



Vol.02
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杭州亚运
Hangzhou 2022

炎
妆
浓
抹

杭州亚运会
色彩系统
Color System
of Asian Games
Hangzhou 2022

Harmony
of Colors

The brilliant
debut of the
Asian Games
stadiums

亚运场馆惊艳亮相

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卷首语



580 days, 579 days, the countdown continues……
With each passing day, the 19th Asian Games Hangzhou 2022 draws near.
Gongs clapping, drums beating, faster and faster, louder and louder, heralding the arrival of the Hangzhou Asian Games.
Congcong, Chenchen and Lianlian wave their flags as they cheer on the athletes.
With more than 480 gold medals in 40 sports to be won.
Competition venues are 55, training venues, 33, plus one spectacular Asian Games Village.
Satellite villages are four and the number of Functional Areas, many.
With all taking shape.
Our sports pictograms "Qu Shui Liu Shang", colour system "Harmony of Colours" and core graphics "Meeting the World" are ready for the world to see.
The Opening Ceremony Creative Copywriting, Call for Musical Works, and International Etiquette Contest, *Hi, Asian Games* video documentary and Asian Games Torch will impress Games participants and the city alike!
Spurred on by the historic opportunity presented by the Asian Games, urban development in Hangzhou and the co-host cities of Ningbo, Wenzhou, Shaoxing, Jinhua and Huzhou, among others, is in full swing.
We applaud our Asian Games artisans, because your skills and hard work only add to the prestige of the gold medals that will be won.
We salute our Asian Games volunteers, because your dedication will only enhance our shared love of sport.
We salute our athletes, because your strenuous preparations will make the spirit of the Olympics shine even more brightly.
And we salute everyone who has contributed to the Asian Games, because, thanks to you, Asia will be more fascinating and the world, a more beautiful place!
Heart to Heart, @Future!

Chen Weiqiang
Deputy Secretary General of HAGOC
Vice Mayor of Hangzhou
February 2021

580天,579天……

杭州亚运会的日历一页一页翻过。
杭州亚运会欢快的锣鼓越敲越密。
吉祥宝贝琮琤、宸宸、莲莲在摇旗呐喊！
40个比赛大项的480多块金牌在向运动健将们召唤。
55个比赛场馆,33个训练场馆,1个亚运村、4个亚运分村和众多功能中心雄姿初展、争奇斗艳。
曲水流觞的体育图标、淡妆浓抹的色彩系统、润泽的核心图形散发着独特的韵味,开幕式创意、音乐征集、礼仪大赛、电影摄制、火炬设计正展现出别样的精彩!
杭州携手宁波、温州、绍兴、金华、湖州等办赛城市乘着亚运会的东风阔步前行。
我们向建设者们致敬,你们的汗水浇灌了亚运会的金牌!
我们向志愿者们致敬,你们的奉献滋润着人类文明的花朵!
我们向运动员们致敬,你们的备战透射出奥林匹克的光芒!
我们向所有为亚运会出力的人们致敬,因为你们,亚洲更精彩,世界更美丽!
心心相融,@未来,爱达未来!

杭州亚组委副秘书长、杭州市副市长
陈卫强
2021年2月



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主办:
The 19th Asian Games Hangzhou 2022 Organising Committee
杭州2022年第19届亚运会组委会

Producer:
承办:
Hangzhou Daily Press Group
杭州日报报业集团

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杭州亚组委与爱知·名古屋亚组委召开线上工作交流会

September 29th, HAGOC initiated the online meeting with the Aichi Nagoya 2026 Asian Games Organising Committee. The two parties had an in-depth discussion concerning the Asian Games promotion, the market development, competitions, the Asian Games village, accommodations and transportation. The two parties learned from each other at this meeting and vowed to jointly promote the preparation work for the 2022 and the 2026 Asian Games.

9月29日,杭州亚组委应邀与爱知·名古屋2026年亚运会组委会召开线上交流会,双方就亚运会宣传推广、市场开发、竞赛项目、亚运村、住宿交通等内容展开深入探讨,双方通过此次会议,互学互鉴,共同推动2022年和2026年亚运会筹办工作更好开展。

The Hangzhou Asian Games Organising Committee (HAGOC) held simulated games at the demonstration venue

杭州亚组委召开示范场馆模拟赛总结汇报会

On September 22nd, HAGOC held a summary meeting of the simulated games at the demonstration venue. Deputy Secretary-General of HAGOC and Vice Mayor of Hangzhou Chen Weiqiang attended the meeting and listened to the briefings from the deputy commanders in charge and affirmed the preparation for and the work of the simulated games.

9月22日,杭州亚组委召开示范场馆模拟赛总结汇报会。杭州亚组委副秘书长、杭州市副市长陈卫强出席并听取了各副指挥长负责领域工作总结,对示范场馆模拟赛筹备及运行情况表示肯定。

2020.09.22

2020.09.29

2020.09.27

2020.10.14

The Hangzhou Asian Games international etiquette competition was launched
杭州亚运会国际文明礼仪大赛启动

On September 27th, the International Etiquette Contest for the 19th Asian Games Hangzhou 2022 was launched in Hangzhou. The official registration channel was opened at the same time. The contest would last for one year, calling for sports fans and etiquette lovers from all over the world and from all walks of life to participate in the demonstration of Hangzhou manners and Asian multicultural etiquettes.

9月27日,杭州2022年第19届亚运会国际文明礼仪大赛正式启动,官方报名通道同步开启,为期一年的杭州亚运会国际文明礼仪大赛由此拉开了序幕,大赛向全球体育爱好者和热爱文明礼仪的各界人士发出邀约,共同来展示杭州城市文明风范、亚洲多元文化礼仪风貌。

Ticket sales for the Hangzhou Asian Games announced
杭州亚运会票务主运营商确定

A press conference was held on Oct 14th to sign the ticket sales contract for the 19th Asian Games and the 4th Asian Paralympics. The official ticketing website of the Hangzhou Asian Games will begin to sell tickets in 2021. After that, people can purchase tickets online via the official website of the Hangzhou Asian Games or from the box offices.

10月14日,杭州2022年第19届亚运会、第4届亚残运会票务主运营商签约发布会在杭州举行。杭州亚运会官方票务网站将于2021年上线公开发售门票,届时广大公众可以通过杭州亚运会官网与线下平台购买门票。



Asian Games
Chronicle of events
亚运
结绳纪

From ancient times, our ancestors marked big events by making knots on a rope, big knots for big events, small knots for small ones.

In this chapter, we note the major events in the preparations for the Asian Games in chronological order to mark their significance.

This time the knots mark the events from September 2020 to the end of the year.

上古凡有约誓,“事大大其绳,事小小其绳”,结绳以纪。

今效结绳法,我们将杭州亚运会筹备期间诸多有意义的事列,善序事理,以作录纪。

此段“结绳”,始于2020年9月,暂至2020年岁末为终。

The Hangzhou Asian Games core graphics and color system released
杭州亚运会核心图形与色彩系统发布

October 21st, The Hangzhou Asian Games core graphics meeting the world and colour system harmony of colours were unveiled; the Operation Centre for Overseas Integrated Media was established; and the first issues of the Hangzhou Asian Games paper and magazine were inaugurated.

10月21日,杭州亚运会核心图形“润泽”与色彩系统“淡妆浓抹”揭晓,海外融媒体运维中心成立,官方会刊、杂志《杭州亚运》创刊首发。

The Anti-Doping Centre of General Administration of Sport of China investigated the preparation of anti-doping work

国家体育总局反兴奋剂中心
调研反兴奋剂工作筹备情况

October 21st, Party Secretary and Deputy Director of Anti-doping Centre of General Administration of Sport of China Chen Zhiyu visited the Hangzhou Asian Organising Committee to investigate the preparation of anti-doping work. He and his team inspected the construction of Hangzhou Olympic Sports Centre natatorium, the main stadium of Olympic Sports & Expo City, Tennis Courts and the Asian Games Village doping checking station.

10月21日,国家体育总局反兴奋剂中心党委书记、副主任陈志宇一行赴杭州亚组委调研反兴奋剂工作筹备情况,其间现场踏勘杭州奥体中心游泳馆、奥体博览城主体育场、网球中心及亚运村兴奋剂检查站建设情况。

Vice Mayor Chen Weiqiang investigated the construction of the Asian Games venues
陈卫强副市长调研亚运场馆建设工作

On November 10th, deputy Secretary-General of the Hangzhou Asian Games Organising Committee and vice mayor of Hangzhou Chen Weiqiang, went to Yuhang District to investigate the construction of the Asian Games venues. Chen Weiqiang affirmed the Yuhang District Asian Games stadium reconstruction project and the supporting construction projects.

