

# Digital Immersive Exhibition in Ningbo Highlight Cultural Creativity

Recently, the "ONE PORT Digital Immersive Exhibition" - themed "Impression of the Forbidden City" - kicked off in Ningbo Sci-Tech & Cultural Innovation Harbor, marking the first art exhibition of its kind in this city. As a famous historical and cultural city, Ningbo is making efforts to offer free cultural experiences to the citizens with its strong manufacturing strength and cutting-edge technologies.

近日,以“故宫印象”为主题的“ONE PORT 数字沉浸展”在宁波文创港拉开帷幕。这是宁波首个数字沉浸式艺术空间专题展。作为“港通天下”的历史文化名城,宁波正用雄厚的制造实力和酷炫的“黑科技”,为市民带来免费的文化体验。

Integrating tradition and modernity, the exhibition includes four major parts: Cultural Creation Works, IP Licensing & Co-branding, Enterprise Customization and Digital Immersive Zone. As you step into the exhibition hall, partial reproductions of the famous painting "A Thousand Li of Rivers and Mountains" is displayed on hanging curtains, creating a quaint atmosphere.

这场展览分为文博文创、IP授权联名、企业定制、数字沉浸空间四大板块,集传统与现代于一身。记者步入展厅,看见传世名画《千里江山图》的贴地挂幔和局部复制图,感受到扑面而来的古朴气息。

In the exhibition zones for IP Licensing & Co-branding and Enterprise Customization, a Forbidden City collaboration hoodie autographed by Li Ning gained attention from many visitors. It is a demonstration of local companies collaborating with domestic museums. Detailed examples can be seen from the women's clothes of Peacebird & Dunhuang, electric toothbrushes of Apiyoo & The Forbidden City, and many more. Culture and business are boosting each other in Ningbo, a city well-known for its manufacturing prowess.

在IP授权联名和企业定制展区,一件由李宁亲笔签名的故宫联名卫衣,吸引观众的目光。这里展示了许多宁波

企业“牵手”国内博物馆的案例,如太平鸟与敦煌联名女装、艾优与故宫联名的电动牙刷……表明在宁波这座制造业大都市,文化与商业正相互赋能。

The Digital Immersive Exhibition Hall is a must-visit area, which combines 5G, AI, and holographic projection technologies. Many eye-catching scenes are projected onto the walls, such as from the Hall of Supreme Harmony of the Imperial Palace, the planets of the solar system, and the waves of the sea. Complete with visuals and sounds swirling around the exhibition hall, viewers may gain an immersive experience of "shuttling between light and shadow". Bridging virtuality and reality, this form of expression is a gateway to the metaverse.

最值得一看的是数字沉浸展厅。它结合5G、AI、全息投影等技术,将故宫的太和殿、太阳系的行星、海边的浪潮等场景投射到四周墙面,配合灯光和音效,给观众“穿梭在光影之间”的身临其境体验。这种表现形式,被认为是连接元宇宙的入口,架起虚拟和现实的桥梁。

"Immersive digital art is mostly found in major museums in China, and it is in Ningbo now!" introduced He Peng, the founder of Ningbo Hena Culture Co., Ltd. (Hereinafter referred to as "Hena Culture") and the main organizer of this event. Starting from Ningbo, they hope to promote China's excellent traditional culture globally through inheritance and innovation.

“这种数字艺术多见于国内各大博物馆中,登陆宁波还是首次!”据“ONE PORT 数字沉浸展”主创单位——宁波合纳文化有限公司(以下简称“合纳文化”)创始人何鹏介绍,他们希望中国优秀的传统文化IP,能够以宁波为源,通过传承和创新连接世界。

Although Hena Culture is mostly unfamiliar to the public, their designs were highly recognized. This young company, nearly 5 years old, runs a notable functional operation called the Beijing Palace Museum Cultural Creation Design and Sup-



The ONE PORT Digital Immersive Exhibition Site (Photo by Yan Jin)

ply Chain Operation Center. It designs and manufactures a variety of cultural products for the Palace Museum, such as pens fashioned like a palace gate and cups with images of dragon and phoenix.

