

# 光·束

## Ray of Light



## 夏洛特·爱神洛儿个展 CHARLOTTE ESCHENLOHR SOLO EXHIBITION

一场关于感知、记忆与内在导航的空间探寻

A Spatial Inquiry into Perception, Memory and Inner Navigation

## 展览陈述

《光·束》是艺术家夏洛特围绕“光”展开的一次整体性创作实践。

在她的创作体系中，光不仅是视觉元素，更是时间与记忆的载体——一种能够穿越边界、唤醒感知，并重构空间经验的力量。

她的艺术实践横跨绘画、空间介入与诗性结构，将光转化为一种感知机制，在记忆、身体、空间与我们共同的经验中展开一场温柔而富有趣味的对话。

她提出的问题不再是“你看到了什么”，而是——

**“你在所见之中，处于何处？”**

## Exhibition Description

**Ray of Light** is a comprehensive artistic practice in which Charlotte develops her exploration around the concept of “light.”

Within her creative system, light is not merely a visual element; it functions as a carrier of time and memory — a force capable of crossing boundaries, awakening perception, and reshaping spatial experience.

Her artistic practice moves fluidly between painting, spatial intervention, and poetic structures, transforming light into a mechanism of perception. Through this, a gentle yet intellectually playful dialogue unfolds — between memory, the body, space, and our shared human experience.

The question she poses is no longer, “What do you see?” but rather —

**“Where are you within what you see?”**

## 展览陈述

在这里，光成为一种方向性的结构——一种内在坐标系统——引导观者在时空与记忆之间完成定位。

迷宫结构、霓虹线条、花田场域、诗性文本，并非象征性的图解，而是关于感知的导航系统。

每一次行走都是一次迷失与重新定位的过程。

在一个被加速与碎片化定义的时代，《光·束》提出一种对抗逻辑：通过减速和在场，重新实践主体的感知结构。

展览所提出的核心问题是：

在复杂性之中，我们如何保持内在的连贯性与清晰度？

## Exhibition Description

Here, light becomes a directional structure — an internal coordinate system — guiding the viewer to orient themselves between time, space, and memory.

The labyrinth structures, neon lines, flower fields, and poetic texts are not symbolic illustrations, but navigational systems of perception. Each act of walking becomes a process of losing and re-orienting oneself.

In an era defined by acceleration and fragmentation, **Ray of Light** proposes a counter-logic: through deceleration and presence, it reactivates the perceptual structure of the subject.

The core question the exhibition poses is:

**Within complexity, how do we sustain inner coherence and clarity?**

## 展览陈述

本次展览系统性呈现艺术家 2016—2025 年间的绘画创作，并结合五组具有代表性的空间装置，构成一个完整的感知结构。

装置板块包括：

镜面空间装置；可被行走与体验的“迷宫”系列；展览核心区域的《花田》；展览的“心跳”霓虹灯《光·束》；以“艺术是老大”为核心观念的文本装置。

这些装置并非彼此独立，而是在空间中形成连续的经验路径，使观者在行走中完成感知转换。

绘画部分共展出 14 幅作品，涵盖：

“网”系列；“街道”系列；“花之力量”系列；“蝴蝶”系列。

绘画作为结构基础，与空间装置形成对话关系——一方面提供思想与视觉的浓度，另一方面嵌入展览的整体场域之中。

## Exhibition Description

The exhibition presents a comprehensive body of Charlotte's paintings created between 2016 and 2025, together with five major spatial installations, forming an integrated perceptual structure.

*The installation section includes: Mirror acrylic installation; The walkable and immersive Labyrinth series; The central installation Flower Field; Neon Ray of Light as the "heartbeat"; Text installation with "Art is the Boss" as the core.*

These installations do not function as isolated works; rather, they construct a continuous experiential pathway within the space, allowing viewers to move through shifting states of perception.

*The painting section comprises 14 works from four series: Network; Street; Flower Power; Butterfly.*

The paintings provide the structural foundation of the exhibition, entering into dialogue with the spatial installations. They offer visual and conceptual density while simultaneously integrating into the overall perceptual field.

## 展览陈述 Exhibition Description

“光·束”既是展览标题，也是贯穿整体结构的精神线索。它引导观者在光的轨迹中移动，进入一段关于感知、记忆与内在世界的持续旅程。

Ray of Light functions not only as the exhibition title, but as the conceptual thread running through the entire structure. It guides the viewer along trajectories of light, opening a sustained journey into perception, memory, and the inner landscape.





## 夏洛特·爱神洛儿

**德国艺术家，生活工作在慕尼黑，北京，纽约三地。**

夏洛特·爱神洛儿出生于德国慕尼黑，经济学博士，曾任职于投资管理、咨询及财务公司。2002年她选择离开金融界，成为一名职业艺术家，师从于德国艺术大师马库斯·吕佩尔兹及纽约艺术家 Donald Baechler。

夏洛特的工作室分别位于慕尼黑，纽约和北京，她的作品参加过众多全球性展览并被机构及私人藏家收藏。

## Charlotte Eschenlohr

Born in Munich, studied business management and received her doctorate in commerce. She worked in investment, management consulting and accountancy.