11月10日,杭州亚组委副秘书长、杭州市副市长陈卫强一行赴余杭区调研亚运场馆建设工作。陈卫强对余杭区亚运场馆改建项目推进及配套规划建设情况表示肯定。

The first batch of Hangzhou city volunteer service points Asian Games V booths was released
首批杭州城市志愿服务点位“亚运V站”出炉

The first batch of 55 Asian Games V booths serving guests, athletes and tourists from home and abroad was released at the launching ceremony of Young Volunteers for the Asian Games in Hangzhou and Fuyang District on December 3rd.

12月3日,“青春迎亚运志愿展风采”杭州市暨富阳区迎亚运城市志愿服务行动举行启动仪式,现场发布了首批55个为国内外嘉宾、运动员和游客开展志愿服务的“亚运V站”。

2020.10.21

2020.10.21

2020.11.10

2020.12.03

2020.10.18

2020.11.05

2020.11.11

2020.12.16

The Hangzhou Asian Games Sponsors' Club was established
杭州亚运会赞助商俱乐部成立

October 18th, the founding ceremony of the 19th Asian Games 2022 Sponsors' Club and the plate-awarding ceremony of the first rotating chairman unit were held at the headquarters of the Geely Holding Group. The eight official partners of the Asian games and the two officially authorized suppliers, became the first members of the Hangzhou Asian Games Sponsors' Club. The Geely Holding Group was elected the first executive chairman of the club.

10月18日,杭州2022年第19届亚运会赞助商俱乐部成立暨首届轮值主席单位授牌仪式在吉利控股集团总部举行。杭州亚运会8家官方合作伙伴与两家官方独家供应商,成为杭州亚运会赞助商俱乐部首批成员单位,吉利控股集团当选首届轮值主席单位。

The Hangzhou Asian Games official insurance service partnership signing press conference was held
杭州亚运会官方保险服务合作伙伴签约发布会举行

On Nov 5th, the press conference for signing the official insurance service partnership of the 19th Asian Games Hangzhou 2022 was held in Shanghai. China Pacific Insurance (Group) Co., Ltd. has officially become the signed insurance service partner of the Hangzhou Asian Games to provide a set of insurance policies covering production, life and health insurances and to provide the all-round risk management services for the Hangzhou Asian Games.

11月5日,杭州2022年第19届亚运会官方保险服务合作伙伴签约发布会在上海举行。中国太平洋保险(集团)股份有限公司正式成为杭州亚运会官方保险服务合作伙伴,将为杭州亚运会提供“产、寿、健”一揽子保险保障和全方位风险管理服务。

Netcom donated a domain name to the Hangzhou Asian Games Organising Committee
华企网联向杭州亚组委捐赠域名

November 11th, the Publicity Department of the Hangzhou Asian Organising Committee held a meeting on domain name donation, and issued the donation certificate to the donor enterprise China Enterprise Network (Hangzhou) Credit Evaluation Co., LTD., completing the domain name transfer on the spot and defining the follow-up management matters. So far, the Hangzhou Asian Organising Committee has acquired another important domain name: www.hangzhou2022.com.cn.

11月11日,杭州亚组委宣传部牵头召开域名捐赠会议,向捐赠企业华企网联(杭州)资信评估有限公司颁发捐赠证书,现场完成域名转让并明确后续管理事项。至此,杭州亚组委又收获一重要域名:www.hangzhou2022.com.cn。

Doha becomes the host city of the 2030 Asian Games
多哈成为2030年亚运会主办城市

December 16th, Doha, the capital of Qatar, was elected to be the host city of the 2030 Asian Games and Riyadh, Saudi Arabia, the host city of the 2034 Asian Games on the 39th Plenary Session of the Asian Games Council. It was reported that Doha successfully hosted the 15th Asian Games in 2006.

12月16日,在亚奥理事会第39届全体代表大会上,经过投票,卡塔尔的首都多哈成为2030年亚运会主办城市,沙特阿拉伯的利雅得成为2034年亚运会主办城市。据悉,多哈曾在2006年成功举办过第15届亚运会。



19th Asian Games
Hangzhou 2022

聚焦 Highlights

The year 2020 gave humanity a stunning wake-up call
With Covid-19 ravaging the whole globe, our world has
become more of a community with a shared destiny
Fighting the pandemic at the same time
Hangzhou battles with the challenges and difficulties in
the construction of 19th Asian Games venues
And scores rapid progress day and night
Hard work, unity and faith --
When the headwind is strong and our journey is long,
pressing ahead is the only option.

2020 给了全人类一个荡魂摄魄的开端
“新冠”疫情席卷全球，世界同呼吸共命运
而战疫当前
杭州亚运会的场馆建设迎难而上
俾夜作昼，朝乾夕惕
拼搏，团结，坚持信念——
疾风漫道之时，奋进才是铸城的“神技”。



Dashing through 2020

An interview with Chen Weiqiang, Deputy Secretary General of HAGOC and Vice Mayor of Hangzhou

我们攻坚的2020

专访杭州亚组委副秘书长、杭州市副市长陈卫强

A few numbers of the Asian Games venue construction

亚运场馆建设的N个数字

The year 2020 has come to an end. How is the progress in the construction of venues and facilities of the Hangzhou Asian Games? Particularly those located in Hangzhou?

2020年已经结束,杭州亚运会场馆及设施建设进度如何? 其中在杭亚运场馆及设施建设进展如何?

Chen Weiqiang: The year 2020 has been a tough year and a year of giant leaps for the venue constructions. Most gymnasiums and stadiums are still under construction. Generally speaking, the constructions are proceeding as planned with satisfactory progresses. A few numbers can be used to summarise it:

At the beginning of the year, the pandemic affected everything. But the projects were soon resumed in March.

At the end of the year, 53 fields of play have fulfilled 76.1% of the total investment; 42 have finished building, fulfilling 93.3% of the total investment, exceeding 85% of the year's target; 108 buildings of the Asian Games Village are roofed, exceeding the planned target by 41.4%, completing 50.5% of the total investment.

Of the 58 Asian Games venues, Asian Games Villages and sub-villages (the other two being independent venues for the Asian Para Games), 42 are located within Hangzhou (municipally owned, and in provincial institutions and universities in Hangzhou) and 16 are outside Hangzhou. At present, good progress has been recorded among those in Hangzhou, with 85.16% of the total investment completed and the

annual target met.

In summary, all the constructions have been accelerated in spite of the pressures brought by the pandemic and its prevention, and all the work have been done very well.

陈卫强:2020年是场馆建设攻坚之年,全面推进之年。大部分场馆处于建设施工阶段,总体上按计划正常推进,进度良好,可以用几个数字来介绍:

年初,克服疫情影响,3月全员到岗,全面复工;

到年底,53个比赛场馆全年完成总投资的76.1%;42个场馆土建完工,完成总投资的93.3%,超额完成85%的年度目标;亚运村108幢楼主体结顶,完成目标计划的141.4%,累计完成总投资的50.5%。

58个亚运会比赛场馆和亚运村、分村(另外2个是亚残运会独立场馆),其中杭州市域范围内42个(市属场馆、在杭省级单位和高校场馆),另外杭外城市16个。目前在杭这些亚运场馆进展良好,完成了总投资的85.16%,也已经完成了年度目标任务。

各项建设工作在疫情防控的压力之下换挡提速,各项工作任务圆满完成。



This year, under the impact of Covid-19, how has the venue and facility construction managed to be on schedule?

2020年在新冠肺炎疫情影响下,亚运场馆及设施是怎样抓进度、赶工期的?

Chen Weiqiang: The pandemic this year had a serious impact on venue construction in the early stage, causing difficulties in securing labour and materials. By the end of February, after analysing the situation and actively exerting our subjective initiative, we took the lead in the whole country to bring all the staff back to their posts and initiate full resumption of the construction. To be specific, we have done our work across five aspects, which can be summed up in five words. The first one is checks. Even before we started work in early February, we made contacts with all the venues to conduct a comprehensive survey of such factors as the available work force at the construction sites, the number of people who have returned to work, the stock of building materials, the supply of Covid-19 prevention supplies, and so on, so as to prepare for work resumption after the Chinese New Year. The second is visits. All of the staff from HAGOC's venues department were sent to the front line of the construction. Aided by other relevant agencies, they made thorough visits to the construction sites to understand the difficulties, checked on site management and made necessary preparations for the resumption of work. The third is solutions. Namely the solutions to any issues in venue construction, including workers recruitment, upstream industries and pandemic prevention supplies. For example, we secured 105,000

Perseverance during the pandemic 疫情之下的5字坚守

masks to meet any urgent needs. We persuaded the Construction Commission to increase the supply of building materials to ensure the timely resumption of the construction.

