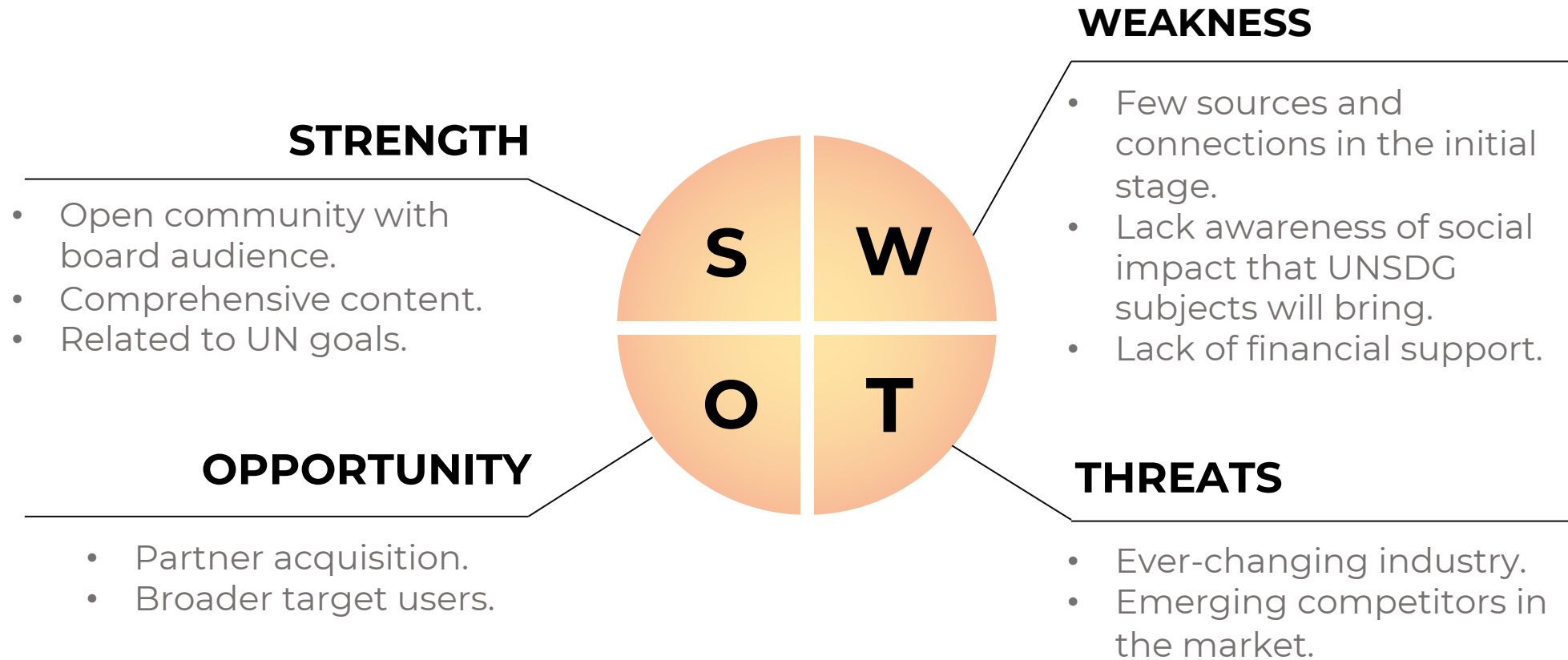
Survey the artist
personal
experience,
artistic concept,
and creative
process