She changed to be a professional artist in 2002, and studied among others with the German artist Markus Lüpertz and the New York artist Donald Baechler.

Charlotte's studios are located in Munich, New York, and Beijing. Her works have been featured in numerous international exhibitions and are held in the collections of institutions and private collectors.

## 个展/Solo exhibitions

---



2023

“艺术遇见WTW”，WTW公司，慕尼黑

“我心系自然”，Prediger博物馆，施韦比施格明德/德国

“玫瑰山无所不知”，微温度咖啡，北京

2022“我心中的风景”，在3画廊，北京

2021“灵魂资源”，Rosenhang 博物馆，魏尔堡/兰河/德国

2020“艺术遇见美 - 继续”，Horst Kirchberger，慕尼黑

2019“艺术遇见美”，Horst Kirchberger，慕尼黑

2018“新的新”，户尔空间，柏林

2017“夏洛特·爱神洛尔”，马奈美术馆，北京

2016“抓住这一天”，在3画廊，北京

2015“夏洛特·爱神洛儿—轻松”，在 Café 798，北京

2014

“夏洛特·爱神洛儿—NO RESERVATIONS & Zhangfangbai纸上水墨”，CES艺术工作室，慕尼黑；

“Maitresse”，库珀美术馆，北京/斯图加特

“Strange Pureness”，库珀美术馆，北京/斯图加特



2013

“中国—纽约—图案”，ROTA-Treuhand 集团公司，慕尼黑

“龙图腾”，空间美术馆，北京

“中国的图案”，WTW公司，慕尼黑

2012

“来自罗马的图案”，Al Boccone美术馆，慕尼黑

“望梅止渴”，Huantie Times艺术博物馆，北京

“假日的花儿”，Point B布鲁克林美术馆，纽约

2011“室内习惯”，Atelier Holzstrasse艺术馆，慕尼黑

2010“马赛克”，Helmut Leger美术馆，慕尼黑

2008“纽约绘画2”，Point B布鲁克林美术馆，纽约

2007“旋转楼梯”，Point B布鲁克林美术馆，纽约

2006“入口”，One Ten美术馆，纽约

2005“纽约绘画”，Point B 布鲁克林 美术馆，纽约

2004“充满生机的野外女子”，慕尼黑

## 个展/Solo exhibitions

---



2023

“CES Art meets WTW”, Munich

“Nature on my Mind”, Prediger Museum, Schwäbisch Gmünd

“Rose Hill is all knowing”, We’dDo Café, Beijing

2022“Landscape of my mind”, Being 3 Gallery, Beijing

2021“Resource of the Soul”, Rosenhang Museum, Weilburg/Lahn/Germany

2020 “Art meets Beauty continues”, Horst Kirchberger, Munich;

2019 “Art meets Beauty”, Horst Kirchberger, Munich;

2018“ThenewNew”, XC.HuA-Gallery, Berlin;

2017 “Charlotte Eschenlohr”, Manet Grassland Museum, Beijing;

2016 “CALL THE NOW”, Being 3 Gallery, Beijing;

2015 “Charlotte Eschenlohr - Easiness”, With Cafe 798, Beijing;

2014

“Charlotte Eschenlohr - NO RESERVATIONS & Zhangfangbai - Ink on Paper”,

CES Art Studio, Munich;

“Maitresse”, Galerie Matthias Küper Beijing / Stuttgart, Stuttgart;

“Strange Pureness”, Galerie Matthias Küper Beijing / Stuttgart, Stuttgart;



2013

“Chinese – New York – Patterns”, ROTA-Treuhand GmbH, Munich;

“Dragonfly”, With Space Gallery, Beijing;

“Chinese Patterns”, WTW, Munich;

2012

“Römische Bilder”, Al Boccone, Munich;

“Delete the Thirst by the View of Plums”, Huantie Times Art Museum, Beijing;

“The Flowers are on Holiday”, Point B Brooklyn, New York;

2011“Habits Indoor”, Art happening at Atelier Holzstrasse, Munich;

2010“Mosaïque chinoise”, Galerie Helmut Leger, Munich;

2008“New York Paintings II”, Point B Brooklyn, New York;

2007“Spiral stairs”, Point B Brooklyn, New York;

2006“Entrance”, One Ten, New York;

2005“New York Paintings”, Point B Brooklyn, New York;

