

New Casual Dining Project Added to Oriental Fisherman's Wharf

By Zhou Lin

Recently, German Paulaner's high-end restaurant brand-Shanghai Hacker-Pschorr officially settled at the Oriental Fisherman's Wharf, injecting vitality into the prosperous development of the catering industry at the riverside district of Yangpu.

Yangpu Oriental Fisherman's Wharf, with a total investment of RMB 4 billion, covering an area of 190,000 sq meters, is a huge commercial complex. The design of the wharf was inspired by the early fisherman's market existing in 1938 and was completed by Perkins + Will, an American architecture design company which is ranked the first by Architect and has the most LEED (green building) accreditation in North America. Now it is an important fashionable landmark building of "the largest riverside industry zone" on the northwest bund of Huangpu River.

As the first comprehensive theme project integrating expo, entertainment, recreation and commercial service based on "ocean culture" and "fisherman culture", Oriental Fisher-

man's Wharf possesses extremely rare beautiful scenery along Yangpu River water front and will gradually become a new hub of development.

The main buildings of Oriental fisherman's wharf mainly shape themselves two huge fish: a "leaping fish" and a "sleeping fish", casting beautiful reflections and forming a unique style. In terms of function, the buildings act as a modern intelligent Class A office building and a catering oriented comprehensive shopping center.

Shanghai Hacker-Pschorr, located at the south of the "sleeping fish", is a consumption project newly introduced by Oriental Fisherman's Wharf. With the advantages of being adjacent to the water front of Huangpu River, Hacker-Paschorr not only provides customers with unique consumption experience gained from the riverside platform, the wharf, etc., but also adds a fresh bright spot to the development of green industry of Binjiang Development Zone.

"As one of the headstreams of Westernization Movement of China, Yangshupu Road has been a pride

of the people in Shanghai since 19th century. China's first power plant, first gashouse, first water plant, first textile mill and first fishery market were born here, and their scales all were ranked first in the Far East at that time. Just like Fisherman's Wharf in San Francisco, when the fishery wharf close to China's first fish market lost its original functions, it was transformed into a leisure space with unique characteristics after careful planning, that is, Yangpu Oriental Fisherman's Wharf."

According to the introduction of the operator of Oriental Fisherman's Wharf, with the advancing of Yangpu Binjiang Development Project, the bund of Huangpu River will relive the prosperous heyday of the past.

Ningbo Commerce Bank named the event and Zhang Zhengyin, president of Shanghai Branch of the bank said that, Shanghai Hacker-Pschorr's settling at Yangpu Binjiang would bring a feature project to the development of the service industry of Yangpu and would play a positive role in the long-term development of Binjiang.

Generation Z-ers March into the "Battlefield" of App

By Zong He

You can enjoy the art of Peking opera with mobile AR, make music while running, and read news through colors... These are not stories of Arabian Nights but the functions of a mobile APP developed by a university student of the generation after 1995.

Hu Beini, a senior student of Tongji University, majoring in software engineering, inspired by Farewell My Concubine starred by Leslie Cheung she watched more than a decade ago, successfully created a mobile software "Suiyan" to promote the culture of Peking opera. The APP features displaying various makeups and costumes of Peking opera, AR presentation, photo shoots for makeup and other science popularization functions.

"Now a lot of Chinese traditional cultures can be carried forward and promoted by modern means. The reason why we chose to develop this APP is that we hope more young people attach their attention to China's Peking opera art," said Hu Beini.

During the closing ceremony of the 2nd China Collegiate Computing Contest-Mobile APP Innovation Contest, Hu Beini's APP won the special prize of the contest. In addition, Step Beats, the first prize winner, focuses on sports-loving musicians.

The APP can make everyone a musician. Based on personalized running characteristics, ever-changing running speed and stride frequency, the APP helps you create and share your own music. Meanwhile, it also gives music lovers a brand new creation way: "input" ideas and "generate" music by running.

The team leader of Step Beats is Li Chenxiao, a sophomore student

from Zhejiang University. All the members of his team are Generation Z-ers - today's youngest group born in 1995 or later.

