

HAPPY CHINESE NEW YEAR
欢乐春节

序
Prelude

2018年起，由中华文化联谊会指导、中国对外文化集团承办、海外中国文化中心协办，连续五年举办的原创性“中国十二生肖文创展”，至今已在马耳他、马德里、首尔、特拉维夫和仰光等海外中国文化中心引起热烈回响，不仅展示两岸艺术交流、创意激荡的成果，也让驻在国民众体验到两岸文化创新成果、深度认识中国传统文化的精髓意涵。

Since 2018, the Chinese Zodiac Design Exhibition which has been held for five consecutive years under the guidance of the China Friendship Association of Cultural Circles, hosted by China Arts and Entertainment Group (CAEG) and co-organized by overseas China Cultural Centers, has been responded enthusiastically in overseas China Cultural Centers such as Malta, Madrid, Seoul, Tel Aviv and Yangon. It not only shows the achievements of cross-strait artistic and creative exchanges, but also allows people in the hosting countries to experience the fruitful results of cross-strait cultural innovation and deeply understand the essence of China’s traditional culture.

活动结合中国非遗文化、民族文化和特色文化旅游等丰富元素，搭配线下体验活动设计的策展策略，持续赋予中国十二生肖文创展多元生动的风貌，展现中国文化和特色旅游的魅力，促进文化产业和旅游产业对外合作和国际市场推广，达到讲好中国故事、展示“美丽中国”的目标。

Integrating the rich elements of China’s intangible cultural heritage, national culture and unique cultural tourism, with the curatorial strategy of offline experience activities, the event will continue to endow China’s Zodiac Design Exhibition with diverse and vivid features, showcase the charm of China’s culture and characteristic tourism, promote international cooperation and marketing of cultural and tourism industry, and achieve the goal of telling China’s story well and displaying the beauty of China.

“2023双兔报喜—中国十二生肖文创展”展览主轴围绕着当年度生肖动物与中国春节文化。2023年为癸卯年，生肖为兔，因此又被称为“卯兔之年”，自古以来兔子一直做为祥瑞动物而被人们崇拜。

The 2023 Happy New Year of the Rabbit: China Zodiac Design Exhibition revolves around the Zodiac Animals of the year and the Spring Festival culture of China. The year 2023 is the year of Guimao, and the zodiac sign is rabbit, so it is also called the year of Mao Rabbit. Since ancient times, rabbits have been worshiped as auspicious animals.

本展览由两岸策展人携手合作，以十二生肖渊源典故、演变历程、生肖兔相关特色旅游为基底，展览中将引导观众领会中国十二生肖文化，共同将无形的中华文化转化为有形的实体演绎，延续“继承传统、推陈出新”思路，把中国最深厚的文化软实力，面向世界展现，在不同文化的交流激荡中，进一步展现两岸在文化发展上交流互鉴、携手共进、闪耀国际舞台的最新成果。

This exhibition is jointly organized by curators from both sides of the Taiwan Straits, based on the origin, story and evolution of the zodiac, as well as rabbit-related tourism. The exhibition will lead the audience to understand the culture of the Chinese zodiac, transform the invisible Chinese culture into a tangible entity, continue the concept of “inheriting tradition and bringing forth the new”, showcase China’s profound cultural soft power to the world, and further demonstrate the newest achievements of cross-strait exchanges, mutual learning, and progress in cultural development on the global stage.



主办：中华文化联谊会

Host: China Friendship Association of Cultural Circles

承办：中国对外文化集团

Organizers：China Arts and Entertainment Group Ltd. (CAEG)

安曼中国文化中心、吉隆坡中国文化中心、开罗中国文化中心、马耳他中国文化中心、马德里中国文化中心、新加坡中国文化中心、悉尼中国文化中心、特拉维夫中国文化中心、仰光中国文化中心

China Cultural Centers in Amman, Kuala Lumpur, Cairo, Malta, Madrid, Singapore, Sydney, Tel Aviv, and Yangon

执行：北京中展丹青展览有限公司、合石(厦门)营销策划有限公司

Implementation: Beijing Zhongzhan Danqing Exhibition Co., Ltd. and Manson Creative & Strategy

宣传推广：人民网、凤凰卫视、凤凰网、中国文化网等

Media: people.cn, Phoenix Satellite Television, IFENG.COM, Chinaculture.org, etc.

癸卯

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十二生肖
中华民族的活文化

Zodiac
the living culture of the Chinese nation



中国十二生肖是中华民族特有的民俗文化符号，漫长的历史将丰富的内涵注入这组符号，始自史前的文化积淀，历经朝代的传承与演化，一览中华文化的历史光彩。融入生肖形象和象征意义的诗歌、春联、绘画、书画和民间工艺作品、出现在辞旧岁、迎新年、庆丰稔、谢神灵、除灾祸、保平安等民俗活动中，十二生肖艺术形象如影随形，维系着民族的情感和文化的纽带。

Chinese Zodiac is a unique folk cultural symbol of the Chinese nation. The profound history has injected rich connotations into this group of symbols, which originated from the prehistoric cultural accumulation and went through the inheritance and evolution of different dynasties, bearing the historical glory of Chinese culture. Poetry, Spring Festival couplets, paintings, calligraphy and folk arts and crafts that incorporate the image and symbolic meaning of the zodiac integrate in folk activities such as bidding farewell to the old year, welcoming the new year, celebrating harvest, offering thanks to the gods, eliminating disasters and ensuring peace. The artistic image of the zodiac can be seen everywhere, making the national emotional and cultural ties.

