



Huoxiyi Culture was introducing its VR LARP games.

“Made in Ningbo” Leaves Visitors in Awe at 19th ICIF

Striving towards a modern coastal metropolis
建设现代化滨海大都市

On June 7, the 19th China (Shenzhen) International Cultural Industries Fair (ICIF) kicked off in Shenzhen, Guangdong Province, where 13 cultural businesses and institutes from Ningbo made a splendid appearance and attracted widespread interest with cutting-edge technologies as well as fancy artistic products.

Tech innovation empowers cultural industries

At the fair, visitors were fully immersed in different “realities” — a looming mountain amid the mist, rocky coastlines bathed in moonlight, a water forest with dancing butterflies...all created by an interactive multimedia system featuring state-of-the-art technologies from Zhejiang Dafeng Industry Co., Ltd., one of the leading players in Ningbo’s cultural industries.

According to a company representative, the system combines digital twin technology, 3D scene modeling and an embedded system with interactive control programming that merges physical senses with digital technology. These integrated elements result in an immersive interactive space boasting cinematic visual quality.

This system — currently applied in projects including the immersive atrium in Haikou International Duty-Free Shopping Complex and the immersive space in Qingdao Eden — primarily serves film and television production, directing, and estate management.

Fancy products refresh cultural heritage

A set of celadon beauty products from Cixi city, Ningbo, eastern of Zhejiang province, embodying the vigor of an inherited intangible cultural heritage, were also on display at the Zhejiang exhibition hall where the color celadon green dominates.

“This Yue Kiln celadon vanity mirror with LED lights has a beautiful name — ‘Wang Yaotai’, meaning ‘a peep into the abode of ancient gods’. And its lighting adjusts automatically based on the surrounding lighting conditions.” Fang Lichuan, Deputy Minister of the Information Office and Director General of the Press and Publication Bureau of Cixi, eagerly introduced these products of Yue Kiln celadon to visitors. “These lipsticks are placed in vintage celadon tubes and the matching powder compact was inspired by a handicraft made in the Tang Dynasty (618-709 CE), namely the celadon plate with five petal-shaped rims.”

Ningbo’s celadon culture features a rich history. During China’s Tang and Song (960 - 1279) dynasties, Shanglin Lake in Cixi marked the main production area for Yue Kiln celadon and mise porcelain. To revitalize the millennia-old celadon industry, Cixi has taken a steady step on the journey of exploration.

“As soon as the celadon beauty products were launched, their sales skyrocketed, even to the point of being sold out.” Fang said. By introducing traditional celadon into modern industries, the intangible



Fang Lichuan was showing the beauty products of Yue Kiln celadon.

cultural heritage is further integrated into day-to-day life.

Latest concepts usher in a new market

Live Action Role Playing (LARP) games, a form of role-playing where participants act out their characters, are a hit among youths. But have you ever tried out the VR LARP? At the fair, Huoxiyi Culture (Ningbo) Co., Ltd. introduced this latest concept and showcased its VR LARP products.

Ying Qinqin, the founder of Huoxiyi Culture, explained that LARPs have gone through rapid growth in recent days and the market is increasingly competitive. As an upgraded version of LARPs, VR LARPs adapt written scripts into VR films

to enhance user’s interaction and immersion with the game.

Since Huoxiyi Culture debuted China’s first VR LARP in 2022, over 100 LARP stores around the country have purchased this product in less than a year. According to Ying, an injection of elements such as cultural tourism, animation, and celebrities opens up vast possibilities and potential markets for LARPs.

“Ningbo has witnessed a surge in the film and television industry, establishing itself as a rising star in cultural industries. We seek collaboration with other businesses and institutes to build Ningbo into the city of VR LARPs.” Ying Qinqin vowed to continue digging new patterns and models for a growth in the cultural industry, aiming to generate a wider range of cultural products for the public.

浙江金城拍卖有限公司

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G23ZC000008

受委托,本公司将于2023年6月27日9:00—11:00止(延时除外)在诚拍网网络拍卖平台上(www.chengpw.com)进行公开拍卖活动,现将有关事项公告如下:

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3	取暖器	KG-601,生产批号:HC-2281	144	5040
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5	全自动洗衣机	XQB85-588	80	17200
6	全自动洗衣机	XQB85-118	30	5700
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二、展示看样:即日起与本公司联系看样事宜,统一看样时间2023年6月20日—21日(9:00—16:00),看样须携带营业执照、个人身份证件。

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受委托,本公司将于2023年6月28日10时(延时除外)在中拍平台(https://paimai.caa123.org.cn)举行拍卖会,现将有关事项公告如下:

一、拍卖标的:位于鄞州区中河街道所属的4套商业用房租赁权(详见专场资料),租期至2024年12月31日止,拍卖保证金:1万元/套。

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三、保证金缴纳及竞买登记:竞买人须于2023年6月27日16时前将拍卖保证金缴入拍卖人指定账户(户名:宁波市产权拍卖有限公司,账号:12010122000870493,开户行:宁波银行总行营业部),保证金以公司到账为准。并于2023年6月27日17时前携带银行进账单、自然人持身份证原件;企业持营业执照副本原件、法定代表人身份证原件、公章,委托代理人办理需另提供法定代表人授权委托书、代理人身份证原件至本公司办理竞买登记手续,逾期不予办理,未尽事宜详见拍卖会专场资料。

四、拍卖方式:有底价的网络增价拍卖方式

五、咨询电话:0574-87319000 俞经理13906694448

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