let the audience
choose

DELIVER PHASE

SWOT ANALYSIS



Measure of success

User acquisition

- Active users
- Interaction rate
- Subscribers
- Retention rate

User satisfaction / feedback

Artworks uploaded amount

Number of jobs available

Quality of industry connections

Investment / funding

Partnership acquisition

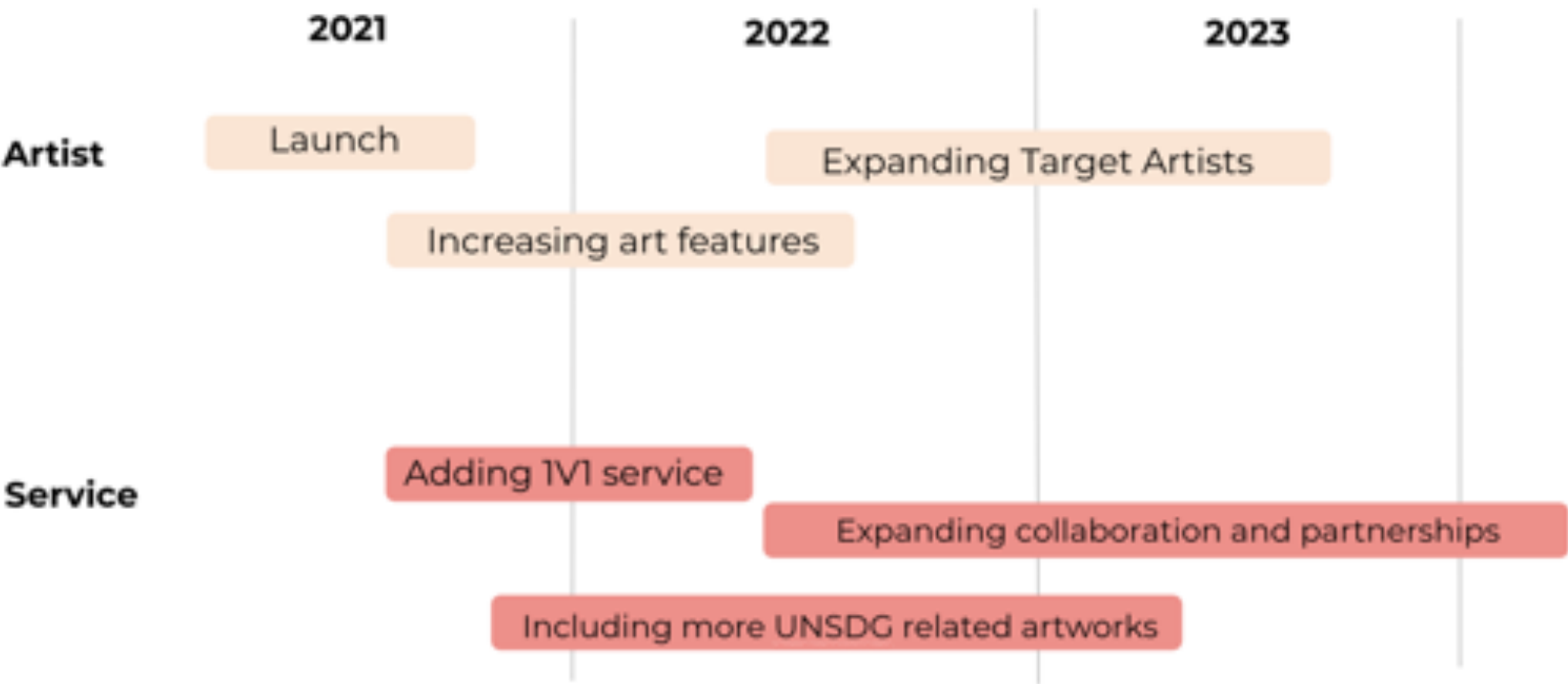


COST & INCOME

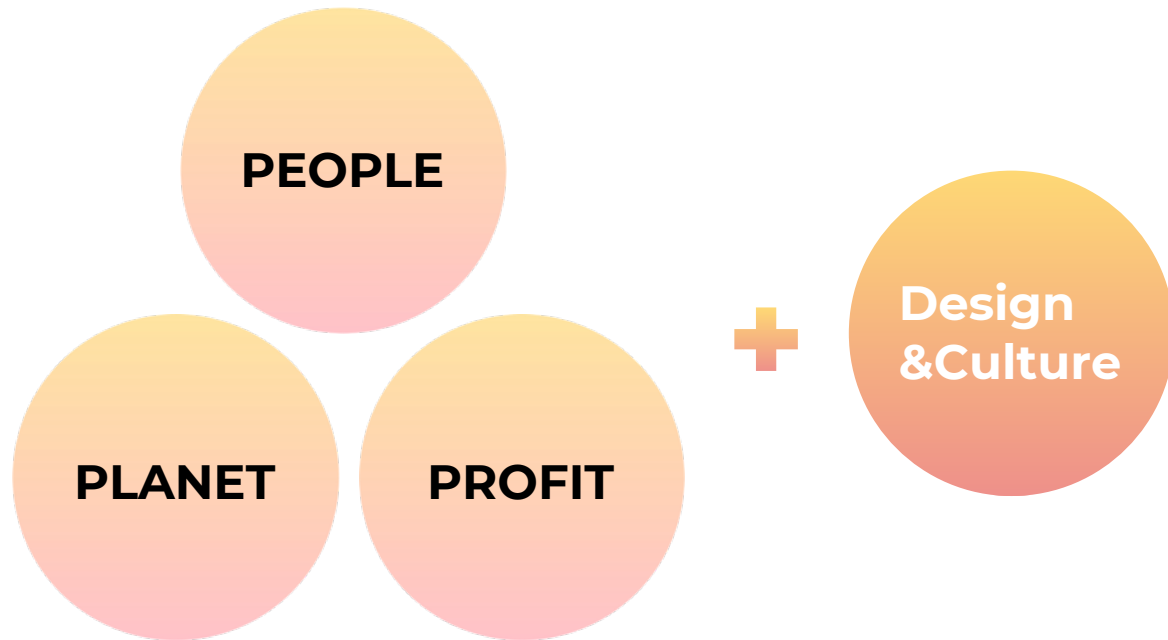
Start-up cost	
Office space	\$15,000/yr
Equipment and supplies	\$12,000
Employee salaries	\$110,800
Making a website	\$6,000
Advertising and marketing	8% of our gross income
Insurance	\$8,000
Income sources	
Paid membership	\$9.99/mo or \$99.99/yr
seller commission fee	3% of the total sales
Promoting ads	Artists pay us to advertise
Product sales	Mainly art peripheral products sales