一岁一个瑞兽吉祥物，在中国，每一个新生的孩子都会获得一份礼物—生肖。伴随着生肖动物衍生的祝福，给予人生各阶段的解惑和指引。这份祝福的礼物来自久远的华夏祖先的智慧，来自底蕴深厚的中华文化。

Every year has its own auspicious animal. In China, every newborn child will get a gift – a Zodiac. Accompanied by the blessings derived from the animals of the zodiac, it provides answer to the doubts and guidance to all stages of life. This blessing gift comes from the wisdom of the ancient Chinese ancestors and the profound Chinese culture.





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十二生肖的起源

The origin of the Zodiac

生肖，即十二生肖，按顺序依次为：鼠、牛、虎、兔、龙、蛇、马、羊、猴、鸡、狗、猪。古代为了让百姓能记住自己出生的年号，就使用了最简单的动物纪年法，后来称其为“生肖年”。因十二生肖通俗、方便又富有趣味性，所以自古一直沿用至今。

Sheng Xiao, the Chinese Zodiac, is: rat, ox, tiger, rabbit, dragon, snake, horse, goat, monkey, rooster, dog and pig. In ancient times, the simplest animal chronology method was used to let people remember the year of their birth, which was later called “Zodiac Year”. Because the Zodiac is popular, convenient and interesting, it has been used since ancient times.

十二生肖的起源推测与动物崇拜有关。十二生肖不只以普通生灵融入中国人生活，其自然习性被人们赋予诸多文化意义，从动物上升到神格，接受尊崇和膜拜，构成完整的生肖动物印象。

The origin of the Chinese Zodiac is speculated to be related to animal worship. Chinese Zodiac not only integrates ordinary creatures into Chinese people’s life, but its natural habits are also endowed with many cultural meanings by people. From animals to gods, they are respected and worshiped, which constitutes a complete image of Zodiac animals.



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十二生肖的故事

The story of the Chinese Zodiac

相传黄帝要选十二动物担任宫廷卫士，猫托老鼠报名，但老鼠忘了，猫因而错过日期，从此猫与老鼠结下冤家。原本推牛为首，结果老鼠偷偷爬上牛背抢了先机，因此鼠排第一，牛为第二。虎和龙不服气，被封为山神和海神，排在鼠和牛的后面。这下兔子又不服，要和龙赛跑，兔子又跑到龙的前面。狗又不乐意，一气之下咬伤兔子，被惩罚排倒数第一。其他动物之间也经过一番较量，一一排定位置，最后形成了鼠、牛、虎、兔、龙、蛇、马、羊、猴、鸡、狗、猪的顺序。

Legend has it that the Yellow Emperor wanted to choose twelve animals as court guards, and the cat asked the rat to sign up, but the rat forgot, so the cat missed the date. From then on, the cat and the rat made enemies. Originally, ox was the first, but the rat secretly climbed onto the ox’s back to take the lead, so the rat ranked first, and the ox came second. The tiger and the dragon were not convinced, and they were named god of mountain and god of sea respectively, ranking behind rat and ox. However, the rabbit refused to obey and wanted to race with the dragon. The rabbit ran in front of the dragon again. The dog was unhappy about the result and bit the rabbit in anger, and was punished to be the last. Other animals also had a contest, earned their positions receptively, and finally formed the order of rat, ox, tiger, rabbit, dragon, snake, horse, goat, monkey, rooster, dog and pig.

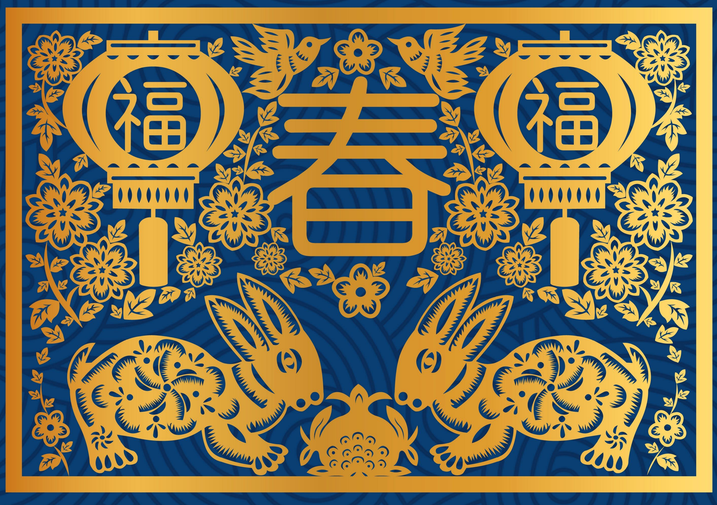




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十二生肖和春节

Chines Zodiac and Spring Festival



中国人对新的一年充满美好期盼，而在每一个新的农历年都有一个新的生肖，在这一年中，围绕这个生肖总会有许多话题与想象。

Chinese people are full of beautiful expectations for the new year, and every new lunar year has a new Zodiac sign. In the new year, there are always many topics and imaginations around this Zodiac sign.

在辞旧岁、迎新年、谢神灵、除灾祸、保平安等中国节庆民俗活动中，十二生肖艺术形象具有独特的文化意义，中国人将生肖动物视为农历春节的吉祥物，最常见到在文字上取其谐音造吉祥话及贺词，在春节期间的各式仪式中，如敬祖先、迎财神、祭灶神、拜年等等，也都能看见生肖的元素。

In the folk activities of Chinese festivals, such as bidding farewell to the old year, welcoming the new year, thanking the gods, eliminating disasters and ensuring peace, the artistic image of the Zodiac has unique cultural significance. Chinese people regard the animals of the Zodiac as the mascots of the Lunar New Year, and it is most common to use their homonyms in words to make auspicious words and greetings. During the Spring Festival, the elements of the Zodiac can also be seen in various ceremonies, such as worshiping ancestors, welcoming the God of Wealth, worshiping the kitchen gods, and paying a New Year’s call.