The fourth is reviews. Extensive non-contact online review were conducted on design plans and other documentation so that the paperwork can precede the resumption of field work.

The fifth is optimisation. On the premise that the annual target was met, rational adjustments were made to achieve optimisation in construction, planning and organisation.

陈卫强:2020年受新冠肺炎疫情影响,在人工、材料一时难以恢复的情况下,前期场馆建设的确受到了很大影响,2月底的时候,我们审时度势,积极发挥主观能动性,率先在全国实现了全员复岗、全面复工。具体来说,主要是做了五方面工作,也可以用5个字来概括。第一个是“查”。2月初还没有正式上班,我们就联系了各场馆单位,开展全面排查工地现有人员情况,返岗人员、工地材料准备、防疫物资供给等情况,为春节后返岗复工做准备。第二个是“访”。组委会场馆建设部全员下沉到场馆一线,其他相关部门也开展配合,全面走访亚运场馆建设工地,了解复工的困难,检查现场管理工作,为复工做好准备。第三个是“解”。就是具体协调场馆建设中的各类问题,包括工人来源、上游产业以及防疫物资等。比如我们协调了10.5万只口罩,解决了燃眉之急。比如我们协调建委加大了材料供应,保障了正常复工等等。第四个是“审”。对各项设计文件进行无接触的网上审查,实现建设工程的“纸上工作”先行复工。第五个是“优”。在年度目标不动摇的前提下,优化施工、优化计划、优化组织,通过科学合理的节点计划调整,确保年度目标任务完成。



Sticking to the original aspirations 坚守初心的办赛理念

Compared with other Asian Games host cities, what are the features and highlights of the venue and facility construction in Hangzhou?

对比其他亚运会举办城市,杭州在亚运场馆建设及设施建设上有哪些特点和亮点?

Chen Weiqiang: First, the construction of the venues started early, progressed fast and completed on schedule. As far as we know, the Asian Games venue building is usually finished between six months and one year before the Games, which is likely to cause substantial lagging, and many construction quality problems as well. Our plan is to finish the project a year and a half before the event, which will leave us plenty of time for testing, modification and improvement. And our construction has been marked by steady and smooth progress. So far, the annual target has been basically reached, and the overall progress has been good. Second, we have fully implemented the concepts of hosting the Hangzhou Asian Games. First, the concept of being green, although it was not the first time that Hangzhou advocated the idea. But compared with other Asian Games, we have certain characteristics. For instance, from our research, we came up with the guidelines for both green and healthy architectural design and indoor air pollution control. They meet or even exceed the current standards and became the main basis for the Asian Games venues green construction work. In particular, the technical

guidelines for indoor air pollution control are seen as the nation's first in the construction of large comprehensive sports venues, and also a green pioneering project of the Hangzhou Asian Games. The effect is striking. For example, the Asian Games Village was awarded the marking of the national two-star green ecological city design, which is the first demonstration project in Zhejiang Province qualified in the green ecological city evaluation.

陈卫强:第一是场馆建设启动早、推进快、完成好。据我们所知,一般亚运会场馆建设是在赛前半年到一年左右完成,因此他们的场馆建设过程中滞后的情况还是比较多的,建设质量各方面暴露出来的问题也不少。我们按照计划是在赛前一年半竣工,这将有充足的时间进行测试、整改和提升。因此,我们的场馆建设推进一直是稳扎稳打,非常顺利,到现在为止年度目标任务也基本完成,整体推进情况都很好。第二是充分贯彻杭州亚运会办赛理念。一是“绿色”理念。杭州不是第一次提,但对比其他亚运会,我们还是很有特色的,比如我们研究编制的绿色健康建筑设计导则、室内空气污染控制导则都是符合甚至超过当前的一些指标,成为亚运场馆开展绿色建设工作的主要依据。特别是室内空气污染控制技术导则被称为国内大型综合性体育运动会场馆建设的首创,也是杭州亚运会的“绿色”创举。效果也很明显,比如亚运村获得国家二星级绿色生态城区设计阶段评价标识,这是浙江省首个通过绿色生态城区评价的示范项目。



The second is the concept of being frugal . On the one hand, based on the existing resources, most of the venues of the Asian Games are those that already exist or have been planned for construction. For example, the main stadium and tennis centre at the Olympic Sports Centre were basically completed in 2017 and are renovated and have been upgraded in sports technology for the event. Both the gymnasium and natatorium were already in the plans, and are now built to be used in the Games. On the other hand, maximum efforts have been made to improve the existing facilities. The Hangzhou Asian Games has only 12 new venues, the least in number among all the previous events. Most of the existing venue resources will be made effective for the Games. For example, eight of the venues were found to be unfit for long-term use after the competition, so they will be replaced by temporary structures to reduce investment. In addition, the financial expenditure is strictly controlled. The equipment for the competition is firstly solved through market development or rental. The floor, seats and other facilities and equipment of the venues are to be retained to reduce waste as long as they meet the requirements of the event. Third, the concept of being smart. In the construction process, we managed to make full use of BIM technology, including its integrated application in design, construction, and operation and maintenance. That is still quite advanced compared with the previous events. At the same time, cutting-edge technologies are to be introduced in the application of

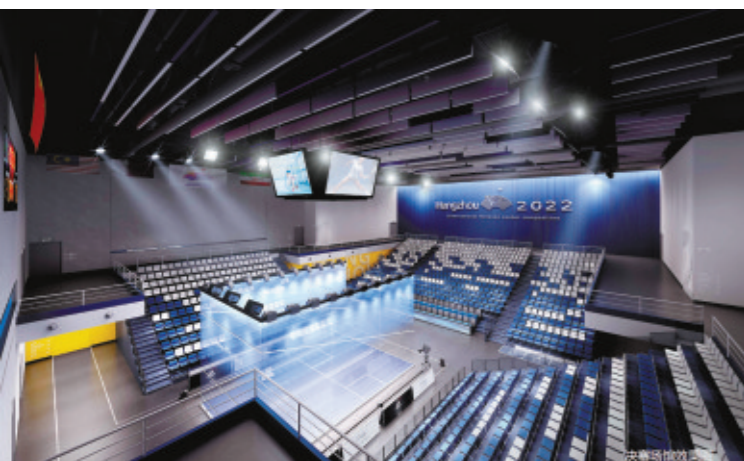
smart stadiums in the future for viewing and organising games. For example, the main stadium won the Gold Medal for China Steel Structure and the Luban Award . The Little Lotus for the tennis finals is the first in the world to adopt rotatory roof technology which allows the roof to open and close through rotation adjusted in accordance with the weather conditions.

二是“节俭”理念。一方面,立足现有场馆资源,亚运会场馆绝大部分是本来就有的,或者是已经规划建设,比如奥体中心的主体育场、网球中心在2017年就基本建成,此次根据亚运会项目要求,在体育工艺方面作适当改造提升。体育馆、游泳馆早就已经规划好了,结合亚运会项目要求,同步建设使用。另一方面,尽可能改造提升,杭州亚运会新建场馆仅12个,在历届亚运会中最少,大部分都是充分利用现有场馆资源,进行有效利用。比如还有8个场馆赛后无法长效利用的,采取临时搭建的方式,进一步减少投入。还有就是尽可能减少财政支出,赛事器材首先通过市场开发和租用的方式予以解决。场馆的地板、座椅等设施设备在符合赛事要求前提下,尽可能利用,减少浪费。三是“智能”理念。在建设过程中,主要是把BIM技术用足用好,包括设计、建设、运维三位一体的BIM运用,这在历届亚运会中还是很超前的。同时今后在智能场馆应用中也运用先进科技手段,贯彻到观赛、办赛的全过程。比如主体育场获得中国钢结构金奖、“鲁班奖”。网球决赛馆“小莲花”世界首创的“旋转开闭屋盖”的原理,能根据天气情况,旋转开合,技术工艺非常先进。

The fourth is the concept of being civilized. Vigorous efforts are devoted from venue planning, construction to the post-competition utilisation and others to promote the continuous linkage between civil society and the Asian Games. In the design and planning, we set our sights on branding Hangzhou. We have given full play to the city's urban characteristics, fusing Liangzhu, West Lake, the Qianjiang tide and other elements into the Asian Games venues, while paying attention to retaining their original features. For example, in the Fuyang District Shooting and Archery Centre, the famous painting of Dwelling in the Fuchun Mountains is ingeniously blended in its facade design, complementing the surrounding green hills and clear waters. The Hangzhou Gymnasium, as a landmark sports facility in the 1960s, bears the memory of several generations of the local people. Its reconstruction as an Asian Games venue follows the principle of restoring the original style, and fully retains the historical mark of the building while complying with the requirements of the Asian Games. In the construction management, we placed strict control on the construction site. We cooperated with construction authorities at all levels to carry out a series of special inspections, demanding all venue units to follow proper rules in construction, site enclosure, publicizing venue projects, mascots, emblems and other elements of the event, thus further creating a good atmosphere for a cultured and ethical Asian Games. In addition, to promote and build a barrier-free city, all venues are

required to install barrier-free equipments. To that end, we organised experts to review the special design scheme of all the venues. And through the focused training on the subject, we pressed the units of building, design and construction to further enhance their understanding of the significance of barrier-free facilities to render the venues more user-friendly, so to contribute to the building of barrier-free city.

