

Encountering Ningbo Chic in a Millennium-Old Village

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



Zoumatang Village, known as the "China's Top Scholar Village", showcases a vibrant blend of traditional culture and contemporary resurgence in Jiangshan Town, Yinzhou District, Ningbo. At 15:20 on October 22nd, a live-streaming series made its way to Zoumatang Village's Cultural Hall, attracting over 200,000 viewers. What kind of fusion can be sparked when the millennium-old village meets the "China chic"? Follow our lens to find out.

鄞州区姜山镇走马塘村是“中国进士第一村”，在这里传统文化大放异彩，散发古村新韵。10月22日15点20分，“活力亚运季·礼堂伴你行”系列直播活动走进走马塘村文化礼堂，吸引了20余万人“围观”。千年古村和国潮，会碰撞出什么样的火花？跟着我们的镜头去看看。

Ear-catching Melodies of Traditional Harp 箏篌的“盛世之音”很圈粉

The event kicked off amidst a lively performance by the renowned Waist Drum Team consisting of energetic "aunties" from Jiangshan. Zhang Chunxia, the team's leader, revealed that the team of 30 members, all aged over 50, is an indigenous artistic group.

整场活动在热闹的腰鼓声中开场，这群精神抖擞的“老阿姨”来自姜山镇的风采腰鼓队。腰鼓队负责人张春霞说，腰鼓队目前有30余人，大家平均年龄在50岁以上，是一支从文化礼堂走出来的土生土长的文艺团队。

A group of children performing on the konghou, an ancient Chinese harp, drew the attention of many visitors. The Konghou Art Intangible Cultural Heritage Inheritance Base is in the village of Zoumatang and the instrument's distinctive melody has long been in concord with the beauty of the ancient village. "Is learning the konghou difficult?" and "How long have these kids been playing?" The traditional musical instrument generated enormous curiosity, with some visitors even inquiring about where they could learn to play the konghou.

一群孩子的箏篌表演吸引了很多游客驻足。其实，箏篌艺术非遗传承基地就在走马塘，悠扬的琴声早成了古村的一道亮丽风景。“学箏篌门槛高吗？”“小朋友学多久了？”大家对这一传统乐器充满好奇，甚至有一游客现场咨询哪里可以学箏篌。

The konghou, with its origins dating back to the Qin and Han dynasties (221 BC - 220 AD) and reaching its zenith during the Sui and Tang dynasties (581 - 907AD), has traveled far and wide, as the Silk Road has stretched across the world. In recent years, to ensure the broader and deeper preservation of konghou art, the Zou-



The bamboo handcraft.



The village gift exhibits.



The waist drum performance.

matang Cultural Hall initiated the lectures of "Music by Your Side", offering free konghou courses to the public. Hundreds of children have benefited from this initiative.

箏篌始于秦汉，盛于隋唐，随着丝绸之路在世界各地广泛传播。这些年，为了让箏篌艺术有更加广泛深入的传承，走马塘文化礼堂开设“音乐伴身边”公益课程讲座，免费为公众提供箏篌课程学习，受益的小朋友多达数百人。

The cultural hall serves as a cradle for nurturing cultural and artistic talents. Over the years, various artistic groups from Zoumatang Village's cultural hall have made an appearance on larger stages. Currently, the cultural hall has inaugurated 13 cultural and sports clubs, including a dance troupe, Yue opera club, and konghou room, engaging more than 200 participants. Among them, the village's dance troupe has repeatedly graced municipal-level stages, thus breaking new ground.

文化礼堂以文化人、以文育人，这些年，一支支文艺团队从走马塘村文化礼堂走向更大的舞台。目前，文化礼堂培育了舞蹈队、越剧社、箏篌馆等13支文体社团，参与人数多达200余人。其中，走马塘村的舞蹈队，更是多次登上全市舞台，频频“出圈”。

Telling Stories of Unique "Village Gifts" 特色“村礼”大有故事

On the same day of the event, innovative cultural and agricultural products - typical of rural cultural halls - were exhibited as the first batch of the top ten "Village Gifts" from Yinzhou District. The crowd was captivated by these stunning gifts, such as the "Scholar Cake" from Zoumatang Village's Cultural Hall and the intangible cultural heritage bamboo weaving from Dongshan Village's Cultural Hall.

