

V Space Opens, Boosting Yangpu's Online Entertainment Sector



By Tang Shunjia and Wang Xiuyuan

A new platform has joined Yangpu District's growing online entertainment industry: V Space. Located at Building 6, 338 Songhu Road in the Knowledge and Inno-

vation Community (KIC), V Space features a three-level layout. The ground floor includes a comprehensive service center offering one-stop business support. The second and third floors provide themed spaces for offices, training, and livestream-

ing, equipped with shared facilities such as professional studios, dubbing rooms, and a visual effects center to support creative work. The KIC area connects Wujiaochang to the south and Xinjiangwan to the north. Surrounded by top uni-

versities including Fudan, Tongji, and Shanghai University of Finance and Economics, and close to University Avenue and Jiangwan Stadium, it serves as more than just a physical hub. It is a creative space full of possibilities. The first-floor "Flower of Hope" is a refreshment zone for tenants. The second-floor "Inspiration Jungle" acts as a cradle for ideas. The third-floor "Colorful Park" supports cross-industry collaboration. Yangpu is one of Shanghai's most innovation-driven and talent-rich districts. Its strong culture-and-technology ecosystem is fueling rapid growth in online entertainment. With support from national cultural demonstration zones and the Yangpu section of the China Shanghai Online Audio-Visual Industry Base, the district is focusing on areas such as online video, gaming and esports, film and animation, and cultural consumption. Leading platforms like Bilibili, Perfect World, and Paper-games have set up operations in Yangpu. Tech companies including Agora, UCloud, and Source Technology are also emerging, along with lifestyle and content firms such as Xiaoyuzhou Podcast, Yoka Games, and S-instant. The district is also home to landmarks that combine art, gaming, and youth culture, such as the Dunhuang Contemporary Art Museum, Perfect BO5 Esports Center, and Bailian ZX Playground. In 2024, the output of Yangpu's online entertainment industry exceeded 80 billion yuan, becoming a key driver of

the local economy. A major force within this sector is the growing ACG (anime, comics, games) economy. On May 10, during the Shanghai International Cross-Dimension Industry Brand Day, Yangpu released the "Development Plan for the Cross-Dimension Brand Cluster." The goal is to build a leading hub for original content, digital-physical integration, and innovation in ACG, positioning the district as a center for creation, incubation, and display. V Space is located within the Wujiaochang commercial area, which is developing a multi-layered layout of themed malls, niche markets, and specialty streets catering to young ACG fans. At Bailian ZX Playground, over 70 brands have opened stores, with more than 70 percent being first-time entries. Weekend foot traffic has nearly doubled year-on-year, and nearly 80 percent of visitors are from the post-1990s generation. Wanda Plaza Wujiaochang has launched the Gu-WAN Anime Street, bringing in themed venues such as March Monster Café to create an integrated space for shopping and entertainment. Meanwhile, the seasonal University Pedestrian Street has hosted pop-ups for titles like Miracle Nikki and The King's Avatar. In June, it teamed up with Xiaohongshu's Anime Graduation Season to launch a themed event called "Newbie Village (Beta)," which drew many graduates eager to take part.

Students Reimagine the Future of Fuxing Island

By Mao Xinhui, Huang Aijiao, and Fan Zongxin

The "2025 Quantum City: Spatiotemporal Innovation and Creativity Summer Camp" recently concluded on Fuxing Island in Shanghai's Yangpu District. More than 100 faculty and students from the Polytechnic University of Catalonia in Spain joined their counterparts from Tongji University to develop future-oriented concepts for the island. Over the course of two weeks, they collaborated on nine innovative proposals under three themes: Digital Intelligence Island, Design and Art Island, and People-Centered Urbanism Island. This Spanish delegation is one of the largest single-country academic exchange groups to visit China in recent years. During the camp, over 150 students and faculty from both countries were grouped into nine interdisciplinary teams. Each team was supported by young instructors and senior professors from China and abroad. They conducted field research on Fuxing Island and carried out academic discussions and design work, exploring ways to promote digital transformation,

ecological landscape development, and the renewal of human-centered public spaces. "This camp brought me closer to Chinese culture than I ever imagined," said Antonio Romero, a student from the Polytechnic University of Catalonia. "At first, it seemed impossible to complete a design proposal in just two weeks, but expert lectures and group collaboration gave us the inspiration we needed." "For me, every day of the past two weeks brought new experiences and friendships," said Peng Rui, a student from Tongji University. "The camp created a valuable space for interdisciplinary and cross-cultural cooperation. It was especially meaningful to be part of a real urban renewal effort." To reflect the three core themes, the camp presented three top awards: the Digital Renewal Award, the Design Creativity Award, and the People's Vision Award. The winning proposals stood out for their creativity and depth. One project transformed industrial landmarks into five-minute walkable neighborhoods with integrated functions and adaptive transport, presenting a vision of Fuxing Island as a welcoming and inclusive community. Another imagined the

island as a future tech playground featuring drone hubs and digital mazes that offer immersive experiences for all ages. A third plan focused on reconnecting the island with the wider city through walkable bridges and restored canals, reintegrating it into Shanghai's urban fabric. Judges praised the diversity of ideas and the students' efforts to connect the island's past, present, and future. Several proposals emphasized the importance of preserving the island's distinct character while enhancing its role within Shanghai's broader urban landscape. Some suggested creative approaches to water management and waterfront activation, such as using existing industrial structures to develop multifunctional digital infrastructure. Others explored how emerging technologies like drones could be integrated into everyday life through the design of 15-minute neighborhood models. In December 2024, the Shanghai Quantum City Spatiotemporal Innovation Base was officially launched on Fuxing Island. Tongji University, drawing on its strengths across disciplines and its past work in digital and people-centered urbanism, has played a key role in its development. The university is exploring ways to

integrate AI with land and spatial planning, contributing "Tongji wisdom" to the modernization of megacity governance. A Yangpu District official noted that Fuxing Island is a critical part of the district's waterfront transformation. The diverse ideas proposed by students from Spain and China have opened up new possibilities for the island's future. The district plans to continue working with local universities like Tongji to

build international collaboration platforms and bring outstanding design ideas to life. A representative from the Shanghai Municipal Bureau of Planning and Natural Resources said the summer camp was a vivid example of the Quantum City concept in action. The bureau will work closely with Yangpu District to turn the most promising ideas from the camp into tangible outcomes as part of the Fuxing Island innovation base.