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生肖兔的故事

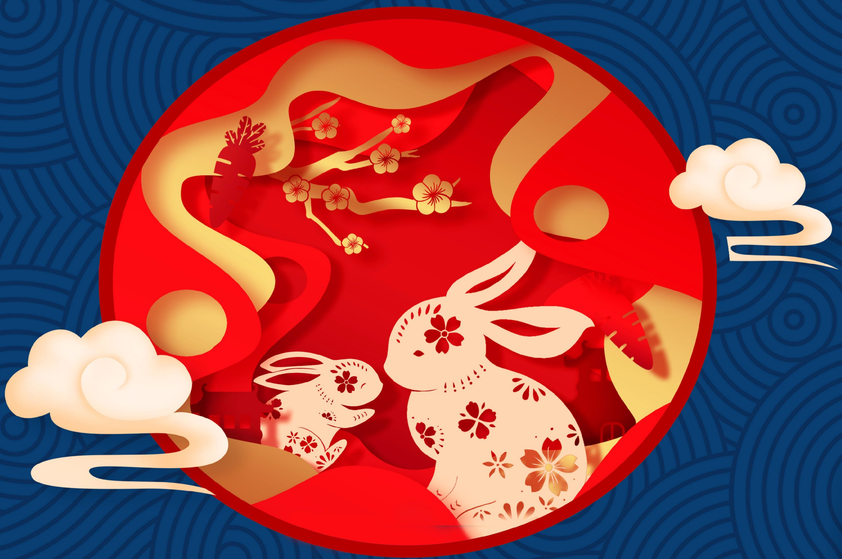
The story of the rabbit

兔，十二生肖之一，在传统的十二生肖中位列第四，因与十二地支的“卯”配属，因此又有了“卯兽”的别称，卯时为清晨5时至7时，正是一天初始之时，这一时辰有着带来迎接希望的寓意。

Rabbit, one of the Chinese Zodiac signs, ranks fourth in the traditional Chinese Zodiac. Because of its connection with the twelve terrestrial branches, it is also known as “Mao beast”. Maoshi is from 5 am to 7 am, which is the beginning of the day. This time has the meaning of bringing hope.

兔子的形象机智敏捷、安静美好、温顺可爱、天真活泼，颇有“皓月祥瑞”明亮的月光下，吉祥瑞兽降临的象征意义，寓意家庭和睦、夫妻团聚、多子多福。

The rabbit’s image is being quick-witted, quiet, beautiful, docile, lovely, innocent and lively. It symbols the arrival of auspicious animals in the bright moonlight, which means family harmony, husband and wife reunion, and many children and many blessings.



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兔与中国文化

Rabbit and Chinese Culture



“兔”在中国是一个美好的字眼，也一直被视为吉祥神兽。“兔”既是人的生肖动物之一，也与人类的生命、美好的希望密切相连。在中国人的生活中，从出生起就和“兔”有了关联。不但是卯年出生的孩子属相是兔，一般年份出生的孩子，也往往要戴兔帽、穿兔儿鞋、玩“兔儿爷”玩具和兔灯、吃兔形的饼干和花馍。

Rabbit is a beautiful word in China and has always been regarded as an auspicious beast. Rabbit is not only one of the zodiac animals of human beings, but also closely related to human life and beautiful hope. Chinese people have been associated with rabbit since birth. Children born in the year of Mao are rabbits, and children born in other years often wear rabbit hats and shoes, play with Lord Rabbit toys and rabbit lanterns, and eat rabbit-shaped cookies and steamed buns.



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兔的象征意义

The symbolic meaning of rabbit

吉祥
Luckiness

1

中秋祭月时，工匠会以黄土制蟾兔形象的泥偶，这种以黄沙土制作的彩兔或兔儿爷是中秋时祭月的吉祥物，人们除了借吉祥物为节日增添欢乐色彩，也希望能通过吉祥物带来好运气，象征事事皆能吉祥如意。

During the Mid-Autumn Festival, artisans will make clay figurines of rabbits in loess. This kind of colored rabbit or Lord Rabbit made of loess is the mascot of the Mid-Autumn Festival. People not only use the mascot to add joy to the festival, but also hope it could bring good luck, symbolizing that everything can be auspicious.



长寿
Longevity

2

在中国古代，白色是神秘且稀有的颜色，白色动物常被视为瑞兽而受人崇拜，《宋书 志 · 卷二十九》记载：“白兔，王者敬耆老则见”，由此可知古人将白色兔子视为祥瑞的征兆。从兔子捣制长生不死之药的传说故事也可看出人们对兔子寄寓长寿的象征意义。

In ancient China, white was a mysterious and rare color, and white animals were often regarded as auspicious animals and worshiped by people. In the 29th volume of the History of the Song Dynasty, it was recorded that white rabbits were seen when the emperor respected elders, which shows that the ancient people regarded white rabbits as a sign of auspiciousness. We can also see the symbolic meaning of people’s longevity in rabbits from the legendary story of rabbits making immortal medicine.



多产
Fertility

3

兔子作为多产动物，象征了春天的复苏和新生命的诞生。远古社会中对兔文化的崇拜起源于劳动力的生殖崇拜，兔子极强的繁殖能力，在民俗文化中成为生命繁衍的象征和人们祈求生育的神灵，而此崇拜文化仍保留传承至今，在多个民族民俗文化里仍可见反映兔文化多产象征的符号。

As a prolific animal, rabbits symbolize the revival of spring and the birth of new life. In ancient society, the worship of rabbit culture originated from the reproductive worship of labor force, and the rabbit’s strong reproductive ability has become a symbol of life reproduction and a god for people to pray for fertility in folk culture. This worship culture is still preserved and passed down to today, and the symbol reflecting the fertility of rabbit can still be seen in many national folk cultures.



