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International Modern Technology Clashes with Traditional Chinese Architecture

Tesla's "car of the future" "landing" in Wulin praised by Musk

Recently, the news that Elon Musk thumbed up pictures of a Tesla Cybertruck (Cyber SUV) in Jinjiang Wulin traditional village tour show went viral on social networking sites. The juxtaposition of the traditional Chinese architectural wonders of Wulin with cutting-edge modern concepts like the Cybertruck is buzzworthy, drawing attention from diverse fields.

"Modern technology + classical elegance" are the comments from Tesla Asia on Twitter about the pictures of the Cybertruck touring Quanzhou on March 1. Tesla founder and CEO Elon Musk also liked the tweet.

Of the four photos posted by Tesla Asia, three framed both the Cybertruck and Wulin together. Red-brick houses, clean stone pavement, the Chinese dragon...Cybertruck's sense of technology and the traditional Chinese elements posed a strong visual impact.

"OMG! This goes very well with China." "I want to go to Quanzhou. It looks so beautiful!"... On Twitter, overseas netizens were wowed by the unique beauty of the Cybertruck's tour in Quanzhou.

Cybertruck is an electric pickup manufactured by Tesla. This model, hailed as the "car of the future", is equipped with the most advanced technology in the EV industry, with its design and innovation subverting the market's cognition of pickup truck models.

On January 28 this year, this model began its domestic tour, with Quanzhou being one of the touring cities. On February 28, the Cybertruck was photographed in Wulin.

"When selecting the shooting location, we wanted to find scenes representative of Quanzhou. Wulin's traditional architecture is very distinctive, so we decided on Wulin as the shooting spot with Tesla," said photographer Wang Dianlv. In Wulin, among the foreign-style houses and ancient dwellings, the Cybertruck appeared like a "beast" car that drove out of an ancient Minnan castle, giving off a unique sci-fi vibe.

"This tour is also a cross-boundary integration and 'two-way efforts' between Tesla and the cultural tourism of Quanzhou and Jinjiang," said Tian Ming, General Manager of Wulin Qingpu Operation Company. In recent years, as the country has deepened the integration of culture, sports, and tourism, Quanzhou and Jinjiang have leveraged their advantages of being hometowns of overseas Chinese and World Heritage sites to launch a series of activities, such as folk parades, Minnan New Year, marathons, and concerts, creating a city that "locals cherish and outsiders yearn for".

In this context, the traditional village of Wulin has attracted many celebrities and variety shows for shooting and location scouting."In recent years, Wulin has deeply cultivated the Maritime Silk Road cultural and tourism resources, made frequent appearances on CCTV, and polished the 'Nyonya Culture Experience Village' brand, gradually spreading its name on both domestic and international stages. This is also why Tesla favors us," said Tian Ming. Now, Wulin is not only known as "Wulin of Minnan" and "Wulin of China" but is also becoming "Wulin of the World."



"This is a dialogue that transcends time and space"

Why does Tesla favor Quanzhou and Wulin traditional village? Recently, Zhou Zhiyang, the head of Tesla's Quanzhou business, accepted our exclusive interview.

"As the economic powerhouse of Fujian province, Quanzhou is one of the key cities in Tesla's Fujian strategy," said Zhou Zhiyang. Quanzhou, the starting point of the ancient Maritime Silk Road, enjoys the reputation of the Culture City of East Asia and is home to many key cultural relics sites. During Tesla's China tour, the Cybertruck, a product with pioneering innovation, technological advancement and futuristic aesthetics, was brought to Quanzhou city and Wulin village, hoping to showcase the collision and integration between modern technology and the historical culture of Minnan.

On February 28, the Cybertruck was photographed in Wulin, Jinjiang. On March 1, Tesla Asia tweeted about the Cybertruck's tour in Quanzhou, posting four photos, one taken in Licheng district and the other three all shot in Wulin.

"The red-brick architecture has been included in the tentative list for UNESCO World Cultural Heritage. Wulin village in Jinjiang, as a typical and well-established Minnan traditional village, features a well-preserved ancient architectural complex, making it the most vivid representative of Minnan's traditional culture," Zhou Zhiyang added. "The Cybertruck pictured alongside Wulin traditional architecture seems like 'a dialogue that transcends time and space'."

During the recent Spring Festival celebrations of the Year of the Dragon, Wulin successfully organized the fourth annual series of its Minnan cultural and tourism activities, which attracted more than 420,000 people and recorded over 40 million media im-

pressions. On Douyin (aka TikTok overseas), Wulin ranked first on the list of ancient towns in Quanzhou, second on the list of tourist attractions, and third on the list of must-see scenic spots.

Initially, to boost tourism in Wulin, the Cybertruck was to have shown up during the Spring Festival and provided tourists with an up-close experience. However, due to heavy passenger traffic and safety concerns, the Cybertruck had to delay its arrival in Wulin.

As expected, the contrast between the innovative, pioneering Cybertruck and traditional Chinese elements such as brick-and-stone architecture, swallow tail ridges, and Minnan-style red buildings, created a striking visual impact, exuding a unique sense of technology and fantasy.

Zhou Zhiyang, the organizer of the event, was even more surprised by the photos of the Cybertruck with Wulin traditional village, which not only received praise from Musk but also sparked heated discussions among car fans and netizens worldwide.



The 3rd Nanyang Cultural Festival and Singapore-Wulin Peranakan Festival Held

Singaporean Nyonya culture video exhibition, Nyonya wedding dance drama, Nanyang concert, costume show, long-table banquet... On March 8, the Third Nanyang Cultural Festival and Singapore-Wulin Peranakan Festival, co-sponsored by the Singapore Tourism Board, Fujian Federation of Returned Overseas Chinese and Jinjiang Municipal Government, was launched in Wulin traditional village of Jinjiang, unveiling the 24-day Nyonya-style festival.

At the opening ceremony, the dancing troupe from Singapore—Dance Ensemble Singapore put on the Nyonya wedding dance drama "Wedding: Memories of Nanyang", which tells the story of early Chinese-Singaporeans who sailed to Southeast Asia, married the local residents, brought up new generations, and passed on traditional Chinese customs and the indigenous culture. After that, the troupe staged a 3-day drama tour in Quanzhou West Street, Wulin Gun-tower Square, and Jinjiang Theater Center.

From March 8 to 31, the 3rd Nanyang Cultural Festival and Singapore-Wulin Peranakan Festival have brought authentic Nyonya cultural experience, performances, exhibitions and derivatives in collaboration with the Singapore Tourism Board and Singaporean Nyonya cultural inheritors, and engaged in communication with local cultural scholars, schools and theaters. They will collectively strive to create a multi-dimensional Nyonya-style festival in Wulin, further build the brand of Wulin Traditional Village "the First Nyonya Cultural Experience Village in China", and promote the high-quality development of Jinjiang's cultural tourism economy.

On the afternoon of March 8, a show was put up to display the overseas Fujianese cultures. Singaporean Nyonya clothing was presented together with Gaojia opera, puppet show and other intangible cultural heritage, making the village's debut catwalk show of both Nyonya garments and Gaojia costumes.



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