



湖上升明月

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Exposition Park of Chinese Ancient Houses

博览园

古民居



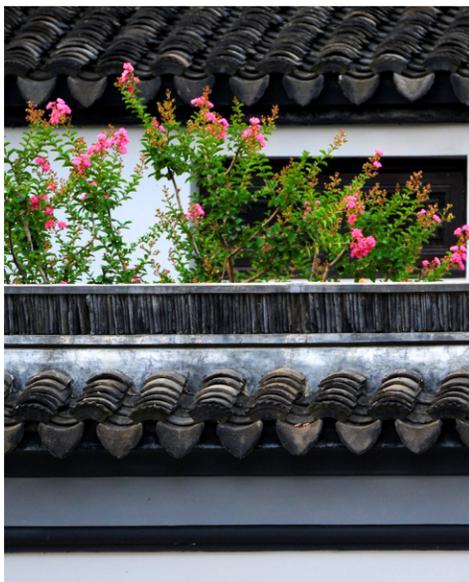
中国·安徽·蚌埠  
Bengbu Anhui, China



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## ABOUT THE EXPOSITION PARK OF CHINESE ANCIENT HOUSES

"The Exposition Park of Chinese Ancient Houses", which is featured as an environmental-friendly cultural industry quarter composed of 450 ancient Chinese folk houses rescued by Mr. Ma Guoxiang. The quarter is also renowned for its diverse functions as the representation and exchange of arts in ancient Chinese folk houses, the development of cultural products, the aggregation of culturally-creative enterprises, and the characteristic tourism zone.





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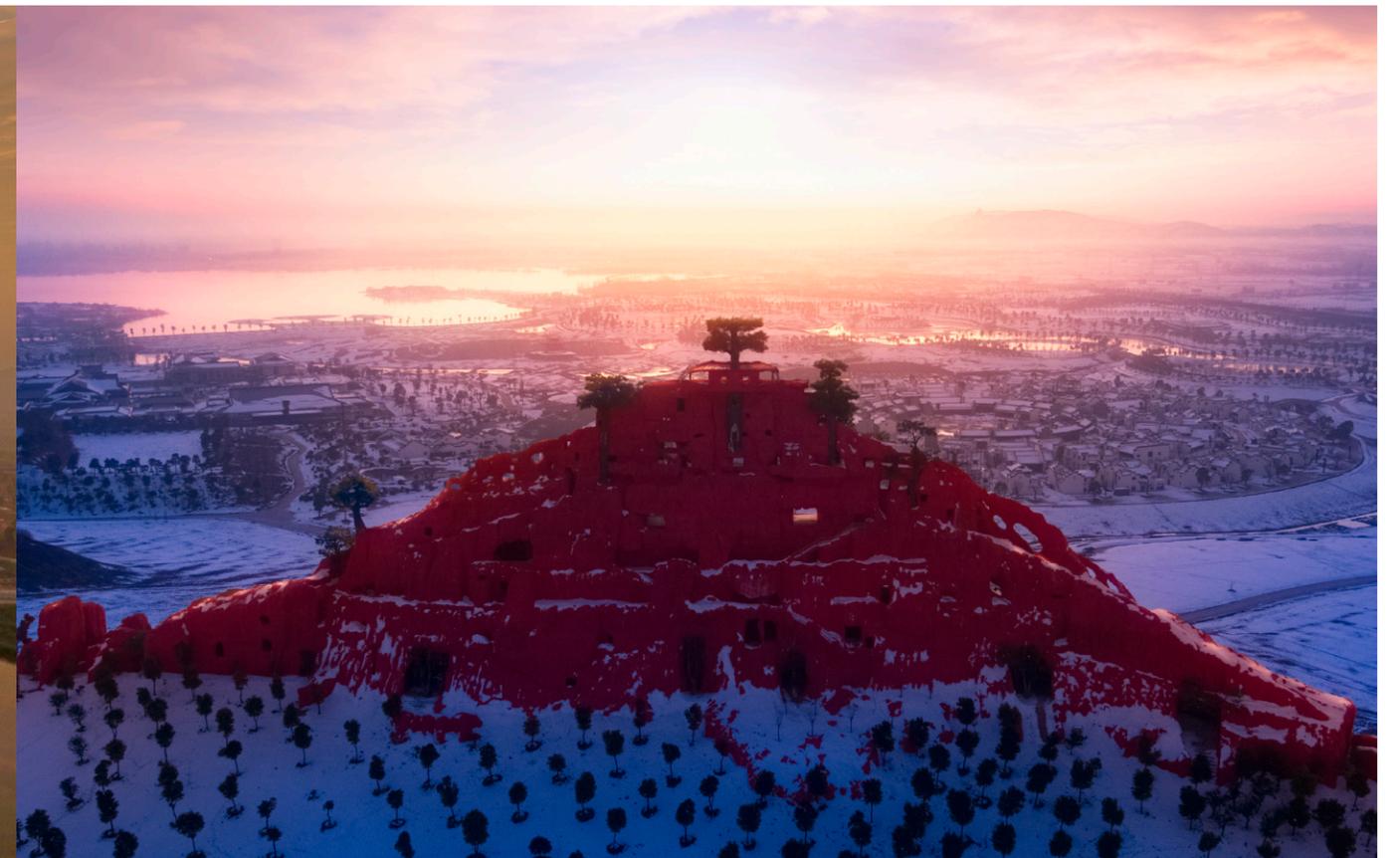
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The Exposition Park is the first outdoor museum in China, and also the largest in the world. The Ancient Dwelling Exposition Park in Bengbu, Anhui, mainly focuses on the preservation and inheritance of Chinese ancient architectural culture, as well as the diffusion and protection of ancient architectural culture of the world. The exposition park occupies an area of 3.4 square kilometers, which is located in Bengbu, Anhui Province of China. The Exposition Park is constructed with a total investment of over 10 billion RMB from Shanghai Xiangjiang Industrial Co., Ltd.. The construction officially started in November, 2012, with the purpose of preserving ancient trees and ancient architectural culture, as well as showcasing an exposition park representing the world culture. So far, 300 ancient architectures have been reconstructed, and many celebrities and well-known institutions have already settled in the Exposition Park. The construction of Jackie Chan's Dragon Cultural Center and the Forbidden City Academy of the Palace Museum has been completed. The five-star hotel within the Park is capable of receiving visitors on a regular base.



