

Helicopter tour offers unique view of Jiading

Yang Yujie and Ye Fengting

THE Shanghai International Circuit has launched a helicopter sightseeing tour, offering visitors and locals an unparalleled aerial view of Jiading.

The tour departs from Shanghai International Circuit and covers landmarks such as Ziqidonglai Park, Shanghai Poly Grand Theater and Yu-anxiang Lake.

Chen Ning, a former commercial airline pilot who took the trip over the New Year break, described the facilities and pilots as remarkable, particularly during the 45-degree banked maneuvers and loops.

"The experience was truly enjoyable," Chen said.

Two flight choices are available. The first flies above the Shanghai International Circuit, covering 13 kilometers in 3-5 minutes. The second option is to fly to the Jiading New City, which covers 21 kilometers and takes 5-8 minutes.

Reservations are recommended, and up to three passengers are allowed for each tour. Passengers are given safety training briefing before takeoff. Ground staff will help passengers tighten seat belts and wear headphones, according to Shao Fei, operation head of the Shanghai International Circuit Helicopter Tour.

Helicopter flying classes are also available for aviation enthusiasts and career seekers. Those who have purchased the aerial tour can also visit the circuit's racing-themed attractions with a professional guide.

Reservations can be made via WeChat Mini Program 上海国际赛车场旅游景区 or by calling 138-1956-2323.



The helicopter trip offers a new city view and is expected to boost the low-altitude economy and tourism.



Hunzhi's comic books simplify complex subjects, making them easy to understand. — Yang Yujie

Discover knowledge through cartoons at Hunzhi Books

Yang Yujie and Ye Fengting

HUNZHI Books was recently opened by the Yuanxiang Lake in Jiading. The cultural complex aims to offer visitors the opportunity to "gain knowledge with every step they take."

Hunzhi is a popular knowledge-sharing social media influencer based in Jiading District, with his cartoon avatar. The 400-square-meter bookstore features nearly 100

comic books created by the Hunzhi team, covering topics like humanities, history, science, and health.

Appealing creative cultural derivatives, such as encyclopedic calendars, also impart knowledge through cartoons that make difficult subjects easy to understand.

An interactive zone allows visitors to create their own Hunzhi avatar and receive a badge as a souvenir. The reading area offers a cozy spot

to enjoy a book while taking in the peaceful lake views.

"The bookstore's Hunzhi Theater, with a capacity of 80, will host regular events such as plays, book signing and knowledge-sharing sessions," said Zhao Wen, PR director and offline business director of the Hunzhi brand. "We also plan to open our Red Box BBQ restaurant after the Spring Festival, serving Western cuisine along with coffee and tea."

Nanxiang Incity Mega collaborates with Fujiya for 2025 New Year event

Yang Yujie and Xiao Ye

SHANGHAI Nanxiang Incity Mega launched its 2025 New Year event, featuring the Fujiya New Year exhibition.

The event runs until February 16 and features a confectionery pop-up store and a traditional intangible cultural heritage zone with photo opportunities and surprise gifts.

"Fujiya, an international brand with a 115-year history, has created a special edition of illustrations inspired by *nianhua* (Chinese New Year's paintings) of chubby babies to celebrate its 20th anniversary in China," said Yuto Kaneshiro, managing director of Fujiya. "It's a



Snake-shaped handicrafts are popular among customers celebrating the Year of the Snake. — Yang Yujie

tribute to traditional Chinese culture, and we hope to share the Fujiya brand with more people."

The display showcases local heritage, including Jiading bamboo carving, Xuhang straw weaving, Anting *yaoban* cloth, gold

thread inlay and Suzhou embroidery. There will also be special displays of intangible cultural heritage and interactive craft activities.

This is the fourth Mega New Year event since the mall's opening.

"We've specially invited the internationally renowned Fujiya brand for a cross-industry collaboration," said Liu Pan, chief partner of Nanxiang Incity Mega.

"We expect total sales for 2024 to exceed 4.6 billion yuan (US\$628 million)."

Guan Chunhua, deputy director of the Jiading Commission of Commerce, said, "We're promoting the integrated development of business, tourism, culture, sports and exhibitions.

"We encourage commercial areas to host events that showcase traditional culture, aiming to attract more consumers with innovative experiences."