

Jinjiang celebrates Spring Festival with six themes and hundreds of activities

In a recent press release, to mark the Year of the Dragon, Jinjiang introduced its new season's plan to launch nearly 100 different activities covering concerts, operas, exhibitions, shopping carnivals, and games, during the upcoming Spring Festival.

Concerts, featuring artists like Jacky Cheung, Cyn-di Wang, A-Lin, and Siwei Ma, will be highlighted in line with different cultural fairs.

Intangible cultural heritage, such as Minnan Opera, Puppet Show, and Nan Yin (the traditional melodies of Fujian which originated in the Tang Dynasty), will be staged during the Spring Festival. In addition, Jinjiang is going to kick off 8 different culture-spread events by introducing nearly 100 performances.

A prosperous Spring Festival prepared with different folk custom activities can also be expected in Jinjiang, during this festive period. In towns and communities, such as Wudianshi, Wulin, and Anhai, some specially-held lantern fairs will be organized to entertain the public.

Culture and art exhibitions, in the themes of Fu Culture and China's Dragon Culture, will be distributed at 4 municipal-level public venues and 3 scenic spots with a 4A-level rating, as well as in some towns.

The Spring Festival shopping carnival, studded with Jinjiang-born brands and Jinji-



ang goodies, is designed to raise and meet the public's demand for consumption.

Games including basketball, badminton, and racing, for both the profession and the masses, are set to celebrate the Spring Festival.

Accommodation and dining, supported by 28 high-quality hotels and 5 local BNBs, as well as 30 restaurants, 2 malls, and 17 stores offering Jinjiang local specials, is rolled out to attract more tourists and improve overall services.

It is worth mentioning that a series of measures have

also been introduced to enhance the public experience in Jinjiang, covering sectors not only in entertainment, dining, and accommodation but also in traveling and shopping. From 1st day to 8th day in the first month of the lunar year, citizens and visitors are offered to tour the city by bus with zero fare. The owner of the city's parking system will also deliver more than one thousand coupons per day to the users. Furthermore, millions of consumer vouchers will be released during the festive season.

“Joyfulness in Wulin”: The 2024 Wulin's New Year is approaching

From the first day to the 16th of the upcoming Year of the Dragon, Wulin Traditional Village will celebrate its fourth Chinese New Year with a city-level IP event themed with “Joyfulness in Wulin”.

According to Su Yinyin, Deputy Director of the Marketing and Planning Department from Wulin Tsingpu Cultural Tourism Operation & Management Co., Ltd., this year's celebration aims at creating ten different theme experience

scenes with the theme of “thousands of lights, millions of blessings, full of joyfulness in the Year of the Dragon”.

To welcome the Chinese New Year, Wulin added many “dragon” elements to the decorations of scenic spots. “We will decorate a 100-meter dragon lantern with various exquisite lanterns. We will cooperate with the graffiti artist Shams to create a themed graffiti wall, ‘Dragon Flying in Wulin’. The dragon on the wall

will have a fluorescent effect, which will have a very cool effect at night. Another ‘dragon’, an inflatable model, will be found winding around the ‘Gun Building’. Visitors may have a wonderful encounter with this scene,” Su introduced.

In addition, during the Spring Festival, the traditional buildings in Wulin Village will also be decorated with flowers and lanterns. A theme wall composed of bamboo woven lamps featuring Chinese family names will surely become a hot spot for taking photos. Every corner in Wulin will be filled with a jubilant festival atmosphere.

Since last year, Wulin has welcomed a lot of celebrities including Zhao Liying, Hu Xinger, Xu Fan, etc. “This Spring Festival, come enjoy the same experience and scenic spots as celebrities do!” Su invited. She also mentioned that tourists across the country may have a chance to enjoy the unique folk activity, “tower burning”, on the evenings of Lunar New Year's Day and the Lantern Festival. “I hope everyone here can feel the hustle and bustle of Wulin Village and enjoy the atmosphere of the Spring Festival,” Su added.



This Spring Festival, Go “Dragon Hunting” at Wudianshi



“Dragon hunting” at Wudianshi marks the beginning of celebrating the Year of the Dragon. This year, ten art installations will be displayed at Jinjiang Wudianshi Traditional Blocks created by the team that created the Zan Hua Rabbit (a Rabbit with Head-pinned Flowers) last year.

These 10 art installations will be jointly created by the Wudianshi Traditional Blocks and Sanxiyi Culture & Creativity Co. Ltd. in various styles to celebrate the Year of the Dragon. Among them, there will be five dragon-shaped installations named “Xue Yuan Shu Long” (the dragon with books), “Zan Hua Long” (the dragon with head-pinned flowers), “Long Teng Ci Hai” (the soaring dragon in porcelain sea), “Jin Wu Long Jiang” (the dragon fashioned as a general) and “Yuan Ting Zhou Ying” (the dragon boat) respectively. Another five installations will be created in the shapes of the phoenix, the top schol-

ar's hat in ancient China, and festive flowers.

During the Spring Festival of 2023, five rabbit-shaped art installations, particularly the one with head-pinned flowers, went viral on social media, demonstrating the strong creative capacity of the creating team.

“When designing the five dragons, we took the needs of different audiences into account and featured them with different symbols, such as love, studies, fortune, and so on,” said Zheng Shanlong, creator of the five popular rabbits in Quanzhou and manager of Sanxiyi Culture & Creativity Co. Ltd.

She pointed out that compared with the art installations for the Year of the Rabbit, the creation of this year's installations will be much bolder and with more consideration. “This year, we challenged ourselves to add lighting to the art installations to create an atmosphere, and to personify one of the dragons as a general in image. We also integrated the local characteristics of Jinjiang into the creation, using its city flower, the

white magnolia, in the elements, and incorporating the spirit of Jinjiang's entrepreneurs, such as innovation and dedication, in our designing concept.”

The art installation is not only a display of art but also a dissemination of culture. “We hope to incorporate the unique elements of southern Fujian into our works, and to tell home stories in a way of combining tradition with innovation.” Zheng admitted that the decision to display their works at the Wudianshi Traditional Blocks was made with a consideration of its distinctive architectural style of southern Fujian. As the main site for Minnan culture and the “reception hall” of Jinjiang City, Wudianshi has a brand positioning that coincides with the design concept of Zheng's team.



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本期策划:陈云娟
 本期执行:杨静雯 林小杰 陈巧玲
 董严军
 本期翻译:张 蕾 黄荣足 黄雅君
 刘巧艺