

Huazhang Earth 華章大地

Ten years of progress,
ten years of spring and Autumn
十載砥砺前行, 十載春华秋实

A letter from Little Pearl of
Yuzhong No.1 Middle School in Gansu Province
一封来自“甘肃榆中第一中学”小珍珠的信

Daydreaming in autumn
在秋天里做一场白日梦



中国浙江省·嘉兴市南湖区·青溪路447号·华章湖心岛
Huazhang Lake Island, No. 447 Qingxi Road, nanhu District,
Jiaxing Zhejiang Province, China





华章地产
HUAZHANG REAL ESTATE

MR. QIN RONGHUA RECEIVED DAIMLER “SUPPLIER AWARD” ON BEHALF OF MINTH GROUP.

秦荣华先生代表敏实集团
荣获戴姆勒“全球合作最佳供应商奖”

To become an excellent supplier, we need to comprehensively consider the needs of different clients, including the regional, climate and cultural factors, etc.

We compare the characteristics of different products and the influence of different target markets, environment, and other factors for the clients, fully demonstrate the powerful professionalism of business personnel and enterprise competitiveness, and go beyond the expectation of the clients.

如何成为优质的供应商，我们要充分考虑不同客户的需求，包括不同地域、气候、文化等因素。

为客户比较不同产品的特性，不同目标市场、环境等因素影响，充分展现业务人员强有力的专业度和企业竞争力，想并且超出客户之所想。

秦荣华先生代表敏实集团
荣获戴姆勒“全球合作最佳供应商奖”

Mr. Qin Ronghua received Daimler “Supplier Award”
on behalf of Minth Group.





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荻原美术馆开幕

Inauguration of Di Yuan Art Gallery

2018年5月18国际博物馆日，【荻原美术馆】结合在地的浓厚文化底蕴，围绕今年国际博物馆日主题“超级连接的博物馆：新方法、新公众（Hyperconnected museum: New approaches, new publics）”，举办开幕典礼暨「忆，童趣。」揭幕仪式。

荻原美术馆坐落于浙江省嘉兴市南湖区青溪路的湖心岛会所，由荷兰知名设计师Daan Roggeveen设计，是嘉兴唯一北欧风格建筑作品，荻原美术馆涵纳于湖心岛会所内，隶属于华章地产投资的文化旅游项目，馆内空间独特明亮，采光充足，大量使用白色建筑墙面，与周围的植物绿地相互烘托，呈现出洁净纯粹的美感。

荻原美术馆的存在，将更彰显出湖心岛会所的稀有性与艺术价值。美术馆的起源来自对艺术的理想，希望带给大人和小孩一个能够自由亲近艺术的空间，并将美学融入到日常生活中。

“荻原”二字发想于围绕着湖心岛生长的植物——荻草：荻，是坚韧草本植物，繁殖力强，生于水岸，叶片细长如苇，秋开紫花，叶片可编成席箔；原，则意指初心与本衷；故“荻原美术馆”将从原点出发，结合自然与人文，接轨在地与国际，形塑出一处自然纯粹，每个人都可以自在学习，“真、善、美、新”的美学场域。在荻原美术馆，将用平易近人的当代展览和活动，引导儿童和大人敢于亲近艺术并逐渐产生兴趣，接着逐渐启蒙观众的潜质，提高全民的美学品味与素养。最终艺术的距离不再遥遥高高在上，而是融入到每个人生活当中。

On May 18, 2018, the International Museum Day, [Di Yuan Art Gallery] focused on the theme of the International Museum Day this year: “Hyperconnected museum: New approaches, new publics” in combination with local profound cultural attainments, and held the opening ceremony and Together inauguration ceremony.

Di Yuan Art Gallery, located in lake island club on Qingxi Road, Nanhu District, Jiaxing CITY, Zhejiang Province, and designed by famous Dutch designer Daan Roggeveen, is the sole architecture in North European style in Jiaxing. Di Yuan Art Gallery is inside of lake island club, and part of cultural tourism project of Huazhang Real Estate Investment. In the gallery, the space is unique and bright with sufficient day lighting. Plenty of white walls are used in the building, and set off the plants and green land in the surroundings, which represent neat and pure beauty.

The existence of Di Yuan Art Gallery will highlight the scarcity and artistic value of lake island club. The art gallery originates from the idea for art, and wishes to create the space allowing the parents and kids to get close to art freely and integrate aesthetics in daily life.

The two characters “Di Yuan” originate from the plants growing around the lake island – Triarrhena: Di, strong herb with strong fecundity, grows by waterfront with narrow and long leaves as reed, blooms with purple flowers in autumn. The leaves can be woven into mat and screen; Yuan, refers to original heart and intention; therefore, “Di Yuan Art Gallery” will start from the original point, combine the nature and humanities, connect the local and the international, build a natural and simple aesthetic space of “the true, the good, the beauty, and the new” that allows everyone to learn freely. In Di Yuan Art Gallery, approachable contemporary exhibitions and activities will lead the children and adults



荻原美术馆虽为一座私人美术馆，却不敢稍忘作为社会艺术教育机构之使命与任务，在博物馆应具备的「典藏」、「研究」、「展示」、「教育」、「休闲」五大功能之下，亦结合了立地所处湖心岛会所的先天优势及自身定位，将以下述艺教观点作为未来与外界沟通之主要态度：

一、以平易近人的当代语汇，作为本馆展览、课程及活动之策展理念。

二、以深入浅出的引导方式，让儿童及大人敢于亲近艺术，并成为一名艺术欣赏及爱好者。

三、在潜移默化的艺术氛围中，启蒙观众与生俱来的潜质，并逐步提高全民的美学品味与素养。

四、将美术馆的参观经验带入生活，最终使艺术不再只是置于殿堂之上，而能真正融入每个人的生活当中。

to dare to touch the art and gradually develop the interest, then nurture the potential of the audience and enhance the public aesthetic taste and attainments. In the end, the art is no longer out of reach and will integrate into the life of everyone.

Though Di Yuan Art Gallery is a private gallery, it can never forget the mission and the task as a social art education institution. With the five functions of “Collection”, “Research”, “Display”, “Education” and “Leisure” that a museum should have, it also combines the inherent advantage of geographic location in lake island club and its own orientation, and takes the following artistic education ideas for the main attitude for the communication with the external in the future:

I. The curation idea for the exhibitions, courses and activities in the gallery is approachable contemporary words.

II. Let the children and adults dare to touch art and become an art appreciator and lover in the guidance mode of profundity and easy-to-understand approach.

III. Activate the inherent potential of the audience and gradually enhance the public aesthetic taste and attainments in the subtle and unconscious artistic atmosphere.

IV. Bring museum visit experience into life. Finally art is no longer out of reach and can truly integrate into the life of everyone.

嘉兴歌利亚酒店 试运营之际喜获行业大奖

Jiaxing Goliah Hotel Won Industry Award at the Time of Trial Operation



华章酒店管理公司旗下艺术风尚酒店 The Goliah Hotel 于2018年9月开始试运营，并荣获酒店高参中国酒店品牌高峰论坛“最值得期待新开业酒店”大奖。

酒店追求充满现代感的单一色调和富有创造力的线条设计，将精致简约的时尚元素融入品牌理念之中，化繁为简精妙不凡，注重灵感碰撞带来的力量。酒店共计45间珍稀客房，每间客房均精心设计，细节之处无不彰显简约风范。

The Goliah Hotel 由荷兰籍知名设计师 Daan Roggeveen 倾心打造，强调美术馆功能，设计师在艺术

In September 2018, The Goliah Hotel, art fashion hotel of Huazhang Hotel Management Co., Ltd., started trial operation, and won the award of “The Most Expected Newly Opened Hotel” of Hoteln China Hotel Brand Conference.

The hotel pursues modern single tone and creative line design, integrates delicate and compact fashionable elements in brand idea, turns the complicated into the compact in a smart and extraordinary manner, and focuses on the power of spiritual impact. The hotel has 45 rare rooms, which are designed meticulously and represent the compact style in every detail.

The Goliah Hotel, designed by famous Dutch designer Daan Roggeveen, emphasizes the function of art gallery. The designer draws inspiration from the short-time stay relation of art and public space, shape eight blocks of relatively independent and irregular architecture with lines and minimal elements, integrates 18,000 plates of white Spanish sandstone, and represents profound attainments and texture, and builds the new landmark of Jiaxing urban life with unique visual experience and cultural charm.

Huazhang Hotel Management Co., Ltd., established in 2017, is the strategic measure taken by the group in hotel industry. The company takes charge of a series of art fashion hotels and resorts of Huazhang Real State, and endeavors to build a series of excellent hotel brands



与公共空间的停居关系中汲取灵感，利用线条与极简元素勾勒八幢相对独立且不规则的建筑，将18000片白色西班牙砂岩融入其中，体现厚重底蕴及质感。以独特视觉感受及文化魅力打造嘉兴城市生活新地标。

华章酒店管理公司于2017年成立，是集团涉足酒店业的战略性举措。公司负责管理华章地产旗下的一系列艺术风尚酒店及度假村，立志打造一系列卓越酒店品牌及文旅项目，旗下正在筹备的每间酒店都反映出酒店经营者极富远见的独特理念，用工匠精神的眼光和标准将人文艺术融入每一个绝妙空间及极致体验，引领人们以一种简约且高品质的方式来表现生活。

公司总经理孟荻女士表示：“此次试运营的The Goliah Hotel，不仅秉承了嘉兴华章地产一贯坚持的工匠精神，更是本土风情与当代建筑艺术完美结合的典范。探索艺术与人居生活的关系，力求呈现极致体验。”

and cultural tourism projects. Every hotel being prepared reflects the unique forward-looking ideas of hotel operator, and humanities and arts are integrated in every part of the special space and ultimate experience with the vision and in the standard of craftsmanship. Ms. Meng Di, company CEO, said, “In the trial operation of The Goliah Hotel, we do not only stick to craftsmanship Jiaying Huazhang Real Estate always adheres to, but also make it the role model combining local flavor and contemporary architectural art. It explores the relationship of art and human residence life, and endeavors to present ultimate experience”



- 获得专业酒店评选殊荣：
《酒店高参》2018年中国国内最期待新开业酒店
《中国最佳酒店》最值得关注新开业酒店
- 获得生活方式类酒店评选殊荣：
《时尚先生》杂志2018年新酒店最佳设计之选
- 获得旅行类酒店评选殊荣：
《City Travel》杂志2108年年度最期待新开业酒店
《旅游情报》2018年度最佳设计酒店
- 获得全英文媒体类殊荣：
《Shanghai Daily》2018年年度最佳设计酒店

- Honors in professional hotel selection:
Hoteln The Most Expected Newly Opened Domestic Hotel 2018
Best Chinese Hotels The Most Noteworthy Newly Opened Hotel
- Honors of lifestyle hotel selection:
Esquire magazine Best New Hotel Design 2018
- Honors of tourism hotel selection:
City Travel magazine The Most Expected Newly Opened Domestic Hotel 2018
My Vacation Best Designed Hotel 2018
- Honors of English media:
Shanghai Daily Annual Best Designed Hotel 2018

悦享繁华 荣耀归家

Enjoy the Pleasant Prosperity, Go Back Home in Glory

2018年10月30日，对于华悦商业广场来说，是个值得纪念的日子，经过半年的耐心等待，华悦商业广场迎来了盛大交付。众多知名公司、实力集团企业纷纷入驻华悦商业广场，宣告了湖州西南新城又一个商务时代的正式开启，下一个财富高地的恢弘乐章已然奏响。



兑现繁华 礼遇业主

晨曦微亮，一切准备就绪，工作人员静候业主的到来。现场还提供了精美茶歇供业主等候时品尝，为业主营造归家感。上午9时30分，华悦商业广场交房活动正式启动。



October 30, 2018 is a memorable day for Huayue Business Plaza. After half-a-year waiting, Huayue Business Plaza welcomed the grand delivery. Plenty of famous companies and powerful group enterprises moved into Huayue Business Plaza one after another, which announced the official start of another business era of Southwest New City, Huzhou, and the performance of another grand movement of fortune highland.