2004“Vivid wild Women at Katzlmacher”, Munich

# 01 概念框架

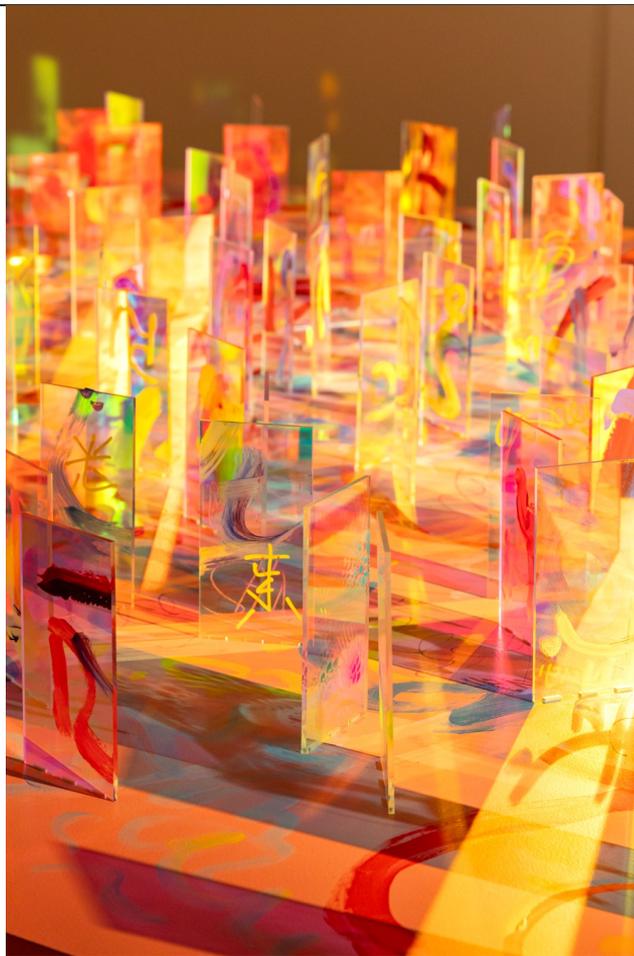
# Conceptual Framework

夏洛特的实践可以通过六个互相关联的层面理解：

- 1.1 迷宫 —— 经验的结构
- 1.2 花田 —— 具身的能量
- 1.3 光束 —— 方向与记忆
- 1.4 镜子与文本——自我与语言的界面
- 1.5 绘画 —— 结构的源头
- 1.6 视频 —— *行动与过程*

Charlotte's practice can be understood through six interconnected layers:

- 1.1 The Labyrinth – Structure of Experience
- 1.2 The Flower Field – Embodied Energy
- 1.3 Ray of Light – Orientation and Memory
- 1.4 Mirrors and Text – The Interface of Self and Language
- 1.5 Painting – The Structural Origin
- 1.6 Video – Action and Process



# 1.1

## 迷宫 —— 经验的结构

## The Labyrinth – Structure of Experience

迷宫不是困境，而是一种思考的拓扑结构。  
它拒绝线性进步，转向循环与回返。  
行走成为思考本身。

*The labyrinth is not a trap but a topology of reflection.  
It rejects linear progress and instead proposes circular  
thinking.  
Movement becomes thinking.*

The Labyrinth –  
Structure of Experience

# 1.1

## 迷宫 | 沉浸式空间装置 LABYRINTH | Space installation

关键词：参与式 | 空间变化 | 游戏感  
Keywords: Immersive · Participatory · Spatial Transformation

所有迷失，都是为了更好地找到自己。  
Everything we have lost is in order to find ourselves better.

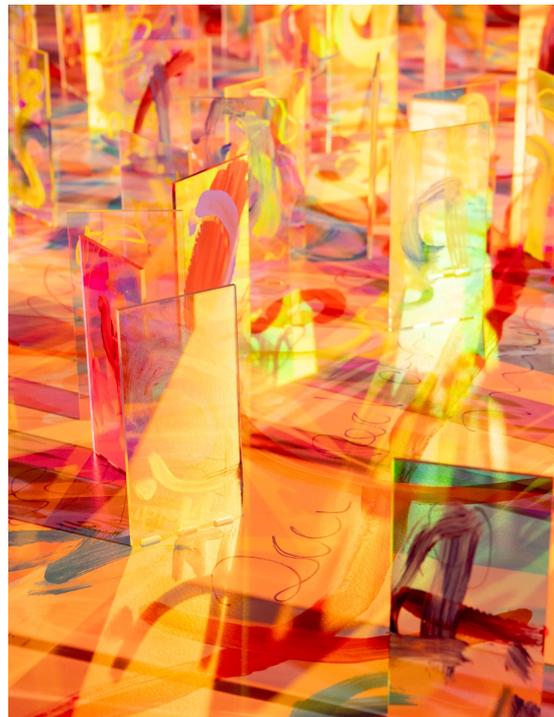


# 1.1

## 迷宫·红丝带 Labyrinth (Red Ribbon)

关键词：迷失与寻找 | 情感路径 | 人生隐喻  
Keywords: Lost & Found · Emotional Path · Life Metaphor

每一次反射，都是光的记忆。  
Every reflection is a memory of light.