癸卯

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兔的传说与神话

The legend and myth of rabbit

中国民间传说兔是玉衡星的化身。（注：北斗七星是由大熊星座的七颗明亮的恒星所组成，在中国星名又称：天枢、天璇、天玑、天权、玉衡、开阳和瑶光）

According to Chinese folklore, rabbit is the incarnation of Yuheng Star. (Note: The Big Dipper is made up of seven bright fixed stars in Ursa Major, also known as Tianshu, Tianxuan, Tianji, Tianquan, Yuheng, Kaiyang and Yaoguang in China)

在民间流传着许多与兔子相关的神话和故事，其中最为人们所熟知的莫过于"玉兔捣药"。在晴朗的夜晚，中国的长辈总喜欢在皎洁的月光下，给孩子们讲述关于兔子的故事。

There are many myths and stories related to rabbits among the people, among which the most well-known one is the jade rabbit pounding medicine in a mortar. On a clear night, the elders in China always like to tell children stories about rabbits in the bright moonlight.

“玉兔捣药”是中国神话传说之一。相传月亮之中有一只兔子，浑身洁白如玉，所以称作“玉兔”。这种白兔拿着玉杵，跪地捣药，服用此等药丸可以长生成仙，久而久之，玉兔也成为月亮的代名词。

The jade rabbit pounding medicine in a mortar is one of the myths and legends in China. Legend has it that there is a rabbit in the moon, which is as white as jade, so it is called Jade Rabbit. This white rabbit holds a jade pestle and kneels down to pound medicine. Taking these medicine can make people immortal. Over time, the jade rabbit has become synonymous with the moon.





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兔的文化旅游

Rabbit related cultural tourism

“兔的文化旅游”讲述在幅员辽阔、历史悠久、多元文化荟萃的中国，地区或城市结合地方文化演变出千姿百态的兔文化与民间习俗，以及当地的文化旅游特色。

“Rabbit related cultural tourism” tells that in China, which has a vast territory, a long history, and a diverse collection of cultures, various rabbit cultures and folk customs, as well as local cultural tourism characteristics, have evolved in a region or city in combination with local culture.



兔儿爷（北京胡同文化旅游）
Lord Rabbit (Beijing Hutong Cultural Tourism)

大白兔奶糖（上海老字号文化旅游）
White Rabbit Candy (Shanghai Time-honored Cultural Tourism)

玉兔闹白菜剪纸（山西平遥古城世界遗产之旅）
Jade Rabbit with Cabbage Paper-cutting (World Heritage Tour of Pingyao Ancient City, Shanxi Province)

月亮神兔子刺绣（贵州龙里跳月）
Moon God Rabbit Embroidery (Guizhou Longli Dance with the Moon)

兔子灯（江西庐山文化旅游）
Rabbit Lantern (Jiangxi Lushan Cultural Tourism)

陶瓷兔纹（江西景德镇文化旅游）
Ceramic Rabbit Pattern (Jingdezhen Cultural Tourism, Jiangxi Province)

昆曲白兔记（温州南戏文化旅游）
The Story of the White Rabbit of Kunqu Opera（Wenzhou Southern Opera Cultural Tourism)

兔子妆花（南京文化旅游）
Zhuanghua Silk Fabrics of Rabbit（Nanjing Cultural Tourism)

兔子面灯（山东威海文化旅游）
Bunny Flour Lamp (Shandong Weihai Cultural Tourism)

玉兔铅笔（台湾宜兰文化旅游）
Yutu Pencil (Taiwan Province Yilan Cultural Tourism)



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兔儿爷
—北京胡同文化旅游

Lord Rabbit
– Beijing Hutong cultural tourism



兔儿爷是北京特有的一种文化符号，每逢中秋节，北京城里的百姓都会供奉“兔儿爷”。兔儿爷原型是神话中与嫦娥同住月宫的玉兔，人们把玉兔进一步人格化和神化后，用泥巴塑造成各种不同形式的兔儿爷。

The Lord Rabbit is a unique cultural symbol in Beijing. Every Mid-Autumn Festival, people in Beijing will worship the Lord Rabbit. The prototype of the Lord Rabbit is a mythical jade rabbit that lives in the Moon Palace with Chang’e. After further personification and deification of the jade rabbit, people use mud to mold various forms of the Lord Rabbit.

这种泥质的兔首人身偶像，具有兔子特征的大长耳朵、白面红唇和三瓣嘴，常见的兔儿爷穿戴戏曲脸谱，扮成武将身披战袍盔甲，或背插纸旗或纸伞，或坐或立，也有骑着老虎、麒麟、仙鹤的。兔儿爷体现了北京戏曲、节日生活等民俗文化精神，于2014年进入国家级非物质文化遗产代表性项目名录。它是在民间信仰习俗背景下生成的节令玩具、神佛造像和工艺品。

This clay figurine of rabbit’s head and human’s body has rabbit’s long ears, white face, red lips and three-lobed mouth. Common Lord Rabbit wears opera facial makeup, dressed as a military commander in battle armor, or carries a paper flag or umbrella on its back. It usually sits or stands, and some ride tigers, unicorns and cranes. The Lord Rabbit embodies the spirit of folk culture such as Beijing opera and festival life, and entered the list of national intangible cultural heritage representative projects in 2014. It is a seasonal toy, a statue of God, and a handicraft created under the background of folk beliefs and customs.

胡同是北京的一大地域特色，历史悠久。不仅构成了北京城的交通网络，也是北京居民日常活动的场所，成为反映北京庶民文化和城市历史发展的舞台。胡同文化是北京传统文化中最生动魅力的部分，是老北京人生活的缩影，体现老北京的风俗人情，成为现代北京文化旅游中不可或缺的元素和亮点。

Hutong is a major regional feature of Beijing with a long history. It not only constitutes the traffic network of Beijing, but also serves as a place for daily activities of Beijing residents, and becomes a stage to reflect the development of common Beijing people’s culture and urban history. Hutong culture is the most vivid and charming part of Beijing’s traditional culture, the epitome of old Beijing people’s life, embodying the customs and traditions of old Beijing, and becoming an indispensable element and highlight of modern Beijing’s cultural tourism.