四是“文明”理念。从场馆规划、建设到赛后等多点着力,推进文明与亚运的持续联动。在设计规划上,打造杭州城市名片。充分利用杭州城市特色,将良渚、西湖、钱江潮等元素融入亚运场馆,并注重保留场馆原有特色。比如富阳区射击射箭馆巧妙地将富春山居图设计到场馆外立面,与周边的青山、绿水相得益彰。比如杭州市体育馆作为二十世纪60年代杭州市标志性体育建筑设施,承载了几代杭州人的记忆,此次亚运会场馆改造遵循“修旧如旧”的原则,在满足亚运要求的前提下,充分保留建筑原有的历史印记。在建设管理上,严格把控文明施工要求。联合各级建设主管部门开展一系列专项检查,严格要求各场馆单位做好文明施工、工地围挡,宣传场馆项目、吉祥物、会徽等亚运元素,进一步营造了文明亚运的良好氛围。此外,从城市提升和打造无障碍城市上,要求所有场馆都要开展无障碍设施建设。组织专家对场馆开展了无障碍专项设计方案审查,并通过开展无障碍专项培训,推动建设单位、设计单位、施工单位进一步加强对无障碍工作的认识,使场馆更加人性化,为营造无障碍城市贡献力量。



Anticipated legacy of an Asian Games hosting city 值得期待的亚运城市遗产

Taking advantage of the new venues to make up for the city's shortage of sports facilities

取新馆之长补城市短板

What has the completion of the Asian Games venues and facilities meant for Hangzhou's capacity for hosting sports events?

亚运三馆、奥体中心主体育场和网球馆等亚运场馆及设施的建成,补齐了杭州体育赛事举办的哪些短板?

Chen Weiqiang: There are three main aspects. First, it has made up for the shortage of fitness facilities around people. There are a number of large-scale sports facilities in the main urban area, such as the Huanglong Sports Centre, but few are on the south side of the Qiantang River. As the largest comprehensive venue cluster in Hangzhou, the Olympic Sports Centre has abundant sports facilities. It increases the effective supply of fitness facilities and meets the needs for the sports building requirements of different groups.

Second, it has corrected the city's weakness in staging large events. The Olympic Sports Centre, as a venue group, boasts first-class hardware facilities that meet the standards for hosting large domestic and international events. With the experience gained from hosting the Asian Games, I believe that there will be more top-level events in Hangzhou and Zhejiang after the Games. That will provide a solid hardware foundation for us to build

a city of international sports events. Third, it has made up for the shortage of talent and experience. Hangzhou has never held a large comprehensive international sports event before. As the main venue and contest arena, the Olympic Sports Centre venue group shall have the opportunity to accumulate experience and train talent through the Asian Games, making up for our shortcoming in talent and competition experiences, including those in of sports technology and competition operation and so on.

陈卫强:主要是三个方面。一是补齐群众身边的健身设施短板。杭州主城区有黄龙等一些较大规模的体育设施,相比较而言,钱塘江南岸较为缺乏,作为杭州最大型的综合性场馆群,奥体中心具有丰富的体育场地设施,增加健身设施有效供给,将满足各类不同人群体育建设的需求。二是补齐举办大型赛事的短板。奥体中心场馆群拥有一流的硬件设施,具备了举办国内国际大型赛事的标准,加上亚运会举办的洗礼,我相信赛后会有更多的顶级赛事落地杭州、浙江,这将为我们打造国际赛事之城提供坚实的硬件基础条件。三是补齐人才和办赛经验的短板。杭州没有举办过国际性大型综合赛事,奥体场馆群作为主场地、主阵地,通过亚运会举办积累经验,锻炼了人才,弥补了我们在人才和办赛经验上的短板,包括体育工艺、赛事运行人才等。

How will the completion and operation of the above venues enhance Hangzhou's energy level and speed up its internationalisation?

上述场馆竣工使用后,将对杭州城市能级提升、城市国际化提速产生怎样的推动作用?

Chen Weiqiang: We have put forward the goal of Staging a successful event to bolster the development of a city. Our venue construction always combines the operation during the Games with the utilisation after the Games. It is not only to secure the needs during the Games, but more importantly, to leave a legacy for the city and its people.

For example, to help urban construction, the Ouhai District of Wenzhou took the opportunity of the Dragon Boat Base as a venue to build a new urban area and optimize urban functions. The Guali Cultural and Sports Centre and the Hangzhou Asian Games Village, as the first group of future community pilots in the province, provide typical examples and experience for future city construction through venue and facility building. The transformation of venues such as the Huanglong Sports Centre and the Hangzhou Gymnasium has also optimized internal transportation, green landscaping and functional layout step-by-step, bringing more convenience to the daily life and sports activity of the surrounding residents. This is the contribution of the Asian Games venues to urban development.

In promoting the development of mass sports and sports undertakings, district sports centres like those in Gongshu, Jianggan, Xiaoshan, and Yuhang are

centrally located, which, through upgrading, can not only provide citizens with more advanced new venues but also consolidate the hardware foundation for mass sports.

The Asian Games has offered us a precious opportunity for Hangzhou's efforts in building itself as an international sports events destination. A substantial number of venues are now qualified for hosting large domestic and international events. I believe that after the Asian Games, there will be more top-level events in Hangzhou and Zhejiang, which will provide a solid hardware foundation for us to forge a city of international sports events.

陈卫强:我们提出了“办好一个会、提升一座城”的目标,我们的场馆建设始终把赛时运行和赛后利用相结合,不仅仅是保障赛时需要,更重要的是为城市和群众留下亚运遗产。比如助力城市建设,温州瓯海区以龙舟基地场馆为契机打造城市新区,优化城市功能。瓜沥文体中心、杭州亚运村作为全省第一批未来社区试点,通过场馆设施建设,为未来城市建设提供了典型范例和经验。黄龙体育中心、市体育馆等场馆的改造,也进一步优化了内部交通、绿化景观、功能布局,为周边居民的日常生活、运动提供了更多的便利,这是亚运场馆为城市发展所做的贡献。比如推动群众体育运动和体育事业发展,拱墅运河亚运公园、江干体育中心、萧山体育中心、余杭体育中心等场馆位于城区中心位置,通过改造提升,为市民们提供了更崭新先进的体育运动场所,夯实了群众体育的硬件基础。比如打造国际赛事之城,通过亚运会的契机,一大批场馆具备了举办国内国际大型赛事的标准,我相信赛后会有更多的顶级赛事落地杭州、浙江,这将为我们打造国际赛事之城提供坚实的硬件基础。

Light up the city's reputation of serving the people

点亮城市名片 实现“还场于民”



What is HAGOC's plan and design for the use of the venues and facilities after the Games? Do other Asian Games host cities have replicable experiences? What benefits will those venues and facilities bring to Hangzhou in the future?

对于上述亚运场馆及设施的赛后利用,杭州亚组委是怎样构思和设计的?其他亚运会举办城市是否有可复制的经验?未来将给杭州带来哪些效益?

Chen Weiqiang: Hangzhou is an open and inclusive city. Earlier, we had free admission to the parks around West Lake, and now, we are to open the Asian Games venues to the public. It will also be the general direction for the future use of the Asian Games venues after the event. In general, we think that venues should be built in the city, built on the business, built for the people. The idea of built in the city is to integrate them in the general plan of the city. The Asian Games venues are not independent buildings, but a part of the urban construction. Their planning, construction and operation should be looked at from the perspective of the overall city development.

The concept of built on the business means that the venues not only carry the function of holding sports events, but can also be combined with business activities in site use and with cultural exhibitions in operation. A rich variety of business activities will certainly boost their popularity and lead to a virtuous cycle in operation.

Built for the public means to better serve the mass sports. To take a simple example, there are many people jogging at night, but due to venue shortages, some people choose to run on the roadside or along the driveway of the community, which is neither safe nor healthy. So some of our venues will have special running tracks built for citizens to pursue a healthy life.

