



Yuanyushou Digital's naked-eye 3D immersive show "Guan Yu Battles Chi You" — Peng Xiaoyan

Jiading shines at Delta expo with fusion of tradition and technology

Chen Xingjie, Huang Xiangyu, Peng Xiaoyan and Yang Yujie

Imagine pressing a stamp and taking home a season, donning VR glasses to walk alongside ancient heroes, or clutching a plush bear that blends cuteness with cultural warmth — all in one booth.

The 6th Yangtze River Delta International Cultural Industry Expo, held November 20-22 at Shanghai's National Exhibition and Convention Center, featured Jiading District's showstopper: Confucian temple carvings, AI robots and XR technology.

For visitors, it wasn't just an expo booth; it was a journey through time, where the past and future collided in the most delightful ways.

Heritage reimagined

The Jiading Museum featured colorful cultural and creative products inspired by "Xuegong Lion" and "Jia Xiaoli," a Confucian Temple carp symbol for "leaping over the dragon's gate" for good luck. Traditional

symbolism met modern design on fridge magnets and backpacks, but the new four-season stamp set, which condensed the museum's seasonal landscapes into palm-sized art, was the star.

"Jiading's seals are the best I've seen — every design is unique," said seasoned collector Bai Zhirong, who traveled to the expo after seeing social media posts. The stamp station buzzed from 9am daily, with visitors lining up to press their mementos.

The "Jia You Hao Dian" pop-up store showcased nearly 20 intangible cultural heritage projects, including Jiading bamboo carving, Xuhang straw weaving and Anting indigo-dyed cloth.

"We launched 'Jiading Four Seasons' fridge magnets in response to demand," noted Liu Ning from the district's cultural center, explaining the set's popularity as a bridge between traditional crafts and daily life.

Comics and collaborations

Shanghai Hunzhi Culture



Shizhou Culture Media's "animated robot puppets" — Huang Xiangyu

Communication drew crowds with over 100 comics that make complex knowledge engaging.

"Brother Hunzi's comics turn hard concepts into fun," said fan Dai Jiaming, who connected with the team to explore future collaborations.

"We want to inspire love for learning through comics," added Hunzhi's public relations manager Han Tingting.

Nearby, the Shanghai International Short Video Clip Center offered custom poker cards printed with its spaces, blending "scenes, tech and content" to showcase short-form creativity. "This dream collaboration injects new vitality into the industry," said general manager Yu Yang.



The new four-season stamp set, which condensed Jiading Museum's seasonal landscapes into palm-sized art, was the star at the expo. — Yang Yujie



Visitors queue to collect Jiading Museum's seal stamps, lauded for blending traditional symbolism with modern flair. — Yang Yujie

A visitor tries Shanghai Topshine's XR glasses that transported her to prehistoric eras. — Peng Xiaoyan

ACG magic

The Nanxiang Global ACG Industry Base brought whimsy and innovation, with the award-winning "Dooro Bear" IP from Shanghai Zhijian Network stealing hearts. The beloved mascot — winner of the Ministry of Culture and Tourism's "Best Animated Character Award" — was joined by new "Comic Psychology" books and maternal products.

"We want to spread warmth like Dooro Bear," said Zhijian Network partner Huang Jieli.

Yuanyushou Digital's naked-eye 3D immersive space brought the show "Guan Yu Battles Chi You" to life.

"It feels so real — I'm in the fight!" said Wang, a visitor.

This 5-minute show honors

Lost Tomb.

"These puppets can be controlled via console, programmed, or connected to AI," explained designer Zhuang Hao.

"This is our first expo — we're merging tech with Chinese culture to show Eastern charm."

Tech meets tradition

Two Jiading tech firms gave thrill-seekers unforgettable moments.

Yuanyushou Digital's naked-eye 3D immersive space brought the show "Guan Yu Battles Chi You" to life.

"We want to partner on metaverse spaces for cultural tourism, exploring digital possibilities."

Guan's "loyalty, righteousness and courage" and will premiere globally in 2026 with custom content for scenic spots.

Shanghai Topshine offered XR glasses that transported users to ancient worlds or prehistoric eras, with interactive shooting games blending virtual and real.

Celebrating "subtraction art" (one wrong cut ruins the piece) and micro-carving mastery (3D beasts on a stone the size of a nail), the show bridges heritage and innovation. Don't miss this chance to explore Eastern philosophy in every tiny, soulful detail.



Wang Anmin's seal knob carving "Five Sons Ascending the Rankings Turtle Seal" — Yang Yujie

Emerging artists on show



Du Haijun's metaphorical urban landscape "Mountain City" — Yang Yujie

New generation's creative vision

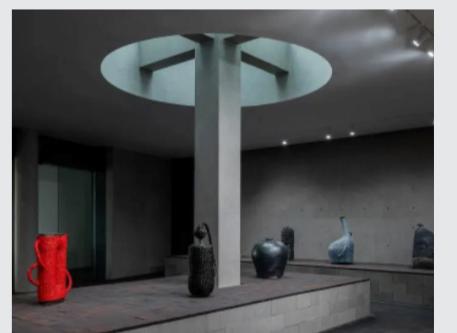
The China Expression 2025 Young Artists Invitational, part of Shanghai Art Week, features nearly 100 works by 39 emerging artists in painting, installation, sculpture and more. This bold, multi-medium work explores urbanization and tech's impact using traditional Chinese art and global, contemporary perspectives.

Standouts include Du Haijun's metaphorical urban landscape "Mountain City" and Cao Cao's whimsical soft sculptures. Cao's work "Alas ET"

reimagines "aliens" from discarded fabrics, and "The Elegance of a Hedgehog No. 20" weaves tech-infused "hedgehogs" with mice/data cables.

Curated to spark dialogue via side-by-side thematic displays, the exhibition offers a dynamic glimpse into a new generation's creative vision, according to the curator Yin Xiwen.

Dates: Through December 31
Venue: Tai Art Gallery
Address: 4058 Cao'an Highway



Ceramic artwork by Theaster Gates
'Can Flowers Hear Bees?'

Nestled amid rice fields, Tadao Ando's minimalist Jiayuanhai Art Museum hosts this immersive biennale project, "Can Flowers Hear Bees?" Focused on interspecies connection, it features works by international artists like Theaster Gates (African folk art ceramics) and Liu Shuai (heron-inspired sculptures), plus Zhou Tao's digital land-and-cloud video installations.

The museum's "breathable exhibition hall" blends art with nature — light, air and viewer movement harmonize with pieces rooted in the venue's rural setting. Inspired by scientific research "flowers 'hear' bees," the show invites free exploration to forge deeper bonds with the non-human world. It's a standout of Shanghai Art Week's global lineup.

Dates: Through March 31
Venue: Jiayuanhai Art Museum
Address: 39 Dazhi Rd

(Compiled by Chen Xingjie, Yang Yujie and Xi Lingyan)