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大白兔奶糖
上海老字号文化旅游

White Rabbit Candy
Shanghai time
-honored cultural tourism



大白兔奶糖是由上海冠生园企业出品的奶类糖果，自1959年发售至今深受各地人民欢迎。大白兔奶糖著名的商标是大白兔，最早白兔图案是卧着的，后修改成今日的由一只跳跃状的兔子和一颗蘑菇组成。跳跃状的兔子代表着活力，蘑菇代表着生机。象征着新生代的活力与希望。时至今日，大白兔奶糖已是中国驰名商标，更有“国糖”的称号，不仅是童年成长的回忆，也是中国春节期间家家户户必备的零食甜点之一。

White Rabbit Candy is a kind of creamy candy produced by Shanghai Guanshengyuan. Since its launch in 1959, it has been well received by people all over the world. The famous trademark of White Rabbit Candy is a white rabbit. The earliest pattern of the white rabbit was lying down, and later it was changed into today’s one consisting of a jumping rabbit and a mushroom. Jumping rabbit represents vitality, and mushroom represents vigor. It symbolizes the vitality and hope of the new generation. Today, White Rabbit Candy is a well-known trademark in China, and it is also known as “national candy”. It is not only a memory of childhood growth, but also one of the necessary snacks and desserts for every household during the Spring Festival in China.

从19世纪初上海开埠以来，中国企业在与众多洋商激烈的市场竞争中，创造了璀璨耀眼的老字号品牌，创建出一批如“老大同”、“恒源祥”、“杏花楼”等品牌和商号，承载了深厚的历史文化与民族记忆，见证一座城市的工匠精神与商业精神，成为上海地域的文化载体，体现了上海城市发展演变过程，这些老字号品牌、洋楼建筑共同构成了上海独特的韵味和气质。

Since the opening up of Shanghai as commercial harbor in the early 19th century, in the fierce market competition with many foreign products, Chinese enterprises have created many outstanding brands, such as Laodatong, Hengyuanxiang, and Xinghualou, which bear the profound historical culture and national memory, witness a city’s craftsman spirit and commercial spirit, become the cultural carrier of Shanghai, and reflect the development and evolution of Shanghai. These time-honored brands and foreign style buildings together constitute the unique charm and temperament of Shanghai.







HAPPY
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NEW YEAR
欢乐春节

玉兔闹白菜剪纸
-山西平遥古城世界文化遗产旅游

Jade rabbit with cabbage paper -cutting world heritage tourism of Pingyao Ancient City, Shanxi province



山西传统生肖剪纸是中国非遗剪纸的重要组成部分，历史悠久、题材多样，艺术表现手法千变万化，如比喻、谐音、象征等。在山西窗花剪纸中有“玉兔闹白菜”的纹样， 玉兔喻子，白菜取“百”音，谐连成“百子”的隐喻，比喻多子多孙。

Shanxi traditional Chinese zodiac paper-cutting is an important part of China’s intangible cultural heritage paper-cutting, with a long history, diverse themes and ever-changing artistic expressions, such as metaphor, homonym and symbol. In Shanxi window paper cutting, there is a pattern of jade rabbit with cabbage, in which the jade rabbit refers to the child, and the cabbage takes the sound of “hundred”, which is a metaphor of “hundred children”, a metaphor for having more children and grandchildren.

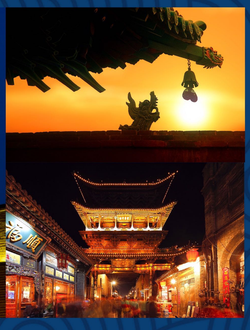
平遥古城，位于山西省晋中市平遥县，是中国“保存最为完好的四大古城”之一。古城形态完整，其布局完美体现了五千年来汉族城市城市规划与建筑风格的发展，1997年成功列入联合国教科文组织的世界遗产。

Pingyao Ancient City, located in Pingyao County, Jinzhong City, Shanxi Province, is one of the four best preserved ancient cities in China. The ancient city has a complete layout, which perfectly reflects the development of urban planning and architectural style of Han nationality cities for 5,000 years. In 1997, it was successfully listed as a UNESCO World Heritage Site.

平遥作为世界文化遗产，不仅留存着大量文物古迹，也传承着丰厚的非物质文化遗产，目前平遥已有4个项目列入国家非物质文化遗产名录，包括：推光漆器髹饰技艺、冠云平遥牛肉传统制作工艺、平遥纱阁戏人、平遥道虎壁王氏中医妇科。

Pingyao, as a world cultural heritage, not only retains a large number of cultural relics and historic sites, but also inherits rich intangible cultural heritage. At present, four items in Pingyao have been listed in the national intangible cultural heritage list, including: polished lacquer ware, traditional Guanyun beef production technique, Shadow Play, and Wang’s TCM Gynecology.











HAPPY
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兔子月亮神
—贵州龙里跳月文化旅游

Moon God Rabbit
– Guizhou Longli dance with the Moon cultural tourism

在中国苗族传统工艺制作的蜡染、刺绣、编织、银饰特别是儿童帽子上，常见兔子的形象。苗族认为，兔子的红眼睛是太阳照红的，妇女们在服装上以刺绣两个红点或两个红圈代表兔子，即“月亮神”，将兔子视为光明的象征。

The images of rabbits are common in batik fabrics, embroidery, weaving and silverware made by Miao nationality in China, especially on children’s hats. Miao people believe that rabbits’ red eyes are caused by sun shines. Women embroider two red dots or two red circles on their costumes to represent rabbits, the moon god, and regard rabbits as a symbol of light.