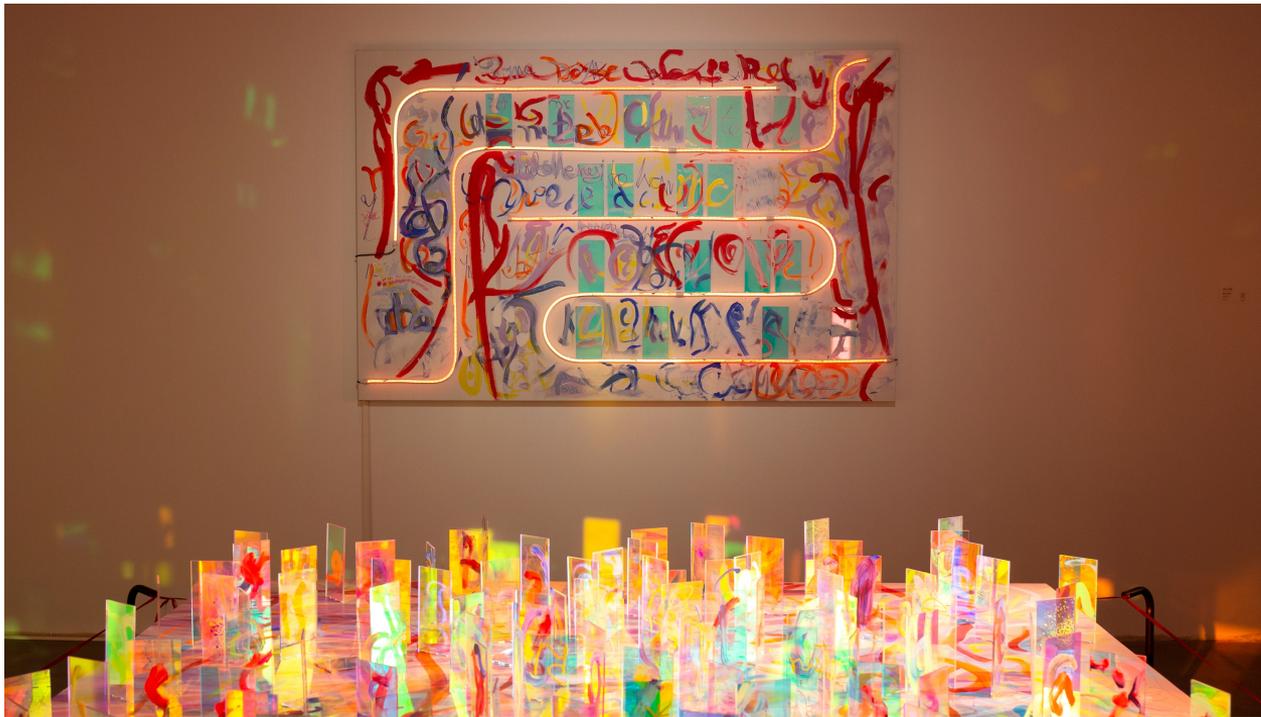
# 1.1

## 光束·红丝带 Lichtstrahl Red Ribbon

关键词：迷失与寻找 | 情感路径 | 人生隐喻  
Keywords: Lost & Found · Emotional Path · Life Metaphor

光与物质相遇的刹那，意义随之浮现。

The instant in which light meets matter, and meaning emerges.



# 1.2

## 花田 —— 具身的能量

## The Flower Field – Embodied Energy

花田既是景观，也是舞台。  
它邀请身体进入、停留、游走。  
它构建出一个可进入的场域，使身体成为感知的核心。  
女性气质在此不再是装饰，而是一种在奉献和给予中维系结构的力量。

*The field is both landscape and stage.  
It invites rest, play, and confrontation with vulnerability.  
It constructs an enterable field in which the body becomes central to perception.  
Here, femininity is no longer decorative, but a sustaining force that upholds structure through devotion and acts of giving.*

The Flower Field –  
Embodied Energy

# 1.2

## 花田 | 中央大型装置 FLOWER FIELD

关键词：身体 | 女性能量 | 情绪核心  
Keywords: Body · Feminine Energy · Emotional Core

一个属于身体与女性力量的舞台。  
A stage for the body and feminine strength.



# 1.3 光束 —— 方向与记忆

Ray of Light – Orientation and Memory

霓虹线条极简，却充满情感张力。  
光在空间中延展，形成一种持续的在场。  
它既指引方向，也记录记忆。  
光成为见证者。

*The neon line is minimal, yet charged with emotional intensity.  
Light extends through space as a continuous presence.  
It provides orientation while simultaneously recording memory.  
Light becomes witness.*

Ray of Light –  
Orientation and Memory

# 1.3

## 光束 | 霓虹灯装置 Ray of Light

关键词：手写光 | 情绪能量 | 展览符号

Keywords: Handwritten Light · Emotion · Exhibition Icon

展览的心跳

The heartbeat of the exhibition

每一道弯曲，都承载着光的记忆。每一个光晕，都是一颗微小的火花——提醒我们，光可以改变感觉，打开空间，或触碰我们内心深处的某个地方。

Every curve holds a memory of light. Every glow feels like a small spark — a reminder that light can shift a feeling, open a space, or touch something inside us.



