

# The Gymnasiade licensed product made its debut

"These products are so unique! Are they specially designed for the Gymnasiade?" "Where can we buy these products?"..... Since the first day of The 23rd Jinjiang Footwear & The 6th Sports Industry International Exposition, China, the debut of Exhibition of Gymnasiade has drawn the attention of the audience.

"In the Exposition, we set up the Exhibition of Gymnasiade to display licensed products and to promote the brand of Gymnasiade," said the person in charge of Department of Finance and Market Development of Gymnasiade.

Apart from ceramic tea sets of the Surging Waves series, other licensed products were all launched and exhibited for the first time, including badges, T-Shirts, coasters and other cultural and creative products.

Up to now, 14 licensed production enterprises have signed contracts to support the 18th Gymnasiade and more than 120 items of licensed products were developed. Going forward, offline retail stores and an official online store will be put in place, thus enabling licensed products to "enter the homes of ordinary people".

The decorations of the flagship store of the National Fitness Center and the four franchised stores in Wudianshi historical community, Powerlong Square, Wulin traditional village and Jinding Charity Building have almost come to an end. Among them, the flagship store is expected to open on April 27.



The 18th Gymnasiade In Jinjiang Oct.16-23,2021



在一起更出彩



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## Unveiling the Licensed Products

### Postcards

Scenery of Fujian Province, museum collections, paintings of renowned artists..... Every slim piece of postcard demonstrates the aspiration for Gymnasiade and conveys a message of hope for better lives.

Zhuang Xueqiong, staff member from Jinjiang National Sports City Co., Ltd., was responsible for the designing of the licensed products. The design of postcards was where she got started with. Easy as the work seemed to be, it took a lot of time and efforts.

Most paintings on the postcards are masterpieces of Jinjiang artists, such as Zhang Jishi, Cai Duqu and Zhang Zi'an. They offered their works without any charge, which showcased their full support for the competition in their hometown, said Zhuang Xueqiong.

To translate the introductions on the postcards into English was also a great challenge. Talking of the anecdotes during the translation, Huang Zheng said, "As an international sports event, Gymnasiade attracts friends from all over the world. Licensed products are important carriers of Jinjiang culture. To translate their introductions into English, we need to be very careful."

According to Huang Zheng, the contents of translation were mainly place names, folk customs and poems. He was impressed by the translation process of "Gong bei po", a folk custom in southern Fujian Province. "I am a stranger here, so I have no idea of this custom." By searching for relevant information and consulting local colleagues, he finally settled for "Permanent Love".



### Chinese-style USB Flash Disk

The Chinese-style USB flash disk, with delicate window blossoms and Gymnasiade logo, is a harmonious combination of classical art and science.

"The product pays its respect for Chinese culture", Chen Zihua stated. Chinese culture is extensive and profound, the Chinese-style Gymnasiade USB flash disk, of strong specialty, is a fine gift and will impress contestants at home and abroad.

The 64G USB flash disk is mainly made of high quality Zinc alloy material, which shines light on ancient charm. Besides, the gift box is in gold print and with an auspicious Chinese knot.



### Backpack

Gymnasiade souvenirs-- small schoolbags with brilliant colors have attracted many students.

"One purpose of Gymnasiade souvenirs is to target youngsters, especially middle school students, to design practical products that are closely related to learning and life of teenagers." Chen Zihua introduced. Gymnasiade is a sports feast for middle school students, and backpacks are necessary for students. This schoolbag with the Gymnasiade emblem and the slogan "Better us, better future" is very commemorative.

It is reported that there are two types of small schoolbags, red and yellow. They are made of waterproof oxford cloth. The weight is 0.47KG and the capacity is 20L-35L. The mesh-filled strap is breathable and comfortable. The compartment design makes storage more reasonable.



### Ceramic coasters

As a daily necessity, how could coaster be related to Gymnasiade 2020?

A variety of paintings on the coasters, like Logo series, Masters series, Folk series, etc. help not only promote the event but also bring the beautiful scenery of Fujian Province and the folklore of Minnan District to the world.

It took a lot of thoughts on the designing, said the Chen Zihua, General Manager of Jinjiang National Sports City Corp. a concessionaire of Gymnasiade 2020. The logo of Gymnasiade 2020 will be embodied in the folk paintings of local customs. In the product development, they've tried to integrate various elements like Minnan folklore, Jinjiang features and the theme of Gymnasiade 2020, which would make the coasters both valuable for collection and meaningful to be kept as souvenir.

So far, in the joint effort with Zhang Jishi, academician of the Chinese Painting and Calligraphy Institute, Master series has presented coasters in various themes like City of Light, Succession of Life, Ancient Village of Wulin, Traditional Blocks of Wudianshi, Weitou Bay, Ancient Ferry of Anping, Enchantment of Xiapu, Lujiang River in Spring, Eight Diagram House, Rainy Night at Lujiang River, Ancient Ferry of Weitou, etc.while the Folk series has presented coasters like Gentle Breeze and Timely Rain, Life on stage, Permanent Love and so on.

It is said that all the ceramic coasters would take the shape of circle, symbolizing the best wishes for happiness. The surface is made of hygroscopic and thermodynamic material, helping to absorb the moisture and resist the heat as well, while the bottom is made of anti-skid cork. All together, the ceramic coaster is in possession of both beauty and practicality.



### Silver Commemorative Badge

Jinjiang's successful bid for Gymnasiade set a good start for county-level cities' hosting international multi-sport event. So, the silver badge is a high value memory collection for Jinjiang Gymnasiade 2020, which is made of 925 silver plated platinum and with the relief sculpture's artistic glamour. And in flower shape, the badge will be a good match for suit.

"2020 is an extraordinary year, but everyone is great. We joined hands together to fight against the pandemic and restart life", Chen Zihua said. It's of value and meaning to keep a 2020 badge in 2021, a year full of confidence and expectations.

### Foreigners Love Gymnasiade Souvenirs

On the day of the opening of Gymnasiade Image Hall, Rodney from Canada and Adel Noori from Iran visited it together.

In the Gymnasiade Image Hall, Huang Yingshi from the Liaison Department of Executive Committee introduced to foreign friends in English the overview of Gymnasiade, licensed products and souvenirs, etc.

"When will Gymnasiade be held? What kind of events will be played?" Rodney, a teacher from Zijiang Middle School, asked. He has just worked in Jinjiang for 8 months and has showed increasing interest in the upcoming Gymnasiade. "It is a sports meeting for middle school students all over the world, which can better promote Jinjiang students to do physical exercises."

Products on display in the hall aroused great interest from two foreign friends. They picked up medals and badges and looked at them carefully, and couldn't put them down. When they learned that they could participate in the "I cent to get Gymnasiade gifts", they quickly use mobile phones to participate, and finally chose refrigerator pasters.

"These products with rich colors are very interesting," Rodney said. In Adel Noori's view, the designs contain many Chinese cultural elements, which are artistic and worthy of collection.

In fact, Adel Noori is no stranger to Gymnasiade. He has been in Jinjiang for four years and is currently working at Quanzhou Equipment Manufacturing Research Institute. "The environment in Jinjiang is very good. I like the culture here." Adel Noori said. Last year, he visited Jinjiang No. 2 Sports Center to get a glimpse of Gymnasiade Stadium in advance.