Realize the Prosperity and Treat the Owners with Etiquette

When the day dawned, everything was ready, and the staff was waiting for the owners quietly. Delicate refreshment was provided at site for the owners to enjoy at the time of waiting to create the sense of belonging for the owners. At 9:30am, property delivery event of Huayue Business Plaza was officially launched.

Meticulous for Every Detail, and only Be Considerate

The design of property delivery venue presented a sense of ceremony, and gave the owners the feeling of honor every moment. The staff patiently explained the property delivery procedure to the owners, and let the owners sign for confirmation after they were clear to avoid the owners' doubt. The careful and efficient property delivery procedure received the praise and trust of the owners, and presented excellent service quality of the project.

Meticulous Examination, and Settlement with No Worries

After the preliminary procedure ended, the owners



处处用心 只为贴心

交房现场设计充满仪式感，让每位业主时刻感受到荣耀感。工作人员耐心为业主讲解交房流程，确保客户明晰后再签字确认，为业主免除疑虑。细致而高效的收楼程序，赢得了业主的赞誉和信赖，更彰显了项目超高的服务品质。

严谨查检 安心入驻

前期流程结束后，业主领取钥匙盒及华悦特别为业主准备的交房礼，专业验房小组陪同客户验房，介绍设备、设施使用。拿到钥匙的业主均面露喜色，表达着对未来生活或办公环境的期许。

一系列严格有序的交付流程、认真负责的工作态度、真诚用心的专业服务，让每一位业主充分感受到了华悦商业广场的优质服务。

华悦商业广场，作为湖州西南新成的标杆项目，未来商业价不可限量。目前该项目35-100㎡ MOHO / 42-54㎡办公 / 103-270㎡商务花园办公等全业态现房产品，目前正火热销售及招商中。

collected the key box and property delivery gift specially prepared by Huayue. Professional property inspection team accompanies the owners in property inspection, and explained the use of equipment and facilities. The owners who collected the key were pleased and showed their expectation of future living or office environment.

A series of strict and orderly delivery process, careful and responsible work attitude, sincere and considerate professional service let every owner feel the excellent service of Huayue Business Plaza.

Huayue Business Plaza, as the benchmark project of Southwest New City, Huzhou, has inestimable business value in the future. Currently, the completed property products in all business patterns, including 35-100 m² MOHO / 42-54m² office / 103-270 m² business garden office, etc. are for sale and business order.

让世界看见淮安 淮安新能源汽车文化街区项目 开工仪式盛大举行

Let the World See Huaian
Groundbreaking Ceremony of Huaian
NEV Culture Block was Held





2018年11月16日上午，淮安新能源汽车文化街区项目开工仪式盛大举行。淮安市政府副市长赵权、淮安市政府副秘书长秦浩、淮安生态文旅区党工委书记周茂萱、淮安生态文旅区管委会主任方庆华等政府领导，以及江苏敏安电动汽车有限公司总经理张学平、敏实集团江苏和兴汽车公司总经理李申、华章集团总经理孟荻、淮安华卓置业有限公司总经理陈学兵出席开工仪式。

首先，华章集团总经理孟荻致辞，感谢到场领导和嘉宾的大力支持，并对淮安新能源汽车文化街区项目进行了详细介绍，表示将努力把项目打造成具有国际视野，汇聚国内外顶尖新能源汽车研发人才的前沿阵地。



On the morning of November 16, 2018, groundbreaking ceremony of Huai'an NEV Culture Block was held. The government leaders, Zhao Quan, deputy mayor of Huai'an Municipal Government, Qin Hao, deputy secretary general of Huai'an Municipal Government, Zhou Maoxuan, secretary of Party work committee of Huai'an Ecological Cultural Tourist Area, and Fang Qinghua, Director of Management Committee of Huai'an Ecological Cultural Tourist Area, etc., Zhang Xueping, CEO of Jiangsu Min'an Electric Automobile Co., Ltd., Li Shen, CEO of Jiangsu Hexing Automotive Technology Co., Ltd. Of Minth Group, Meng Di, Huazhang Group CEO, and Chen Xuebing, CEO of Huai'an Huazhuo Real Estate Co., Ltd. attended the groundbreaking ceremony.

Firstly, Meng Di, Huazhang Group CEO addressed the ceremony, expressed the thanks to the support of the present owners and guests, gave detailed introduction to Huai'an NEV Culture Block, and indicated that they would make efforts to develop the project into a frontier with international vision and plenty of domestic and foreign NEV research talents.

Then, Zhao Quan, deputy mayor of Huai'an Municipal Government, pointed out in the address that the start of the project construction would forcefully promoted Huai'an City in adapting to and leading new normal better, further speeding up the upgrade and transformation of industry, and achieving scientific

breakthrough at new starting point. He indicated, "Huai'an Municipal Party Committee and Municipal Government paid much attention to the project construction, the related departments in the city should set up the awareness of overall situation and undertaking, value the project progress, strengthen the assistance measures, supervision and assessment, and make efforts to promote the faster construction, earlier completion, and earlier operation of the project."

Zhou Maoxuan, secretary of Party work committee of management committee of Huai'an New Ecological City, had high expectation on the project, and she said, "Minth NEV R&D and Culture Block will be developed into Huai'an ecological and cultural tourist area and even a shiny name card of Huai'an City."

The project covers the total area of 120,000 m², with total floor area of about 320,000 m², including three sectors of NEV culture block, international talent residence area and kindergarten. NEV culture block covers the area of about 24,000 m², with total floor area of about 40,000 m², and is composed of 7 blocks of modern characteristics, which form a themed block with rich spatial pattern in a circle. According to the actual needs of Minth new energy industry development, the project is planned as 5 sectors: NEV R&D Center, international talent area, new energy function area, experience center, and block facilities.

International talent residence area covers the total floor area of 180,000 m², focuses on the idea of "Technology + Ideal Home", introduces the concepts of intelligent community and Internet of Things, and provides modern and intelligent living environment that is safe, comfortable and convenient. It is planned to build an international bilingual kindergarten of 30 teaching classes covering the area of about 14,000 m² at the southeast corner of the project, to bring international education to high-end talents.

随着开工启动球的按下，标志着淮安新能源汽车文化街区项目正式开工建设。未来，淮安也将增添一张对接世界的亮丽名片。

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秋实后，新萌芽

New Sprout after Autumn Harvest

不知不觉间，已从春华走到秋实。我们喜欢秋的丰硕、秋的景致、秋高气爽，象征春华秋实季节沉甸甸的果实金灿灿，秋的魅力许是四季中最迷人的，它使人体验到生命的年轮正在运转着.....而秋天，某种意义上更属于有阅历的人，经历过风霜的人，会更懂得秋天的好，这个秋日，我们满载而归，某些能量，不可计量。

Before we know it, we have passed spring of blooms and arrived at autumn of harvest. We like autumn heavy fruits, scenery, clear and refreshing weather, and the golden heavy fruits represent the autumn of harvest after blooming spring. Autumn may be the most charming among four seasons. It makes people experience the turning of growth ring of the life... In autumn, it belongs to someone more experienced, stricken, and knowing autumn better to some extent. In the autumn, we return with fruitful results, and some energy is inestimable.



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深度

Depth



10

Ten-Year
forging Ahead,
Ten-Year
Blooming in
Spring and
Fruits
in Autumn

十载砥砺前行
十载春华秋实



十年在历史长河中只是弹指一挥间，但对于华章来说，却是一段极不寻常的旅程。十年春秋更替，十载辛勤努力，一百二十个月份的斗转星移，三千六百多次的日升日落，铸就了今日的华章。

每一天都在变革中成长；每一天都在创新中前进；每一天华章人都在勤奋而踏实的逐梦征程上稳步前行。扎根禾城十余年，华章已从当年地产行业的新兵，成长为城市建设一支不可忽视的主力军。

自2007年创立以来，华章根系禾城十余年，已经发展成为一家集地产开发、文化旅游、艺术设计、生态农业、物业服务、教育六大产业为一体的多元化地产公司，开发足迹遍及嘉兴、湖州、宁波、淮安、广州等十余城市。至2018年，华章地产同步进行项目10余处，储备有千亩的旅游开发、商业项目及住宅用地。

回首华章十年发展历程之时，华章人的内心被满满的情愫充盈着，有笑容洋溢嘴角，有成就跃然于心，更有力量注满心间.....

Ten years are just a moment in the long course of history. However, it is an extraordinary journey of Huazhang. As spring and autumn alternated and we made efforts in the past ten years, we saw the change of the seasons in 120 months, and more than 3,600 sunrises and sunsets, and finally developed the present Huazhang.

We are reforming and growing every day; moving forward in innovation every day; Huazhang people are moving forward firmly with diligence and down-to-earth attitude in the dream journey. With about ten-year development in Jiaxing, Huazhang has developed from the rookie in real estate industry years ago into the significant main force in urban construction.

Since the establishment in 2007, Huazhang has been rooted in Jiaxing for more than a decade, developed into a diversified real estate company integrating real estate development, cultural tourism, artistic design, eco-agriculture, property management service, and education, and set foot in about ten cities, including Jiaxing, Huzhou, Ningbo, Huai'an, and Guangzhou, etc. In 2018, Huazhang Real Estate was undertaking about 10 projects at the same time, and reserved 1,000 mu land of tourism development, business project and residence.

In retrospect of ten-year development course of Huazhang, Huazhang people find the heart full of sentiment and smile on the face, achievements vivid in memory and power in mind ...



华章·湖心岛
HUAZHANG LAKE ISLAND



时光倒回到2007年，华章成立之初，以打造嘉兴首个高端人文品质住宅作品为核心目标，在300亩的土地上，华章·御上江南围护出一个理想生活的彼岸，项目荣获中国优秀园林工程金奖，展现了华章在营造园林绿化景观的至高水准。

华章·御树湾则贯彻了“以人为本”的理念，同时也延续了华章精工细作的品质，是华章地产的重磅之作，亦是嘉兴首座青春梦想之家！

In 2007 upon the establishment of Huazhang, it focused on the core purpose of building the first high-end cultural quality residence in Jiaxing. On 300 mu land, Huazhang • Jiangnan Royal Mansion circled around the other shore of ideal life. The project won the gold award of Excellent Chinese Landscaping Project and represented the ultimate level of Huazhang in landscaping.

Huazhang • Royal Tree Bay stuck to “people-oriented” concept, and reserved the quality of fine workmanship of Huazhang. It was the blockbusting work of Huazhang Real Estate, as well as the first youth dream home in Jiaxing!





本着回归自然、人文与科技的理念，华章文旅产业发展步伐快且多元化。银杏天鹅湖项目，将打造一个集湿地保护、生态涵养、农业观光、文化体验、休闲度假于一体的4A级生态旅游乐园。

Based on the concepts of back to nature, humanities and technology, Huazhang forged ahead rapidly in cultural tourism industry in a diversified manner. Ginkgo swan lake project will develop a 4A eco-tourism park integrating wetland protection, ecological conservation, agricultural sightseeing, cultural experience, and leisure & holiday.



