

4<sup>TH</sup> April, 2014

FOR IMMEDIATE RELEASE

**Art Experience Foundation Presents: Annual Independent  
Film Screening & Sharing Session - Cheng Bai's Work "Live to  
Leave"**

**Screening period:** April 7 – May 3, 2014

**Screening schedule:** Monday : April 7

Tuesday : April 15

Wednesday : April 23 & 30

Thursday : April 17

Saturday : April 12, 26 & May 3

**Screening time:** begins at 3PM

**Location:** Art Experience Gallery

**Address:** Room 2009, 20/F, Cable TV Tower, 9 Hoi Shing  
Road, Tsuen Wan, NT, Hong Kong

**Fee:** Free admission

**Art Experience Foundation** is pleased to present the Annual Independent Film Screening & Sharing Session - Cheng Bai's Work "Live to Leave". We are cordially invites artist Cheng Bai to be our first featured artist for "Art Experience Foundation Presents: Annual Independent Film Screening & Sharing Session". If interested, please e-mail us at [info@artexperiencefoundation.org](mailto:info@artexperiencefoundation.org) or call +852 2110 9928 for reservation. We look forward to see you!

**About "Live to Leave"**

Director : Cheng Bai

Starring : Du Dan

Room 2009, Cable TV Tower, 9 Hoi Shing Road, Tsuen Wan, New Territories, Hong Kong  
香港新界荃灣海盛路 9 號有線電視大樓 20 樓 2009 室

[www.artexperiencefoundation.org](http://www.artexperiencefoundation.org)

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Length : 82 minutes

Subtitle : Chinese & English

Genre: Drama

Color : Colors

Region : China

Songzhuang Town which is located near Beijing, the capital of China, is the leading edge of Chinese contemporary art, and also is the place closest to the freedom of spirit where you can live in your own mind. More than 3,000 artists from all over China live and work here. One day, most of them, are put in a life quandary, then making art has become a kind of torment and struggle in life. Every year, because of survival, many artists leave here. And every year, because of dreams, many artists come here. Painter Song Qianjin realizes when he is ready to leave: Art doesn't mean everything in your life.

### **About Cheng Bai**

Cheng Bai was born in Wuxi City, Jiangsu Province, China. He graduated from Nanjing Normal University of Arts, and his MFA in Oil Painting from Xi'an Academy of Fine Arts. He is working on independent film and oil painting; his video screenings include independent film "Live to Leave" and documentary "To Dismantle". He is living and working in Beijing, China.

### **About Art Experience Foundation**

Established in 2013, Art Experience Foundation's mission is the advancement of the visual arts. By supporting, exhibiting and interpreting a broad spectrum of contemporary artistic practice, Art Experience Foundation aims to promote young talented artist and nurture art appreciation to the society.

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The Foundation is focused primarily on promoting talented young artists in the Asia Pacific region. In this regard, the Foundation encourages artists to develop their creative capacity through assisting them to curate exhibition and to organize different art and culture projects in order to help young artists to further achieve their goal in developing their career in their field of contemporary art and culture.

Art Experience Foundation is also committed to bring art appreciation to the community. Through cooperating with various organizations, the Foundation aims to organize diverse kinds of art and culture activities and programmes to improve the understanding between people from various backgrounds and be able to eliminate the gap and misunderstanding between difference groups of individual in the community through art.

Further details can be found on the Art Experience Foundation website:  
[www.artexperiencefoundation.org](http://www.artexperiencefoundation.org).

For further screening details or enquiries, please contact us via [info@artexperiencefoundation.org](mailto:info@artexperiencefoundation.org) or call +852 2110 9928.