

Xiao Mengya



Job title: Assistant Professor
Current unit/department: Faculty of Humanities and Arts
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Teaching and research

field

Photography
Advertising Design
History of Photography,
Photography Theory,
Communication &
Advertising
Interdisciplinary Research
in Art and Communication.

Degree

2025	Peking University - Doctor of Art (PhD)- Art Theory
2016	Parsons School of Design – Master of Fine Arts (MFA) – Photography
2013	Capital University of Economics and Business - Bachelor of Arts - Advertising

Teaching experience

2024-2025	Capital Normal University / Research Center for Creative Industries and Media Culture - Student Workshop: AIGC and Film and Television Production / Guest Lecturer
Spring 2023	Peking University / School of Arts - Master's Major Compulsory Course: Non-Fiction Video Creation Course / Executive Teacher
2022-2024	Peking University / Yuanpei College Undergraduate Elective Course: International Brand Operation Practical Course / Guest Lecturer
Spring 2020	Peking University / School of Arts - Compulsory Courses for Master's Students: MFA Tutor Workshop - Today's Headlines / Guest Lecturer

Academic achievements:

Monographs:

1. 2024(05). Xiao Mengya. "Seeing the Light Around You". Peking University Press.
(Book-Photography).

Publications:

1. 2025(04). Xiao Mengya. *The Beginning of Pictorial Photography: Hill and Adamson, Chinese Photographers*.
2. 2023(03). Xiao Mengya. *Definition and Artistic Exploration of Crypto Art, Research on Yanjing Creative Cultural Industry* (2022 volume). Communication University of China Press
3. 2021(02). Xiao Mengya. *Recommendation Algorithm + Short Video: Innovation of Intangible Cultural Heritage Marketing Mix*, *Guizhou Social Sciences* (CSSCI).

Awards and social evaluations

1. 2024.03. Organizer: Cyberspace Administration of China 2023, "China Positive Energy Collection Map Award: *Youth of Peking University* - Planning & Photography.
2. 2023.10. CCTV-3, "China Literature and Art Report" : Light chasers look at the light around them-Interview
3. 2023.03. Organizer: Cyberspace Administration of China 2022, "China Positive Energy Collection Map Award" : *We: Seeing the Light Around You* - Planning & Photography.
4. 2022.06. Interview by Peking University's official WeChat Public Account: *He took pictures of old professors and workers at Peking University, but he turned out to be a PhD student!*
5. 2013.10. Beijing TV: BTV-6 [Everyday Sports], Special Interview and Report: *Youth Playing Football in Hutong*-Photography Works.

Research results

1. 2025(06). Xiao Mengya. *Rediscovery of Pictorial Photography*. Doctoral dissertation.
Peking University.
2. 2023(05). Xiao Mengya. *Pictorial Photography Atmosphere and Technique*, Peking University School of Art Artist Workshop "*Photography as Witness*" -speech.

3. 2022(11).*The Turning of Art in the Era of Digital Reproduction: From Image to Artist.*

Speech on "Art and Form" at the 4th Doctoral Forum of the Three Universities

Solo Exhibitions:

- **2024 "Vision", 12F, Yanyuan Building, Peking University**

Sponsored by the Academic Affairs Department of Peking University, it has been exhibited for a long time, with a total of 10 works. Created from 2014 to 2024, the work spans multiple countries and regions, including one of the largest scale works (500x100cm) in a personal exhibition.

- **2023 "Youth of Peking University" Peking University Centennial Lecture Hall First Exhibition**

Sponsored by the Propaganda Department of the Party Committee of Peking University and the New Yanyuan Campus, the 125th anniversary of Peking University was a school-level exhibition, and the works were collected by the Peking University History Museum.

- **2022 "We: Seeing the Light Around You", Peking University Second Teaching Building, 3F**

Hosted by the Propaganda Department of the Party Committee of Peking University. Gong Qihuang, President of Peking University, attended the opening ceremony and delivered a speech.

- **2019 "Mengya-Dream and Fantasy", Beijing Financial Street Financial Guest Art Center**

The personal photography art exhibition of the same name consists of three series of works: "Spirit Stone", "Spirit Mountain" and "Spirit World", including 26 photographic works and 4 sets of installation works.

- **2018 "The Sinking and Rising of Life" Peking University Centennial Lecture Hall First Exhibition**

Sponsored by the School of Art of Peking University, the 120th anniversary of Peking University was a school-level exhibition, and his works were collected by the Peking University History Museum. 26 academicians and senior professors (4 over 90 years old and 25 over 80 years old) were photographed, including 4 academicians of the Chinese Academy of Sciences and 7 senior professors attended the opening ceremony. The work was reprinted and reported by People's Daily Online, Xinhuanet and other media.

Publication:

1. 2024(04) (08). Xiao Mengya." *Yan Wenming*", " *Yue Daiyun*". *China News Weekly*.
2. 2022(05). Xiao Mengya." *Chen Lai*". *Yearbook of Chinese Philosophy* (2021 volume). Chinese Academy of Social Sciences.
3. 2016(01).Xiao Mengya. *Honda Civic. Quatro Rodas* (Brazil)-cover.
4. 2012(12). Xiao Mengya. New Beijing Impression. *China Photographers Magazine*.

Work Experience:

He has worked in Ogilvy & Mather Advertising (Beijing), JD.com (JD.com), ByteDance (Toutiao).