



GRAMMY MUSEUM[®] AND THE RECORDING ACADEMY[®] ANNOUNCE PLANS TO DEVELOP GRAMMY MUSEUM IN CHINA

In partnership with Beijing SEEC Culture Media Co., Ltd., Sanya Municipal People's Government, and China Music Vision, GRAMMY Museum China expected to open within the next three years, marking the Museum's first international expansion

LOS ANGELES, Calif. (Jan. 9, 2017) — The **GRAMMY Museum[®]**, **The Recording Academy[®]**, **Beijing SEEC Culture Media Co., Ltd.**, **Sanya Municipal People's Government**, and **China Music Vision** announced today their partnership to develop the first-ever GRAMMY Museum in China, expected to open within the next three years. The announcement was made during a ceremony in Beijing that was attended by GRAMMY Museum Executive Director **Bob Santelli**, Deputy Executive Director **Rita George**, the Mayor of Sanya **Mr. Yanjun WU**, SEEC CEO **Boming WANG** and President **Li WANG**, and China Music Vision CEO **Mingzhang SUN** and Director **Ling YAN**.

"When we opened the first GRAMMY Museum outside of Los Angeles in 2016 in Cleveland, Mississippi, we knew it was only the beginning," said Santelli. "The opportunity to take the Museum experience internationally is truly a dream come true for me and my staff, and we couldn't be more excited to begin our international expansion in the beautiful city of Sanya, China. We know how passionate the people of China are about American music, and we look forward to bringing its storied history to the country."

"We are proud to celebrate our relationship with SEEC by bringing the GRAMMY Museum's first-ever international expansion to China, a country with a rich history in the arts that places a strong emphasis on the cultural value of music," said Neil Portnow, President/CEO of The Recording Academy and Chair of the GRAMMY Museum Board. "Advancing The Recording Academy's work and mission internationally is a priority for us, and one that has been particularly welcomed and supported by China, so it makes perfect sense for us to expand the Museum first to this region of the world. We look forward to a bright and successful future in Sanya and beyond."

The first GRAMMY Museum in China is expected to open within the next three years in Sanya, a resort town on the southern end of China's Hainan Island, and will feature approximately 40,000 square feet of exhibit space that includes a temporary exhibit gallery and a theater. The GRAMMY Museum in China will share the focus of the Los Angeles Museum in exploring and celebrating the history of the GRAMMY Awards[®], the premier recognition of recorded music accomplishment, through artifacts and exhibits that tell the story of the industry's premiere awards and the artists who have been honored by them.

The **GRAMMY Museum** is an independent, 501(c)(3) non-profit organization created as a partnership between The Recording Academy and AEG. Paying tribute to music's rich cultural history, the 21st

century Museum explores and celebrates the enduring legacies of all forms of music, the creative process, the art and technology of the recording process, and the history of the GRAMMY Awards, the premier recognition of excellence in recorded music. The GRAMMY Museum features 30,000 square feet of interactive permanent and traveling exhibits, with four floors of dynamic and engaging multimedia presentations, and is located within L.A. LIVE, the downtown Los Angeles sports, entertainment and residential district. Through thought-provoking and dynamic public and educational programs and exhibits, guests will experience music from a never-before-seen insider perspective that only the GRAMMY Museum can deliver. For more information, please call 213-765-6800 or visit www.grammymuseum.org. For breaking news and exclusive content, follow @TheGRAMMYMuseum on [Twitter](#) and [Instagram](#), and like "The GRAMMY Museum" on [Facebook](#).

Established in 1957, **The Recording Academy** is an organization of musicians, songwriters, producers, engineers and recording professionals dedicated to improving the cultural condition and quality of life for music and its makers. Internationally known for the GRAMMY Awards — the preeminent peer-recognized award for musical excellence and the most credible brand in music — The Recording Academy is responsible for groundbreaking professional development, cultural enrichment, advocacy, education and human services programs. The Academy continues to focus on its mission of recognizing musical excellence, advocating for the well-being of music makers and ensuring music remains an indelible part of our culture. For more information about The Recording Academy, please visit www.grammy.com. For breaking news and exclusive content, follow @RecordingAcad on [Twitter](#), "like" Recording Academy/GRAMMYS on [Facebook](#), and join The Recording Academy's social communities on Google+, [Instagram](#), [Tumblr](#), and [YouTube](#).

Beijing SEEC Culture Media Co., Ltd. is an affiliate of SEEC Group. SEEC, the abbreviation of Stock Exchange Executive Council, initiated and played the important role in the designing and development of China's capital market in early 1990s. With the corporatization reform, SEEC started its media business with the publication of series magazines, including CAIJING, Securities Market Weekly, Real Estate, Sports Illustrated, TimeOut and Grazia. As of today, SEEC has become one of the largest media group in China, under which there are more than 20 branded magazines as well as online media such as HEXUN.com., the largest financial portal and CAIJING.com.

China Music Vision Ltd. is the exclusive partner of The Recording Academy in the Greater China for GRAMMY-branded entertainment and educational initiatives. CMV endeavors to bring the top-tier musical experience to the local markets while foster the cultural exchange between the East and West.

###

Media Contacts:

Crystal Larsen
The GRAMMY Museum
213.763.2133
clarsen@grammymuseum.org

Neda Azarfar
The Recording Academy
310.392.3777
neda.azarfar@grammy.com