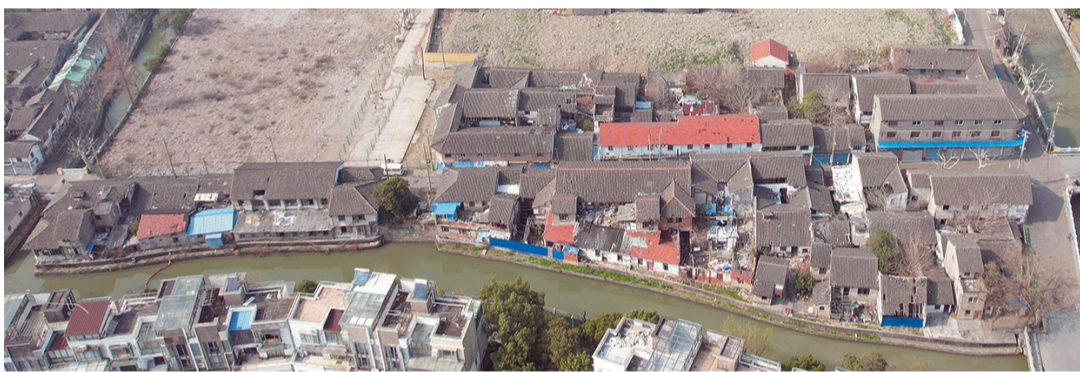




Above: An artistic rendition of Jiading's Xidajie Street after renovation. Right: The first construction block stretches about 172 meters.



Seminar throws light on Xidajie's renovation plans

Staff Reporters

A SEMINAR on the renovation of Xidajie Street, one of Jiading District's historical and cultural landmarks, was held last month to provide an update on its development.

Xidajie Street is in the heart of the West Gate historical district, which dates back around 1,500 years.

The West Gate historical area, which was built during the Southern and Northern Dynasties (AD 420-589), is considered the birthplace of Jiading.

It is home to 14 district-level cultural heritage sites and many historical figures, including Gu Weijun (also known as Wellington Koo), the first truly modern Chinese diplomat, and Wu Yunchu, the famous national industrialist known as the "King of MSG."

The seminar unveiled the preliminary design for the first phase of the Xidajie Street renovation project, which spans approximately 172 meters from Xichenghe North Street in the east to Xiangjing in the west.



An exhibition hall will welcome visitors at the West Entrance.



The former site of Xianghua Bridge will have an alfresco dining area.

"The first phase, which marks the earliest-formed section of the Xidajie Street, is imbued with numerous elements that reflect Jiading's rich history and culture," Chen Zuoming, in charge of the

West Gate historical area renovation project, said.

"We have placed a high priority on preserving these historical and cultural characteristics by implementing graded preservation and renovation schemes for the majority of the area's buildings."

As per the current plan, the block east of Xiangjing, which covers approximately 40,000sqm of land, will have a planned construction area of approximately 27,000sqm.

It will be divided into four sections: the Huguo Temple, the West Gate Culture Park, an underground parking lot, and a number of commercial hubs mixing the arts and other businesses.

Jiading's coffee culture festival to open at open-air mall on Friday

Staff Reporters

THE second Jiading coffee culture festival will open on April 28 at Xiyun Lou, an open-air riverfront pedestrian mall in the suburban district.

It will run through May 3 as part of the 2023 Jiading Shopping Festival. With the theme of "Spring Coffee | Gather Together," the festival aims to gather more players from the coffee industry chain and provide a platform to boost cooperation while spreading the culture of coffee among residents and visitors.

"The first coffee culture festival last year allowed coffee brands to become more well-known among the general public," said Wang Ting, a marketing manager at Xiyun Lou. "This year's event will be more like a 'reunion' with old friends as well as a good opportunity to meet new friends."

"We will join forces with more entities and organize more activities to improve communication among industry players and, hopefully, consolidate Jiading's coffee industry's overall strength," she added.

Jiading has seen a number of local brands, such as Yongpu, MQ, Aluma and Kabo, expand their operations in recent years, earning the district a reputation as a magnet for coffee startups and trading firms.

To provide a more diverse experience for visitors, the second coffee culture festival will include more cross-industry elements, such as "coffee+intangible cultural heritage," "coffee+camping," "coffee+cultural and creative products," "coffee+market" and "coffee+technology."

According to the organizer, the six-day event will also include interactive activities, such as coffee grounds sachet making, creative latte art and pastry baking, as well as themed lectures.



Jiading has seen a number of local brands expand their operations. — Xu Chenyi