



SHANGHAI FLANEUR Walks 'Reading the City' FOR SEMIOFEST 2014 PARTICIPANTS

Sunday 25th May, 2014

For SEMIOFEST participants SHANGHAI FLANEUR offers three options of special Flaneur walks:

- 1) **Reading Shanghai Culturally:** A Walk with Philosopher Dr. Shen Qilan
- 2) **Reading the Signs of the City Skyline:** A Walk with Architect Fanny Hoffmann-Loss
- 3) **Reading Shanghai Visually:** A Walk with Photographer Jan Siefke

Registration & Payment

Please select a walk and register in advance by contacting: **Ms. Chu Yan** at ychu@shanghai-flaneur.com or at 138 1892 2040. Please mention topic of the walk.

Payment can be done via PayPal or AliPay before May 15th, 2014. Please contact **Ms. Angela Ye** for instructions at angela.ye@labbrand.com.

(1) READING SHANGHAI CULTURALLY: A Walk with Philosopher Dr. Shen Qilan

How can you *read* Chinese culture – contemporary and tradition - when strolling around in Shanghai? Where are the signs, symbols and cultural manifestations that make up the distinctive atmosphere and character of the city? And do we make the same associations when we look at the same signs?

This walk and talk will focus on signs, perceptions and meanings in a cross-cultural environment. Shanghai, as an international metropolis and multicultural city meeting East and West dating back to 150 years, is made of a rich and unique mix of Shanghainese, Chinese and international layers of history and culture.

In this special SEMIOFEST Shanghai Flaneur walk, we will discuss the above questions and many more that pop up in the mind of SEMIO-philes when walking Shanghai. **Dr. Shen Qilan**, who will be leading the walk, studied philosophy and cultural studies in China and Germany and is an expert at referencing Chinese culture in a comparative perspective with Western cultural concepts.

Expert Profile



Dr. Shen Qilan is a graduate of Westfälische Wilhelms-University Münster, Germany in Culture and Religion Studies. An editor, author and art critic, she currently serves as Executive Editorial Board Member at BOOK TOWN Magazine, Shanghai.

Previously director of the Chinese magazine Art World's editorial department, where she was an overseas journalist from 2008 to 2010, she is a keen observer of global contemporary art and has extensive knowledge of the art scene. As project director for large-scale Art World Expo special project "Page the World – 2010 International Art Media Sharing Platform", she managed cooperation with international art media from Germany, Switzerland and ARTE TV.

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In 2011, Qilan was responsible for the educational program of the project “Future Pass – Co-lateral Event of the 54th Venice Biennial” involving over 100 international artists and was a speaker in 5th World Summit on Arts and Culture in Melbourne, Australia.

Qilan has also acted as an advisor to the “Europe China Cultural Compass (2001); her topics of expertise are: Chinese culture - Concepts and Meanings, Chinese and Western Philosophy and Religion, Chinese Contemporary Literature and Art, Culture Management.

Location & Time

- **Meeting point:** Fuzhou Lu, intersection with Shandong Zhong Lu (in front of the Goethe Institut, Germany’s cultural institute)
- **Meeting time:** 10.00 am
- **Duration:** 3 hours
- **Cost:** RMB 300 p.p.
- **Number of Participants:** max 16

(2) READING THE CITY SKYLINE: A walk with architect Fanny Hoffmann-Loss

When looking at the top of Shanghai’s historic and new buildings, have you ever wondered what architects had in mind when designing the finishing touches of these structures? Are the top random products of their imaginations or do they actually have a significance?

The ever-changing skyline of Shanghai is the most prominent feature and new symbol of this city. Take a picture of Pudong and it will be out of date in no time. No architectural guide book can manage to keep track with all the new construction sights sprouting all over town, making Shanghai one of the world’s most thrilling architectural playgrounds. But this dazzling new skyline would not be half as mesmerizing if it was not facing one of Asia’s most famous skylines from the 1920s and 1930s, the historical Bund. Then as now, building shapes, facades and roof top features were fiercely competing for attention, driven by the forces of a booming real estate market.