中国传统文化认为日为阳，月为阴，也以此借喻男性和女性。人们喜欢把月亮与爱情联系在一起，因而产生许多和月亮有关的爱情故事。苗族跳月是流传于贵州苗寨的大型青年社交民俗活动。在夏季有月光的晚上，未婚的青年男女，着盛装入场尽情歌舞，称之“跳月”。苗族跳月历史悠久，具有很高的历史、文学和艺术价值。春节前，苗寨各家都要让家里未婚的孩子做好参加跳月的练习和准备，例如定制芦笙、学习吹跳，备好盛装及接待亲朋好友。

Chinese traditional culture holds that the sun is Yang and the moon is Yin, which is also used as a metaphor for men and women. People like to associate the moon with love, which leads to many love stories related to the moon. Miao people’s tradition of dancing with the Moon is a large-scale social folk activity of young people, which spreads in Miao villages in Guizhou. On the moonlit night in summer, unmarried young men and women enter the stadium in their best costumes and enjoy singing and dancing, which is called “dance with the moon”. Miao people have a long history of dancing with the moon, which is of great historical, literary and artistic value. Before the Spring Festival, every family in Miao village would prepare unmarried children for the practice and preparation of dancing with the moon, such as making lusheng (a reed-pipe wind instrument), learning to play lusheng and dance, getting ready for costumes and receiving relatives and friends.









癸卯

HAPPY CHINESE NEW YEAR 欢乐春节

兔子灯—江西庐山文化旅游

Rabbit Lantern – cultural tourism of Lushan Mountain in Jiangxi Province

源自元宵“过灯”习俗，兔子灯是一种古老的中国传统手工艺品，在江西宁都大布村，点燃“兔子灯“的“过灯”是一年一度家家户户参加的活动。人们将彩纸扎成母子兔的形状，在村庄、祠堂、各家各户巡游，兔子灯所到之处亦是吉祥所到之处，人们用这个吉祥物来迎神接福，寄寓来年五谷丰收、人畜兴旺。

Originating from the custom of lantern festival, the rabbit lantern is an ancient traditional handicraft of China. In Dabu Village, Ningdu, Jiangxi Province, lighting the rabbit lantern is an annual activity attended by every household. People tie colored paper into the shape of mother and baby rabbits, and parade in villages, ancestral halls and communities. Rabbit lamp brings good luck wherever it goes. People use this mascot to greet the gods and wish for blessings, bountiful corps and thriving livestock.

兔子灯工艺体现了中华民族的才智巧思，它融抽象构成、拟形雕塑、彩绘、复合装饰和光影艺术于一体，是一种具有浓郁民族特色的民间工艺表现。

The rabbit lantern embodies the wisdom and ingenuity of the Chinese nation. It integrates abstract composition, figurative sculpture, painting, decoration and light and shadow art, and is a folk craft performance with strong national characteristics.



庐山地处江西省九江市，风景秀丽、集教育名山、文化名山、宗教名山、政治名山于一身。吸引了文坛巨匠1,500余位登临庐山，留下4,000余首诗词歌赋。公元1180年，大哲学家朱熹振兴白鹿洞书院，在此开创了中国讲学式教育的先河。庐山还保留了佛教、道教、伊斯兰教、基督教、天主教等宗教及教派的寺庙、道观、教堂多座，具有宗教独特性。庐山在中国历史与文化中占据重要的地位，它是中国山水文化的杰出代表，中西文化的融合的焦点，并曾经作为华南的文化中心。庐山于1996年入选联合国教科文组织《世界遗产名录》。

Lushan Mountain, located in Jiujiang City, Jiangxi Province, has beautiful scenery, including famous educational, cultural, religious and political mountains. It attracted more than 1,500 literary giants to mount Lushan, leaving more than 4,000 poems and songs. In 1180 AD, Zhu Xi, a great philosopher, revitalized Bailudong Academy, which pioneered the lecturing education in China. Lushan Mountain also retains many temples of Buddhism, Taoism and churches of Islam, Christianity, Catholicism and other religions, which has distinctive religious feature. Lushan Mountain takes up an important position in the history and culture of China. It is an outstanding representative of China’ s landscape culture, a center of the integration of Chinese and western cultures, and once a cultural center of South China. Lushan Mountain was included in the UNESCO World Heritage List in 1996.











癸卯

HAPPY CHINESE NEW YEAR 欢乐春节

陶瓷兔纹—江西景德镇文化旅游

Ceramic Rabbit Pattern – cultural tourism in Jingdezhen, Jiangxi Province

白兔在中国古代被视为灵物，兔纹形象作为传统吉祥纹样之一，有着丰富的人文内涵和独特的文化寓意，传递着人们美好的祝愿，是陶瓷艺术中常见的表现形式。青花瓷中的兔子形象始于元代，明代时兔子的形象开始大量出现在青花瓷器上。

In ancient China, the white rabbit was regarded as a spirit animal. As one of the traditional auspicious patterns, the rabbit pattern has rich humanistic connotation and unique cultural implication, conveys people’s good wishes, and is a common manifestation in ceramic art. The image of rabbit in blue and white porcelain began in Yuan Dynasty, and the image of rabbit in Ming Dynasty began to appear in large numbers on blue and white porcelain.