活动当天，鄞州区首批十佳村礼发布，这些具有农村文化礼堂特色的文创产品、特色农产品让大家眼前一亮。比如走马塘村文化礼堂的进士糕、塘溪镇东山村文化礼堂的非遗竹编等都入选其中，现场展示摊位更是围了很多村民。

The Scholar Cake, an "internet-famous snack" that continuously seeks novelty, is the signature village gift of Zoumatang Vil-

lage. "Auntie Xiaomei", owner of the brand, set a good example to locals when she started her business right at her doorstep.

进士糕就是走马塘村的村礼，一款不断创新的“网红糕点”，而主人“小梅阿姨”就是走马塘村民家门口创业的成功案例。

"Auntie Xiaomei" made a special trip to Yuyao to learn the techniques of a local traditional cake, Liangnong Big Cake. After delving into its techniques through experimentation she finally created her own brand "Scholar Cake," an innovation to this intangible cultural heritage. Although the laborious process of making scholar cakes involves seven to eight steps, Auntie Xiaomei finds joy in it every day; she has made it a fruitful and promising local business.

“小梅阿姨”特意跑去余姚学习梁弄大糕的制作手法，回家潜心研究，终于打造成了这款“进士糕”。制作进士糕需要经过七八道工序，制作过程繁琐，但“小梅阿姨”每天都乐在其中，在家门口创业，让她越来越有奔头了。

"How exquisite it is! This character 'Fu (of auspicious meaning)' is hand-woven from bamboo." "It's rare to see traditional bamboo handcrafts like this!" At the event, villagers raved about the village gifts from Dongshan Village's Cultural Hall since each piece of bamboo-ware is a fine embodiment of the artisan's craftsmanship. This village is nestled amidst lush mountains and bamboo groves. Locals blessed with this favorable environment depended on bamboo selling and weaving for their livelihood in earlier years.

“这福字是竹子编的，手真巧！”“老底子的竹编制品很少见了！”现场，塘溪镇东山村文化礼堂的村礼引来村民啧啧赞叹，一件件精巧的竹编制品独具匠心。塘溪镇群山环抱，青竹葱郁，早年这里的村民以出售毛竹、编制竹制品为生。

Other eye-catching exhibits include lacquer items, particularly Dongwu's lacquer pens and lacquer teacups. Lacquer is a durable, wear-resistant, and corrosion-resistant natural lacquer that maintains its shine over time. The Cultural Hall of Tongyi Village frequently organizes activities for villagers to inherit and promote the lacquer craftsmanship. They incorporate the cultur-

al charm of the Song dynasty (960 - 1279 AD) into the production of their products. One example is inspired by a famous Song emperor's painting named Auspicious Crane - a pen picks up a pale azure with meticulously hand-painted lacquer, creating a work of art with a tinge of Song dynasty elegance.

村礼展示摊位前，东吴的大漆钢笔、大漆茶杯等相当吸睛。大漆是一种耐用耐腐的天然漆，历久弥新。童一村文化礼堂经常组织村民传承传统非遗大漆工艺，以宋韵文化为主题，应用于钢笔、茶杯等手工艺品制作。其中，大漆钢笔选取宋徽宗瑞鹤图苍蓝基调，大漆工艺纯手工绘制于钢笔之上，以匠心之作还原宋代清雅风貌。

Ying Huaqin is the third-generation inheritor of the Tiger Head Shoe tradition from Xingcheng Community in Jiangshan Town. Tiger Head Shoes come in different sizes and are primarily used for weddings, one-month-old celebrations, and birthdays. In ancient times, it was believed that Tiger Head Shoes could ward off evil spirits for children and symbolized strong and healthy growth. Ying Huaqin underscored the high-standard workmanship of the shoes which take at least one week to make a single pair.

来自姜山镇星城社区的第三代虎头鞋传承人应华琴从外婆那代开始传承虎头鞋手艺。虎头鞋按大小不同，主要用于结婚、满月及周岁。古人寓意孩童穿上虎头鞋有辟邪的作用，同时寓意虎头虎脑，健康成长。应华琴说，传统的虎头鞋做工非常讲究，一双虎头鞋起码要做一个多星期。

Each cultural and agricultural innovation product has opened a window for Yinzhou's local culture. These village gifts are brimming with the fruits of rural revitalization and common prosperity, and more are waiting for you to discover.

一件件文创、农创产品，打开了推荐鄞州本土文化的窗口。这些村礼，都藏着乡村振兴的共富故事，更多的村礼等着你去发现。

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