

#### LETTER FROM OUR PRESIDENT



The *China Design Now* show is just around the corner. From October 10<sup>th</sup> to January 17<sup>th</sup> The Portland Art Museum will be the venue for “an immersive, multi-sensory exploration of graphic design, fashion, interior design, and architecture emerging from China today”. By focusing on the creative outputs of

three distinctive cities: Shenzhen, Shanghai and Beijing, *China Design Now* will present the rapidly changing cultural landscape that is transforming China and our collective definition of urban life.

The exhibition itself is coming to Portland courtesy of London’s Victoria and Albert Museum. But there’s a lot more. In conjunction with the exhibition The Portland Art Museum is collaborating with academics, advertising creatives, artists, musicians, composers and architects on an exciting series of lectures and panel discussions about creativity and culture in China today. These include: “China Design Now, Creativity in the Era of Globalization”, “China Youth Now”, China Music Now”, “China: How We Live Now”, and “China: How We Live and How We Design Now”.

The Northwest China Council is working with the museum and its staff to find ways in which we can work together to strengthen the exhibition and to co-sponsor events. Coincident with *China Design Now* The Northwest Film Center will be running its *Lens on China* film series with the Northwest China Council sponsoring several evenings.

Our Annual Meeting will be coming up September 24th. We know you will all want to attend and help the Northwest China Council celebrate its 29th anniversary.

—Michael Bloom

#### 2009 ANNUAL MEETING & DINNER

Please join fellow members and guests for an enriching evening at the 2009 Annual Meeting at Wong’s King Restaurant. Michael Bloom, NWCC Board President, will start the meeting with a China Council update, including the election of new Board of Directors.

**Wong’s King** Restaurant will serve us a delicious banquet dinner including soup, seven courses, and a light dessert.

Following dinner, keynote speaker, **Brian Ferriso**, Executive Director of the Portland Art Museum, will give us a preview of the *China Design Now* Exhibition that will be opening at the Museum on Oct. 10th.

Brian Ferriso holds an M.A. in Art History from The Uni-

versity of Chicago (1999), an M.A. in Visual Arts Administration from New York University (1994) and an A.B. in Economics from Bowdoin College (1988). He was Executive Director of the Philbrook Museum of Art 2003-2008. He became Portland Art Museum Director in 2008.

#### **TIME: Thursday, September 24, 2009, 6:00 PM**

6:00: no-host cocktails; 6:30: Annual meeting business, and election of Board members; 7:00: Banquet dinner. 7:45: Keynote Speaker and *China Design Now* preview.

**LOCATION: Wong’s King Restaurant** 8733 SE Division St. Portland, OR 97266

**COST:** \$30/members -- \$40/non-members

**RSVP:** call NWCC at 503-973-5451

#### NWCC BOOK CLUB

James Fallows' *Postcards from Tomorrow Square: Reports from China* was the book club's July selection. The book's title comes from Shanghai's futuristic Tomorrow Square building, in whose apartments Mr. Fallows and his wife moved in 2006, to report for Atlantic magazine on China. The twelve essays that Fallows writes for Atlantic between Dec. 2006 and November 2008 comprise this book. Mr. Fallows is modest in calling his writings "postcards" because the essays are extremely discerning, entertaining, and well written accounts of the economic, social, and political transformations occurring in China.

His essay "China Makes, the World Takes" is a fascinating account of China as a manufacturing center, and punctures many misconceptions. He explains why American companies are willing to overcome such problems as bad partnerships, stolen intellectual property, logistics nightmares to do business there -- a concept called the "smiley curve".

In his essay "The \$1.4 Trillion Question", Fallows describes the economic interconnection between China and the U.S., and presents an expert and lucid account of a complex subject, and a foundation for understanding the issues behind today's economic news.

What Fallows does in *Postcards from Tomorrow Square* is to attempt to wrest America's conversation from simplifiers to one of better appreciation of China's complexity. He warns us not to overestimate China. His underlying tone is that if we don't get things right, we are in for serious trouble. Not only for us -- U.S. - China relations have repercussions for the entire world.

For more information or to join the NWCC Book Club, please email: johnw@nwchina.org

## CHINA BUSINESS NETWORK

During the next few months, CBN will offer talks on sustainable development and climatic change strategies specifically in regards to China.