# 1.3 艺术是老大 Art is the Boss

关键词：艺术宣言 | 创作信念 | 精神终章  
Keywords: Artistic Statement · Belief · Final Chapter

艺术家并不是掌控者，而是一种来自宇宙的声音，通过艺术家的手法表达出来。  
The artist is not the one in control. A universal voice speaks through the artist.



# 1.4

## 镜子与文本—自我与语言的界面

## Mirrors and Text — The Interface of Self and Language

镜面装置引入反射与重叠，使观者进入作品内部。  
空间因此成为自我与语言之间的界面。

诗性文本并非说明，而是一种开放的召唤。  
它打破视觉的单一性，将语言引入空间，使观看转化为内在对话。

在这里，阅读成为另一种行走。

*The mirrored installation introduces reflection and overlap, drawing the viewer into the interior of the work.*

*Space thus becomes an interface between self and language.*

*The poetic texts do not serve as explanation, but as open invitations.*

*They disrupt visual singularity by introducing language into space, transforming viewing into inner dialogue.*

*Here, reading becomes another form of walking.*



# 1.4 空中花园 | 镜面装置

## SKY GARDEN | Mirror acrylic

关键词：反射 | 记忆 | 光与时间  
Keywords: Reflection · Memory · Light & Time

在天空花园形成一种引力场，将观者引向对宇宙、天空以及“无限”这一观念的体验。

It creates a gravitational field within the Sky Garden, drawing viewers toward an experience of the universe, the sky, and the concept of infinity.



# 1.5 绘画 —— 结构的源头

## Painting — The Structural Origin

绘画是这一切空间实践的基础。  
“网”“街道”“花之力量”“蝴蝶”等系列构成视觉与观念的源头。

它们承载浓缩的情感与结构逻辑，并在装置之中被扩展、被放大、被空间化。

绘画不是附属品，而是整个系统的核心能量场。

*Painting is the foundational source of this entire spatial practice.*

*The series Network, Street, Flower Power, and Butterfly form the visual and conceptual origin.*

*They carry condensed emotional and structural logic, later expanded, amplified, and spatialized within the installations.*

*Painting is not an appendix — it is the central energy field of the entire system.*

# Painting — The Structural Origin

# 1.5 网 / 寺庙 蜘蛛

## NETWORK / TEMPLE SPIDER

以“网”为隐喻，探讨个体、需求与经验之间的相互连接。  
谁是蜘蛛？谁又身处网中？



关键词：连接 | 系统 | 个体与网络  
Key words: Connection · System · Individual & Network

The image of the web as a metaphor for how individual lives, needs, and experiences are linked together.  
who is the spider, and who is in the web?



Network  
Mixed Media on Canvas  
320×500cm (4 parts)  
2016

Temple Spider  
Mixed Media on Canvas  
240×440cm (6 parts)  
2016

# 1.5 OCEAN OF STREET / STAND COOL

## 涌流的街道 / 保持冷静

关键词：城市 | 选择 | 不确定性 | 流动与停顿  
Key words: Urban Life · Choice · Uncertainty · Flow & Pause

反映城市生活中的选择与不确定性。  
一个是在流动中的停顿，一个将城市化为夜晚的海洋，  
不可预测，如同波浪。

Reflect moments of choice and uncertainty.  
Stand Cool is a pause within movement,  
Ocean of Streets, the city becomes an ocean of possibilities,  
unpredictable, like waves at night.



Stand Cool  
Mixed Media on Canvas  
360×120cm (3 parts)  
2017

Ocean of Street  
Mixed Media on Canvas  
685×240cm(8 parts)  
2017

# 1.5

## FLOWER POWER

### 花之力量系列 (x7)

关于由内而外的绽放  
表达内在力量与温柔而坚定的存在感

关键词：内在之美 | 女性能量 | 安静的自信

Key words: Inner Beauty · Feminine Energy · Quiet Strength

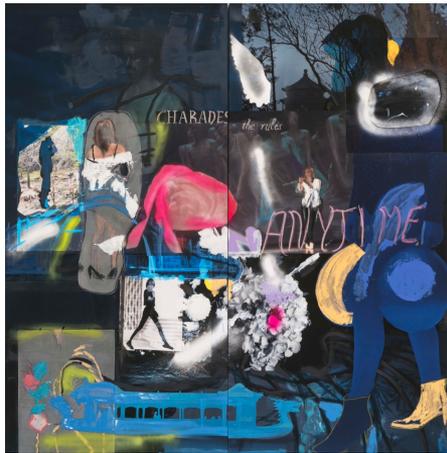
Inner beauty, inner strength, feminine energy,  
and quiet confidence — a kind of blooming from within.



Glow  
Mixed Media on Canvas  
200×200cm(2 parts)  
2018



Macho Fairytales  
Mixed Media on Canvas  
200×200cm(2 parts)  
2018



Anytime  
Mixed Media on Canvas  
200×200cm(2 parts)  
2017



The Shell  
Mixed Media on Canvas  
200×200cm(2 parts)  
2017

# 1.5 FLOWER POWER

## 花之力量系列 (x7)

关键词：内在之美 | 女性能量 | 安静的自信  
Key words: Inner Beauty · Feminine Energy · Quiet Strength

关于由内而外的绽放  
表达内在力量与温柔而坚定的存在感

Inner beauty, inner strength, feminine energy,  
and quiet confidence — a kind of blooming from within.



