

START Museum — Inaugural Exhibition Season 4

I Witness a Golden Paved Shanghai

Duration: From June 29, 2025

Venue: START Museum, 111 Ruining Road, Xuhui District,
Shanghai, China

START Museum will open its annual major exhibition, I See a Golden Paved Shanghai, to the public on June 29, 2025. As the fourth and final chapter of START Museum's inaugural exhibition cycle, this exhibition poses a fundamental question: do we need to ask anew—"Who is an artist, and what is art?" The composition of works in this half-year-long exhibition and the extensions of its inquiry carry profound significance.

Over three years, START Museum has staged four inaugural exhibitions, each embodying a resolute and clearly defined symbolic meaning and value stance. The vision and scope of the institution as an international professional art museum have been established with a measured and deliberate opening. The first three seasons Inauguration*, Shuo Er Chan Na, and Frontier —have been presented and discussed over the course of two years, featuring over 170 of the most avant-garde and significant artists from China and abroad. These exhibitions have traversed the structural features and historical transformations of world art since the 1960s, each stroke carrying weight in terms of trends and influence. The forthcoming fourth and concluding season is all the more meaningful, deserving of multidimensional reflection and debate.

Since its opening on December 30, 2022, START Museum has demonstrated a distinct sense of responsibility and mission within the city of Shanghai. Mr. He Juxing, the museum's founder, and his professional team have worked with the precision of interlocking gears, pouring years of accumulated dedication and talent into sowing the seeds of this enterprise. In less than 900 days since opening, START Museum has launched seven long-term practice series: the Screening Project, Genealogy Study of Artists, Zero Degree Sculpture Project, Urban Artist Archive, Long Table Conference, Timeline Publication Project, and Case Studies in World History since the 1960s. Spanning exhibition practice, academic research, publication, and textual selection, these initiatives demonstrate the institution's foundations across art, humanities, and social reality—methodically structured and professionally executed, earning an early and well-deserved reputation. At the same time, START Museum's discerning collecting vision and unwavering sense of social responsibility have been evident to all.

The artists in this exhibition span diverse cultural contexts and eras of creative expression since the 1960s, including:

Marina Abramović, Alighiero Boetti, Chen Zhen, Ángela de la Cruz, Richard Deacon, Olafur Eliasson, Fang Lijun, Guan Wei, Damien Hirst, Huang Ran, Sophie von Hellermann, Anselm Kiefer, Li Songsong, Liu Xiaodong, Nate Lowman, Lu Pingyuan, Li Binyuan, Luo Zhongli, Ma Kelu, Mao Xuhui, Pu Yingwei, Sterling Ruby, Shen Xiaotong, Shu Qun, Katja Seib, Karin Sander, Wang Guangyi, Wang Qingsong, Wang Yuping, Mary Weatherford, Troels Wörsel, Xiang Jing, Xia Xiaowan, Xiao Lu, Yu Youhan, Zhang Enli, Zhao Gang, Zheng Guogu, and Zhou Yilun—39 artists in total, with an even greater number of representative works.

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