**General Introduction to China Cartoon and Animation Museum Project**

China Cartoon and Animation Museum (hereinafter referred to as “Museum”) is the key project of building the National Cultural and Creative Center and the “City of Cartoon and Animation” in Hangzhou. This project is located on the island of East Animation Plaza, White Horse Lake Eco-Creative Town, with planned land of 2.77 hectares. This Museum is the first national cartoon and animation museum of its kind approved by the State Administration of Press, Publication, Radio, Film and Television of the People’s Republic of China and the China Cartoon and Animation Association. It integrates multiple functions such as exhibition, collection, education, experience and academics, and will become China’s first international cartoon & animation museum with the largest scale, richest exhibits and most authoritative content in China.

**I. Basic Function**

The Construction should be based on the special connotation and innovative concept of cartoon and animation, and make full use of high-tech approaches to present a difference from the traditional museums. This Museum is a combination of pictures, texts, images, videos, movies, shopping, and relaxing, etc., with a stereo, dynamic and magical experience. Visitors can enjoy art appreciation and lively interactive experience here:

1. **Display function.** The Museum fully displays the 80-year history of Chinese cartoon and animation, especially the rapid development in recent five years. It also displays the history and development trend of the international cartoon and animation, highlights the competitive and famous works of major animation countries’ and world-known masters’. It also focuses on demonstrating the achievements of building the “City of Cartoon and Animation”---Hangzhou, displays five major national cartoon and animation bases as well as enterprises and leading figures, especially the one who contributions and achievements. E.g. the contribution that China International Cartoon and Animation Festival has made for the purpose of promoting the development of Chinese animation industry.
2. **Collection Function.** The Museum widely accepts the donations from masters, institutions and from all sectors of society, also, searches and collects or purchases rare high-quality works through auction. Any cooperation ways like exhibits borrowing or agent are welcomed. This Museum ensures the security of collections by virtue of sophisticated equipment and rigorous management; it also achieves fine repairing techniques, simulated replication and electronic storage by using high-tech devices. Meanwhile, based on perfecting basic collection function, the Museum adopts modern information management technology to build national first-class cartoon and animation database, in order to offer better services for academic research, exhibit showcase, education, experience, and other functions.
3. **Education Function.** This Museum serves as a experimental classroom for animation academies and colleges in Hangzhou, and also works as the “second classroom” for extra-curriculum learning for primary and secondary school students, which also offers an education and practice place for professionals, as well as animation fans. Meanwhile, it offers training classes on animation knowledge and industry management study for domestic and foreign learners, and fully creates good atmosphere of cartoon and animation education in Hangzhou.
4. **Academic function.** The Museum makes use of National Cooperative Organization at National Cartoon and Animation Base to hold all kinds of academic symposiums. It joins hands with China Cartoon and Animation Association to hold international cartoon and animation exhibition and appreciation, summit forum and annual meeting. The Museum organizes the members of Hangzhou Animation and Game Association to carry out salons and exchange activities on a regular basis. It invites domestic and foreign experts to conduct field trip and research, and constantly adjust and perfect the software construction.
5. **Experience Function.** In terms of architectural style, content setting, manifestation form and other aspects, the Museum is characterized by novelty, change and richness, presents visual impact, and enables visitors to enjoy the interests of cartoon and animation and experience the interaction. The Museum sets celebrity dialogue, 4D theater, cartoon express and other contents and projects which enable audience to enjoy infinite charm from cartoon and animation in a relaxed, pleasant environment.

**II. Architectural Space**

，呈现出高低起伏、圆润流畅的自然形态。

The main building of China Cartoon and Animation Museum has one floor underground and six floors above ground. It adopts steel structure of column grid type with large cantilever and large opening. The first floor above ground adopts high cantilever structure; and the hall at entrance is connected with the landscape of Binhu Lake. On the fifth layer is a roof garden, 40m high from the ground. Standing in the garden, one can get a bird’s-eye view of the White Horse Lake of 1.3 k㎡. The construction surface is covered by white hyperbolic aluminum plates; four circular skylights on the top; six oval windows at exterior facade, and its illumination can be adjusted dynamically through solar energy shutter. From the exterior, this Museum is just like a white cloud floating on the White Horse Lake with a smooth natural curves.

1. **Total construction area is 29,481㎡,** including 24,657㎡of six floors above ground, and 4,824㎡underground. The total building height is 43 m with the construction land area: 27,703㎡, basal area: 2,897 ㎡, green area: 9,973㎡, greening rate: 36%, plot ratio: 0.89, and the building density: 10.5%.

2. **The area of underground floor is 4,824㎡, with clear height of 5m.** The area mainly includes 637㎡of Special Collection Warehouse, 2,052 ㎡of 45 parking spaces, and 1,459 ㎡of Equipment Room.

3. **The area of the first floor is 3,872㎡, with clear height of 9.15m.** The area mainly includes 510 ㎡of Temporary Exhibition Hall, 892㎡ of Entrance Hall and 1,076㎡ of Lecture Hall.

4. **The area of the second floor is 4,989㎡, with clear height of 7m.** The area mainly includes 598㎡of Atrium, 2,229㎡ of exhibition space, and 2,162㎡ of Theater and backstage space.

5. **The area of the third floor is 4,285 ㎡, with clear height of 7m.** The area mainly includes 1,869㎡of exhibition space, 600㎡ of VIP Room, 949㎡ of the 2nd floor Theater, 469 ㎡of Warehouse and Management Room together.

6.**The area of the fourth floor is 5,476㎡, with clear height of 9m (cinema section) and 7m (exhibition section).**The area mainly includes 2,584㎡ of Electronic Reading Center and exhibition space, 2,043㎡of six Video Rooms, and 451㎡ of Warehouse and Management Room.

7. **The area of the fifth floor is 5,394㎡, with clear height of 5m.** The area mainly includes 1,306㎡of Collection Warehouse, 2,088㎡of Landscape Restaurant and 2,000㎡of Roof Garden.

8. **The area of the sixth floor is 1,306㎡, with clear height of 5m (at the top).** The area mainly includes 706㎡ of office space, 300㎡ of Meeting Room and 300㎡of Staff Canteen.