宋景德年间，昌南镇生产宫廷御用瓷器，瓷器底部书写“景德年制”四字，因瓷器精美，天下延用称呼景德镇瓷器。随着宋室的南渡，北方许多著名窑场的优秀工匠纷纷来到景德镇，引入当时北方先进的制瓷工艺，使景德镇的制瓷技术力量得以提升，景德镇也因独创青白瓷而名扬天下，景德镇青花瓷被人们称为“人间瑰宝”。陶溪川文创街区位于景德镇市东城区，园区内有多家美术馆、艺术工作室、文化体验馆、陶艺3D打印体验中心、文化餐饮娱乐和酒店等设施，融传统、时尚、艺术、高科技于一体，是工业遗产转型结合文旅产业的成功案例。

During the year of Jingde of Song Dynasty, Changnan Town produced imperial porcelain with the words “Made in the Year of Jingde” written on the bottom. Because of the exquisite porcelain, the world continued to call it Jingdezhen porcelain. With the southern migration of the Song Dynasty, many outstanding craftsmen from famous kilns in the north came to Jingdezhen, and introduced advanced porcelain-making techniques in the north at that time, which improved the technical strength of Jingdezhen’s porcelain-making. Jingdezhen was also famous all over the world for its original blue-and-white porcelain, which was called “the treasure of the world” by many. Taoxichuan Wenchuang Block is located in Dongcheng District, Jingdezhen City. There are many art galleries, art studios, cultural experience halls, ceramic 3D printing experience centers, cultural catering and entertainment, hotels and other facilities in the park, which integrate tradition, fashion, art and high technology together. It is a successful case of industrial heritage transformation combined with cultural tourism industry.

图片来源：故宫博物院
Photo credit: The Palace Museum













HAPPY CHINESE NEW YEAR
欢乐春节

癸卯

南戏《白兔记》
—温州南戏文化旅游

The Story of the White Rabbit in Southern Opera – cultural tourism of Wenzhou Southern Opera

《白兔记》是宋元时期四大南戏之一的经典曲目。描述贫穷书生刘知远外出投军，妻子李三娘因战乱和丈夫失去联系。十多年后，刘知远立下军功，成为显贵的大将军，在一次狩猎中，由于追捕白兔而和妻子李三娘相遇，白兔让两人苦尽甘来，夫妻团圆，从此白兔便有了促成美好姻缘的寓意，被广泛地运用到民间戏剧中。

The Story of the White Rabbit is a classic repertoire of one of the four Southern Operas in Song and Yuan Dynasties. It tells a story where a poor student Liu Zhiyuan left home to join the army, and his wife Li Sanniang lost contact with him because of the war. More than ten years later, Liu Zhiyuan made military contributions and became a distinguished general. In a hunting, he met his wife Li Sanniang because he was chasing the white rabbit. The white rabbit made the couple reunite happily. From then on, the white rabbit had the implying message of making a beautiful marriage, which was widely used in folk dramas.

兴起于温州的南戏，是中国戏曲之祖，奠定了中国戏曲的基本体制，演化成为数以百计的新剧种。温州南戏博物馆展示了南戏的起源、发展与成熟的过程。温州位于浙江省，因其繁华与富庶，自古有“小杭州”之称，是中国历史文化名城，积淀深厚的历史文化底蕴，历代名人辈出，非遗体验项目不胜枚举，是中国知名的宜业宜居宜游的山水之城。温州鱼丸是一道水乡人家常见的风味小吃，不同于其他地区，温州鱼丸的外形为不规则的条状，呈半透明的玉白色，汤色澄清微酸辣味，鱼丸有弹性。1998年“温州鱼丸”被定为“中华名小吃”之一。

Southern Opera, originated in Wenzhou, is the ancestor of Chinese Opera, which has laid the basic system of Chinese Opera and evolved into hundreds of new operas. Wenzhou Southern Opera Museum shows the origin, development and maturity of Southern Opera. Wenzhou, located in Zhejiang Province, is known as “Little Hangzhou” since ancient times because of its prosperity and wealth. It is a famous historical and cultural city in China with a profound historical and cultural heritage, home to numerous celebrities in history, and has countless intangible cultural experience projects. It is a well-known mountain and water city in China that is suitable for industry, residence and tourism. Wenzhou fish balls are a common flavor snack in this water town. Different from that in other areas, Wenzhou fish balls are irregular in shape, translucent and jade-white in color, and elastic in texture served in clear and slightly sour and spicy soup. In 1998, Wenzhou Fish Ball was designated as one of the Chinese Famous Snacks.

图片来源：中国非物质文化遗产网
Photo credit: www.ihchina.cn








癸卯

HAPPY CHINESE NEW YEAR 欢乐春节

兔子妆花—南京文化旅游

Zhuanghua Silk Fabrics of Rabbit – Nanjing cultural tourism



兔子的形象经常出现在中国古代工艺与美术装饰中，在织绣中也有广泛的应用。“妆花”是南京云锦中纺织工艺最复杂的品种，南京云锦是中国传统的丝制工艺品，也是最具有南京地方特色的提花丝织品种。其中绣面里的小兔皆仰首，或口衔花，表现出小兔的灵动可爱。

The image of rabbit often appears in ancient crafts and art decoration in China, and it is also widely used in weaving and embroidery. Zhuanghua Silk is the most complicated variety in textile processing among Nanjing “Yunjin” brocade, which is a traditional silk handicraft in China, and also a jacquard silk variety with Nanjing local characteristics. The rabbits on the brocade are all looking up, or with flowers in their mouths, showing the agility and cuteness of the rabbits.

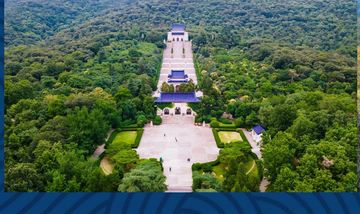
南京作为中国四大古都之一，素有“六朝古都”、“十朝都会”之美誉。历史源远流长，名人辈出，是中国著名的历史文化名城。南京物产丰富，文化艺术底蕴深厚，南京云锦、金陵刻经、南京剪纸，金陵琴派（古琴）都已成功入选联合国教科文组织《世界人类非物质遗产代表名录》。

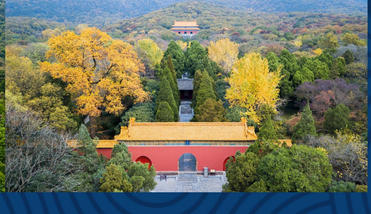
As one of the Four Great Ancient Capitals of China, Nanjing is known as “the ancient capital of six dynasties” and “the metropolis of ten dynasties”. With a long history and numerous celebrities, Nanjing is a famous historical and cultural city. Nanjing is rich in products and profound in cultural and artistic heritage. Nanjing Yunjin, Jinling Scripture Engraving, Nanjing Paper-cutting and Jinling Guqin Art have all been successfully added into UNESCO’s World Intangible Cultural Heritage List.