GO ON  
Mixed Media on Canvas  
240×160cm  
2018

POLAROID FLOWER  
Mixed Media on Canvas  
240×160cm  
2018

Flower Power  
Mixed Media on Canvas  
155×240cm(3 Parts)  
2018



# 1.5

## FLOWER POWER (2019)

蝴蝶系列 (x3)

关键词：转化 | 梦境 | 现实与想象之间

Key words: Transformation · Dream · Between Reality & Imagination

灵感来自庄周梦蝶

游走于现实与想象之间，追问究竟是谁在梦谁。

一段温柔的蜕变之旅。

Inspired by Zhuang Zhou's dream

Drifting between reality and imagination, questioning who is dreaming whom.

A gentle journey of transformation.



Butterfly  
Mixed Media on Canvas  
200x200cm(2 parts)  
2019



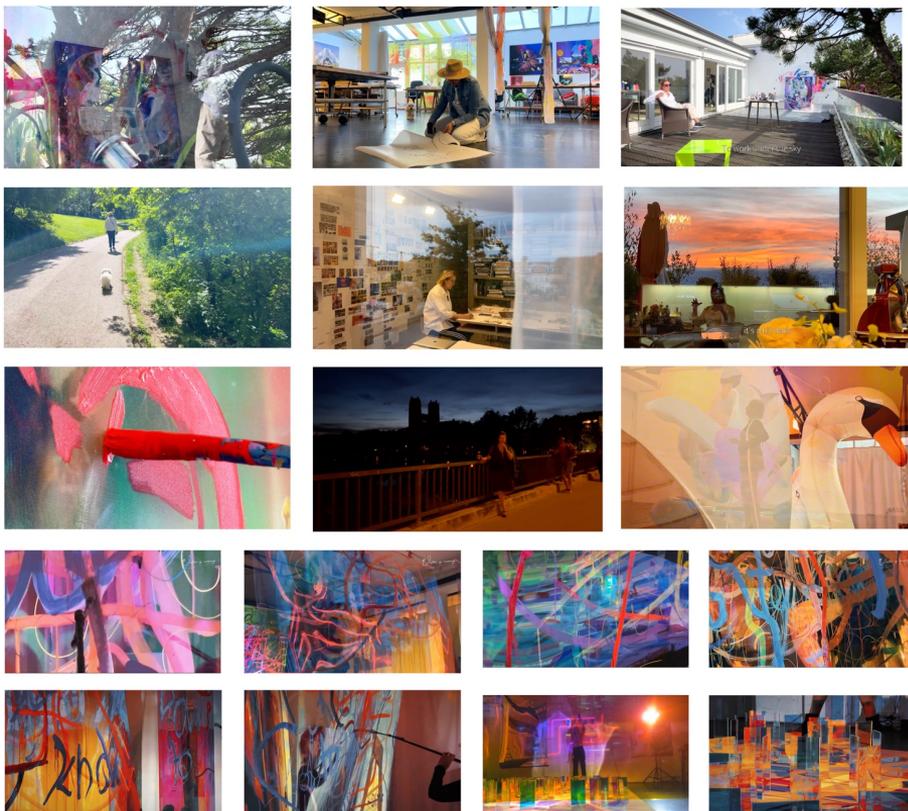
Ataraxie Peace of Mind  
Mixed Media on Canvas  
200x200cm(2 parts)  
2019



Peace of Mind-Butterfly  
Mixed Media on Canvas  
200x200cm(2 parts)  
2019

# 1.6 视频 —— 行动与过程

## Video-Action and Process



视频展示艺术家的创作过程  
*Video shows the artist's creative process*

## 02 艺术位置

夏洛特的创作站立在德国新表现主义和后观念空间实践的脉络之中，同时保持强烈的绘画基础。

她的工作涉及：

感知现象学

女性空间主体性

心理建筑结构

跨文化符号语言

## Artistic Positioning

Charlotte Eschenlohr stands within a lineage of German neo-expressionism and post-conceptual spatial practices while maintaining a strong painterly foundation.

Her work engages with:

phenomenology of perception

feminist spatial agency

psychological architecture

cross-cultural symbolic language



## 02 艺术位置

长期生活与创作于慕尼黑、北京与纽约，使她的实践天然跨越西方结构抽象与东方形而上思维之间的界限。

这种跨文化视野，使展览具备高度的城市迁移与文化适配能力。

## Artistic Positioning

Having lived and worked between Munich, Beijing, and New York, her practice inherently bridges Western structural abstraction and Eastern metaphysical sensibility.

This intercultural positioning strengthens the exhibition's adaptability across cities and audiences.



