



Yule Zhang
Star Group China
Executive Director / Chief Curator

◆ **Education Background**

Guanghua School of Management Peking University	EMBA
Cheung Kong Graduate School of Business	Cultural and Creative Industry
Northern Illinois University	Exhibition Marketing and Theme Planning
Hong Kong Baptist University	Visual Arts
Beijing University of Technology	Industrial Design

◆ **Industry Qualifications**

The only Chinese Member of Association of Science-Technology Centers (ASTC)
Member of International Association of Amusement Parks and Attractions (IAAPA)
Member of Themed Entertainment Association
Member of Chinese Association of Natural Science Museums

◆ **Classic Trainings / Articles**

- How to Create an Unique Science Center
- The Innovation of Chinese Science and Technology Museums/Enterprise Pavilions and the Approaches
- Discussion on Chinese Children's Experiential Education (Nature, Science and Art)
- Five Inspirations of the Planning of Natural Science Museum from the World Expo
- How to Efficiently Perform the Operational Management of the World Expo
- How to create the Chinese Theme Culture/ Theme Parks

◆ **Classic Works**

Mr Yule Zhang is a preeminent expert with strong sense of mission and responsibility in the field of natural science and science and technology museum . In the past 20 years, he had

involved in more than 50 science and technology museums projects for the state and governmental enterprises. In addition, he was hired as an official expert by the 2010 Shanghai World Expo. The natural science museum projects that Mr Yule Zhang had planned and executed are as follow:

- Beijing Science Center
- Phase II and Phase III of the China Science and Technology Museum
- Macau Science Center
- Hong Kong Science Center
- Space Home: one of the top10 popular museums of the 2010 Shanghai World Expo
- State Grid ·Electric Science and Technology Museum
- State Grid·Beijing Electric Experience Center
- Zhong Guan Cun Demonstration Area Displaying Center
- LED Experience Center of Guangdong Science Center
- Engebei Desert Science and Technology Museum
- Qingyang Science and Technology Museum
- State electricity demonstration center
- China Huadian Corporation Experience Museum
- Haier Experience Museum of the Olympics 2008