"Since I had an iPhone during my high school, I have wished that my own product could appear in the Apple store one day, so I learnt a lot of knowledge about programming and software. After entering the university, I continuously pursue my dream and met like-minded partners, and thus my dream was realized," said Li Chenxiao.

Will the development of mobile App affect studies? Zhang Lekai, leader of iAFUN team of Zhejiang University and winner of special prize of the 1st China Collegiate Computing Contest held last year, said that, although the contest would cost them a lot of energy, the contest was correlated with the orientation of his art design research, so his mentor supported him to participate in the contest." After one year's accumulation, our APP has been downloaded 6 million times, and now we are developing the third APP", said Zhang Lekai.

It is known that the Mobile APP Innovation Contest, officially launched in March this year, was jointly sponsored by Zhejiang University and Apple Inc. and is one of the main contest modules of China Collegiate Computing Contest. The contest attracted more than 5,000 registered students, more than 2,000 participants and the contest area is continuously expanding.

The students from more than 200 colleges and universities submitted 453 works, covering health, medical care, elderly service education, environmental protection, flood prevention and relief, industry, agriculture, security, big data application, administration and other fields.



Domestic First Business Museum Opened in SHUFE

By Gao Liang & Zhang Weiwei

Recently, China's first business museum opened in Shanghai University of Finance and Economics (SHUFE).

The Business Museum, takes the business pavilion as core, supported by the insurance pavilion, the currency pavilion and the calculation tool pavilion, to reveal the history and development of China's century-long higher business education in a panoramic multi-dimensional way.

It is known that the main pavilion of the Business Museum follows the main line of China's higher business education, selects representative works, teaching materials, journals, school badges, photos, diplomas, etc. in forms of scene experience, multimedia, visualized chart, etc. to present the full view of China's business studies and outline its historical

tracks in a full dimensional perspective.

The insurance pavilion displays more than 300 pieces (group) of cultural relics, including insurance coins, the modern Chinese currencies, including five sets of Renminbi and existing currencies in circulation of Hong Kong and Macao, and the world's 146 currencies in circulation of various countries. This pavilion is to play back the historical development of currency and help visitors feel the development and changes of economy and experience the communication and combination of civilizations.

The calculation tool pavilion traces the history of the calculation tools of mankind, exhibits abacuses of various forms, structures and materials and hand calculators around the world, to reveal the colorful cultures and artistic contents of Chinese and western calculation tools.

The currency pavilion is divided into three exhibition areas: the Chinese currencies in previous ages composed of nearly 300 ancient coins, the modern Chinese currencies, including five sets of Renminbi and existing currencies in circulation of Hong Kong and Macao, and the world's 146 currencies in circulation of various countries. This pavilion is to play back the historical development of currency and help visitors feel the development and changes of economy and experience the communication and combination of civilizations.

The calculation tool pavilion traces the history of the calculation tools of mankind, exhibits abacuses of various forms, structures and materials and hand calculators around the world, to reveal the colorful cultures and artistic contents of Chinese and western calculation tools.

"Art Space" Debuts at Forest Music Festival

By Zong He

Enjoy a top art feast embraced by numerous beautiful chrysanthemums.

On this Saturday, Shanghai Chrysanthemum Expo will open at Gongqing Forest Park. Meanwhile, "Art Space", as one of the core components of the 19th China Shanghai International Arts Festival, will show up for the first time.

Gongqing Forest Music Festival will be held from October 28 to October 29. It is composed of three parts: a large symphony concert at the main stage, a small music performance at the small stage and an art creativity fair.

On the occasion, the Madrid Royal Opera House of Spain, Charlie Siem, Czech National

Symphony Orchestra and "Golden Symphony" Brass Symphony Orchestra will perform a concert version Carmen and other world classics. Two large symphony concerts on the main stage will be admitted by ticket while four free public-interest performances will be given on the small stage for more people, so as to meet needs of audiences of different levels.

Shanghai Chrysanthemum Expo and the Music Festival will open on the same day this year. As a result, apart from listening to wonderful music to enjoy the forest movement, Shanghai citizens can also view and admire the spectacular scenery presented by thousands of chrysanthemums of the chrysanthemum expo.