湖心岛酒店
Huxin Island Hotel



安吉大安会所
Anji Da'an Club



银杏天鹅湖商务酒店
Ginkgo Swan Lake Business Hotel

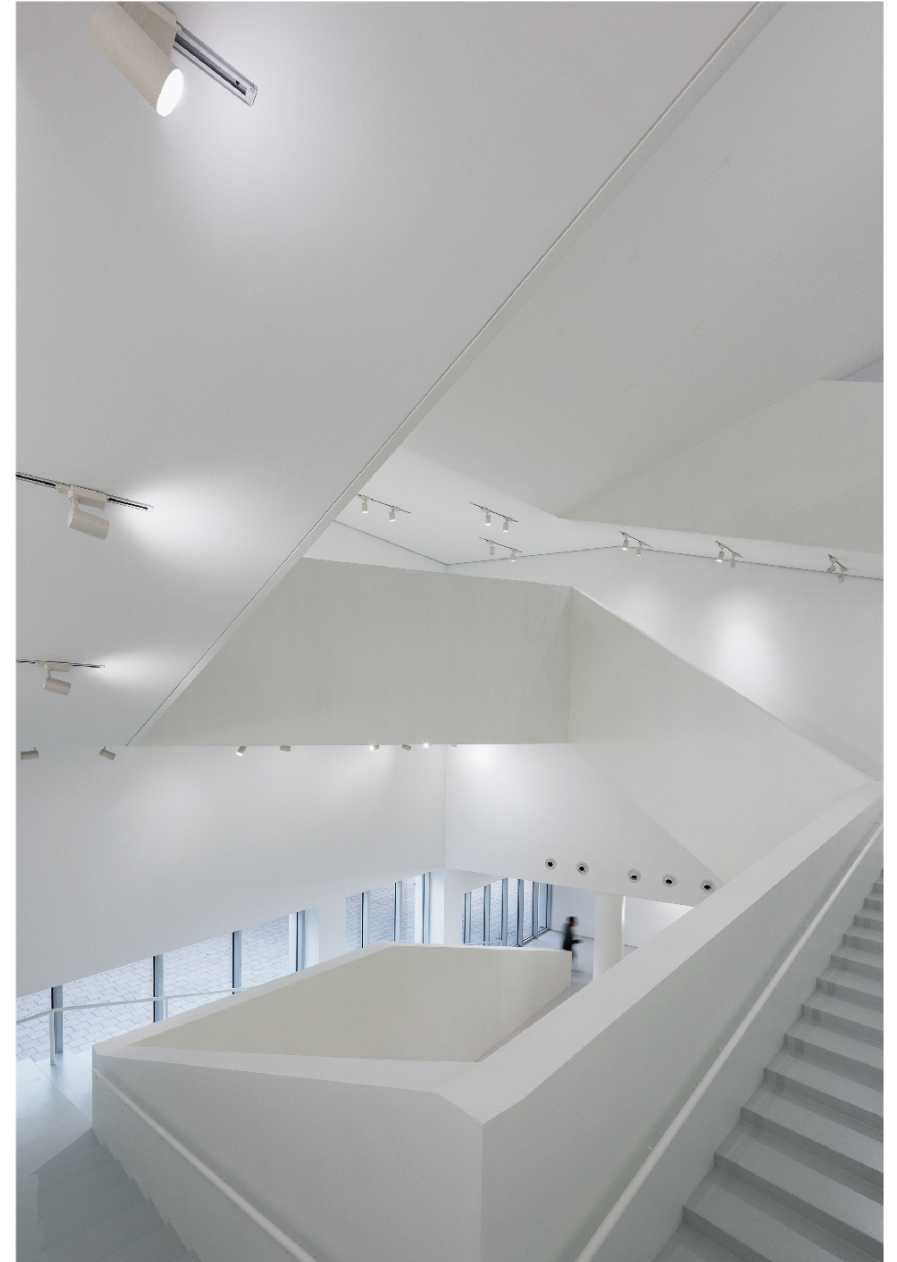
歌利亚酒店集商务、艺术、休闲于一体，以其独特地理位置、视觉感受及文化魅力打造嘉兴城市生活新地标。位于安吉县南部山区大场坪的大安会所，绵延的竹林，潺潺的溪流，不啻喧嚣，会所涵盖餐厅、运动、会议、酒店等功能，可举办活动或婚礼等私人聚会。

Goliah Hotel integrates business, art and leisure, and represents a new landmark of Jiaxing urban life with its unique geographic location, visual feeling and cultural charm. Da' an Club in Dachangping, southern mountain area, Anji County with endless bamboo woods and murmuring stream is far from the boisterous city. The club with dining hall, sports, meeting and hotel function is available for events or private gatherings, such as weddings.



结合自然、美学、人文、科学、现在与未来，华章打造拥有自然纯粹、真善美新的美学场域的荻原美术馆系列，打造拥有国际化视野的专业的米罗建筑设计事务所，打造高品质的高端定制家居品牌华智木业。

In combination with the nature, aesthetics, humanities, science, now and future, Huazhang built Di Yuan Art Gallery series with aesthetic field of nature, purity, the true, the good, the beauty and the new, and established professional Milo Architectural Design with international vision, and Huazhi Wood, home brand of high-end customization and high quality.





华章从成立之日起，以“改善与提升人类生活品质”为使命，在巩固核心项目优势的基础上，围绕城市配套的定位，积极拓展农业、教育、物业、商业，等行业。

八福农场及灵粮农业斥巨资打造的绿色生态农场，专注有机农产品的生产、加工、销售，提供丰富多样的农业休闲度假项目，成为专业的一流的农业产业运营商。

Since the date of establishment, Huazhang has taken the mission of “improving and upgrading human life quality”, and actively explored in the industries of agriculture, education, property management and business with the focus on the orientation of urban supporting facilities based on solidifying the advantage of core project.

Bafu Farm and Bread Of Life Farm is a green ecological farm established with huge investment, specialized in the production, processing and sales of organic agricultural products, offers diversified agricultural leisure and holiday activities, and becomes a professional first-rate agricultural industry operator.

从居住平台到文旅产业到商业载体，华章把握商业运行规律，对资源进行有效整合，以专注潜行的力量，打磨属于华章的品牌原作。多元文化碰撞的今天，华章敏锐的抓住城市发展的脉搏，华悦商业广场犹如一条金色细带，连接起城市的繁华与新生，在一隅宁静中，秀湖商业板块也正呼之欲出。

From residence platform, cultural tourism industry to business carriers, Huazhang has grasped the business operation rules, effectively integrated the resources, and perfected original works of Huazhang brand with the strength of dedication to progress. Now in the era of multicultural impact, Huazhang has acutely grasped the impulse of urban development. Huayue Business Plaza, like a golden ribbon, connects the urban prosperity and revitalization. In the corner of peace, Xiuhu business sector is about to be completed.



Not for prosperity
but for ingenuity
Unwilling to give up
the first experience
from beginning to end

不为繁华易匠心
不舍初心得始终



下一个十年计划，华章将专注地产投资与开发，创造“智慧宜居型”公寓住宅，开发百万方商住用地，规划发展现代生态农业园区与综合工厂体系。未来，华章将构建一个业态多元、产业多样的城市运营产业综合型品牌。

华章始终不为繁华易匠心，不舍初心得始终，带着情怀、信念、耐心，用最稳妥的方式，最宁静的心态，获取生命的质感，用每一件作品做自己。

For the next ten-year plan, Huazhang will be dedicated to real estate investment and development, build “intelligent livable” apartment residence, develop one million square meters of commercial and residential land, and plan the development of modern eco-agricultural park and comprehensive plant system. In the future, Huazhang will build a comprehensive brand of urban operational industry with diversified business patterns and industries.

Huazhang has never change the craftsmanship for the sake of prosperity or throw away the original intentions and thus made great achievements, gained the texture of life with the hearted feelings, belief and patience, in the most reliable manner and most peaceful mindset, and present itself with each work.



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W W W . B A J U N W A N . C O M

角色

ROLE



Excellent, and Never Complain 优秀从不抱怨

华章优秀员工 / Interviews with excellent Huazhang employees

工作模范 / model workers

英雄人物等专访 / heroes, etc

人物专访 Person Interview

人的职业生涯如同一条漫长的荆棘路，有些人选择绕道而行，也有些人选择临阵退缩，但是我们选择披荆而行，因为我们知道工作只有这么做，才能成就自我。华章人没有惊世骇俗的壮举，但却凭着一颗不平凡的心，在平凡的岗位上恪尽职守、高效高质、执著追求、不断超越，让自己的人生在平凡中活出不平凡。

People's work career is like a long way of thorns. Some chooses to take a detour, and some chicken out. But we choose to move ahead with thorns because we know we can accomplish ourselves only in this way. Huazhang people do not take amazing action, but stick to the post, achieve high efficiency and quality, constantly pursue, and continuously make breakthrough at the common posts, and achieve marvel in the common life.

强烈的工作责任感 Strong Sense of Work Responsibility



工程部：许建春

Engineering Department :
Xu Jianchun

入职时间：2015年11月

Employment Time:
November 2015

2018年5月，接二连三降雨，在无人联系的情况下，许建春师傅担心小区会出现漫水，故晚上独自前来查看现场并处理几处漫水至凌晨。在8月初受台风“云雀”天气影响，南湖区出现强降雨，许建春师傅及时发现御上江南电源盒进水情况，并对其进行晾晒。当天下班后仍选择独自加班，直至晒干电源盒，恢复了门禁电源才下班。

In May 2018, it rained consistently. When no one is in touch, Mr. Xu Jianchun was worried about overflow in the community, visited the site on his own at night, and handled several places of overflow till dawn. In early August, there was heavy rain in Nanhu District due to Typhoon Jongdari's impact on the weather. Mr. Xu found flooding in power box in Jiangnan Royal Mansion in time, and let it dried outdoor. After knock-off time, he also worked overtime voluntarily till the power box turned completely dry, and then knocked off after recovering power supply of access control.



秩序部：王旭东

Engineering Department :
Wang Xudong

入职时间：2017年9月

Employment Time:
September 2017

助人为乐、见义勇为 Help Others and Be Courageous to Fight Injustice

2018年1月26日受暴雪天气影响，总部商务花园园区马路上、桥头、十字路口等多处严重积雪，王旭东和其他队员一起主动协助外围保洁清扫路面积雪，赶在早班峰前为开车上班的行人提供方便与安全。3月中旬，王旭东在下岗后途经至亚欧路与仁和路交叉口时，突遇两汽车相撞，他在第一时间将事故现场拍照传到工作群中向主管报备，安抚事故车主并协助维持现场秩序，直到交警过来处理后才默默离开现场。

On January 26, 2018, a snowy day, there was heavy snow on several parts of Business Garden of the headquarters, such as roads, bridges and crossroads. Wang Xudong and other team members voluntarily assisted the field cleaner in sweeping the road snow, and brought convenience and safety for the passers-by who driving to work before morning rush hour. In the middle of MARCH, Wang Xudong witnessed the collision of two cars into each other at the intersection of Ouya Road and Renhe Road when passing by after knock-off. He immediately took photos of accident site, uploaded them to work chat groups to report to the director, comforted the accident car owners, assisted in maintaining site order till the traffic police came to handle the case, and then left the site quietly.

**保洁部：钱柏林**

Cleaning Department:
Qian Bolin

入职时间：2017年2月

Employment Time:
November 2015

拾金不昧、勤勤恳恳 Return Lost Things and Work Diligently

钱柏林师傅是御树湾的一位保洁员，却在普通的岗位上闪烁着耀眼的光芒。2018年初的一个寒冬，钱师傅在清扫道路的时候偶然捡到一部手机，便选择默默在原地附近边清扫边等待失主。遇到下雨天，他总能第一时间清扫积水，并且利用雨水去清刷彩井，钱师傅日复一日，年复一年的勤恳工作，得到了大家的一致认可，被大家亲切的称为钱大叔。

Mr. Qian Bolin was a cleaner of Royal Tree Bay, but shone brightly at the normal post. On a winter day at early 2018, he accidentally found a lost cell phone when cleaning the road, and chose to wait for the lost property owner quietly near the place while continuing the cleaning. On the rainy days, he always cleared the ponding in time, and brushed the catch basin. Mr. Qian worked diligently day by day and year by year, won the recognition of the colleagues, and was called Uncle Qian kindly.

