



The performer plays the roll in China's traditional operas.  
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The Huangmei opera will be shown in the festival.  
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# Zhangjiagang to host 15th Yangtze culture, art festival

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The 2018 Yangtze River Culture and Art Festival is set to kick off at Zhangjiagang – a port city along the Yangtze River in China's eastern Jiangsu Province – with a host of cultural and art events, including the 6th International Humor Art Week and the 8th Yangtze River Drama Festival, from October 31 to mid-November.

The Yangtze is the largest river in China and considered to be the cradle of Chinese civilization. It cultivated Bashu culture, which can be traced back to the Spring and Autumn Period. Besides, Chu culture and Wuyue culture also prospered along the river.

Located at the southern bank of the Yangtze, Zhangjiagang is nourished with Yangtze River culture and dedicated to cultural and art development in recent years.

It's the 15th year the city is organizing the festival, coinciding with the 40th anniversary of China's reform and opening-up. The gala focuses on innovative creativity and the richness of the contents with the aim of creating a "platform of communication, integration, working together and sharing".

To mark four decades of the magnificent changes and international vision along the Yangtze River, various events will be held,



Heyang Folk Song Hall in Zhangjiagang city.  
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The handpainting of (Zhangjiagang) Yangtze River Culture and Art Festival. LI MIN/CHINA DAILY

including traditional Jiangsu operas and symposiums covering topics like literature, culture and drama around the Yangtze River basin.

As an important element of the 2018 Zhangjiagang Yangtze River Art and Culture Festival, the 6th International Humor Art Week, from Oct 31 to Nov 3, will showcase the country's achievements in art since the launch of the reform and opening-up policy with the theme "Humor Enriches Life, Laughter Connects the World".

The performances will include 10 from the United States, Russia, France, Germany, Italy, Japan, Ukraine and Serbia, bringing magic and clown shows, and some 40 from China, including cross talks and Suzhou Pingtan. The Humor Art Week is jointly hosted by the Chinese Ballad Singers Association and the China Acrobats Association.

Co-organized by the China Theater Association and the People's Government of Zhangjiagang City, the 8th Yangtze River Drama Festival will take place from Nov 4 to 14.

The performances will be held at the city's landmark public cultural facility, Zhangjia-

gang Grand Theater, and in town cultural theaters, offering an art and the cultural feast for the people.

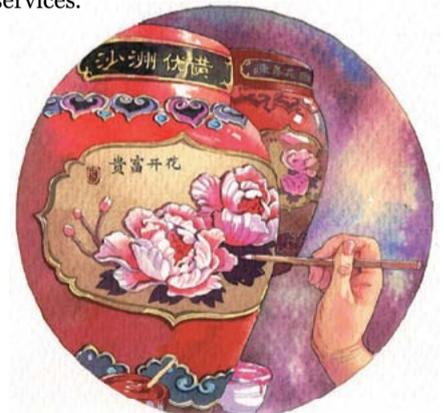
There will be three symposiums on Nov 14 and 15 – the Yangtze River Basin literature symposium, the Yangtze River Basin Dramatists Association symposium and the Yangtze River Culture Promotion Association symposium. Professionals and experts in the field from 12 provinces, cities and districts along the Yangtze River have been invited to share their thoughts on development in the art and cultural fields.

Events for students, such as poetry reading and art shows for children, will also be featured during the festival. It's also the first year Zhangjiagang will be staging the "Chinese Farmers Harvest Festival" series of events, at which farmers will showcase their products both for exhibition and sales.

Zhangjiagang has been encouraging multiple modes of development in the e-commerce industry in recent years in an attempt to develop e-commerce industry groups with local features. During the festival, the second year of the Zhangjiagang e-commerce innova-

tion and entrepreneurship competition will be organized by the city's commerce, science and technology bureaus, as well as other government departments, with participants from social organizations and university student groups.

After the competition, there will be investment and financing meetings for the 10 finalists' startup projects, and they will receive help in getting their companies registered, as well as in hiring and legal consultation services.



"Sha Zhou You Huang", the famous rice wine is Zhangjiagang's speciality. LI MIN/CHINA DAILY



Tanci "Qianshou" which is composed by Zhangjiagang city is a narrative form of song in China winning the top award of Chinese folk art.  
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