Other Asian Games host cities do have some good

practices, but we believe that the replication of successful experience should be seen in the light of the pace of the times and the actual situation of Hangzhou. We will learn from the post-game venue utilisation from different countries and events, but we will not simply copy. The construction of the Asian Games venues will bring benefit from three aspects in the future. First, it provides better hardware facilities for Hangzhou to host high-level sports events; second, it enriches the diversity of Hangzhou's urban functions; third, it lights up the reputation of Hangzhou as a destination for international sports events.

陈卫强:杭州是一座开放包容的城市,从“还湖于民”到现在,“还场于民”也将是今后亚运场馆赛后利用的大方向。总体上,我们想,场馆还是要“建在城市之中,建在产业之上,建在群众脚下”。

所谓建在城市之中,就是把场馆放到城市中考考虑,亚运场馆不是独立的建筑,而是城市建设的一部分,从它的规划、建设到运行,都将从城市角度去看。

所谓建在产业之上,就是体育场馆不仅具有举办体育赛事的功能,在场地它可以与商业结合,在运营上可以与文化会展结合,通过丰富的产业聚拢人气,形成运营的良性循环。

所谓建在群众脚下,就是亚运场馆将为群众体育提供更优质的服务。举个简单的例子,现在夜跑的人很多,但是由于场地限制,一些人选择在马路边、小区的车道上锻炼,这样既不安全,也不卫生。我们一些场馆将建设专用的跑道供市民朋友开展健康生活。

其他亚运会举办城市的确有一些比较好的做法,但是我们认为成功经验的复制,还是要结合时代的脚步和杭州的实际情况,我们会借鉴不同国家、不同赛事的场馆赛后利用情况,但是不会简单地照搬照抄。亚运场馆的建设在未来可以从三个方面体现它的效益。一是在体育上为杭州举办各类高规格赛事提供了较好的硬件设施,二是在城市上丰富了杭州城市功能的多样性,三是在品牌上点亮了杭州国际赛事之城的名片。



A Hangzhou photographer's album

一位老杭州的摄影手记

His 14-year odyssey to capture thousands of Lotus shots

他用十四年 为“大莲花”拍了千张照

The Hangzhou Olympic Sports Centre is nicknamed Big Lotus. It is the main stadium of the 19th Asian Games Hangzhou 2022, also one of the landmarks in the city. Many people knew little about Big Lotus before it was officially announced as the main venue for the Games.

When was it built and what was it like before it was built? How long did it take to build? What did it look like when it was first lit up? When was it first opened to the public?

Tan Qixiao, an 82-year-old photographer from Hangzhou, can give you the answers, for he has spent 14 years taking thousands of photos to record the whole process of its construction.

杭州奥体中心“大莲花”,是杭州2022年第19届亚运会的主体体育场,也是杭州的标志性建筑之一。在官宣成为主会场之前,很多人对“大莲花”知之甚少。

它是什么时候开建的,开建之前是什么样貌?建了多少年,第一次亮灯样子如何?第一次对公众开放,是什么时候?

82岁的杭州业余摄影师谭启晓,可以告诉你答案:他用14年时间,拍了上千张照片,把这一切都记录下来。



The passion
came from
nowhere but
grew with time

“情”不知所起
一往而深

Tan Qixiao's story with Big Lotus started in 2006. On November 8th of that year, a news report entitled *Which of the five sites will be chosen for Hangzhou Olympic Sports Centre? Jiangnan scheme is preferred* drew his attention to Big Lotus.

"I like sports very much and I am very concerned about the National Games, Asian Games and such like. This news excited me. Hangzhou will finally have its own Olympic Sports Centre! Wow!" said Tan.

At that time, there were five candidate addresses for Big Lotus—Xiasha, Jiubao, Linping, Xiaoshan, Binjiang. A month later, a radio report announced that the Olympic Sports & Expo Centre would be built somewhere between Binjiang and Xiaoshan.

"I rode my bicycle to Qijiazha village before the local villagers knew about it." Suddenly an idea struck him—he should record the construction process of the Olympic Sports & Expo Centre.

谭启晓和“大莲花”的故事,要从2006年说起。

当年11月8日,一篇题为《杭州奥体中心花落谁家,五个备选地址中,江南方案受青睐》的报道,引起了他对“大莲花”的关注。

“我很喜欢体育,对全运会、亚运会这类赛事非常关心。看到这个消息,我很振奋,因为杭州终于要有自己的奥体中心了。”老谭说。

当时,“大莲花”的备选地址,有下沙、九堡、临平、萧山、滨江五处。一个月后,他从电台听到,奥体博览中心确定建在滨江和萧山之间。

“我就骑着自行车去了七甲闸村,结果当地村民还不知道这个消息。”他突然萌生一个念头——要用自己的方式将奥体博览中心建设的过程记录下来。

In the first year, Qijiazha Village was a large rural landscape; by the next year, the villagers began to move away...

Every year after that, Tan would cycle to Qijiazha village. With thousands of photos, he recorded the growth of this Big Lotus of the Olympic Sports Centre.

Tan also has a collection of Big Lotus newspaper clippings, nicely collated in the time order. The clippings were pasted on white paper and audio news was dictated by hand with notes on the side.

On August 11th, 2019, Wang Leehom's concert was held at the Hangzhou Olympic Sports & Expo Centre, the first large-scale event after the completion of Big Lotus. To record the moment of the lotus' first blooming, Tan and his wife even went to the concert like all of Wang Leehom's fans.

"Most of the people who went to the concert were young. We couldn't get tickets since they were so expensive." Although they could not enter the concert, Tan and his wife arrived at the scene after an early dinner and pressed their shutters excitedly on the blooming Big Lotus.

第一年,七甲闸村还是大片的田园风光;第二年,村落开始拆迁……

之后的每一年,老谭都会骑车去七甲闸村转悠。用上千张照片,记录下了奥体中心这朵“莲花”逐渐绽放的全过程。

翻开老谭的“剪报集”,里面所有关于“大莲花”的新闻信息,都按时间有序地排列着。报纸用白纸衬着,音频则用手抄录,边上还写着备注。

2019年8月11日,王力宏演唱会在杭州奥体博览中心举行,这是“大莲花”落成后的首场大型活动。为记录大莲花首次“盛开”的那一刻,老谭和老伴还当了一次王力宏的“夕阳红粉丝”。

“去看演唱会的,大多是小年轻,我们抢不到票,而且经济条件也不允许。”虽然无法进入内场,但老谭和老伴还是早早吃完晚饭赶到现场,对着绽放的大莲花,兴奋地摁下快门。



"It's like a child I've watched growing."

“它像是我看着长大的孩子”

"For me, Big Lotus is like a child growing up in front of me. This is a very important moment that can not be missed." Tan said passionately.

As the main venue for the opening and closing ceremonies of the Hangzhou Asian Games and the field of play for field and track games, Big Lotus is currently under renovation according to the requirements of the Games

Tan has a wish—if possible, he hopes to watch a game there with his wife during the Hangzhou Asian Games. It does not have to be a popular game, for he just wants to cheer for the athletes and to preserve this historical moment of Big Lotus with his camera again.

“对我来说，‘大莲花’就像是我看着长大的孩子，这是它非常重要的一刻，一定不能错过。”老谭动情地说。

作为杭州亚运会开闭幕式主会场以及田径赛事竞技场馆，“大莲花”目前正在按赛事要求进行改造。

老谭有一个愿望，如果可以，他希望杭州亚运会期间能和老伴一起去看场比赛，也不必是热门赛事，只为到现场给运动员们“鼓鼓劲”，再次用相机记录大莲花的“历史性时刻”。



He donated 100,000 photos

10万张照片全部捐了

Tan may spend an hour or two on a single shoot in order to get a satisfactory picture. In his breaks, he would take down the parameters of the photos, the weather of the day, and even sketch out his ideas. Therefore, he has a unique identity profile on the back of each photo.

In the past 60 years, Tan has taken more than 100,000 photos, covering Hangzhou's urban construction, major events, astronomical phenomena, life and culture... The stories of Hangzhou are recorded in his album.

In addition to filming, Tan is also an avid sportsman who has run 12 marathons. He also knows very well the sports events at home and abroad. He talks about them like a book of his own life: the Olympic Games, Asian Games, National Games, in which year and where they were held... He keeps detailed records.

In 2017, Tan donated all of his 100,000 photos to the Hangzhou Archives for free, more than 50,000 of which are about Hangzhou

"My album comes from society. If the archives need it, I would give it to them gladly. Instead of leaving it to my children and grandchildren, I would rather give it back to the society, so that these photos can be better used." Tan said.