# 03 空间适应性 —— 巡展潜力

## Spatial Adaptability – Touring Potential

《光·束》本质上是一个模块化系统。

展览可根据不同建筑结构进行重新配置，同时保持概念的一致性。

迷宫结构可伸缩

霓虹装置可适配不同墙体结构

花田空间可根据场地面积调整

Ray of Light is conceived as a modular system.

The exhibition can be reconfigured depending on architectural conditions while maintaining conceptual coherence.

The labyrinth expands or contracts.

The neon adapts to wall geometry.

The flower field scales to available floor space.

# 3.1 空间适应性

## Spatial Adaptability

这种结构弹性使其适合：

当代美术馆

城市文化综合体

独立艺术机构

商业画廊环境

装置逻辑清晰、技术需求明确，  
具备高效平移的可能性。

This flexibility makes the exhibition suitable for:

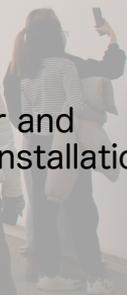
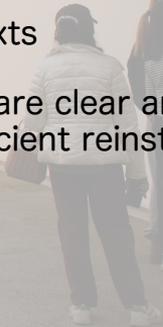
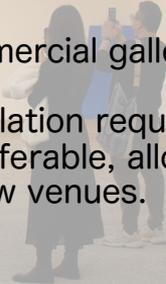
Contemporary art museums

Urban cultural complex

Independent art spaces

Commercial gallery contexts

Installation requirements are clear and transferable, allowing efficient reinstatement in new venues.



# 3.1 空间适应性

Spatial Adaptability

沉浸式空间体验 *Immersive space experience*

作品与空间融为一体，让观众走入作品本身。  
*Works merge with space, allowing visitors to step inside the artwork.*



**IMMERSIVE  
SPATIAL  
EXPERIENCE**

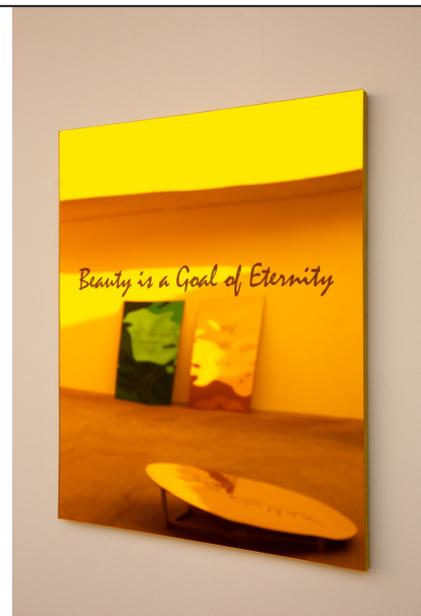


# 3.1 空间适应性

Spatial Adaptability

情绪与内在感知 *Emotion and inner perception*

以光为媒介，引导观众进入情绪与内在感知的深层体验。  
*With light as the medium, guide the audience into the deep experience of emotion and inner perception.*



**EMOTIONAL &  
INNER  
PERCEPTION**

# 3.1 空间适应性

Spatial Adaptability

强视觉与传播属性 *Strong visual and communication attributes*

标志性的光影与装置创造强烈视觉记忆点，天然适合传播与分享。  
*Iconic light and installations create strong visual impact, ideal for sharing and visibility.*



**HIGH VISUAL IMPACT & SHAREABILITY**

## 3.2 巡展潜力

## Touring Potential

作为国际巡展项目，构建持续性的专业与文化交流  
德国当代抽象表现主义语境下的空间感知系统实践  
强调行动与过程，使创作本身成为空间与视觉语言  
模块化与在地化结构，支持不同建筑语境策展重构

*Functions as an international touring project fostering sustained professional and cultural exchange*

*Develops a spatial perception system within contemporary German abstract expressionist discourse*

*Emphasizes action and process, where creation itself becomes spatial and visual language*

*Employs a modular, site-responsive structure adaptable to diverse architectural contexts*



## 3.3 市场结构

## Market Positioning

与纯装置项目不同，《光·束》内部嵌入了完整的可收藏绘画体系。

装置吸引观众进入  
绘画承载长期收藏价值

Unlike purely installation-based projects, Ray of Light integrates collectible painting bodies within the immersive structure.

The installation draws the audience in  
The paintings carry the long-term collectible value



# 3.3 市场结构

## Market Positioning

这种结构张力增强了展览在以下场景中的可行性：

美术馆收藏体系

画廊销售体系

艺博会展示结构

机构合作项目

The coexistence of experiential space and market-ready works strengthens its viability for:

museum-acquisition contexts

gallery sales

art fair presentation

institutional partnerships



和《光·束》同期进行的  
广州魔灯当代艺博会

The Guangzhou MOORDN Art Fair took  
Place concurrently with Ray of Light

## 04 观众影响力

展览在两个层面同时运作：

理性层面的空间思考

情感层面的沉浸体验

这种双重结构带来：

高参与度

强视觉传播力

跨年龄层接受度

沉浸性体验同时满足机构信誉与市场传播需求。

## Audience Impact

The exhibition operates on two levels simultaneously:

Intellectual engagement through spatial inquiry

Emotional immersion through sensory interaction

This dual structure enables:

strong visitor participation

high photographic and social media resonance

intergenerational accessibility

The immersive quality supports both institutional credibility and market visibility.