Starting with the Sept 9 CBN, Mr. **Miansheng Wang** of the China-US Center for Sustainable Development will discuss "China's Energy Conservation and Climate Changes Strategies." This Center is an international public-private partnership between China and U.S. focused on achieving results to accelerate sustainable development. The U.S. Center, located in Portland, has trained many professionals and government officials from China.

On September 22, we will present the "The China Stimulus Package: Opportunities for U.S. Companies" featuring speakers from Business Oregon, Noble Pacific Holdings and Stoel Rives LLP. They will offer insight on how to prepare and participate in this opportunity.

Then on October 14, our presentation will focus on the nuts and bolts, on the ground experiences of doing (energy) business in China and how to avoid problems.

Finally, our December 2nd meeting will discuss air pollution products and services from Oregon that will help improve the effects of climate change in China.

Please mark your calendar and join us in these very informative presentations.

## SPECIAL GUESTS ENHANCE "MOVIE NIGHT"

On June 25th, Dinner & a Movie provided a rare look at Portland through the eyes of a Chinese Film Company, as we watched *A View of Portland*. This film was originally part of a news series on beautiful cities in United States but was lengthened into a special production about the city of Portland. Needless to say, all of us attending were very proud of our city.

Besides enjoying a delicious Chinese banquet, attendees of our 'Dinner and a Movie' night, had the privilege of listening to the producers of the film discuss the challenges and experiences they had making this film.

Another unique opportunity was provided by NWCC on July 30th, when we had the privilege of having PSU Professor **Zhan Tianxiang** attending our showing of the 1994 film, *To Live*. Professor Zhan commented on the film and lead an after-film discussion. Prof. Zhan has been coming to PSU from his faculty post at Hangzhou University for many summer sessions, to lecture on Chinese film and current affairs. Besides sharing his insight into the attributes of the film, the attendees were also able to ask questions and gain insight into the classes being taught by Professor Zhan. It made for a very informative evening.

From the months of September through December, NWCC will be offering something different for our Dinner & a Movie fans. We are sponsoring several of the films

being shown in the "Lens on China" film Series, running concurrently with the *China Design Now* Exhibition at the Portland Art Museum. We are sure that this program will provide a fascinating insight into the current state of film in China. We look forward to hearing your comments on this wonderful series of events.

## MANDARIN LANGUAGE CLASS PARTY

Despite the fact that the purpose of language is communication, too many of my hours studying Mandarin have been spent in a close relationship with only my texts, dictionaries, and CDs. For this reason, the North West China Council's fifth annual End Of Year Chinese Language Party was a delightful opportunity for me and other Mandarin students to enjoy speaking in a casual setting, while learning more about my fellow students.

NWCC's Mandarin teacher Willow Zheng did a superb job of organizing everything, as more than 13 people gathered on February 15th at Mandarin House Restaurant to welcome in the Year of the Ox. Regardless of each student's language ability, we all were able to participate. We savored Mandarin House's many delicious dishes (including vegetarian options) while playing games, singing, telling jokes and guessing riddles, even learning the names and uses for several Chinese herbs.

Several students' essays, entered in a writing contest, were displayed for all to read and enjoy. I personally loved reading the other students' work, and picked up some tips on how to improve my own writing. At the judging, Jessa Moon took first place, with Mike Armentrout, David Martineau, Barbara Williams and I all receiving a Language Achievement award.

Our honorary guest, Matthew Chitwood recently returned from living in Taiwan and mainland China for 4 years. His personal stories entertained us, as did his jokes and riddles! David Martineau commented, "Willow, I appreciate all you do for us to make class fun and interesting. Tonight's dinner was excellent. Thank you for your efforts. Those of us who were there really enjoyed it."

After such a delightful evening, we all look forward to next year's Chinese Language Party. If you are one of Willow's students who thought about coming but didn't, I urge you to make a note on your calendar for next year --if you don't come, you'll lose out!

-- contributed by Mary Rutt

Instructor Willow Zheng has many years of experience teaching all levels of Mandarin as well as helping students experience the culture and customs of China. Be sure to take advantage of these excellent classes. The Fall classes begin October 1st. Please review the enclosed flier for times and dates.