癸卯

HAPPY CHINESE NEW YEAR 欢乐春节

兔子面灯—山东威海文化旅游

Rabbit Flour Lamp – cultural tourism in Weihai, Shandong Province

山东威海正月十五素有做“面灯”的传统，面灯的制作材料是黄豆面，又称“豆面灯”。一个简单的小面团，经过揉、搓、捏等工序就变成了一个个漂亮的生肖灯。做好的面灯需要经过大火蒸熟，凉置后，在面灯凹槽处插上灯芯，倒上灯油便可点灯。农历正月十五前，威海居民会依据家里人的生肖属相捏制面灯，如：威猛的虎灯、憨傻的猪灯和可爱的兔灯。

Shandong Weihai has a tradition of making flour lamps on the 15th day of the first lunar month. The flour lamp is made of yellow bean, also known as “bean flour lamps”. A simple little dough, after kneading, rubbing and other processes, becomes a beautiful zodiac lamp. The finished flour lamp needs to be steamed by fire. After cooling, a wick will be inserted in the groove of the lamp and oil will be added to light the lamp. Before the 15th of the first lunar month, Weihai residents will make flour lamps according to the zodiac signs of their families, such as the mighty tiger lamp, clumsy pig lamp and lovely rabbit lamp.

威海市位于山东半岛东端，明朝初年为防倭寇侵扰，朝廷在此设立威海卫，成为海防要塞和北洋海军基地。做为美丽的海滨花园城市，依山傍海的地理位置使威海拥有中国城市中最长的海岸线，四季皆宜旅游，是知名的避暑胜地。威海被联合国授予“最适宜人类居住城市”荣誉，被《中国国家地理》杂志评为 “中国最美八大海岸之一”。

Weihai is located at the eastern end of Shandong Peninsula. In the early Ming Dynasty, in order to guard against the invasion of Japanese invaders, the court set up a guard station and made Weihai a coastal defense fortress and Beiyang naval base. As a beautiful seaside garden city, Weihai has the longest coastline in China due to its geographical location that nears the mountains and the sea. It is a well-known summer resort and suitable for traveling in all seasons. Weihai was awarded the honor of the most suitable city for habitation by the United Nations, and was entitled one of the eight most beautiful coasts in China by China National Geography magazine.



图片来源：青岛新闻网
Photo credit: Qingdao News











癸卯

HAPPY CHINESE NEW YEAR 欢乐春节

玉兔铅笔
—中国台湾宜兰乡村文化旅游

Yutu Pencil
– rural cultural tourism in Yilan, Taiwan Province

创立于公元1947年的玉兔铅笔为台湾地区市占率最高的铅笔品牌，是台湾地区民众成长和求学过程中珍贵的回忆。玉兔铅笔以兔子灵动跳跃的意象做为品牌LOGO，以红底白字代表“热情”与“诚信”的企业精神。2008年，企业以观光工厂形式成立玉兔铅笔学校，仿造60、70年代的教室陈设，设置学校福利社、铅笔商店，并现场演示铅笔制作工序和流程。

Yutu Pencil, founded in 1947, is the pencil brand with the highest market share in Taiwan Province, and it is a precious memory of people in Taiwan Province during their growth and study. Yutu Pencil takes the image of rabbit’s smart jumping as its brand LOGO, and white characters on a red background represent the enterprise’s spirit of “enthusiasm” and “honesty”. In 2008, the company set up Yutu Pencil School in the form of sightseeing factory, imitating the classroom furnishings of the 1960s and 1970s, setting up school stores and pencil shops, and demonstrating the pencil making process on the spot.



宜兰位于台湾地区东北部，距离台北市仅有一小时车程，有“台北的后花园”之称，宜兰过去是台湾原住民平埔族之一的“噶玛兰族”主要生活地。有悠久的历史、丰富的原住民文化和自然生态，拥有温泉、冷泉、高山神木群、博物馆和艺术中心等丰富的旅游资源，近年大力发展养生慢活旅游产业，是台湾地区著名的旅游胜地和宜居城市。糕渣是宜兰菜中独有的宴席菜，制做工序繁杂，将猪油和鸡高汤制成的高汤块下锅油炸，待呈金黄色后捞起。糕渣外表酥脆，内部软嫩烫口，一咬下瞬间鸡汤的鲜香便会扑鼻而来。糕渣的特性常被比喻成宜兰人外冷内热的性格。

Yilan is located in the northeast of Taiwan Province, only one hour’s drive from Taipei, and is known as the “back garden of Taipei”. Yilan used to be the main living place of the Kavalan people, one of the indigenous Pingpu ethnic groups in Taiwan Province. It has a long history, rich aboriginal culture and natural ecology, and abundant tourism resources such as hot springs, cold springs, high mountain sacred tree groups, museums and art centers. In recent years, Yilan has actively developed the health and regimen tourism industry, and is a famous tourist attraction and livable city in Taiwan Province. Gaozha (deep fried meet cake) is a local specialty in Yilan cuisine, with complicated manufacturing procedures. The stock cube made of lard and chicken soup is fried in the pan, and then picked up after it turns to golden brown. The cake is crispy on the outside, soft and hot on the inside, and the delicious flavor of chicken soup will come to your nose when you bite it. The characteristics of the cake are often compared to Yilan people’s characteristics: cold on the outside and burning hot on the inside.