# 首展开幕 | 魔灯当代 2025 VIP 官方日程

Opening as Official VIP Event of MOORDN Contemporary 2025



## 跨界沉浸体验

现代舞导览 × 当代艺术 × 现场音乐

打造沉浸式、多感官开幕体验

## Cross-border immersion experience

Modern dance guide × contemporary art × live music

creating an immersive and multi-sensory opening experience

# 首展开幕 | 魔灯当代 2025 VIP 官方日程

Opening as Official VIP Event of MOORDN Contemporary 2025



## 艺术社交链接

首展作为魔灯当代 2025 VIP 官方日程

汇聚收藏家、机构与艺术专业人士，拓展艺术网络与行业资源

## Art social link

Gather collectors, institutions and art professionals to expand the art network and industry resources.

# 光·束

## 观众影响力

《光·束》首展获得专业界与公众的广泛积极反馈，沉浸式空间与多层次感知体验吸引了不同年龄与背景的观众，保持稳定观展热度。

展览在社交平台形成持续传播，显著提升公众可见度，并在专业观众与普通观众之间建立了有效的沟通与理解桥梁。



## Audience Impact

The debut of Ray of Light received strong positive responses from both professional audiences and the public, with its immersive spatial environment and multi-layered perceptual experience attracting visitors of diverse ages and backgrounds and sustaining steady attendance.

The exhibition generated ongoing visibility on social media, significantly increasing public reach while establishing an effective bridge of understanding between professional audiences and the general public.



# 光·束

500W+

社交媒体曝光数  
Social media exposure

100W+

线上触达  
On-line contact

5W+

线下参与  
On-site participation



广州新展 | Ray of light  
在光影的缝隙中驻足 倾听 唤起记忆  
新年第二天和朋友来了另一个美术馆，本来没有说期待就正常去晒太阳，去到感觉很惊喜，尤其是蓝天和建筑搭配，超级出片，整体逛了2个半小时  
机位分享如下：



广州超出片美幻境 在小阿那亚看天才的对决  
新年第二天和朋友来了另一个美术馆，本来没有说期待就正常去晒太阳，去到感觉很惊喜，尤其是蓝天和建筑搭配，超级出片，整体逛了2个半小时  
机位分享如下：



Ray of light 光束  
夏洛特·爱神洛儿个展  
Charlotte Eschenlohr  
Solo exhibition



广州·另一个美术馆 | 分享几个超出片的角落  
居然在这里拍出了我的年度艺术感照片！首先进门就能看到非常有异域风情的景观，但是跟我今天这套衣服不太搭，所以没拍  
以下是我觉得比较好拍的一些机位分享



广州展览 | 光束·夏洛特·爱神洛儿艺术个人展  
粉色花田拥抱舞蹈的自由，红丝带牵引迷失的脚步，镜面迷宫映照内心的回响，夏洛特·爱神洛儿个展《光·束》在另一个美术馆展出。



广州新展 | 震撼的毕加索与达利绘画大展  
新的视觉盛宴就在番禺美术馆  
来自纽约美协 展出了83件真迹作品  
一种浓烈的西班牙艺术氛围  
由油画/雕塑/手稿/陶瓷等方式呈现



广州新展 | Ray of light  
在光影的缝隙中驻足 倾听 唤起记忆  
「迷宮」  
是否在不同光束中失去方向？还是指引着方向？  
可以来慢慢感受



广州新展 | Ray of light  
在光影的缝隙中驻足 倾听 唤起记忆  
「迷宮」  
是否在不同光束中失去方向？还是指引着方向？  
可以来慢慢感受

# 光·束

500W+

社交媒体曝光数  
Social media exposure

100W+

线上触达  
On-line contact

5W+

线下参与  
On-site participation



# 05 结语

## Closing Statement

《光·束》并非装饰，也非景观。

它是一种方向。

在一个被噪音包围的时代，它提出一种安静而激进的可能：

光并不消除黑暗。  
它指引我们如何在其中行走。

Ray of Light proposes that art is not decoration, nor spectacle.

It is orientation.

In a world of distraction, the exhibition offers a quiet but radical proposition:

Light does not eliminate darkness.  
It shows us how to move through it.



# THANKS!



出品与策划 Produced & Curated by

另一个美术馆 Another Art Museum

往来文化 Inter Culture

CES-ART studio

提供巡展支持：策展方案 | 展陈设计 | 视觉系统 | 宣传物料 | 开幕与艺术家资源

Provide tour support: curatorial scheme | exhibition design | visual system | promotional materials | opening and artist resources

- 首展 Opening Exhibition: 2025.12.12 – 2026.3.10
- 巡展 Touring Exhibition: 待定 / TBD

联系电话：17502003969

电子邮箱：Media@anothermuseum.com

官方平台 | 公众号 / 小红书 / 抖音：另一个美术馆