说起合纳文化,大家恐怕觉得陌生,但你一定见过它设计过的作品。这家成立不到5年的公司,有一块响当当的“招牌”——北京故宫文创设计及供应链运营中心。故宫文创的“宫门笔”和龙凤杯都出于这家企业的设计和制造。

"Chinese culture can be materialized and we believe that all current products are worth being redesigned with the elements from traditional Chinese culture," added He Peng, "We have authorized China Post and enterprises including Li Ning, Apiyoo to produce cultural products, aiming to bring more achievements for business entities. Now, increasing numbers of representative Chinese cultural symbols are recognized by young customers, as can be seen from the considerable sales growth."

“中国文化是可以被‘轻量化’的。我们相信,当前所有的产品都值得用中国传统文化的形式重做一遍。”何鹏介绍道,“我们将故宫的IP授权给中国邮政、李宁、艾优等品牌,为实体企业赋能,带来可观的销售增幅,可见具有代表性的中国文化符号,越来越受到年轻消费者认可。”

Various creations with participation from Hena Culture could be observed at the exhibition site. Specifically, umbrellas themed around a cute version of "Along the River During the Qingming Festival" for 58 City, dolls featuring "Twelve Beauties of Jinling" for a large enterprise in Jiangsu province, and a set of pictures based on "City Memory" for Ningbo... Arguably, it is an innovative attempt to recount history in a way that appeals to the youth.

记者注意到,展览现场有不少合纳文化“牵手”企业的作品。如为58同城的雨伞绘上Q版《清明上河图》、为江苏大型企业设计《金陵十二钗》公仔、为宁波打造一组“宁波记忆”图片……试图用年轻人的语言讲述历史。

The exhibition will be free and open to the public for two months until May 26. Pop in and enjoy the show.

据悉,《故宫印象》ONE PORT 数字沉浸展“展览”展期为2个月,免费向社会各界开放,将在5月26日结束,欢迎感兴趣的市民赴宁波文创港“打卡”。

Reporter: Yan Jin  
Correspondent: He Mingjie  
Compiled and translated by Mei Jie  
Proofreaders: Puyang Rong,  
Fan Yeping, Jason Mowbray

**分类信息** [刊登热线] 56118885  
56118880

【办理】海曙区: 颐康街62号(都市仁和中心)20楼2011室  
【地址】鄞州区: 宁东路901号宁波报业传媒大厦一楼

**商务信息**  
● 宁波优质实体项目寻找资金方合作。陈先生 13738814170

**职场招聘**  
● 纯湖人文纪念园诚聘: 40~70岁社区宣传员 15257462736

**综合信息**  
**物业招标公告**  
江北清澄寓公开选聘物业服务企业, 报名时间2023年4月3日至4月7日16时。欢迎有意愿的物业服务企业咨询、报名。报名详细信息可扫二维码获取。  
联系人: 中允公司 联系人: 章老师 18067283919

**物业信息**  
刊登热线: 56118880  
● 集士港白岳厂房一楼920平方米层高8米出租电话 13777575595  
**出租仓储用房**  
宁波市环城北路西段34号, 面积19231.3平方米。  
联系人: 苏小姐 联系电话: 0571-87238907

**法律服务**  
● 离婚、房产、经济纠纷 87295238  
● 民事免费法律咨询 56281878

**搬家搬厂**  
● 千禧搬家搬厂特优 87778900  
**宁波缘岩生态旅游开发有限公司关于召开股东会会议的通知**  
宁波缘岩生态旅游开发有限公司定于2023年4月6日召开股东会, 具体安排如下:  
1. 会议时间: 2023年4月6日上午9:00  
2. 地址: 公司会议室  
3. 参会人员: 公司全体股东  
4. 拟审议事项: 进行工商注销及相关备案或报告  
逾期不参加股东会, 视为放弃股东权利并同意股东会就上述内容达成的决议  
宁波缘岩生态旅游开发有限公司 2023年4月3日

**余姚大隐 福寿墓园**  
民政部门批准的正规墓园, 位于大隐镇交通便利环境优美, 南面靠近玉佛寺上入口, 东面通途路到底, 桥下入口。公交: 33路和156路到马车桥站下, 301路玉佛寺站下。地铁: 1号线高桥西站下。免费汽车接送(需提前预约)  
电话 0574-62915168 13957891168 18968376365