**保洁部：王元伟**

Cleaning Department:
Wang Yuanwei

入职时间：2017年9月

Employment Time:
September 2017

默默无闻、微笑服务 Work in Obscurity and Serve in Smile

王元伟是安甬物业保洁部的一位老师傅了，一直以来勤勤恳恳，默默无闻。每次路过王大叔身边，他总是微笑着向我们点头，有时候亲切地唤我们一声。在平时工作中，一旦遇到需要登高作业，他总是义无反顾的冲上前，争着干活，虽然朴实却温暖无比。

Wang Yuanwei was a senior worker in Cleaning Department of Anyong Property Management, and always worked diligently in obscurity. Every time we passed by him, he always nodded to us in smile or gently called us sometimes. In daily work, once there was operation from high place, he always felt obliged to take the work and rushed for the work. Though it was plain, we felt so warm.

**客服部：任芬娟**

Customer Service
Department: Ren Fenjuan

入职时间：2017年10月

Employment Time:
October 2017

踏踏实实、真心实意 Down to Earth, and Sincere

御上江南客服管家任芬娟，在工作期间一直认真、细致的工作，踏踏实实地做好每一天。在瑞园装修的高峰时期，有许多业主不在嘉兴这边，我们的客服管家会在接到业主电话的第一时间去帮助业主家检查门窗和水电，确保业主家的安全。她是园区的解语花，穿梭于各个楼宇，用真心为业主们排忧解难，用实际行动得到业主们的认可和赞扬。

Ren Fenjuan, customer service butler of Jiangnan Royal Mansion, always worked carefully and meticulously and accomplished daily tasks in a down-to-earth manner at work. During the peak period of interior finishing in Ruiyuan Garden, many owners were not in Jiaxing. The customer service butlers helped check the doors, windows, water and power in the owner's home immediately after receiving the phone calls of the owners to keep the owner's property safe. She was the thoughtful one in the park, came to and fro the buildings, solved the problems for the owners sincerely, and won the recognition and praise of the owners with her actual action.

**房务部：赵月明**

Room Affairs Department:
Zhao Yueming

入职时间：2018年6月

Employment Time:
June 2018

负责、积极、勤劳 Responsible, Active and Diligent

即使在炎炎夏日，依然坚持在最闷热的客房施工现场，保持清洁工作，任劳任怨地完成每日工作安排。每每看到你湿透的工服，特欣慰部门有这样的员工，感谢你对部门的辛勤付出，感谢团队中有你。希望我们继续一起并肩作战、一起前行！赵月明 你辛苦了！加油！

He still stuck to the hottest room construction site in hot summer to take cleaning work and finish daily tasks without complaint. When seeing your wet work suit, we are so gratified to have such employee. We appreciate your diligent devotion to the department, and thank that you have you in the team. We wish to continue working with you and forge ahead together! Zhao Yueming, well done! Come on!



餐饮部：陈佳琪
Catering Department:
Chen Jiaqi

入职时间：2012年9月
Employment Time:
September 2012

认真、负责、进取 Careful, Responsible and Enterprising

餐厅有100多张白色的椅子，使用时间一长难免会有污渍，在员工人手不够的现状下，出于对自己岗位的职守，亲自带头，以高要求，严规格，一丝不苟的工作态度，带领员工完成清洗任务，让客人享受到了整洁愉悦的环境。

针对自己刚涉足酒店行业不久，在这方面的知识匮乏，每次参加酒店业务培训，都认真做好笔记，认真对待，并积极投身实际操作，做个脚踏实地、诚实可靠到处都会受到尊敬和欢迎的人。

There were more than 100 white chairs in the dining hall and stains were inevitable after long-time use. Under the current situation of personnel shortage, for the awareness of the post responsibility, she took the lead to guide the employees to finish cleaning task in the work attitude of high requirement, strict specification and meticulous attention, and let the customers enjoy tidy and pleasant environment.

She was engaged in hotel industry for a short time and lacked professional knowledge. Every time she attended hotel business training, she carefully took notes, took the training seriously, carefully undertook practical operation, learnt to be down to earth, honest and reliable, and was a person respected and welcomed at any place.

积极、负责、节俭 Strong sense of responsibility

对工作认真负责，在炎热的夏季，积极配合各项工作对接，配合保洁各项工作安排，对待物资管理非常用心，不让物资浪费流失，把公司与同事也当成家与家人般，这样的心态，值得所有人学习。

She was careful and responsible for work. In hot summer, she actively coordinated the task coordination, coordinated cleaning task arrangements, treated material management with much care, prevented material waste and loss, and treated the company and colleagues as home and family. This mindset should be learnt by everyone.



房务部：陈丽珍
Room Affairs Department:
Chen Lizhen

入职时间：2017年2月
Employment Time:
February 2017



采购部：徐利兰
Purchasing Department :
Xu Lilan

入职时间：2018年3月
Employment Time:
March 2018

勤奋、积极、尽责 Diligent, Active and Responsible

主要负责北方区域的工业基建项目与淮安裕墨园房产项目。有能力有担当，责任心很强，工作目标清晰，在众多工作交叉在一起时，能分清主次，积极和项目组进行沟通。在同事生病住院期间，主动承担同事的工作，合理分配时间，确保按计划完成招标采购工作。

She mainly took charge of industrial infrastructure project in northern section and real estate project of Huai'an Yumo Garden. She was able and responsible with strong sense of responsibility, and set clear work purpose. When plenty of work piled together, she was able to distinguish the important from the less important, and actively communicate with project team. When the colleague was at hospital, she voluntarily took over the colleague's work, allocated time reasonably and guaranteed the completion of bidding and procurement contract as planned.



企划部：王挺
Planning Department:
Wang Ting

入职时间：2017年9月
Employment Time:
September 2017

努力、认真、负责 Hard-Working, Careful and Responsible

入职近一年，负责了公司两个最主要的项目，歌利亚酒店与敏实幼儿园，这两个项目的设计工作量是最大的，但都能很好的完成，并且完成的非常出色。在工作中的状态，设计的水平，跟两个项目的对接上都做的非常通畅与优秀。

During the period of less one year after employment, he took charge of two most important projects of the company Goliah Hotel and Minth Kindergarten. These two projects had the greatest workload but he finished them excellently. His work state, design level and coordination for the two projects were well-organized and excellent.



前期部：裘利峰

Early Stage Department:
Qiu Lifeng

入职时间：2015年11月

Employment Time:
November 2015

热诚、执着、负责 Enthusiastic, Persistent and Responsible

主要负责嘉兴秀洲区、四明山项目的报建工作，裘利峰在业务上能虚心向同事们请教，在公司里积极参加各项活动，在对外工作中积极维护公司利益和形象，发扬“钉子”精神，保质保量完成了各种证照的办理。在工作与生活中助人为乐，如帮助财务部门去银行、税务部门办事，又比如帮助设计部去设计院、审图公司办个事等等，从没怨言。带病坚持工作，因病住院，出院后马上投入到繁忙的工作中去，领导关照他注意休息不要太累，他只是说：好的，马上又投入到工作中去。

He mainly took charge of construction declaration of Xiuzhou District, Jiaxing, and Siming Mountain projects. Qiu Lifeng modestly learnt from the colleagues for business and actively took part in various activities in the company. In the work with the external, he actively protected the company interests and image, executed "nail" spirit, and finished processing the certificates and licenses in the required quality and quantity. He was willing to help others at work and in daily life. He never complained as he helped financial department to deal with the business in the bank and tax departments, and helped Design Department handle the issue in design institute and drawing assessment companies, and so on. He still worked during illness, and even when he was at hospital, he devoted himself into busy work after discharged by the hospital. The leader told him to take rest and not to be too busy, and he just said I would do it, and then started work immediately.

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ZHU
JIAN TANG

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知

KNOWLEDGE AND
ACTION

行



So Good With You on the Way of Growing Up 成长路上，有你真好

原来在华章，In Huazhang

“涡轮”是一种家的文化 / “Turbine” is a culture of home

“涡轮”是一种爱的解读 / “Turbine” is the interpretation of love

“涡轮”更是一场关于每个人的自我成长 / “Turbine” is even growing up for every one ...

2018年10月23日，华章地产第二期涡轮动力营开启了为期4天的神秘旅程。

On October 23, 2018, the second session of turbine power camp of Huazhang Real Estate of four-day mysterious trip started.

自从来到公司，无数次听到身边的人提到“涡轮”，涡轮？什么是涡轮？

每每好奇的问起同事什么是“涡轮”时，却总是得到迷之微笑，以及一句“你去参加就知道了”，于是对“涡轮”充满了好奇。

Since you joined the company, everyone around you mentioned “turbine”. Turbine? What is turbine? When you asked the colleagues what “turbine” was, you just received mysterious smile and their answer “You’ ll know after you attend”. So you became very curious about “turbine”



秦荣华先生讲话
Qin general speech

涡轮行动从2012年开始，是秦总对于团队和人的管理想法的延续，涡轮的意义更是对“纪律”、“信任”、“合作”、“爱”四个主题以另一种方式来诠释与体会。

纪律：为什么要有纪律，没有会怎么样？不以规矩，不能成方圆，家庭首先要有家规，一丝不苟，按规矩来。

信任：其次，家庭成员之间是相互信任的，能够同吃、同住、同睡、同被训练，像一个人一样，心是在一起的。

合作：当遇到困难或挑战的时候，合作很重要，团队合作，1+1>2。

爱：不仅要爱这个家，还要爱他人，做一个有爱的人。一个有爱的人才是有担当有责任感的人。

有具备这样四个特质的家庭，能量肯定是满满的。

Turbine Initiative, launched in 2012, was the extension of executive Qin’ s management ideas about team and person management. The significance of turbine was another form of interpretation and comprehension of the four themes of “discipline”, “trust”, “cooperation” and “love” .

Discipline: Why do we need discipline? What will we become without it? Nothing can be accomplished without norms or standards. Family rules are necessary at home. Things should be done meticulously according to the rules.

Trust: Secondly, the family members trust each other, and can eat, live, sleep and get trained together like one person with one heart.

Cooperation: In case of difficulties or challenges, cooperation is important. With teamwork, 1+1 > 2.

Love: You do not only love the family, but also love others, and be a loving person. A loving person is a reliable and responsible person.

The family with these four features will definitely have plenty of energy.

Wonderful Moments

精彩瞬间



准备工作 / Wonderful Moments

学长提前准备好第二天的活动内容，
备齐物资、彩排演练.....

The senior trainees prepared
the activity contents for the next day,



初次相聚 / First Gathering

怀着对未知事物的好奇，
大家齐聚珍珠之家，踏上这神秘之旅

With the curiosity of the unknown,
We gathered in pearl house
and started the mysterious trip.





学员感悟 / Trainee Perception

学员1：

任何事情，都不能小看别人也不能高估自己，要抱着相互信任的态度去面对一切，秉承着一颗感恩的心，更好的沟通，就会有更多的可能，更多的收获。

学员2：

感恩公司给了我们一个印象深刻的团队活动，在这个过程中，我们有汗水有泪水，但也收获了很多，我的队友们都很优秀，虽然在活动的过程中我们也有分歧和不信任，但经过两天的磨合，已经有了很深的友谊和信任度，感谢队友带给我的感动。

学员3：

团队中没有一个人可以独大，没有团队的配合将会一事无成，要善于利用团队中众人的特长，提高团队的执行力。我也从队友们身上看到了什么是勇敢，什么是坚持，什么是不放弃，什么是信任。

学员4：

我们在失败的挫折中一次次重新出发，不断突破自我，放弃个人主义，服从团队意见，放下消极观念，坚持到底，不抛弃不放弃，不断挑战身体与心理的极限，不断努力。摆脱固有的思维模式，开拓创新，勇于尝试，坚持不懈才能真正取得成功。

Trainee 1：

In anything, do not look down on others or overestimate yourself. Face everything in the attitude of mutual trust, and have gratitude in heart. Better communication will bring more possibilities and more gains.

Trainee 2：

I feel gratified that the company arranged this impressive team activity for us. In this process, we sweat and cry, but gain a lot. My teammates are excellent. Though we have conflicts and mistrust in the activity process, we have deep friendship and high trust level after two-day running-in. I appreciate the touching moments my teammates bring to me.

