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Press Release

Shanghai World Financial Center 'Global Magnet' Art Installation Unveiled 'Drawing the World to Shanghai'

Shanghai (People's Republic of China) - Shanghai World Financial Center ('SWFC') introduces its public art project 'Global Magnet' to the world.



Name of Project: 'Global Magnet'
Designer: Mr. Liu Jianhua

Located in the Lujiazui, Pudong District of Shanghai, and operated by Mori Group, SWFC is the world's highest multi-use complex (101 floors/492 meter high). Its new public art project 'Global Magnet' is designed by Mr. Liu Jianhua, a renowned Chinese contemporary artist. Supervised by Mori Art Museum of the Mori Group, the project embodies the concept of SWFC as a 'Global Magnet'. It, in the form of a large magnet, symbolizes the powerful attraction of the Lujiazui Finance and Trade Zone, drawing talent and information from around the world to Shanghai. The exchange and interaction exercises great influence. As a symbol of the area, the art installation is a vision on the future, utilizing vibrant colors and design.

'Cultural Centerpiece' based Urban Design

Throughout Mori Building's activities, the creation of communities rich in culture and the arts has been one of ongoing missions. The Roppongi Hills Project in Tokyo, Japan is a 'Cultural Heart in the City', incorporating the Mori Art Museum and many public art installations.

With its know-how of urban design developed in Tokyo, Mori Group created SWFC as an 'Integrated Vertical Garden City' including office, luxury hotel, observatory, commercial and conference facilities, as well as a media center. More than just a focal point for commerce and business, it aims to be a magnet for information and cultural exchange. The Lujiazui Finance and Trade Zone where SWFC is located, is a fostering ground for new ideas and creativities in Shanghai. More activities related to art will be held in this area in the future.





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[Brief Introduction of the Project]

Title: Global Magnet (Chinese:磁)

Material and size: Steel, 17.50m×12.10m×1.34m

[Comments on the Art Installation by the Artist Liu Jianhua]

The inspiration for the 'Global Magnet' Project comes from the unique strategy of Shanghai World Financial Center, which is located in the hub of the Lujiazui Finance and Trade Zone - a Magnetic Field for business and commerce.

The 'Global Magnet' takes a common daily item and enlarges it to give visitors both a sense of uniqueness and grandeur, as well as that of power and influence. Its vertical effect in unison with the surrounding's environment, the color and shape of the project replicate those of a real magnet. I hope the 'Global Magnet' Project will be a symbol of this financial city and welcomed by the public.

[Comments on the Project by the Director of Mori Art Museum, Mr. Nanjo Fumio]

This project symbolizes a horseshoe magnet, an item with unique physical traits. A Magnet is quite useful; it draws and attracts items to it, and can be used as a part of compass to give and convey direction. This art installation, designed by Liu Jianhua, illustrates the functions of a magnet exactly. It is a vision on the future of SWFC, the highest building in the world, as well as that of Pudong, Shanghai.

The environment and the location of this art installation have been taken fully into account. We hope it will improve the ambience of the community and become a symbol of the area, as well as a noted work of art.

Public art should generate more meaningful impressions than just that of a decoration. It must be designed, made and placed with artistic passion. This art installation is to be a quintessence of public art. We hope it will symbolize the development of both economy and culture in Shanghai. It is a fundamental point for Mori Art Museum to not just operate exhibitions, but to bring art into communities in order to contribute to the development of those communities.

[Liu Jianhua's Profile]

- 1962 Born in Ji'an, Jiangxi Province, China
- 1977 - 1985 Worked in the Manufacturing Section of the Jingdezhen Pottery & Porcelain Sculpturing Factory, Jingdezhen, Jiangxi Province
- 1985 - 1989 Studied in the Fine Arts Department of the Jingdezhen Pottery & Porcelain College, Majoring in Sculpture
- 1989 - 2004 Associate Professor of the Sculpture Department of the Yunnan Arts Institute, Kunming, Yunnan Province
- 2004 - Associate Professor of the Sculpture Department of the Fine Arts School of Shanghai University.

[Liu Jianhua's Solo Exhibitions]

- 2001 Delight and Illusion (ShanghART Gallery, Shanghai)
Porcelain - Like Skin (Hanart Gallery, Hong Kong)
- 2002 Liu Jianhua (Hanart Gallery, Taipei, Taiwan, Art Foundation)
- 2003 Do You Really Know about It? (ShanghART Gallery, Shanghai)
- 2004 Liu Jianhua (Red Mansion Foundation, Hamiltons Gallery, London)
- 2006 Anomalous Thoughts (Galleria Continua, Beijing)
- 2007 Export - Cargo Transit (Shanghai Gallery of Art at Three on the Bund, Shanghai)
Daily-Fragile - Tomb (King's Lynn Art Center, King's Lynn, UK)
Liu Jianhua (ARARIO SEOUL, Korea)
- 2008 Dream in Conflict (Continua Gallery, Italia)
No title (Beijing Commune ,Beijing)