MANSIONS  
&  
PAVILIONS



300 Ancient Mansions on the Park Main Island



Forbidden City Gallery





Ancient Theatre



Jackie Chan Environmental Art Exhibition Hall

RESTORATION & COLLECTIONS



Ancient Buildings Collected from 8 Provinces in China



Wood Carve Patterns



ACTIVITIES

G-EXPO World Football Summit

The first G-EXPO World Football Summit was grandly open in Bengbu Exposition Park. Football player David Beckham, Del Piero, Ruud Gullit, Carlo Ancelotti, Billy Costacurta and some football coach had attended this summit.

After the G-EXPO Summit, David Beckham also become the Cultural Exchange Ambassador of Chinese Ancient architecture, with the mission of broadcasting the Chinese Culture to the world. A World Football Museum will be established inside Bengbu Exposition Park, and David Beckham will exhibit his personal collections here, and have more interactions with Chinese fans at this World Football Museum.



Opening of Jackie Chan Environmental Art Exhibition Hall

Jackie Chan Environmental Art Exhibition Hall recycles the film equipments, old items which has been used in his movies. Then reuse and recreate them through the presence of text, images, video, interactive scenario settings, and so on.

Jackie Chan also donated most of his ancient art pieces to the Bengbu Exposition park, which will be exhibited on Jackie Chan Island. The Jackie Chan island is consisted of Jackie Chan Film Studio, Jackie Chan Environmental Art Exhibition Hall and Jackie Chan Charity Hall.





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**BENGBU, ANHUI PROVINCE**  
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Bengbu, located at the north-south demarcation line in China, the fringe area between Huang-Huai-Hai Plain and Jianghuai hilly region, in north Anhui and middle reach of Huaihe River. After Jinpu Railway brought into service in 1912, Bengbu has become the goods distribution center and traffic hub both in waterway and landway.

The Shuangdun culture for 7300 years is the significant symbol of Huaihe River civilization matching those of Yangtze River and Yellow River. As early as 4000 years ago, Da Yu, the hero of water-control from Xia tribe once convened a meeting for the leuds and started the flood combat campaign by splitting the mountain to guide floodwater into Huaihe River in the west suburb of Bengbu, leaving the moving legend as “refusing to see his families for three time when pass by his home due to the urgent flood matters”. 2,200 years ago, a tragedy of sadness, reverberations in the time and space of history. Known as the “The Ballet of the East”, one of the most representative folk dances of the Han nationality, the Flower Drum Lamp Art inherits from generation to generation...