为了拍出满意的照片，老谭一次拍摄可能要花一两个小时。在拍照的间隙，他会将照片的参数、当日的天气等信息都记录下来，甚至将构思速写出来。所以，他的每一张照片背后，都有独特的“身份档案”。

60多年时间，老谭拍了10万多张相片，题材涉及杭州的城市建设、重大活动、天文现象、生活文化……用相片记录了杭州这座城市的故事。

除了拍摄，老谭还是个体育发烧友，参加过12次马拉松。他对国内外的体育赛事也了然于胸，说起来如数家珍：奥运会、亚运会、全运会，哪一年的赛事，在什么地方举办，他都有详细记录。

2017年，老谭将他所有的10万多张相片，无偿捐给了杭州市档案馆，其中关于杭州的有5万多张。

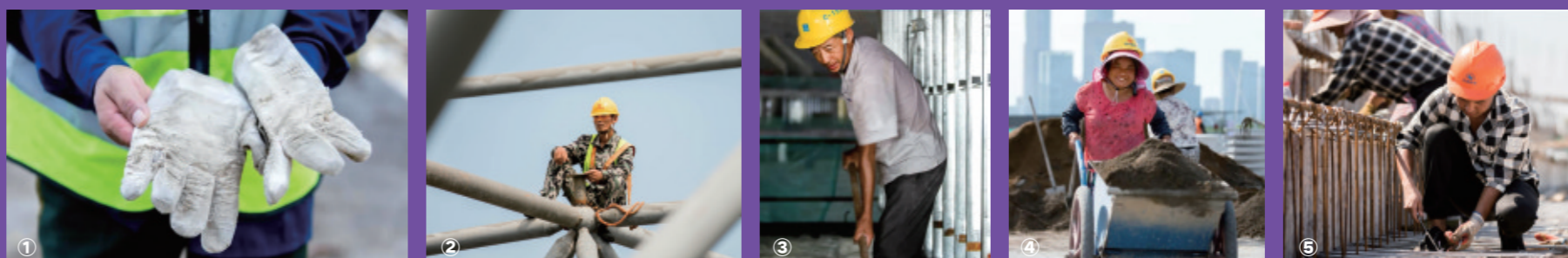
“我的一生是社会给我的，档案馆需要，我就把这个资料给他们，我的所有东西与其留给儿孙，不如无偿还给社会，更能发挥这些照片的价值。”老谭说。

(Photographed by Tan Qixiao 照片由谭启晓提供)

The invisible him/her

A salute to the constructors

看不到的TA
——致敬亚运场馆建设者



The story of building the games in 2020 is written in the sweat of the numerous city constructors

In the tough times of 2020, the works success was attributed to these invisible constructors whose sweat and selfless dedication steadily pushed forward the preparations for the Asian Games. Especially, as the construction of the stadiums are built with quality and on schedule.

无数铸城者用汗水,为2020递交了完美答卷。

在艰难的2020,正是因为这些从不曾出现在我们眼前的铸城者,其间,用汗水和时间无私奉献、无畏付出,杭州亚运会的筹建才得以稳步推进,特别是亚运场馆的建设,得以不负众望、如期行进。

① Wang Kuanmin

I wore out four pairs of gloves in a week

王宽民:
一周用掉4副手套

In the hottest days of summer, Wang Kuanmin from Xi'an, Shanxi province, worked at the construction site of the Asian Games Canal Park Gymnasium in Gongshu District.

Even before noon, the sun had burned the purlins and steel posts. Wang Kuanmin's gloves were worn out, but he still treasured them.

"One pair of gloves can only last for two days. I can wear out four pairs of gloves a week. I have to ask them to hold on a little longer." Wang Kuanmin said humorously.

夏天最热的时候,来自中国陕西西安的王宽民,在拱墅区运河亚运公园体育馆工地赶工。

还没到午时,毒辣的太阳就已经把檩条和钢柱晒得烫手,王宽民的手套已经磨破,但还是舍不得丢。

"一副手套只能用2天,一周最多时得用掉4副手套。我和它都再坚持一下吧。"王宽民幽默地说。

② Lu Wanju

I can have a bird's eye view of Hangzhou by working on top of the skyscrapers

卢万炬:
高空望尽杭州景

Lu, who used to work as a scaffold builder, now welds grids at the top of the stadium. "It's not convenient to go to the bathroom when working on the top. So I only take one litre of water to drink."

Lu Wanju said that since he has to bend down to work every day, he suffers from backaches often. When he gets tired, he would sip some water and look at the scenery of Hangzhou from his enviable position.

卢万炬以前是架子工,现在“转战”场馆顶部从事网架焊接工作,“高空作业不方便上厕所,所以我每天只带1升水。”

卢万炬说,每天弯腰低头干工作,腰酸背痛是常事,累的时候就喝几口水,在高空眺望下杭州景色。

③ Tian Youli

He has a handful of thick yellowish calluses

田友利:
那一手厚黄茧

Tian Youli, from Huainan, Anhui province, is a worker on the construction site of the main gymnasium and natatorium of the Hangzhou Olympic Sports Centre. He is responsible for shovelling concrete when it is poured into the moulds.

The concrete moulding has special requirements. After it begins, the moulding has to be completed at one time. Sometimes it lasts for more than ten hours. Some days, he would have to eat on the construction site. "On one exhausting day I worked a day and a night. My hands are full of thick yellow calluses."

来自安徽淮南的田友利,是杭州奥体中心主体育馆、游泳馆工地的工人,浇灌混凝土时,他负责铲混凝土。

混凝土浇筑施工有特殊要求,施工开始后就要一次性浇筑完成,往往要连续施工十几个小时,连吃饭都只能在施工现场。“最累的一次连续施工一天一夜,手上都磨出厚厚的黄茧了。”

④ Zhao Xianhua

a couple who share the hardship of life

赵现花:
夫妻同担苦

Zhao Xianhua, 49, likes to tease her fellow workers when at work to relieve stress. She works on the construction site of the main gymnasium and the natatorium of Hangzhou Olympic Sports Centre, and is mainly responsible for shovelling earth.

"A load of earth weighs at least 100 kilos. I can push 20 to 30 loads in a morning." Zhao Xianhua said that she and her husband came to Hangzhou from Sichuan province to work as one of the many couples on the construction site. They work on road paving together and share the hard work.

49岁的赵现花,干活的时候,喜欢和工友互相逗乐解压。她在杭州奥体中心主体育馆、游泳馆施工现场工作,主要负责推土。

“一车土至少200斤重,我一上午能推二三十车。”赵现花说,她和丈夫从四川来杭州打工,是工地众多夫妻档中的一对,两人一起从事路面铺设工作,同样的辛苦一起分担。

⑤ Zhang Lianliang

Iron Man born after 2000

张莲亮:
“00后钢铁侠”

The steel worker Zhang Lianliang is teased as an Iron Man born after 2000 by his peers.

On the construction site, Zhang Lianliang and his father carry steel bars to where his mother bundles them up. The family work so quickly that they soon pile up the five metre bundles.

Lianliang said he wanted to work for a few years to save some money and then make a down payment to buy an apartment and a car in his hometown.

钢筋工张莲亮,在工地上被戏称为“00后钢铁侠”。

施工现场,张莲亮和父亲搬运钢筋放在固定地方,母亲弯腰捆扎钢筋,一家人捆扎钢筋速度很快,不一会就各捆扎了五米多的距离。

张莲亮说想干几年多攒些积蓄,然后在老家县城交首付买套房子,再买一辆心仪的汽车。

The Asian Games venues were brilliantly lit up

场馆灯光首秀 点亮城市夜空

How beautiful will it be when all the stadiums and gyms are lit up?

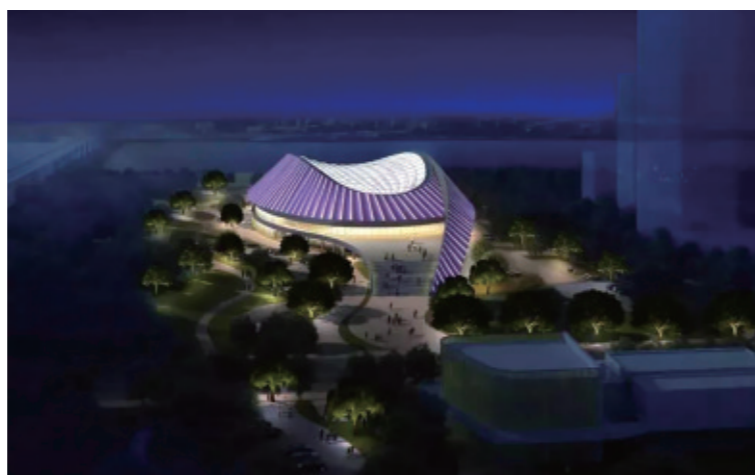
Small Lotus, Jinhua Gymnasium, Xiaoshan Guali Cultural and Sports Centre... Recently, with the smooth progress of the construction of Asian Games venues, a number of places had their first light shows. Through a brilliant presentation, the splendour of the stadiums and gymnasiums shone one after another into the night sky, like an eloquent wise man narrating the determination and expectations of the city.