Trainee 3：

No one can be the only boss in the team. Without cooperation of the whole team, no achievement will be made. The advantages of everyone in the team should be well used to improve team implementation capacity. I also see courage, adherence, never giving up, and trust from my teammates.

Trainee 4：

We start off again and again in the setback of failure, continually make breakthrough for ourselves, give up individualism, obey the team opinion, drop pessimism, always hold on, never give up and throw away, continually challenge physical and psychological limits, and

学员5：

感谢教官的悉心教导，学长的支持与引导，同组学员的鼓励与帮助，感谢公司给予这个机会，让我能够认识到纪律、团队、感恩，爱，让我收获良多。

学员6：

一条自己脚下的路，即使那条路到处布满了荆棘，泥泞，坎坷，也得自己去踩、去踏、去摸索、去进行，我想那样的路才是真正的自我写照。

学员7：

很少有人能说自己绝不会犯错，无论是经验还是教训都是在一次次的尝试中总结出来的。在活动中深刻的体会到集体的力量，团结的力量，大家互帮互助，劲往一处使，会有无限的潜能。

学员8：

每个人的观点不同，对于人生的价值观也会不同，对于企业和社会的贡献价值不同，因此我们应该自己做好自己，这就是对企业和社会及自己最大的贡献。

学员9：

团队就是一个圆，一个家，学会成就他人就是成就自己，通过团队合作的力量才会最强。感谢公司组织涡轮动力营活动，感谢学长们提前对活动所需物资、培训环节、后勤保障做了充分的准备，尽管很累，但很感恩你们的陪伴与付出。

本期涡轮活动已圆满落幕，现在再来回答这个看似简单的问题，“涡轮是什么呢？”也许没有谁能给出完全准确的答案，那是一种无法感同身受，只能亲身经历的体验；那是一种情到深处不禁潸然泪下的情感，相信每个人都会有不一样的收获，所谓一期一会，一生一次，正是如此吧。为了给其他学员以更好的体验感，也是为了遵守保密的承诺，所以具体环节就不泄密咯！

下一期“涡轮”动力营，期待你的加入！

make endless efforts. Only if as we get rid of fixed thinking set, explore and innovate, dare to try, and persist can we succeed.

Trainee 5：

I express my gratitude to the careful teaching of the trainer, the support and guidance of the senior trainees, and the encouragement and assistance of the team members. I need to thank the company for this opportunity that makes me know discipline, team, gratitude and love, and I benefit much from it.

Trainee 6：

There is a road under my feet. Though it is full of thorns, dirt, and obstacles, I have to set foot on it, tread, explore and move forward. I think only this type of road can be the true image of myself.

Trainee 7：

A few persons can say that they never make mistakes. Experience and lessons are summarized from the tries one after another. In the activity, I profoundly realize that the power of team, of unity. When we help and support each other for the same purpose, we have unlimited potential.

Trainee 8：

Everyone has different views and different values for life, and make different contributions to the company and society. So we should just be ourselves. This is the greatest contribution to the company, society and oneself.

Trainee 9：

A team is a circle, and a home. To learn to support others is to support oneself. The team of teamwork is the most powerful. I appreciate the company's turbine power camp activity, the senior's sufficient preparation of necessary materials, training steps, and logistics support for the activity in advance. Though it is tiresome, I appreciate your company and contribution.

This session of turbine activity ended. Let's try to answer the seemingly simple question: "What is turbine?" Maybe no one can give the correct answer. It is the experience you can only have from it directly but not from others' words; it is the feeling that makes you cry when you deeply feel the emotion; we believe that everyone has different gains. It should be just once in a lifetime chance to be cherished, and once in life. To give better experience to other trainees and observe the commitment to confidentiality, specific steps cannot be disclosed here!

We look forward to your joining in the next session of "Turbine" power camp!

“我们要帮助他人找到他内心的那颗珍珠，积极地去爱每一个人，理解每一个人，并能影响别人，从帮助他人中能得到快乐。”

"We want to help others find the pearl in his heart, actively love everyone, understand everyone, and influence others, and feel happy by helping others."

秦荣华先生 / Mr. Qin Ronghua

有爱走遍天下

TRAVEL ALL OVER THE WORLD WITH LOVE

新华爱基金会执行理事长秦荣华先生与妻子魏清莲女士

Mr. Qin Ronghua, executive director of Xinhua Love Foundation, and his wife Ms. Wei Qinglian



新华爱基金会
XHEF

Love is in the needs of others to see their own responsibility.

爱，就是在别人的需要上看到自己的责任



2007年，浙江省新华爱心教育基金会在浙江省嘉兴平湖正式成立，创办人为王建煊先生。2015年搬迁至嘉兴南湖。2016年3月，新华爱基金会获批成为公募基金会，是浙江省第一家由非公募升格为公募的基金会。成立至今，新华爱基金会面向全国开展了“捡回珍珠计划”、“彝族儿童班”、“爱心小学”、“爱心图书室”、“一个孩子一个蛋”、“512汶川地震援助”、“大山里的彝族小学”等资助项目，惠及数百万学生家庭。

浙江省新华爱心教育基金会成立十年来，截至2018年9月，在全国31个省市区194所高中开办了1249个珍珠班，有61000多名贫困高中生受益。

In 2007, Zhejiang Xinhua Love Education Foundation was formally established in Pinghu, Jiaxing, Zhejiang Province. The founder was Mr. Wang Jianwei. In 2015, it moved to Nanhu District, Jiaxing. In March 2016, Xinhua Love Foundation was approved to become a public-raising foundation, which was the first foundation in Zhejiang Province to be promoted from a private foundation to a public-raising foundation. Since its establishment, Xinhua Love Foundation has carried out "Hope for Pearl", "Yi Children's Class", "Love Primary School", "Love Library", "One Child One Egg", "May 12 Wenchuan Earthquake Assistance", "Yi Primary School in the Mountains" and other subsidy projects, benefiting millions of students' families.

Over the past 10 years since its establishment, Zhejiang Xinhua Love Education Foundation has opened 1,249 pearl classes in 194 high schools of 31 provinces by September 2018, benefiting more than 61,000 impoverished junior and senior high school students.

新华爱基金会捡回珍珠计划

新华爱基金会创办人王建煊先生说：有一年我们发现，在大陆，初中考高中的孩子，成绩特别好，不来报到。唉？怎么会有这种事。哦，家里面一贫如洗，不能念。所以我们就觉得这些孩子好像珍珠一样，应该可以闪闪发亮。可是不能念啊，这个珍珠就被丢进了垃圾桶。我们把他捡回来，就叫“捡回珍珠计划。”

为帮助家庭特困、学业特优却面临辍学的双特生——“珍珠生”能完成高中学业进入大学，新华爱基金会自2004年发起“捡回珍珠计划”，每累积7500元，即可提供一名贫困学生三年生活补助，同时合作学校免除其学费和住宿费。



“Hope for Pearl” founded by Xinhua Love Foundation

Mr. Wang Jianwei, founder of Xinhua Love Foundation, said: One year we found that children who achieved a particularly good grade in High school entrance examination in the mainland did not come to school for registration. Alas? How could this be? Oh, the family is too poor to go to school. So we think that these children are like pearls and should be able to shine. But they are incapable to go to school and this pearl is then thrown into the trash can. We took him back and called the project "Hope for Pearl."

In order to help those students who are poor and have excellent academic performance but face dropping out of school -- "pearl students" finish their high school studies and enter universities, Xinhua Love Foundation has launched the "Hope for Pearl" since 2004. For every 7,500 yuan accumulated, it can provide a living subsidy for a poor student for three years, and at the same time, the cooperative school would exempt his tuition fees and accommodation fees.



爱心小学

目前在大陆偏远贫困地区还有较多学校的校舍是危房，孩子们在这样的环境里学习很不安全。为了改变这样的状况，新华爱基金会与当地政府和侨联合作，为贫困地区新建或扩建爱心小学的教学楼。截至2018年2月，已在全国28个省市区偏远地区，共捐建了373所爱心小学，受益学生数十万余人。



Love Primary School

At present, there are many schools in remote and poor areas in mainland China with dilapidated school buildings. It is not safe for children to study in such an environment. In order to change this situation, Xinhua Love Foundation cooperated with the local government and the federation of overseas Chinese to build or expand the teaching buildings of Love Primary School in poor areas. As of February 2018, 373 Love Primary Schools have been donated in remote areas of 28 provinces nationwide, benefiting hundreds of thousands of students.

爱心图书馆

由于偏远地区小学图书颇为匮乏，即使有少量的书，大多也是90年代留下的旧书。有鉴于此，新华爱基金会依照小学六个年级学生之程度，及教师之需要，提供内容丰富的图书（包括课外书、英文书、工具书、奥数书、作文书以及少量小学教师用书），共计3000册左右。以营造学校读书氛围，培养学生良好的阅读习惯，提升孩子们的人文素养。从2009年项目启动，至2018年2月底，已在全国21个省市偏远地区，共完成了166间小学的爱心图书室和35个爱心图书角。

大山里的彝族小学

四川省凉山彝族自治州布拖县，地处高寒高海拔山区，缺乏经济来源，贫困及失依儿童很多。新华爱基金会自2012年起在布拖县启动第一个彝族女童班，资助适龄却无缘接受小学基础教育、或小学未毕业就面临失学的女童。

迄今已经资助15个彝族女童班750多名小学生。为扩大受益群体，辐射更多有需要的学生并支持乡村教师的长远发展，2018年7月起新华爱心教育基金会启动“新华爱心学校：整校帮扶”项目，全方位支持大山里的彝族小学，促进均衡教育发展！

Love Library

Due to the lack of books of primary schools in remote areas, even there are a small number of books, they are mostly old books left in the 1990s. In view of this, Xinhua Love Foundation provides a total of about 3,000 books (including extra-curricular books, English books, reference books, Olympian math books, writing books and a small number of books for primary school teachers), which are rich in content according to the level of primary school students and the needs of teachers.

Yi Primary School in the Mountains

Butuo County, Liangshan Yi Autonomous Prefecture, Sichuan Province, is located in the alpine region and high-altitude mountainous areas, lacking economic resources, and there are many children with poverty and loss of dependence. Since 2012, Xinhua Love Foundation has launched the first Yi girls class in Butuo County to subsidize girls who are of a suitable age but have no access to basic education in primary school or who are in danger of dropping out of school before they graduate from primary school.

So far, more than 750 primary school students in 15 Yi children's classes have been supported. In order to expand the beneficiary groups, radiate more students in need and support the long-term development of rural teachers, Xinhua Love Education Foundation has launched the "Xinhua Love School: whole-school assistance" project since July 2018 to fully support the Yi primary schools in the mountains and promote the balanced development of education!