For more information go to our website [www.nwchina.org](http://www.nwchina.org)

## 2009 FUND RAISING DRIVE

The Northwest China Council would like to thank all who responded to our June 2009 appeal letter. In these difficult financial times, your support is especially appreciated. Thanks to donors below, we are now over \$6,800 toward our goal of reaching \$20,000 in donations for this year. If you wish to contribute to our 2009 fundraising drive, a donation envelope is enclosed.

### Phoenix Level (\$1,000)

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## LOOKING THROUGH MY WINDOW...

Being a China neophyte, this past year has been a voyage of discovery. Although I have never had the privilege of visiting this amazing country, through the many programs and people I have met since joining the Northwest China Council, I have been able to learn much "looking through my window".

NWCC programs have given me a view of the many facets of China and how important it is in the world today.

Such movies as *The Blue Kite*, *Blind Shaft*, and *Shanghai Ghetto* have broadened my understanding and view of China and its troubled history. I have learned of a people that have endured unthinkable hardships as they tried to find a way to merge the old with the new. From these programs, I have seen the efforts the Chinese people have made to work with modern American cities such as Portland and the encouraging results in the film *A Chinese View of Portland*.

Even today they struggle to stay afloat just as the rest of the world is doing. My 'window' has been opened to observe this through the China Business Network as I listened to **Amy Hsuan** tell us of China's efforts to provide green sources of energy. I have learned of China's desire to work along side the world while finding new ways to provide goods and services as was shared with us by **Kris Aman** of Nike as he spoke to us of the work done during the Olympics.

I encourage everyone to take advantage of the many programs offered by NWCC. Whether you are new to China, as I am, or a 'well-seasoned' traveler, there is much that can be gained by attending these excellent functions.

~Alexia Steffen, editor

## "LENS ON CHINA" FILM SERIES

Running concurrently with *CHINA DESIGN NOW*, the Northwest Film Center will explore the perspectives of Chinese and western filmmakers whose works reflect on the currents of change in the broader society, from emerging consumer and creative classes to a vast population whose lives have been little changed. As China's past and future collide, the works of these media artists provide unique perspectives on the social and aesthetic confusions, obstacles and opportunities being navigated in the cusps between history, daily reality and the future's promises. Selected contemporary films will run Sept. 24 through Nov. 5th, mainly on Thursday nights, and Sunday afternoons at Whitsell Auditorium, Portland Art Museum.

The Northwest China Council will be sponsoring the following films:

**September 27th...** "Bird's Nest" follows Swiss star architects Jacques Herzog and Pierre de Meuron as they literally and metaphorically build bridges between two cultures, two architectural traditions, and two political systems to create a massive 91,000-seat stadium in the heart of Beijing.

**October 15th...** "My China Now" is the first of two programs of short films showcasing the creative voices of over 30 Chinese artists and filmmakers who are defining contemporary Chinese culture capturing the prevailing moods and diversity of life in China today.

Do not miss these outstanding presentations. For detailed information go to: [www.nwfilm.org/screenings/21/2007/](http://www.nwfilm.org/screenings/21/2007/)

The cost for these films is \$8 general admission; \$7 seniors and students, or free with Museum admission to China Design Now.

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## Northwest China Council Membership Application Form

Northwest China Council Members receive invitations to China Council events, a subscription to the quarterly newsletter and discounts on admissions fees and books.

Name \_\_\_\_\_  
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I would like to volunteer to help the China Council with:

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Membership Category — Please check the category you wish:

Individual	\$40	Major Donor	\$250+
Family	\$45	Patron	\$500+
Full-Time Student	\$15	Phoenix Circle	\$1000+
Sponsor	\$125+	Dragon Circle	\$5000+

Please detach and return with a check payable to the Northwest China Council. To use MasterCard or Visa, please complete the following information.

Card No.	Expiration Date	Signature
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The Northwest China Council is a non-profit, non-partisan organization primarily supported by its members. Our mission is to increase understanding of Chinese culture, contemporary affairs and business in Greater China, i.e. China, Taiwan, Hong Kong, and the Chinese Diaspora.