当所有的亚运场馆都亮起灯光，究竟会有多美？

小莲花、金华体育馆、萧山瓜沥文体中心……近期，随着亚运场馆建设的顺利推进，多个场馆进行了灯光首秀，通过一场璀璨的呈现，夜空里次第绽放的璨色，像善言的智者，讲述着城市的决心和期待。



Yucong the comprehensive training gymnasium
综合训练馆“玉琮”



The Asian Games roller skating rink
The purple, blue, and yellow colour exhibit the vitality of roller skating
亚运轮滑馆紫、蓝、黄变幻活力“轮滑”



So beautiful! Small Lotus blooms in the night
美炸!“小莲花”夜色中怒放



Xiaoshan Sports Centre lights up an animated picture of the Qiantang River
萧山区体育中心点亮钱塘江水的奔流动态



Huanglong Sports Centre lighting plan
黄龙体育中心亮灯



Olympic Sports & Expo City four seasons lighting effect changes as demanded
奥体博览城场馆四季光效随意切换



The Hangzhou Asian Games should follow the organising concept of being green, intelligent, economical and ethical to ensure that the preparatory work in various fields is in place and that all venues are completed and put into normal use. May all the games be successfully fulfilled; may the athletes from all over Asia perform to their best and even out-perform their usual performances, and may the diverse cultures be more brilliant after the exchanges. May the 2022 Asian Games be an unforgettable event in the Asian Games history.

杭州亚运要按照“绿色、智能、节俭、文明”的办会理念，确保各业务领域筹备工作到位，所有场馆建成并正常运行。各项体育赛事圆满完成，各国运动员比出成绩、比出水平，多元文化相互交流、光彩夺目，使本届赛会成为亚运史上令人难忘的盛典。



19th Asian Games
Hangzhou 2022

Asian
Games sports
体育
亚运



How are the Asian Games venues run?

Binjiang first explores its "template"

亚运场馆如何运行？ 滨江“范本”探索先行

The HAGOC has designated the Hangzhou Binjiang Gymnasium as a demonstration venue and recently launched its development so as to step-by-step promote the progress of the sites and to further study the organisation of competition venues.

According to the plan, a complete set of organisational systems and reference standards will be established for various sites through the work on the demonstration venue. Their achievements will be spread among other venues to fulfil the demonstration function and to lay the foundation for organising all the competition and non-competition locations in the next stage.

Therefore, the Organising Committee has established a specific leading group for the demonstration venue work and organised a special group to work on the running plans —

杭州亚组委将杭州市滨江区体育馆确定为示范场馆，并在近期启动了示范场馆工作，以此为契机，逐步推进场馆化工作的开展，以期深入研究竞赛场馆运行。

根据计划，开展示范场馆工作将为各个场馆建立一整套场馆运行的工作体系和参考标准，其工作成果将在其他各类场馆中加以推广，以体现“示范”作用，为下一阶段推进所有竞赛场馆和非竞赛场馆的运行工作奠定基础。

为此，亚组委成立示范场馆工作领导小组，并组建工作专班，开展示范场馆运行计划编制工作——



In order to set up a complete operational mechanism for the demonstration venue a work plan has been formulated by scheduling the specific tasks in the coming 14 weeks. In addition, work plans are allocated according to the relationships between the venue management plan units, the detailed competition activities schedule (DCAS), the daily schedule (DRS), the customer groups service plan, and in the work assignments of various businesses during the competitions.

In order to better coordinate the five stages of the Games, namely, the pre-event preparations, the Asian Games in-event management period, the transition period, the Para Games in-event organisational period and the post-event recovery period, within both the closure line and the peripheral security area of the venue, the demonstration venue work needs to achieve four goals.

Forming a general guidance document. Through the demonstration venue, general guidance documents for competition venues are compiled, such as the Hangzhou Asian Games and the Asian Para Games Demonstration Venue Running Plan, the Competition Venue Peripheral Security Work Plan and the Guidance of Making Competition Venue In-event Running Plans.

Clarifying the resource allocation demand. The resource demands of the competition venues for personnel, funds, materials and space have to be integrated by clarifying the resource allocation standards and to provide a reference for the relevant parties in resource coordinating and allocating.

Staking out the boundaries of job responsibilities. By focusing on the in-event running requirements, the roles and positions of the following are to be clarified: various businesses in the venue, the local governments and authorities of the venues, the venue owners, sponsors and contractors. Policies, principles and responsibility boundaries are also to be clarified. The organisational structure of the venue management team and the peripheral security work system are to be set up.

Summarising effective working methods. The mechanisms, the working methods and the results of the demonstration venue are to be summed up to form a set of venue organisational specifications to apply them in the subsequent work of making various site management plans.

It has been proved that the advancement of the demonstration venue and the success of the simulated games provided an effective and practical methodology for creating a unified service standard for the later stages of the Hangzhou Asian Games and the various related events, identifying their customer groups, clarifying the general rules and process of running the venues, and for exploring the work interface and sharing mechanism between HAGOC and the site teams and the local governments.

为建立健全场馆运行的制度体系，制定了示范场馆工作方案，明确了14个工作周的具体任务。此外，根据运行计划各单元间的逻辑关系，先后编制完成竞赛活动详细日程表（DCAS）、每日运行时刻表（DRS）、客户群服务计划、各业务领域赛事工作任务等内容。

为了更好地统筹亚运会赛前筹备、亚运会赛时运行、转换期、亚残运会赛时运行和赛后恢复5个时间阶段，覆盖场馆封闭线内和外围保障区域2个空间，示范场馆工作需要达成四个方面的目标。

形成通用指导文件。通过开展示范场馆工作，编制杭州亚运会、亚残运会《示范场馆运行计划》《竞赛场馆外围保障工作方案》《竞赛场馆赛时运行计划编制指南》等竞赛场馆通用指导文件。

明确资源配置需求。整合竞赛场馆各项工作对人员、资金、物资、空间等资源需求，明确资源配置标准，为各相关方统筹协调资源配置提供依据。

理清工作职责边界。着眼赛时运行需求，明确场馆各业务领域、场馆属地政府、场馆主管部门、场馆业主、赞助商及合同商在场馆运行中的角色定位，明确政策原则和职责边界，建立场馆运行团队组织架构及外围保障工作体系。

总结有效工作方法。对开展示范场馆工作中的机制方法和工作成果进行总结，形成场馆运行规范，在后续各类场馆运行计划编制工作中推广应用。

事实证明，示范场馆各项工作的推进、模拟赛的圆满举行，为后期杭州亚运会及各项同类赛事确定各类客户群统一的服务标准、明确场馆运行的通用工作制度与流程，及探索组委会与场馆团队、属地政府之间的工作界面和分担机制，提供了有效的实践方法论。



Venue layout at a glance: Everything is meant for international events
场馆布局图一览：一切向国际赛事看齐

A comprehensive simulated test
一场全面的模拟考

With the 2021 New Year's bell ringing, the big day for the Hangzhou Asian Games is getting closer. For more than two years, the city has been fully committed to the preparations and has accomplished many arduous tasks.

Can Hangzhou successfully hold this sports event? The 2020 11th Zhejiang New Era Pioneer Badminton Tournament held at the Asian Games demonstration venue — the Hangzhou Binjiang Gymnasium may have answered that question affirmatively.

A total of 305 athletes from 28 clubs all over Zhejiang province participated in the three-day event. It is reported that under the guidance and supervision of HAGOC, this event was run professionally and conventionally. All the schedules achieved professional event standards— not only the first-class venue, and the lighting and supporting facilities; but the comprehensive services and various businesses, such as the on-site volunteers, information technology, competition technology, competition services, anti-doping, sports exhibitions and awards ceremonies, media provision, broadcast services, catering, transportation, medical services, ticketing, audience services, reception and so on. The efforts also provided a model for the standardisation, normality and professionalism of the Asian Games. For Hangzhou, which is busy preparing for the Asian Games, this seemingly small-scale event can be said to be the first simulated test before the Hangzhou Asian Games.

"The whole event was organised to international competition standards. For example, athletes were escorted in and out of the competition venue by referees, and the stadium scoring video system was used," said Jin Yiqun, deputy director of Zhejiang Sports Competition Centre. He also said he hoped to improve the level and quality of venue-management performance through this competition. At the same time, the citizens of Hangzhou could participate in and experience high level international competition at the home venue.