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参观时间

10:00—17:00
(16:30停止售票入场)
每周二休馆
(Last Entrance 16:30)
Closed on Tuesday

策展人

荻原策展团队
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Real Estate Market Prospect 2019

2019年房地产市场展望



当前我国经济运行稳中有变，外部环境发生深刻变化，经济下行压力有所加大，部分企业经营困难较多，长期积累的风险隐患有所暴露。从国际环境看，世界经济政治形势更加错综复杂，地缘政治风险依然较大，主要发达经济体经济走势存在不确定性，贸易摩擦给未来出口形势带来较大不确定性，可能造成外需对经济的边际拉动作用减弱，还可能冲击投资者情绪，加剧金融市场波动。从国内看，基建投资增速下行，金融机构风险偏好下降，信用增长延续放缓态势，小微企业、民营企业融资难问题较为突出，民间投资活力尚显不足，内生增长动力有待进一步增强，把握好稳增长、调结构和防风险之间的平衡仍面临较多挑战。三季度以来，个税改革、支持民营经济等改革利好政策释放，一些政策效应有待进一步释放。

展望未来，预计2019年我国仍将坚持稳中求进的工作总基调，实施积极的财政政策和稳健的货币政策，坚持新发展理念，推动高质量发展，以供给侧结构性改革为主线，加大改革开放力度，做好稳就业、稳金融、稳外贸、稳外资、稳投资、稳预期工作，确保经济平稳运行。对于房地产市场，在调控效果差异明显、楼市走势出现分化的情况下，既要坚持楼市调控的大方向不动摇，保持政策的连续性和稳定性，又要根据宏观经济和房地产市场主要矛

盾的新变化、新特点，适时适时对部分政策措施进行微调。政策微调的目的是为了保持房地产市场的相对平稳发展，避免市场波动过大，“房住不炒”和“租购并举”的基本基调不会改变，抑制投机、稳定房价的政策初心也不会动摇。例如，在上一轮房地产调控中，为了抑制房价过快上涨，限购、限贷政策不断升级，不可避免对部分改善型购房群体造成影响，后期对此可能会有所调整，保障居民的合理住房消费。

At present, there are changes in China's stable economic operation and profound changes in the external environment and the downward pressure on the economy has increased. Some enterprises have more difficulties in operation and have exposed risks and hidden dangers accumulated over a long period of time. From the perspective of international environment, the world economic and political situation is more complicated, geopolitical risks are still relatively large, and the economic trends of major developed economies are uncertain. Trade conflict brings greater uncertainty to the future export situation, and may weaken the marginal pulling effect of external demand on the economy. It may also impact investor sentiment and exacerbate financial market volatility. Domestically, the growth rate of infrastructure investment and the risk appetite of financial institutions are declining and credit growth continues to slow down. Small and micro enterprises and private enterprises have prominent problems in financing. Private investment is still insufficient, and the endogenous growth momentum needs to be further strengthened. Grasping the balance between stable growth, structural adjustment and risk prevention still faces many challenges. Since the third quarter, favorable reforms such as individual tax reforms and support for the private economy have been released, and some policy effects need to be further released.

Looking forward to the future, it is expected that in 2019, China will continue to adhere to the overall tone of

盾的新变化、新特点，适时适时对部分政策措施进行微调。政策微调的目的是为了保持房地产市场的相对平稳发展，避免市场波动过大，“房住不炒”和“租购并举”的基本基调不会改变，抑制投机、稳定房价的政策初心也不会动摇。例如，在上一轮房地产调控中，为了抑制房价过快上涨，限购、限贷政策不断升级，不可避免对部分改善型购房群体造成影响，后期对此可能会有所调整，保障居民的合理住房消费。

通过对2000年以来房地产历史统计数据进行分析，考虑到国内外宏观经济环境的变化及影响，同时结合未来房地产调控政策的可能走向，未来全国房地产市场预计将会呈现如下走势：



1. 调控：政策环境稳定，更加强调因城施策、理性施策、结构优化

供需两侧共同发力调控后，市场预期已逐步回归理性，调控取得阶段性效果，为2019年房地产市场的稳定运行和政策的稳定性创造了有利的环境。展望2019年，房地产调控面临的宏观经济环境仍然复杂，长效机制尚未完全建立，房地产调控正处于由行政措施为主向综合施策转变的关键期。在房地产市场保持稳定运行的前提下，各项调控政策仍将以稳为主，同时也将更加强调因城施策、理性施策和结构优化。

2. 需求：全国销售规模将高位回落，三四线城市面临较大调整压力

2018年上半年，国内外经济形势不确定性因素诸多变动，市场预期在持续看涨与悲观看空之间循环往复，全国商品房销售面积增速在低位上下波动。五一前后，住建部频繁约谈地方政府，多次重申坚持房地产市场调控目标不

promoting progress while maintaining stability, implement a proactive fiscal policy and a prudent monetary policy, adhere to new development concepts, promote high-quality development, implement reform and open to the world further with supply-side structural reform as the main line, and do a good job in stabilizing employment, stabilizing finance, stabilizing foreign trade, stabilizing foreign investment, stabilizing investment, and stabilizing expectations to ensure a stable economic operation. For the real estate market, in the case of obvious differences in control effects and the differentiation of the property market trend, it is necessary to adhere to the general direction of the regulation of property market to maintain the continuity and stability of the policy, and fine-tune some policies and measures in good time according to the new changes and features of the major contradictions between the macro-economy and the real estate market. The purpose of policy fine-tuning is to maintain the relatively stable development of the real estate market and avoid excessive market fluctuations. The basic tone of "housing residence instead of vicious speculation" and "rent and purchase simultaneously" will not change, nor will the original intention of the policy to curb speculation and stabilize the housing price. For example, in the last round of real estate regulation and control, in order to curb the excessive rise in housing prices, the policy of restricting purchases and loans has been continuously upgraded, which will inevitably affect some of the improved homebuy groups. Later, this may be adjusted to ensure the reasonable housing consumption of residents.

Based on the analysis of the historical statistics of real estate since 2000, considering the changes and influences of domestic and foreign macroeconomic environment and the possible trend of future real estate regulation policies, the future national real estate market is expected to present the following trend:

1. Regulation: The policy environment is stable, and the regulation according to the city, rational regulation, and structural optimization are strengthened.

After the joint efforts of both sides of supply and demand, the market expectation has gradually returned to rationality, and the regulation has achieved phased effects, creating a favorable environment for the stable operation of the real estate market and the stability of policies in 2019. Looking forward to 2019, the macroeconomic environment for real estate regulation is still complicated. The long-term mechanism has not been fully established, and the real estate regulation is in a critical period of transformation from administrative measures to comprehensive policies. Under the premise of maintaining stable operation of the real estate market, various regulatory policies will remain stable, and more emphasis will be placed on regulation according to city, rational regulation and structural

动摇，销售面积增幅逐渐趋稳；2018年7月31日，中共中央政治局会议定调“坚决遏制房价上涨”，成为2018年房地产市场转折的关键节点。随着调控的持续推进，房价稳定预期基本形成，1-11月全国商品房销售面积14.9亿平方米，同比增幅收窄至1.4%，单月同比已连续三个月下降。展望2019年，房地产市场环境将继续严控，同时预计长效机制将稳步推进，进一步稳固房价预期，全国商品房销售规模将高位回落。



3.供应：销售降速叠加资金压力，预计明年新开工和投资增速回落至中地位水平

2018年，因市场预期转向，“加快周转、抢开工、抢回款”成为行业共识。1-11月，商品房新开工面积同比增速高达16.8%，较2017年全年扩大9.8个百分点，绝对规模达18.9亿平方米；得益于新开工规模的高速增长及上半年突出的拿地热情支撑，2018年1-11月开发投资同比增幅较2017年全年扩大2.7个百分点至9.7%，绝对规模已超11万亿元。展望2019年，受商品房销售面积下行调整影响，房企开工积极性将减退，投资也将更加谨慎，两者增速均将回归中地位水平。



optimization.

2. Demand: The national sales scale will fall back from a high level, and third-tier and fourth-tier cities are facing greater adjustment pressure

In the first half of 2018, uncertainty factors of domestic and foreign economy are changing a lot. The market expectation is cycling between continuous bullish and pessimistic bearish, and the growth rate of commercial housing sales in China fluctuates up and down at a low level. Around the May Day, the Ministry of Housing and Urban-rural Development frequently interviewed local governments, repeatedly restated that it is necessary to stand firm to the real estate market regulation targets and sales area growth gradually stabilized. On July 31, 2018, meeting of the Political Bureau of the Central Committee of the CPC decided to "resolutely curb the rise of housing prices", which has become a key turning point for the real estate market in 2018. With the continuous promotion of regulation, the expectation of stable housing price has been basically formed. From January to November, the sales area of commercial housing nationwide reached 1.49 billion square meters, with the year-on-year growth rate narrowing to 1.4%. The year-on-year growth rate of commercial housing has declined for three consecutive months. Looking forward to 2019, the real estate market environment will continue to be strictly controlled. At the same time, it is expected that the long-term mechanism will be steadily advanced to further stabilize housing prices, and the national commercial housing sales scale will fall from a high level.

3. Supply: Sales slowdown superimposed capital pressure, and the new construction and investment growth next year is expected to fall back to the middle level

In 2018, due to market expectations turn, "speed up the turnover, construction, and recovery" has become the industry consensus. From January to November, the new construction area of commercial housing increased by 16.8% year-on-year, 9.8 percentage points higher than the whole of 2017, and the absolute scale reached 1.89 billion square meters. Thanks to the rapid growth of new construction and the outstanding enthusiasm for buying land in the first half of the year, the growth rate of development investment in the first 11 months of 2018 expanded to 9.7% by 2.7 percentage points year-on-year compared with the whole of 2017, and the absolute scale has exceeded RMB 11 trillion. Looking forward to 2019, affected by the downward adjustment of the sales area of commercial housing, the enthusiasm of housing enterprises to start construction will be reduced, and investment will be more cautious, and both growth rates will fall back to the middle level.



4.价格：销售回落继续深化预期转向，全年商品房销售价格稳字当头

土地市场作为商品房市场的重要源头，地价对房价具备直接影响力，从历史走势看，房价变化普遍滞后地价一年左右的时间。2018年，受市场预期逐步转向影响，房企拿地愈发谨慎，地价涨幅快速回落，至11月300城土地成交楼面价同比已连续下跌五个月；而同期百城房价有一定的市场韧性支撑，涨幅回落幅度相对缓和。随着市场下行趋势的延续，现在地价房价涨幅的背离为后续房价的调整带来了空间。预计2019年随着价格稳定的预期进一步巩固，商品房价格稳中有微幅调整。

综合来看，2019年全国房地产市场整体运行承压。需求端，调控政策进一步稳固预期，商品房销售面积将高位回落，但得益于城镇化支撑，全年降幅有限，预计在5.0%~7.0%之间；其中一线销售面积稳中小幅回升的概率较大，二线城市分化显著，行情对冲后整体销售规模或有小幅调整，三四线市场需求支撑基础相对薄弱，销售面积下行压力较大。供应端，一方面，受限于销售规模的下行调整，房企开工积极性将明显减退，同时销售回款降速也将制约房企投资热情；另一方面，近两年形成的高规模土储将对新开工形成有利支撑，保障新开工规模持续增长，同时也会为投资额增长奠定基础。预计2019年新开工、投资均保持中低速增长，新开工的增幅维持在4.6%~6.6%之间，投资增速在3.7%~5.7%左右。价格方面，随着价格稳定预期进一步巩固，商品房价格稳字当头，不排除微幅下跌的可能，但降幅控制在2.5%以内。

(本文主要观点及数据均来源于网络，不构成任何投资参考)

4. Price: The decline in sales continues to deepen the expected turn, and the sales price of commercial housing in the whole year is stable

Since the land market is an important source of commodity housing market, the land price has a direct influence on housing price. From the perspective of historical trend, the change of housing price generally lags behind the land price by about one year. In 2018, affected by the gradual change of market expectation, the real estate enterprises became more cautious when buying land, and the increase of land price dropped rapidly. By November, the land transaction price in the 300 cities had fallen year-on-year for five consecutive months. In the same period, the price of 100 cities has a certain market resilience support, and the decline rate is relatively moderate. With the continuation of the downward trend of the market, the deviation of the price increase of land prices now brings space for the adjustment of subsequent housing prices. It is expected that with the expected further consolidation of price stability, the price of commercial housing will be stable or slightly adjusted in 2019.