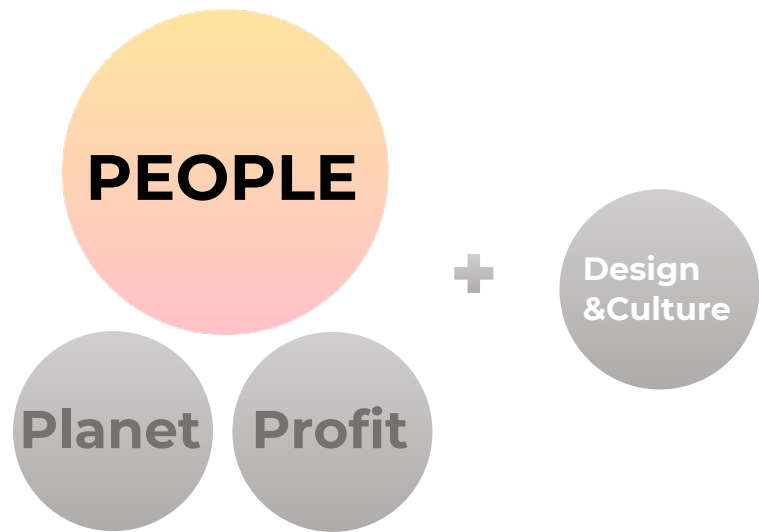


SCALABILITY



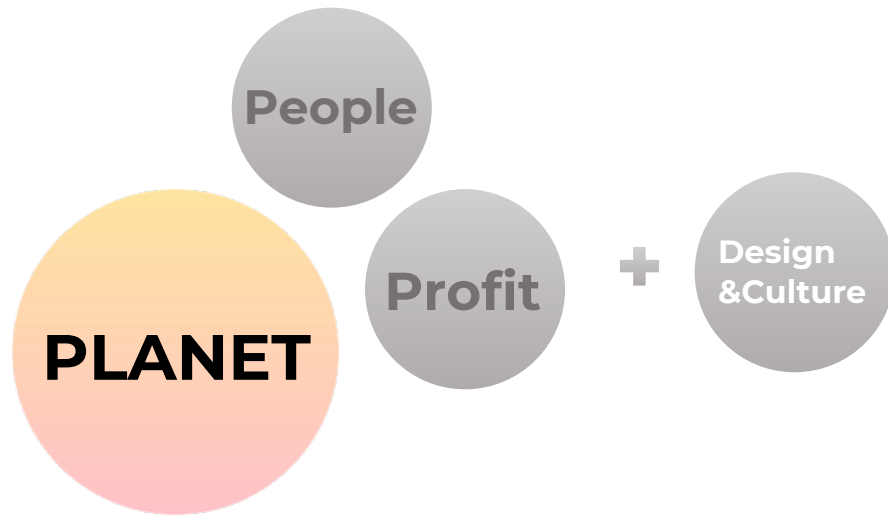
TBLD+C





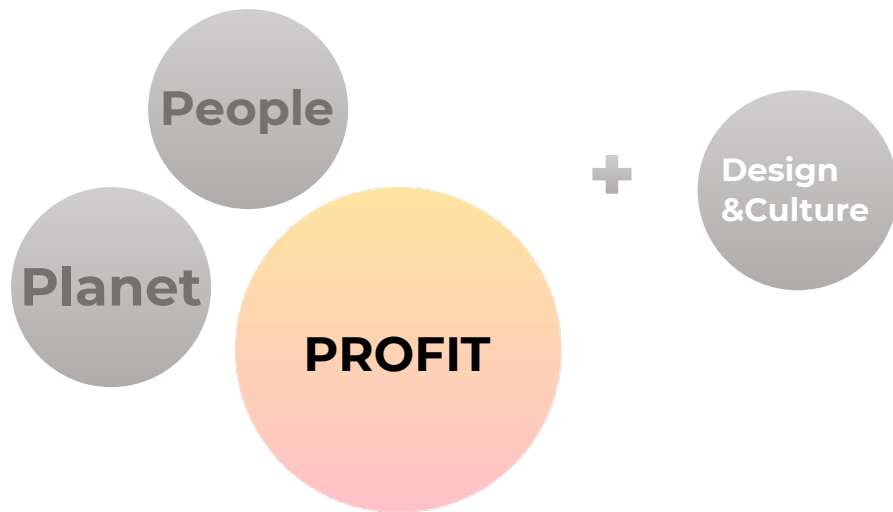
PEOPLE

- Art graduates and young artists are The Bridge's main stakeholders.
- The Bridge strives for more opportunities and possibilities for them.
- We pay attention to their personal development and career building.
- For the public the people who care to increase the interests in art and awareness of UN sustainable goals can also gain from this project.



PLANET

- The Bridge aims to promote the artworks created with UN sustainable development topics like climate change.
- The Bridge can gradually impact the public's thoughts about these UN goals.
- Turn that awareness into actual actions to make the whole planet better.



PROFIT

- The commission fee helps us obtain our website's basic operation.
- If the artists get employed will generate economic values and profit for related shareholders.



DESIGN AND CULTURE

- There is no shortage of outstanding artists and artworks in China.
- The robust creative market is gradually accepting their talents.
- For young artists, how to start in the creative industry is the main problem.
 1. The lack of showcase opportunities and social connections.
 2. The mismatch between talents and employers.



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THE BRIDGE

**BETWEEN YOUNG ARTIST/ART GRADUATES
AND THE CREATIVE INDUSTRY.**

**BETWEEN ART CREATION AND PERSONAL
CAREER DEVELOPMENT.**

**BETWEEN ART, SUSTAINABILITY, AND THE
WHOLE SOCIETY.**

THANK YOU

Reference Page

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- (2) Ngai, J. (2019, June 4). Navigating Asia's booming art market: An interview with Rebecca Wei, chairman of Christie's Asia. McKinsey & Company. Retrieved from <https://www.mckinsey.com/featured-insights/china/navigating-asias-booming-art-market-an-interview-with-rebecca-wei-chairman-of-christies-asia>
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- (4) Thibaud. (2017, April 25). Chinese Art Market Report: China Exhibits its Global Art Ambition. Daxue Consulting. Retrieved from <https://daxueconsulting.com/chinese-art-market-report/>
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