Located on the dividing line between the north and the south of China, running through by the Huaihe River, Bengbu has a total area of 5,950.72 square kilometers, with a total population of 3.7955 million. The territory is connected by mountains and waters and four seasons are distinct.

Bengbu owns a complete industrial system of machinery, chemicals, medicine, electronics, building materials and other industries. There are numerous scientific research institutes and colleges and universities. Linked by Beijing-Shanghai Express Railway and newly established harbors, the transportation is very convenient. Well-established industries, booming agriculture, prosperous trade flows, and booming export-oriented economies constitute the comprehensive economic framework for this young city.

After many years development, Bengbu has been nominated as the state National Double-support Model City, the trial city in central area with the support policy reference against that in northeastern old industrial base, state export orientation innovative base of trade enhancement with technology, the comprehensive assorted reform trial zone of He-Wu-Beng independent innovation, one of the first civilized city of Anhui. Today it is a significant traffic hub in east China, an important manufacture base in Anhui and a central city in north Anhui.



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**ESTABLISHING INTERNATIONAL  
 CULTURAL ISLAND**  
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The international Cultural Island within the Exposition Park creates a sharing platform for the international cooperation and exchange on culture, tourism and economy, which also make the daily 30,000 tourists experience the culture, tourism and convenient purchase of high-quality goods.

“International Cultural Island” will be built here with a joint effort by LOOKWE, and Shanghai Xiangjiang Group. We would cooperate with countries with distinct cultures and geographic features.

On the “International Cultural Island”, ancient buildings (such as old houses, farming cottages, shops, mills and towers) from different countries, the living environment, cultural and art works will be displayed to create an exotic atmosphere of exquisite cultures, art and history to visitors.

All buildings must be arranged in a way they ought to be. The settings and the interior display must be the same as it should be. Performers in costumes work and live in that surroundings, provide a simulative experience. Products as a good carrier of culture and art will be sold on the spot. In addition, there might be outdoor theatre, café. Performance, art exhibition, concert and ball meeting might also be available on big days.



For Chinese tourists to have a better understanding of your culture and tradition, we suggest the culture presentation inside your pavilion could be:

1. National Costumes
2. Quality Products
3. Handicrafts
4. Exhibition of Cultural Relics and Artworks
5. Cultural Activities and Performances
6. Tourism Campaign
7. Delicacies

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SHANGHAI XIANGJIANG  
 INDUSTRIES LIMITED CORPORATION

Shanghai Xiangjiang Industries Limited Corporation was founded in 1994. Its investment covers a wide range of industries such as landscape architecture, cultural development and tourism, real estate development, high technology innovation, training and education, film-making and production. It successfully developed high-grade hotels, commercial areas and housing constructions in Shanghai, covering a total area as large as more than 2.6 million m<sup>2</sup>.

Ma Guoxiang, the chairperson, is now the member of the National Committee of the Chinese People's Consultative Conference (CPPCC), the member of Committee of Education, Science, Culture, Health and Sports in CPPCC, the member of the standing committee of the China Democratic National Construction Association and the vice president of the Chinese Vocational Educational Institute.

In the past two decades, Mr. Ma is honored as "the first person to rescue Chinese ancient folk houses" for he has helped rescue about 1000 ancient Chinese folk houses in different styles from provinces as Jiangxi, Zhejiang, Anhui, Fujian, Shanxi, Hunan, Henan, Shaanxi. At the same time, he has helped rescue precious stones, ancient furniture and more than 300 thousand old trees.

As the vice president of the Chinese Vocational Educational Institute, Mr. Ma Guoxiang has been always supporting the development of vocational education in China. He was also awarded the "Huang Yanpei Outstanding Accomplishment Prize" for his great contribution to vocational education development in China.

In 2008, he donated the Beijing Olympic forest park tree garden, it was one of the biggest donation during Beijing Olympic. In 2016 he donated 100 million for the Taichi Cultural Scenic Area in Chen Jiagou, Henan. The original cultural relics of "Yang lu zen boxing project", "chenjiagou donggou project" are protected, restored, rebuilt and so on. In 2017, he donated two 300 years myrtle tree to the Palace Museum. In 2018, he financing the international exposition park, to build a sharing platform for the international cooperation and exchange on culture, tourism and economy.



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**LOOKWE**  
WE DELIVER THE WORLD TO YOU

For more information, please contact at 0086-51668479 or [embassy@lookwe.com](mailto:embassy@lookwe.com)