It's no secret that China has a formidable art scene, anchored on one side by a market hungry for collectable masterpieces and the other by an established class of contemporary artists who have been pumping out artwork since the Cultural Revolution.

Art institutes have taken notice -- not only has New York's premiere haven, the Metropolitan Museum of Art, turned its attention to the East in “Ink Art: Past as Present in Contemporary China,” so too has RH Contemporary Art, Restoration Hardware's gallery experiment, with its upcoming exhibition focusing on 12 “new artists” from the country. So why is it then, that most Western audiences would be hard pressed to identify the leaders in Chinese contemporary art -- at least, those who aren’t Ai Weiwei or Cai Guo-Qiang?

An upcoming show at the Tampa Museum of Art is trying its hand at righting the wrong as well, shining a light on the new, post-Mao generation of Chinese artists tackling issues like urban development, globalization and pessimism amongst youth culture. Titled “My Generation: Young Chinese Artists,” the exhibition highlights 27 names in the contemporary art world, aged 26 to 37, who have begun to carve out an aesthetic far removed from the Cultural Revolution-era art world.

From Ma Qiusha’s video pieces to Cui Jie’s canvases, the works nod to Western movement with ease and cut through themes endemic to their generation, including intimacy in an advanced age. Behold, 10 contemporary Chinese artists you should know:

1. Birdhead

Birdhead, The Light of Eternity No.3 (detail), 2012, Black and white inkjet print each: 20 x 24 in. (50 x 60 cm) © Birdhead, Courtesy of the artists and ShanghART Gallery, Shanghai
2. Liu Di

Liu Di, Animal Regulation No.8, 2009, C-print, 25.5 x 33 x 1/2 in. (65 x 84 cm) © Liu Di. Courtesy of Felzin Fine Arts, Beijing

3. Ma Qusha

Ma Qusha, from No.4 Nagyvárad to No.4 Taunggyi, (video still), 2007, Video, color, sound, 7 min 54 sec © Ma Qusha. Courtesy of Beijing Commune

4. Cui Jie

Cui Jie, Xu Xian Bridge Market, 2010, Oil on canvas, 58 1/2 x 63 in. (150 x 160 cm) © Cui Jie. Courtesy of Leo Xu Projects, Shanghai
3. Huang Ran

Huang Ran, Dormant Spaces, Tranquility and the Loss of Constancy (video still), 2011, HD video, color, sound, 11 min 54 sec © Huang Ran, Courtesy of Long March Space, Beijing

6. Qin Xinfei

Qin Xinfei, Utopia, 2008, Oil on canvas, 132 x 112 x 7 cm (51.9 x 43.7 x 2.8 in) © Qin Xinfei, Courtesy of the artist and Zhou-zi Gallery, Beijing

7. Shi Zhiying

Shi Zhiying, Rock Carving of Thousand Buddhas, 1993, Oil on canvas, 94 x 79 x 9 cm (37 x 31 x 3.5 in) © Shi Zhiying, Courtesy of a private collection and Avant-Garde Gallery, New York
The Tampa Museum of Art struggled to fund the endeavor at first, making exploratory trips to Shanghai and Beijing while searching for an institutional partner to help finance the show. They found their solution in the Museum of Fine Arts in St. Petersburg, and now the museum’s executive director Todd Smith is hailng the exhibition as “the largest and most significant engagement with art from China in our history.” The show is set to open June 7 and run until September 28, 2014.

MORE: Tampa Museum of Art, My Generation Young Chinese Artists, Distilled Perspective, Art in China, Chinese Artists, Young Chinese Artists, Contemporary Chinese Artists, Chinese Art, Art Exhibitions
10. Zhao Zhao

Zhao Zhao, Consolations II No.3, 2013, Mirror with bullet holes, 69 x 47 ⅞ x 5 ⅛ in. (175 x 121 x 13 cm) © Zhao Zhao.

Courtesy of the artist and Platform China, Beijing.

The Tate Modern of Art struggled to find the balance at first, making exploratory trips to Shanghai and Beijing, while searching for an institutional partner to help finance the show. They found their solution in the Museum of Fine Arts in St. Petersburg, and now the museum’s executive director Todd Stoll is billing the exhibition as “the largest and most significant engagement with art from China in our history.” The show is set to open June 7 and run until September 28, 2014.

MORE: Tate Modern’s New Yi Yi Generation Young Chinese Artists, Definitive Perspectives, Art in China, Chinese Artists, Young Chinese Artists, Contemporary Chinese Artists, Chinese Art, Art Exhibitions.

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