Join Shanghai Flaneur’s Fanny Hoffmann-Loss and read the signs of the Old and New Shanghai. Get insider’s information from the world of architecture and design and the challenges and opportunities for international design firms in China. This walk starts at the Bund from where we will take a ferry to Lujiazui and stroll between the skyscrapers with stunning views from below and above. The tour ends at the Flair Bar in Pudong.

Expert Profile



Architect and project manager at the German architectural firm von Gerkan Marg and Partners, Shanghai, Fanny Hoffmann-Loss studied at the Technical University Berlin and at Tongji University Shanghai. Having a strong interest in China she also studied Mandarin at the Beijing Language Institute in the early nineties and China studies at Free University of Berlin. Since 2006, she has been working in Shanghai as project manager for the architects Gerkan, Marg and Partner (gmp International). As a member of Shanghai Flaneur, Fanny regularly leads study tours and walks for architect professionals, business people, politicians and academics alike. Her interests include city housing, urbanization, future towns and mega city development in general. Fanny is a well-versed international citizen: she spent her childhood in Israel, Pakistan, Germany and Greece.

Location & Time

- **Meeting point:** Lobby of the Fairmont Peace Hotel, 20 Nanjing East Road (near the Bund)
- **Finishing point:** Flair Bar at the Ritz-Carlton in Pudong

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- **Meeting time:** 10.00 am
- **Duration:** 3 hours
- **Costs:** RMB 300 p.p. (RMB 2 p.p. for a ride on the ferry boat are not included)
- **Number of Participants:** max 16

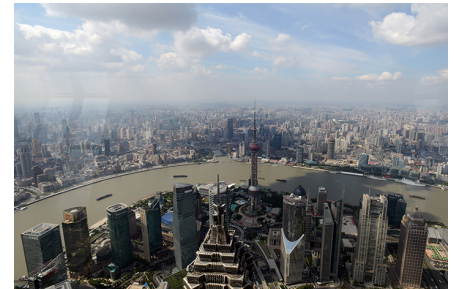
(3) READING SHANGHAI VISUALLY: A Walk with Photographer Jan Siefke

In only 150 years, Shanghai developed from a harbor city of half a million people to one of the world's largest urban agglomerations of 23 million inhabitants today. Several waves of population influxes transformed the city, with political and economical impetus of both local and international interests, starting with the rise of Shanghai as the "Paris of the East" in the 1920s.



Since the early 1990s, the city **boasts a phenomenal urban development**. Over the last decade alone the city's trademark building has changed several times: first the Oriental Pearl Tower, then the Jin Mao Tower, now the Shanghai World Financial Tower, and - from 2014 - we will be marveling at all 600 metres of the Shanghai Tower.

During this walk, Jan Siefke, co-founder of SHANGHAI FLANEUR, will guide you to places with stunning views over Shanghai, share with you his insights and observations of 15 years of changes in Shanghai that he has witnessed while working as a photographer on urban issues. Jan has a well of stories to tell. The walk will start at the old Park Hotel at People's Square, once the highest building in Shanghai, and will end at the Park Hyatt in the World Financial Tower in Pudong.



Expert Profile



Jan Siefke, a German photographer, graduated from the Faculty of Design (photography/film) of Dortmund University of Applied Sciences in 1998. His thesis on Hong Kong first brought him to Asia in 1997, it resulted in the work "People Mountain People Sea". His topics of expertise are: Shanghai's urban development, Shanghai's heritage, photography and visual communication.

He lives in Shanghai since 1999, working as freelance photographer in the fields of reportage, corporate and architecture photography. Jan Siefke is a co-founder of Shanghai Flaneur. Living 14 years in Shanghai gave him a new perspective on city development, constantly looking for changes and exploring new views and buildings to climb up to. When he is not chasing after best locations for a new shooting he looks into the city's past, as an active member of Explore Shanghai Heritage (ESH).

Location & Time

- **Meeting point:** In front of the Park Hotel, 170 Nanjing West Road, near People's Square
- **Finishing point:** Park Hyatt at the World Financial Tower in Pudong
- **Meeting time:** 10.00 am
- **Duration:** 3-4 hours
- **Cost:** RMB 300 p.p. (RMB 2 p.p. for a ride on the ferry boat are not included)
- **Number of Participants:** max 16

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