

Gigantic display on culture street

Ran Tao and Tom Qian

Six giant sculptures by French artist Daniel Daviau are on display on Xiyunlou Cultural Street.

Of the six pieces, the "Hippo" series of "Hippopotamus" (2013), "Barnaby" (2017) and "Titipo" (2016) are exhibited as a complete series for the first time.

More than 30 other pieces are on show on Hengshan Road in Xuhui District, which review the artist's career in the past three decades — from his early works to the most recent golden snub-nosed monkey specially dedicated to Chinese visitors.

The artist's signature style, which integrates the body shapes of different animals, translates his ideas into a gentle and witty expression.

In the autumn, another exhibition with a "Belt and Road" theme will be held on Xiyunlou Cultural Street, exhibiting traditional intangible cultural heritage including printing, paper-making and straw plaiting. Porcelain, glassware, ambers and jewelry from Ukraine, Japan and China will also be displayed.

The integration of culture and tourism will allow visitors to feel the charm of local culture and improve the popularity and influence of culture in Jiading.



French artist Daniel Daviau gives a final touch to his sculpture work "Hippo."

Theater's early introduction to the arts

Ran Tao and Zhang Long

SHANGHAI Poly Grand Theater's Summer Camp this year includes activities such as stand-up paddling, a bilingual musical program and percussion classes.

Knowing that artistic education should start early, the theater has incorporated the concept in its development and has formed a children's chorus and ballet group.

The children's chorus has spring and fall courses, and has shared stages with the Hamburg Philharmonic Orchestra and the Vienna Boys' Choir.

Qin Tiji, chairman of Shanghai Poly Grand Theater, said the educational platform will give children more opportunities to study and display their artistic talent and help create an environment for artistic education.

The chorus has secured many heavy-weight awards at China International Chorus Festival and the World Peace Choral Festival.

An Jiuli, the composer of the Dalian Song and Dance Ensemble, said the earlier children are exposed to arts the better, and they will enrich the children's spirits for the rest of their lives.

Also, to make performing arts accessible to the public, the theater introduced a charitable performing arts experience day.

The theater has held an arts promotion seminar, themed plays experience camp, arts maestro classes and arts classes in communities.

Another initiative by the theater is the introduction of a monthly affordable performance with ticket prices at 30, 50 and 80 yuan. (US\$4.3, US\$7.2 and US\$11.5).

The theater will make sure its concerts for children will be high-quality to make audiences stay loyal to the theater, Qin added.

Remarkable progress by development company

Gu Jialan and Yang Wenjie

JIADING Economic Development Service Co Ltd has had remarkable results since becoming the marketing platform for the district's economic zones in 2015.

In 2016 and 2017, it paid taxes of 1.2 billion yuan (US\$175 million) and 1.4 billion yuan respectively, with a 10 percent average annual growth rate. In the same period, the number of company registrations increased by 21 percent and 18 percent.

In 2015, Jiading stepped up efforts to build a benign environment for registered companies, especially those in the four economic zones of Jiacheng, Ningxin, Zhenxin and Liujindao.

JEDC was established the same year to introduce investment in the area.

As a fully-owned subsidiary of the district's Jiading State-owned Assets Group, JEDC set up four independent branches for the zones. They aim to pinpoint companies' needs and provide customized services.

The four economic zones have teamed up and pooled their resources.

Nanxiao Fire Engineering Co, a company that registered in Ningxin Economic Zone, moved into Cao'an 3131 Commercial Park this year, with the support from Zhenxin Sub-district. Each year it turns in 20 million yuan of tax.

Thanks to the mode integrating the fund, the industry and the park, the industrial expansion has been made easier for the companies like Nanxiao.

In exploring individualized services, the four zones have developed different focuses. Ningxin for example, recruits local commercial entities through large groups.



• Turning grapes into wine

One of the nine parent-child groups learn how to make wine at Jiading's Malu Grape Park earlier this month in an activity designed to increase their knowledge of the fruit and the wine-making process. Wang Hua, from the College of Enology at Northeast A&F University, introduced various species of grapes and encouraged the families to get involved. The park provided 5 kilograms of grapes for participants to use. — Yuan Yuewen

Care center cuts time taken for traveling

Li Huacheng and Zhang Long

A NEWLY opened center for seniors in the Jiading Industrial Zone provides services that include medical care and physical activities, creating a care circle within 15 minutes of traveling time.

There are more than 22,000 citizens above 60 years old in Jiading, especially in the northern rural area.

Huang Meijuan, of the Hailun Community, said the center has provided many activities to enrich people's lives, such as a movie salon, flower arrangement classes, handicraft workshops and Internet cafes.

The center has multiple functional areas,

including a reception area, electronic reading room, art creation room, calligraphy and Chinese painting room and health preservation area.

On the second floor of the center, there is a cafeteria which provides nutritious meals for just 11 yuan (US\$1.6).

People used have to walk 20 minutes to the community committee and 40 minutes to the cultural sports center, but now they only need to walk a few minutes to the service center, Huang added.

Questionnaires showed that seniors are mostly concerned with spiritual enrichment, food and health preservation, so the center tailor-made different

services according to physical condition and age.

The center also launched Taoxiyuan Senior Arts Center, folk music training program, caregiver for senior training program, handicraft workshop, health preservation program, traditional opera salon, calligraphy and Chinese painting exchange and seminars.

Cooperation mechanisms among the communities' health service, elderly homes and day care facilities will be created.

The center will also import district-level intelligent elderly care platforms and create terminals to provide quality elderly care services a hotline away.