

# Encore for interactive festival that encouraged audience to take part

Zhao Yiwei and Li Xinran

JIADING, for the second year, staged the Shanghai Interactive Festival of Theater as part of the Shanghai International Arts Festival.

"We Built this City" is this year's theme and the event will go through October 30.

The festival opened with "BLAM!", a foreign comedy adapted to suit the local audience and closed with "Semiankyi," a clown comedy staged by the Semiankyi theatrical group.

Within the course of the event, the audience was given a rare opportunity to have a peek behind the scenes to see how a play is created.

Ada Ava, a lighting group, showed their latest technology, involving projections, shadow shows and motion picture techniques.

The festival also extended into the district's communities.

"We Built this City" invited families to use 3,000 cases to build a city equipped with roads, skyscrapers, gardens,

and other physical representations according to their imagination.

Three plays were held in the communities. In "The Solar System," Anna, the protagonist and Gu Li, an alien, took the audience to the planets.

Performers wove their magic in "Kaiba, Hua'er," while "Dahai Shenchu," adapted from Ernest Hemingway's "The Old Man and the Sea," in local schools.

Two experimental shows were staged. "Xianzong Yuan-su" utilized augmented reality

technology where the audience took part by using their mobiles. "Mei" was an interaction between audience and actors.

Gu Huiwen, Jiading's publicity director, said the festival aimed to promote innovation and originality in theater and create a platform where artists both at home and abroad can communicate.

Wang Hai, director of the Live Dream company, said it is their hope to make theater more appealing to the young through high technology.

## City's 10th Confucius festival gets underway

Ran Tao and Zhang Xiaobo

THE 10th Shanghai Confucius Cultural Festival has opened in Jiading Confucius Temple. It will go through January as part of the activities marking the 800th anniversary of the founding of Jiading.

Classical dance and music featured at the ceremony, showcasing core parts of traditional Chinese culture.

A performance depicting the 800-year history of Jiading was staged at the opening ceremony held at Jiading Confucius Temple.

Zhang Jinsong, the chief of the United Front Work Department, said that in recent years, various themed activities have been hosted around the Confucius Festival to display traditional Chinese culture and drive social development.

The activities have already become a signature program to showcase Shanghai's charm.

### Cultural soft power

Jiading will focus more on cultural elements to develop the city and boost its cultural soft power and core competitiveness, according to Zhang.

Jiading artist Xu Ying, a member of the China Artist Association, released his latest painting album "Jiading Memory."

The album consists of over 80 landscape paintings depicting scenery in Jiading. Xu incorporates natural scenery, poetry and literature in his work.

The festival will run through January 2018 with 14 themed activities.

Activities that impressed the visitors in previous years will also be staged, including Chinese weddings, coming-of-age ceremonies and sacrificial rites.

Since the first festival in 2008, Jiading has strived to ensure visitors can both appreciate the ancient Confucius culture and experience the modern cultural charm of Jiading.

## 9 months of steady growth for economy

Wang Anqi and Li Xinran

JIADING'S economy maintained a steady growth in the first three quarters of the year.

The district reported a gross value added of 107.45 billion yuan (US\$16.21 billion) in the first nine months, up 7.2 percent from a year earlier. Its fiscal revenue reached 80.78 billion yuan, a year-on-year increase of 12.3 percent.

Local industrial enterprises with an annual turnover of over 20 million yuan achieved a gross output value of 264.69 billion yuan in the first nine months, a year-on-year increase of 11.2 percent.

Total industrial fixed asset investment amounted to 6.16 billion yuan during the same period, up 9.6 percent, positive growth for the first time in the year.

Upgrading of the manufacturing industry has led to increasing dividends. Strategic emerging industries and high-tech industries have become new engines to drive economic growth.

Four major emerging sectors reported strong growth in the first nine months. Enterprises in the industries, with an annual turnover of over 20 million yuan, reported a gross output value of 21.24 billion yuan during the period, up 26.8 percent from a year ago.

In traditional manufacturing, the auto industry reported 321.37 billion yuan of output in the first nine months, up 14.7 percent from a year ago, accounting for 73.8 percent of Jiading's total industrial output during the period.

More Jiading-based enterprises invested overseas. At present, 2,256 local firms are engaged in exports.



### • Escape to the country

Flowers blossom in Jiabei Country Park, encouraging visitors to enjoy the beautiful scenery on offer. The park has been open to the public for a month and visitors to the park can leave modern life behind to spend a restful time in the countryside. Jiabei Country Park is the largest of the seven country parks in Shanghai and features the scenery of a water town and rice farm base. — Wang Rongjiang

## Policies help build incubation platforms

Sun Ling and Wang Jing

AS an important base for the scientific center, the Jiading district has rolled out a series of policies to help build incubation platforms, match up technological cooperation and widen financing channels.

In 2012, Jiading launched the "large incubation" strategy, aiming at nurturing favorable environment for startups and innovation enterprises.

At present, a total of 37 mass entrepreneurship and innovation spaces of different forms, styles and functions have

taken shape, covering an area of 300,000 square meters.

"By the end of this year, the district will be home to 40 mass entrepreneurship and innovation spaces," an official of the district scientific commission said.

Under the guidance of the district government, the incubation institutions have made clear their industrial positions and are engaging in dislocation competition.

For example, Auto Innovation Park focuses on incubating auto companies, Shanghai Game Industry Incubator sees 70 percent of its settlements are game

companies, Jiading Advanced Technology Innovation and Business Incubator highlights large biomedicine industry and SIMIC Innospring provides supports for industries related to the Internet and sensor technology.

The district is sparing no effort to bring convenience to the businesses.

In addition to releasing the administrative power, the district also opens a "scientific special window" in its public service center, providing one-stop services for companies which have to process relevant government reviews and approvals.