On the whole, the overall operation of the national real estate market in 2019 is under pressure. On the demand side, the regulatory policy is further stabilized, and the sales area of commercial housing will fall from a high level. However, thanks to the support of urbanization, the annual decline is limited, and it is expected to be between 5.0% and 7.0%. Among them, the sales area of the first-tier cities has a relatively high probability of rebounding slightly. The second-tier cities have significant differentiation. After the market is hedged, the overall sales scale may be slightly adjusted. The support for the market demand of third-tier and fourth-tier cities is relatively weak, and the downward pressure on the sales area is relatively large. Concerning the supply side, on the one hand, limited by the downward adjustment of the sales scale, housing enterprises' enthusiasm to start construction will be significantly reduced, and at the same time, the reduction of the speed of sales proceeds will also restrict the housing enterprises' enthusiasm for investment. On the other hand, the high scale of soil storage formed in the past two years will provide favorable support for the new construction, guarantee the continuous growth of new construction scale, and lay a foundation for the growth of investment. It is estimated that in 2019, both new construction and investment will maintain medium-low growth, with the growth rate of new construction maintained between 4.6% and 6.6%, and the growth rate of investment around 3.7% to 5.7%. In terms of prices, as the expectation of price stability is further consolidated and the price of commercial housing is stable, the possibility of a slight decline cannot be ruled out, but the decline should be controlled within 2.5%.

(The main ideas and data in this paper are all from the network and do not constitute any investment reference.)

Have a daydream in autumn

在秋天里做一场白日梦

好多人会问超现实是什么，是达利上撇的胡子？是融掉的时钟？是弗洛伊德精神学说？不知道为什么，总觉得超现实主义的一帮艺术家算是史上最幽默的艺术家了，因为他们无穷的想象力和思想的自由度，让人惊叹：我中神巅峰！原来艺术还可以是这样！

艺术于你是否神秘，如果以为然，那么，快放下你的成见和恐惧，艺术，其实没那么神秘。这个10月，在荻原美术馆的蓝天白云里，做了一场幽默无比的白日大梦！

帽子男？对！就是他！

很多人都应该见过他的身影，在很多艺术史书刊封面中，有脸的、没脸的、正面的、背面的、剪影的、只身一人，还是一群像孙悟空的毫毛变成的一大堆帽子男.....通通都是他！

对，他就是马格利特，一个对于设计、插画、海报设计领域都有着深远的影响的人，几乎在艺术界，他就是大家的维纳斯，启发了前前后后千千万万不计其数的艺术家，有很多艺术家公开表示，是马格利特的铁粉！

黑色西装风衣，白衬衣，红领带，高圆顶礼帽，这些都是他的标志性的出场装扮，他的品牌意识是不是很强？在上个世纪初期就建立起自己的一套logo式的形象，让人很容易记住他，难以忘怀。

所以，如果只有一个帽子出现，也轻而易举可以知道这就是他的画，总是带着一顶圆礼帽面无表情，穿着一丝不苟的三件式礼服，不知道的还以为这是他的戏服呢！

除了西装帽子，另一个经常出现在他画中的莫不然就是各种各样的苹果了，也不知道苹果为什么在历史上这么有推动力，圣经中夏娃亚当偷吃的是它；好好长在树上偏偏掉下来启发了牛顿也是它；这些还不够，还要出现在艺术史里.....如今，人手一部iPhone莫非也与他有关？

Many people ask what surrealism is. Is it the beard of Salvado Dali? The Melting Clock? Or the Freud's theory of spirit? I don't know why, but I always feel that the surrealist artists are the most humorous ones in history. They have infinite imagination and freedom of thought. They always make me feel amazed with unexpected forms of art.

Do you think that art is very mysterious? If yes, then let go of your prejudice and fear! Art is actually not so mysterious. This October, I had a humorous daydream under the blue sky and white clouds of the Di Yuan Art Gallery.

Hat man? Yes, it is him!

Many people should have seen him, with or without face, his front or back view, his sketch, alone or a lot of hat men like the hairs of Sun Wukong, in the covers of many books and journals on art history. These are all him!

Yes, he is Magritte, a person who has a profound influence in the fields of design, illustration, and poster design. He is the Venus of everyone in the field of art, inspiring thousands of artists before and after. Many artists have publicly stated that they are Magritte's iron fans.

Black suit trench coat, white shirt, red tie, bowler hat, these are his iconic appearance! Is he with strong brand awareness? In the early part of the last century, he established his own logo-style image, making it easy to remember him and hard to forget him. It is also easy to know that paintings with only one hat are his. He is always with a bowler hat and expressionless. He always wears a meticulous three-piece formal dress, which might be misunderstood as his costume.

Apart from suits and hats, another thing that often appears in his paintings is various apples. Who can tell me why Apple is so important to the development of the history? In the Bible, Eve and Adam ate the apple. It is apple that fell from the tree and enlightened Newton. These are not enough. Apple also appeared in the history of art... Is the iPhone that every people have today related to him?

像孩子一样看世界

很多时候我们的生活都太正经了，有时候需要脑洞大开些，再打开些，超现实主义大师马格利特的作品与故事，刺激一把.....多戳几个脑洞，让你像个孩子一样看世界，反思常规。

这幅最出名的《这不是一只烟斗》，大学时见过有一整本书是说它的。你看见的是画，不是真烟斗，你觉得是烟斗，是因为别人跟你说它是烟斗，数千年前的原始人不认为它是烟斗，猫也不认为它是烟斗。

那些喜欢看天空的小伙伴，眼睛里是这样吗？可当你正视他们眼睛，你也只能看见自己的投影，你如果见到画里的眼睛，它就变成“错误的镜子”了。



《人类之子 / Son of Man》

你是不是很想见到苹果后面的表情？“人们所看到的事物都另有隐藏，我们也都极力想要看透那个秘密。其实，那是不可能的，因为人们太会隐藏自己的秘密。”马格利特说。

See the world like a child

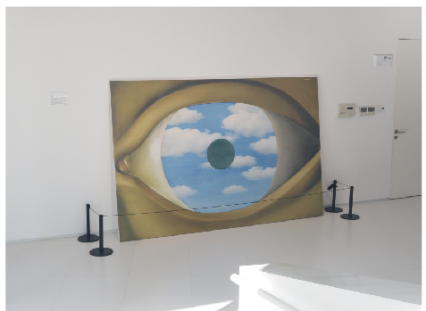
Most often, we are living too seriously. Sometimes, we need to free our imagination, make our mind more open. The works and stories of surrealist master Magritte can help stimulate our imagination and make us see the world like a child and reflect on our routine life.



《这不是一只烟斗 / This is not a pipe》

This is not a pipe.

This is his most famous painting. "Ceci n'est pas une pipe" ("This Is Not a Pipe"). I read a whole book describing this painting when I was at college. What you see is a painting, not a real pipe. You think it is a pipe because other people tell you that it is a pipe. Thousands of years ago, the primitive man would not regard it as a pipe and cat neither.



《错误的镜子 / The Wrong Mirror》

The Wrong Mirror

Those who like to watch the sky, is this the case in their eyes? But when you look into their eyes, you can only see your own projections. If you see the eyes in the painting, it becomes a "wrong mirror".



《恋人II / lovers II》

这接吻的恋人，隔着布怎么感受到情人的嘴唇？会缺氧吗？布在脸上绷那么紧，他们是太想接触到对方了吧……



《戈尔康达 / Golconda》

连“下雨”这个概念也可以被颠覆和重新推敲，英语里有一句俗语形容瓢泼大雨“it's raining cats and dogs”，那么，如果漫天落下西装革履、戴着圆顶硬礼帽的男人，是不是也算下雨呢？

除了人，马格利特还喜欢画风景，尤其是石头，因为石头不会思考，他觉得这样画能避免被过度拟人化。常有人问马格利特：“你画的这是什么意思？”他说，他也在问自己，他觉得画面没隐藏什么，画也就是一个谜，谜自己也没什么含义啊。

这位神秘的画家马格利特，似乎至今你还没看见他的照片，但是你已经见过他了——像雨滴一样在空中漂浮的男性，穿着的是他日常出门的衣服，以及那顶最喜欢的圆顶硬礼帽，被苹果挡住的男人、被白鸽挡住的男人，都是他的自画像。

Son of Man

Do you really want to see the expression behind the apple? “Things people see are otherwise hidden. We all want to see through that secret. In fact, that is impossible, because people are good at hiding their secrets.” Magritte said.

lovers II

This kissing lovers, how can they feel the lips of the other through the cloth? Will they be deficient in oxygen? The cloth is so tight on their face. They might want to touch each other too much...

Golconda

Even the concept of “raining” can be overthrown and re-evaluated. There is a saying in English that says “It's raining cats and dogs” for describing heavy rain. Then is raining men in suits and bowler hats also raining?

Apart from people, Magritte also likes to paint landscapes, especially stones. Stones do not have thinking, and Magritte thinks that such paintings will not be overly anthropomorphized. People often ask Magritte, “What do you mean by this painting?” He said, he is also asking himself. He thinks that there is nothing hidden in the painting and the painting itself is a mystery and the mystery itself has no meaning.

It seems that you have not seen the photos of this mysterious painter Magritte so far, but you actually have already seen him - a man floating in the air like a raindrop, in his everyday clothes and the favorite bowler hat. The man behind the apple, the man behind the pigeon, these are his self-portraits.

The female model that often appears in his paintings is his wife, Giorgio Magritte. They are childhood sweethearts and get married at the age of 24. They photograph each other in a small apartment and make experimental short films. Compared with the bizarre paintings of Magritte, his daily life can be said to be placid. Most of the women seen in his paintings are based on Giorgio.

Probably, it is because of his smooth life that he can show the greatest degree of strangeness in his paintings. These calm paintings show unintentionally a feeling of uneasiness and eternal jokes.

If you have a dream, do it in the daytime

In a sense, life is determined by our choices. I want to pick roses but I am afraid of thorns. I want to build a building but I am afraid that it will collapse. In fact, the

而他画中常出现的女模特则是自己的妻子乔吉特。马格利特，两个人青梅竹马，24岁就结了婚，在小公寓里互相给对方拍照，做实验短片。比起马格利特那些诡谲的画面，他的日常生活可以说是波澜不惊，在画作中见到的大部分的女性，都是以乔吉特为模板。

大概是平稳的生活，才能让他画面上呈现最大程度的奇诡，平静的画面外流露出的那一丝不安的感觉，以及永恒的玩笑。

有梦，就白天做吧

从某种意义上说，生活是由我们的选择决定的。想摘玫瑰却怕刺，想造大楼却怕倒。其实那朵名叫梦想的玫瑰上的刺，根本没你想的那么大，还自带造型的说，脑洞太大会把自己吓到；还有那幢名叫梦想的大楼也没那么容易倒，只要有成就梦想的心，一根羽毛的重量就能撑起！

释放出体内的洪荒之力，胸怀蓝天白云，梦想星辰大海，不要只在夜深人静时做诗与远方的梦，有梦，就白天做吧。

还有，记得下一次见到美人鱼、风景画、圆顶硬礼帽和烟斗的时候，如果你会沉下心来思考它们真正的意义，那么，也许马格利特的玩笑就成功了。

thorn on the rose named Dream is not as big as you think. It also says that you are scared by your imagination. And the building named Dream is not that easy to collapse. As long as you are determined to fulfill you dream, you can put it up even only with the weight of a feather!

Unleash your inner prehistorical powers. Embrace the blue sky and white clouds. Dream stars and seas. Don't just have make poetry and distant dreams in the dead of night. If you have a dream, do it in the daytime.

And, remember, when you see mermaids, landscape paintings, bowler hats and pipes next time, if you starts to calm down to think of their true meaning. Then maybe, Magritte's jokes are successful.

See the rise of cultural and creative industries in Hangzhou from the Hangzhou Cultural & Creative Industry Exposition

从文博会看杭州文创产业的崛起

9月21日，与企划部同事用了5个小时徜徉在2018第12届杭州文博会中，细细品味诸多的文创产品，足够尽兴也收益良多。

今年杭州文博会主题为“融—创意城市·美好生活”，设有白马湖国际会展中心主会场和中国网络作家村、杭州创意设计中心和桐庐分水笔业国际博览中心若干分会场。白马湖国际会展中心主会场开设了国家主题展区、创意生活展区、文化科技展区等八大专题展区，策展面积达7万平方米。



走进展馆，首先看到的是杭州主题馆。它以“家的变迁”为轴线，着重呈现改革开放40年来杭州市民文化生活变迁。从28大杠自行车到共享公共自行车，从12英寸西湖牌黑白电视机到华数智能化家居，人们边走边看，仿佛开启了穿越时空之旅。70年代的“收录两用机”、“脚踏车”、“解放鞋”，80年代的“冰箱”、“电扇”、“闹钟”，90年代的“游戏机”、“磁带盒”、“教科书”，00年代的“586”、“周杰伦”，可谓历历在目。

On September 21, I, together with my colleagues in the Planning Department, spent 5 hours in the 12th (2018) Hangzhou Cultural & Creative Industry Expo, in tasting many cultural and creative products, which is thoroughly enjoying and also meaningful.

