



Residents enjoy themselves in the afterglow at Jiabei Country Park in Jiading. As the countryside has become popular for travelers, Jiabei Straw Culture Festival is underway at the park as part of the activity of Jiading Tourism Festival through October 30. — Li Qi

Festival aims to improve soft power

Staff Reporters

WITH the aim of improving the soft power of Jiading District, the 2021 Jiading Tourism Festival has raised its curtain with about 40 activities through October 30.

Residents from areas around the Yangtze River Delta are welcome to experience the charm of the “cultural and smart” Jiading.

As a place with profound history and culture, the tourism festival is a great opportunity to promote and inherit the traditional culture.

A cultural experience event for Shanghai’s foreign college students was held at Jiading

Confucius Temple. More than 50 students from countries including Russia, Kazakhstan and China made a special trip to learn about traditional Chinese culture.

At the scene, activities such as *kaibi*, or “pen opening,” and coming-of-age ceremonies, kicked off a wonderful journey and helped students better understand Chinese culture.

The Nanxiang Xiaolong Culture Festival on Nanxiang Old Street, one of the tourism festival’s highlights, offers a taste of *xiaolongbao* for visitors.

The Anting Racing Season is a great destination for those who want to experience speed and passion. It also focuses on

both online and offline multi-dimensional experiences and brings wonderful events to car fans and racing enthusiasts.

At the opening ceremony, China’s first entertainment-level first-person-view flight track was introduced. The track is specially designed for unmanned aerial vehicle enthusiasts. At the scene, FPV flying racing players presented tense and exciting “air racing” for the audience.

Online racing games are also promoted this year. People can redeem points they have won in games for offline racing experience cards to personally experience the fun of racing.

As the countryside has

become popular for travelers, Jiabei Straw Culture Festival at Jiabei Country Park and Fruit Joy Picking Festival at Juyuan Orchard welcome those living in the city, narrowing the gap between urban and natural environments.

Impressive Jiading, which brings non-tangible culture heritages into households, and Readable Architecture, leading residents to walk into the ancient architecture and listening to the sound of culture, are first introduced during the festival this year.

Residents can download “Shanghai Jiading” app to get known the latest information and enjoy the festival.

Integrating people, automobiles and cities

Li Huacheng and Yu Hong

MORE than 20 cultural tourism projects have been carried out both online and offline during the Shanghai Auto Culture Festival, part of the Jiading Tourism Festival, focusing on “integration of people, cars and cities” and examining intelligent transportation and future scientific and technological life.

The festival returns this year after being cancelled in 2019 and 2020. At the opening ceremony, a theme song and eight *wanghong* points such as Home Study with an auto theme and Anting Racing Season, a dynamic equation technology trendy travel project, were released.

Jiading-based companies Meituan and Ctrip also launched the “recommendation list of gourmet restaurants loved by residents and tourists” and “ranking of hotels loved by residents” respectively during the festival.

Jiading has become well known for automobiles over the past 30 years.

“On the premise of normalization of epidemic prevention and control, we will make every effort to launch the tourism culture brand of Jiading through this auto festival, putting emphasis on the construction of the core area of the world-class automobile industry center and building a Shanghai auto culture and tourism zone and a world-class automobile sports cultural characteristic

city,” said Yao Weijie, chief of Jiading culture and tourism.

One highlight of the festival is the online racing season that integrates *haipai* (Shanghai style) cultural IPs into racing games to enhance the fun and interaction.

“We hope residents can feel the panorama of Jiading, the auto city, through digital games,” said Yu Lin, general manager of Shanghai Anting Cultural Tourism Development Co.

Meanwhile, Jiading is promoting a series of cultural and tourism products and services, including China Karting Championship which uses technologies such as livestreaming and short video collection to provide a different angle on auto racing.



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Produced by
上海日报
Shanghai Daily

CULTURE

Exploring The Past

The Shanghai Tourism Festival has served as the perfect opportunity for locals to explore Jiading’s cultural past, including some of the district’s architectural gems that have stood the test of time. **Page 4-5**



PEOPLE

Marxist Cartoon

A local animator hatched the novel idea of spreading Chinese culture abroad with a cartoon about Karl Marx. The cartoon has been viewed millions of times online and is also used to educate students. **Page 8**



Scan on WeChat and App to have real-time update of what’s happening in the district. (Chinese only)