

Locally made film reigns at box office

Tan Weiyun and Wang Yingfei

THE movie "Home Coming," produced by the Songjiang-based media group Huace Film and TV, topped the Chinese box office during the National Day holiday in early October, reaping more than 1.4 billion yuan (US\$193 million) and attracting an audience of more than 27 million people.

The movie is based on the Chinese embassy's evacuation of more than 30,000 Chinese nationals during the turmoil in Libya in 2011.

Under the helm of director Rao Xiaozhi, the movie starring veteran actor Zhang Yi and pop idol Wang Junkai follows two unarmed Chinese diplomats delving into a rebel force-controlled area in the war-wrecked African country to lead 125 Chinese citizens safely back to the homeland.

The primary producer Huace, a benchmark project in Shanghai Hi-tech and Film Park in suburban Songjiang District, also issued its financial statements. According to the company's first half year report, its revenue reached 1.187 billion yuan, of which net profit was 240 million yuan, an increase of 2.64 percent over the same period last year.

'One, Two, Seven' strategy

Earlier this month, Huace announced its "One, Two, Seven" strategy to gain both social and economic benefits. It refers to 10 percent art and experimental movies aimed at fostering young, pioneering directors, 20 percent commercial films and 70 percent movies with an underlying value of eulogizing patriotism, or nationalist movies.

In addition to "Home Coming," another of Huace's production "Big-head Son and Small-head Dad 5: My Alien Friend" ranked fourth in the country's box office during the National Day holiday.

Currently, Huace and China Nanshan Development (Group) Incorporation are working together to build the Yangtze River Delta Region Film and TV Park in Songjiang.

The project covers 105,100 square meters, and the first phase of 51,333 square meters is under construction now.

When completed by the end of next year, the park will be a giant combination of China's film and TV production headquarters, high-tech film studios, commercial malls, events and exhibitions.

New cultural landmark opens

Tan Weiyun, Zhou Jiayao and Han Haifeng

A NEW cultural landmark in Songjiang District opened to the public recently. The Yunjian Culture and Art Center offers a one-stop cultural experience that includes a library, an art gallery, a theater and boutiques to shop some art pieces.

The four-year project, with an investment of 1 billion yuan (US\$138 million), covers an area of 48,000 square meters. It's located just by ancient Zuibai Pond Park, and connected to the Metro Line 9.

"It was a barren land before," said a nearby resident Yu Ying, who witnessed the whole construction. "We used to go to the downtown center to watch shows and performances, but now they are at my doorstep."

The architecture is designed to go with the style of Zuibai Pond Park and cleverly borrows the park's beautiful scenes, creating an uninterrupted landscape. The center's roof is constructed to look like a stretch of hills with ups and downs, and also opened books on a second look.

The external facade features vertical lines to express the musicality through tension of lines, geometry and abstraction. The outdoor scenery is inspired by ancient Chinese gardens. The southern square features mounds, decorated with ponds, pine trees and cobble stones, to recreate



Yunjian Culture and Art Center — Yue Cheng

Songjiang's signature natural sites "nine hills and three rivers," which have been depicted hundreds of times by poets and artists over the centuries.

The theater had its first show in September — 3D musical "The Wizard of Oz," composed by both Chinese and American artists.

"It fills the gap in the district, which had no professional comprehensive theater for years," said Zhang Guoqiang, vice director of

the Songjiang District Culture and Tourism Bureau. This new theater is the largest one in Shanghai's five new cities, which is open not only to Songjiang locals but also audience from the Yangtze River Delta region.

The theater has been fully scheduled through the next Spring Festival. "In the future, we plan to arrange about 150 performances every year," said Qin Tiji, chairman of the theater's management company.

Ice cream in shape of Guangfulin relics park's iconic landmarks launched

Tan Weiyun

GUANGFULIN Cultural Relics Park recently launched its home-grown ice cream that might be a tasty attraction for visitors. The ice cream in two flavors, strawberry and vanilla, are shaped like the park's two iconic landmarks — the Guangfulin Culture Exhibition Hall and the Museum of Guangfulin Archeological Remains.

The cultural exhibition hall is constructed under the Fulin Lake with its roof "floating" above the water surface, while the museum in the north of the core archeological protection zone is designed to be a giant pottery shard half-buried in the earth.

The strawberry flavor is a cute version to revive the exhibition hall with the silhouette of the Fulin Tower behind, and the vanilla flavor also portrays the rippling river in front of the museum. The ice creams sell for 26 yuan (US\$3.5) each.

Guangfulin is an archeological site showing Songjiang's rich history and culture that thrived some 4,000 years ago. It was first discovered in 1958 by local farmers dredging a new waterway. In their digging, they found ancient pottery shards. In 1961, archeologists began the first systematic excavation of the site, unearthing a large volume of pottery vases, spinning wheels, cooking vessels and dishes.

Experts also unearthed sharpened stone weapons and

tools used as axes, knives, chisels and shovels. Excavation work stretched from 1961 to 2008, when experts found a large number of bronze shards, wooden craft items and turtle shells, which were used to foretell the future in ancient China.

Today the protected area has been developed into a cultural relics park with more than 20 themed museums and memorial halls, such as the Museum of Guangfulin Archeological Remains, a memorial hall dedicated to Songjiang poet Chen Zilong (1608-1647) and the Fulin Porcelain Museum.



The vanilla-flavored ice cream features the Museum of Guangfulin Archeological Remains.

The strawberry-flavored ice cream features the Guangfulin Culture Exhibition Hall.