This year, the Hangzhou Cultural & Creative Industry Expo is themed “Integrating – Creative City • Beautiful Life”, with one main venue at Hangzhou White Horse Lake International Convention and Exhibition Center and several branch venues at China Online Writer Village, Hangzhou Creative Design Center and Tonglu Water Separation Pen Industry International Expo Center. And at the main venue at Hangzhou White Horse Lake International Convention and Exhibition Center, there are eight major pavilions, including the National Theme Pavilion, Creative Life Pavilion and Cultural Science and Technology Pavilion, with the curation area reaching 70,000 square meters.

Stepping into the pavilion, the first thing I saw was the Hangzhou Theme Pavilion. Taking “Changes of Home” as the axis, it focuses on the changes in the cultural life of Hangzhou citizens in the past 40 years after the reform and opening up. From 28-bar bicycle to shared bicycles, from 12-inch West Lake black-and-white TV to Wasu smart home, people walk and watch as if they were on a trip through time and space. “Radio recorders”, “bicycles” and “liberation shoes” in the 1970s, “refrigerators”, “fans” and “alarm clocks” in the 1980s, “game machines”, “tape boxes” and “textbooks” in the 1990s as well as “586” and “Jay Chou” in the 2000s are still vivid in my mind.

This year’s Cultural & Creative Industry Expo firstly launched the “National Theme Pavilion”, and UK



本届文博会首次推出“国家主题展区”，英国以国家文化主题馆主办方的身份参加。在该展区，“皇室御用徽章”的手工梳、英国女王同款袜子、凯特王妃同款Fulton 鸟笼伞等英国王室网红单品惊艳亮相。现场还有不少英国美食、美酒，不少观众边走边品尝，足不出户游遍英国。

国内板块故宫博物院、国家博物馆、恭王府和浙江博物馆的传统和创意产品十分丰富，大家在家门口就能欣赏到国内一流的顶级文化创意创业产品。如颇具历史感的故宫文创产品宋朝国宝、壁画。

展会期间，还首次举办“新文化·新消费·美好生活”文化创意产业大数据发布会，发布文创产业各垂直领域的互联网大数据透析、新文化消费场景现象及指数；首次举办“杭州国际创意生活周”、开启“Local·文创读城”全民体验行走计划；开启“互联网+新零售”融合模式、线上线下联动办展，深入促进文化新消费等。

自2007年以来，杭州文博会已经成功举办了12届。作为杭城的老牌艺术文化展览，在当下依旧以充满创新力量的面貌，保持着旺盛的发展潜能。本次成果数据吸引了人们的目光：现场成交及意向成交金额（含项目融资）达159.5亿元，比2017年翻两番，实现了跨越式的增长。

在一年年不断迅猛刷新的历史成交数据背后，杭州文博会如何实现“吸金”又“圈粉”？杭州文创连年发展的“加速度”又是怎样炼成的？

participated in the exhibition as the organizer of the National Culture Theme Pavilion. In this pavilion, handmade comb with “imperial badge for royal family”, same socks as those of the Queen of England, and the same Fulton birdcage umbrella as that of Princess Kate and other single items with online sensation from the British Royal family made stunning appearance. UK also brought a lot of delicacies and wines. Visitors can watch and taste at the same time, travelling all over UK without actually going there.

As for domestic part, there were rich traditional and creative products from the Palace Museum, National Museum of China, Prince Kung’s Mansion and Zhejiang Provincial Museum. Visitors can enjoy Chinese top-level cultural and creative products at home, such as the historical cultural and creative products from the Palace Museum - national treasure and murals of Song Dynasty.

During the exhibition, Hangzhou also firstly held a cultural and creative industry big data conference themed “New Culture • New Consumption • Beautiful Life”, releasing dialysis of the Internet big data, new cultural consumption scene phenomena and indexes in various vertical fields of the cultural and creative industries. Hangzhou also firstly held the “Hangzhou International Creative Life Week” and launched a “Local • Cultural and Creative Reading City” experience walking program for all. Besides, Hangzhou also launched the “Internet + new retail” integration model and online and offline joint exhibition to further promote cultural new consumption.

潜力 IP 纷纷涌现 优质文创项目带动资本刷新成交量

优质 IP 和富有潜力的文创项目是文创发展的根基。每年的文博会，成为从杭州诞生的优质 IP 和文创项目找寻资本、渠道和受众等资源的重要平台，成交金额实现持续增长背后的推动力，是一股来自“杭州创造”的新力量。从出自杭州网络作家流潋紫之手的当红“清宫剧王”《如懿传》，到全国首个诞生在杭州的虚拟偶像邓丽君演唱会……越来越多在当下备受市场青睐的文创 IP 和项目带着“杭州创造”的标签，闪耀在文创产业的舞台之上。



百亿资金支持发展 政策护航提升杭州文创投资竞争力

在“文化+金融”扶持政策上，杭州一直是敢于第一个“吃螃蟹”的人。自2013年，杭州成立全国首个文创领域专营机构杭州银行文创支行，为中小微企业量身定制金融产品。为解决文创企业普遍存在的融资难、融资贵的问题，杭州银行文创支行，杭州联合银行、北京银行杭州分行等金融机构先后成立文创金融专门机构服务文创企业资金需求。从金融角度来看，目前杭州在文化金融方面给予的政策已经足以让现在的创业者感到兴奋，无论是政府服务还是资金的支持，都已经形成了成熟的支撑体系。

引领文创风潮 杭州正在迈向“国际文化创意中心”

2018杭州文博会作为杭州由“全国文化创意中心”向“国际文化创意中心”迈进的开端，今年的展会共计有2100多家文创企业和机构参展，参展国家比去年增长了64%。不少参展商表示，国际化的展品和专业化的展陈让市民实现了一场“文化消费升级”，本届文博会也让他们感受到了市民对于文化消费的不断高涨的热情。

Hangzhou Cultural and Creative Industry Expo has been successfully held for 12 sessions since 2007. Although it is an old art and culture exhibition in Hangzhou, it is still full of innovative power and maintains strong development potential. This year's exhibition is with attractive achievements. The on-site transaction and intentional transaction amount (including project financing) reached 15.95 billion yuan, quadrupling that in 2017, and achieving a leapfrog growth.

Behind the historical transaction amount that has been constantly refreshed year after year, how can Hangzhou Cultural and Creative Industry Expo achieve the transaction amount and attract people at the same time? How can Hangzhou achieve successive “acceleration” in development of its cultural and creative industries?

Popping up of potential IP, high-quality cultural and creative projects bringing capital and refreshing transaction amount

High-quality IP and promising cultural projects are the foundation of cultural and creative development. The annual Cultural and Creative Industry Expo become an important platform for high-quality IP and cultural and creative projects in Hangzhou to find resources such as capital, channel and target audience. The new force “Hangzhou Creation” is the impetus behind continuous growth of the transaction amount. From the popular Ruyi's Loyal Love in the Palace, “drama king describing the palace of Qing Dynasty”, written by Liu Yanzi (Wu Xuelan), a network writer from Hangzhou, to the first vocal concert by virtual singer Deng Lijun in Hangzhou...more and more market-welcomed cultural and creative IP and projects labelled “Hangzhou Creation” are shining on the stage of the cultural industries.

Supporting development with ten billion, enhancing investment competitiveness of cultural and creative industry in Hangzhou with policy escort

In the support policy for “culture + finance”, Hangzhou has always been the pioneer. Since 2013, Hangzhou established the first special organization for the cultural and creative field – Bank of Hangzhou, Cultural and Creative Branch, a customized financial product for small and medium-sized cultural and creative enterprises. To solve problems of difficult and expensive financing commonly existed in cultural and creative enterprises, Bank of Hangzhou, Cultural and Creative Branch, Hangzhou United Bank, Bank of Beijing, Hangzhou Branch and other financial institutions have set up special financial organizations for cultural and creative financing to serve financial demands for cultural and creative enterprises. From the financial point of view, the current policy of cultural financing in Hangzhou is enough to excite

文博会带动的文化消费升级和城市艺术文化氛围提升，让文化创意在杭州成为了一种潮流，也成为杭州实现文创产业发展“加速跑”的助推器。在杭州迈向“国际文化创意中心”的进程中，这场见证和伴随着杭州走过十多年的文创博览会必将迸发出更多创意创新的光彩。

综上所述，杭州文创的崛起绝不是小概率的偶然事件，是长期以来政府和企业鼎力同心坚持努力的结果、是民众与市场必然做出的选择。杭州有历史、有资源，可以说先天禀赋优越，但更重要的是，杭州有创新、有探索，并没有躺在先人的遗产之上碌碌无为，而是积极开拓、开放思维、勇于创新，在战略定位、产业方向、政策制定、金融扶持等方面不断与时俱进地开拓创新，全方位地为文创产业的发展打基础、做支撑。杭州的商业环境、市场环境、经营环境，均确保了杭州文创的全面落地开花，影视、游戏、互联网、艺术品等等文创各业一路高歌猛进。相信在其持续不断的努力之下，杭州在全国乃至全球的文创影响力都将继续刷新纪录、再创新高。



today's entrepreneurs. Hangzhou has formed mature support systems in both government services and financial support.

Leading cultural and creative trend, Hangzhou is stepping towards an “international cultural and creative center”

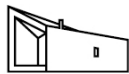
2018 Hangzhou Cultural and Creative Industry Expo marks the beginning for Hangzhou to march from a “national cultural and creative center” to an “international cultural and creative center”. The exhibition of this year welcomed more than 2,100 cultural and creative enterprises and organizations and participating countries increased by 64% year-on-year. Many exhibitors said that the international exhibits and professional displaying enabled the public to achieve an “upgrade in cultural consumption”, and this Cultural and Creative Industry Expo also conveyed people's increasing enthusiasm for cultural consumption to them.

The upgrade in cultural consumption and promotion in urban art and cultural atmosphere brought by the Cultural and Creative Industry Expo make cultural creation a trend in Hangzhou and also boost the accelerated development of cultural and creative industries in Hangzhou. In the process of marching towards the “International Cultural and Creative Center” in Hangzhou, the Cultural and Creative Industry Expo, which witnessed and accompanied the development of Hangzhou for more than a decade, will surely burst out more creations and innovations.

In summary, the rise of cultural and creative industries in Hangzhou is not an accidental event with a small probability but the result of the joint efforts of the government and enterprises in the long term as well as the inevitable choice of the people and the market. Hangzhou is boasted with innate superiority in history and resources. But more importantly, Hangzhou has been creative and exploring. Instead of doing nothing but lying on the legacy of its ancestors, Hangzhou has been actively developing and opening up thinking, and daring in innovation. It has been keeping up with the times and innovative in strategic positioning, industrial direction, policy development, and financial support, laying a foundation and support for the all-dimensional development of the cultural and creative industry in Hangzhou. The commercial environment, market environment and operation environment in Hangzhou all guaranteed the full bloom of the cultural and creative industry in Hangzhou. Various cultural and creative industries including film and television, games, internet, art and so on have been advancing triumphantly. It is believed that, with its continuous efforts, Hangzhou will continue to refresh and make breakthrough in its influence in cultural and creative industries in China and even in the world.

匠心永恒，不负光阴

PERPETUAL INGENUITY, TIME-HONORED



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