随着2021年新年的钟声敲响,杭州亚运会递交答卷的日子越来越近了。两年多以来,这座城市全情投入,完成了许多艰巨的任务。

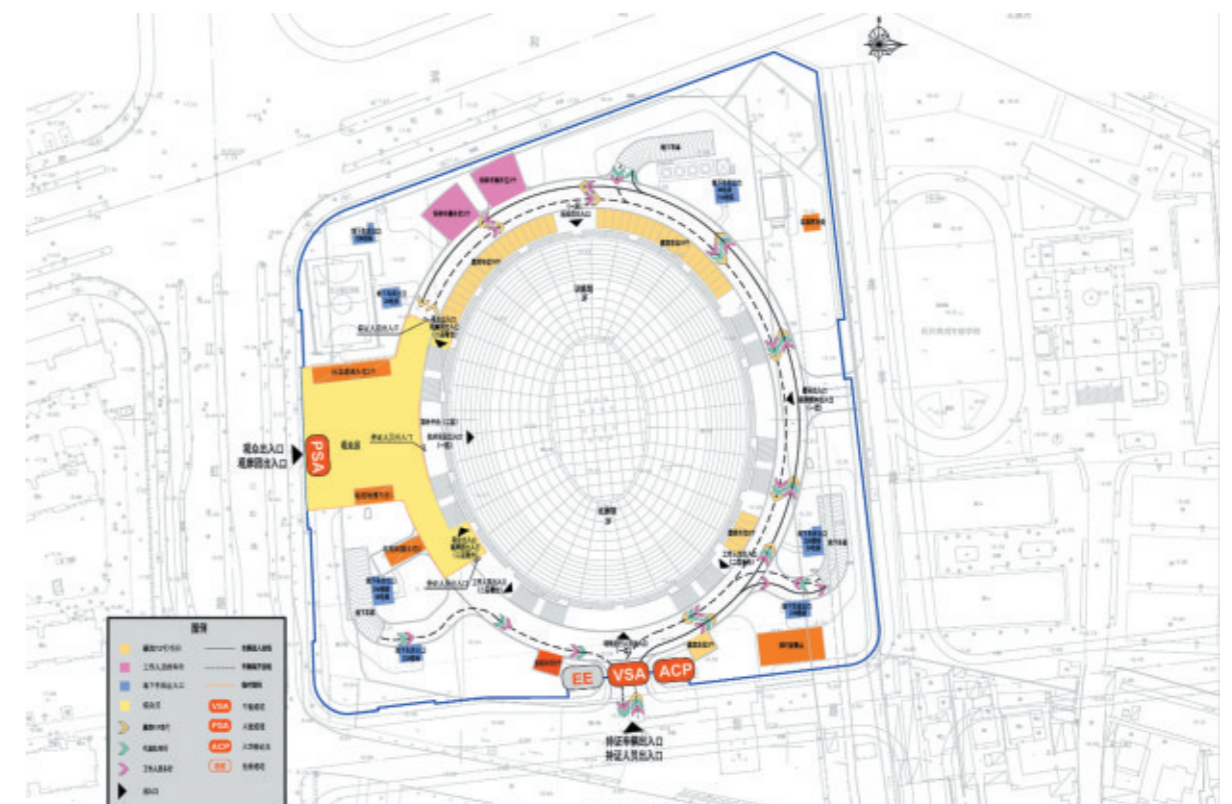
那么,杭州能顺利迎接这场体育盛会的到来吗?不久之前,在亚运示范场馆——杭州滨江区体育馆进行的2020年第11届浙江省新时代先锋羽毛球赛也许能给出肯定答案。

共有来自浙江全省28支俱乐部的305名运动员,参加了为期三天的赛事。据悉,在杭州亚组委的指导、督促下,这场赛事一切以专业化和规范化为标准开展,全部赛程以专业赛事标准规范运作,不仅在场地、灯光、配套设施等硬件上力求达到一流水准,还全面测试了场馆志愿者、信息技术、竞赛技术运行、竞赛服务、反兴奋剂、体育展示与颁奖仪式、媒体运行、转播服务、餐饮、交通、医疗服务、票务、观众服务、接待等各业务领域运行情况,为未来杭州亚运赛事的规范化、标准化、专业化的操作提供了示范作用,对于正在积极筹备亚运会的杭州而言,这场看上去规模不算大的赛事,说是杭州亚运会赛前的第一场模拟考也不为过。

“比赛全程皆按照国际赛事标准制定,例如运动员均由裁判带进、带出比赛场地,赛场记分视频系统应用等。”浙江省体育竞赛中心副主任金轶群表示,希望通过这场比赛,提高场馆办赛水平、品质的同时,让杭州市民能在“家门口”亲身参与体验到标准规范国际化的赛事。

First-class venues, lighting, supporting facilities, an efficient management team, a strong team of referees and athlete support personnel (ASP), orderly venue services, and the standardized or-organisation of large-scale professional sports events. All these are the general comments of the participants of the event. Positive appraisals were given to the pursuit of such advanced facilities. The professional standards of this venture can be seen from the carefully designed and drawn stadium layout maps provided before the event.

一流的场地、灯光、配套设施等硬件水准,完善的场馆团队,强大的赛事裁判员、技术官员队伍,有序的赛场服务,还有符合大型赛事专业标准的规范化运作……这是本届大赛参与者的整体感受,尤其是在硬件条件上的水准追求,获得了参赛选手们的交口称赞。而这一切的严谨与规范,从赛前就精心设计绘制的场馆布局图上可窥一斑。



General floor plan functional partition and spectator marshalling design diagram
总平面图功能分区和流线设计图

An extraordinary training game

Mao Genhong | Venue Commander

Simulated Competition of the Hangzhou Asian Games and Asian Paralympic Games

这是一场意义非凡的练兵

专访杭州亚运会、亚残运会示范场馆模拟赛场馆指挥长毛根洪

Although the badminton competition held in the Asian Games demonstration venue was only an amateur match, it is of great significance.

After the simulated competition, the director of the demonstration venue Mao Genhong, Deputy Secretary-General of the HAGOC and Director of the Office, concluded: "As part of the work of the demonstration venue, the most important purpose of this competition was to practice the venue plan through field organisation. It is very meaningful."

在亚运示范场馆进行的羽毛球赛,虽然只是一项业余比赛,但意义重大。

“作为示范场馆工作的一项内容,这场比赛最重要的目的,是通过实地组织比赛来实战演练场馆运行计划,非常有意义。”赛后,本次示范场馆模拟赛场馆指挥长,杭州亚组委副秘书长、办公室主任毛根洪总结说。

The demonstration venue started its organisational work

示范场馆启动场馆化工作

"The organising committee has been established for more than three years. The previous preparatory work has mainly been to formulate plans and make schedules for various departments and various business fields, conduct research on in-event work and conduct exercises in theory." Mao Genhong said that the demonstration venue has started its organisational work. And this simulated games was the first time that the work of various businesses was integrated at the venue level. Through the actual running of the location, problems with various businesses, such as the boundaries of job responsibilities, task arrangements and resource allocation, were discovered and resolved in time.

“组委会组建三年多来,前期筹备工作主要是各部门和各业务领域制定规划和计划,开展赛时工作研究,进行纸面推演。”毛根洪说,示范场馆启动了场馆化工作,而本次模拟赛是第一次将各业务领域的工作在场馆层面进行整合,通过场馆实际运行,及时发现和解决各业务领域职责边界、任务安排、资源配置等各方面的问题。

Field training to accumulate in-event experience

实地练兵积累赛事经验

Most of the HAGOC members had not participated in the organisation and running of sports events and services. This simulated game allowed many department leaders and staff to personally participate in the organisation of the event for the first time and understand the basic rules of running a stadium. We have accumulated experience in organising stadium team training to serve the Asian Games events.

"At the same time, we organised other venue owners and relevant personnel from the local governments to observe the simulated game, and enhance the understanding of preparing the running plan of their venues and the event organisation in the next step," Mao said.

组委会大多数人员没有参与过体育赛事的组织运行和服务保障工作,这次模拟赛让很多部门领导和工作人员第一次亲身参与了赛事的组织工作,了解了场馆运行的基本规则,为以后组织场馆团队培训和亚运赛事积累了经验。

“同时,我们也组织了其他场馆业主单位、属地政府相关人员参与模拟赛观摩,为下一步做好所属场馆的运行计划编制和赛事组织增强感性认识。”毛根洪说。

Practical test of pre-event plans

前期运行计划实战检验

Before the simulated games, most of the demonstration venue organisational plan had been completed. The simulated game was meant to check whether the pre-event plans, such as job assignment, staffing, space allocation, marshalling spectators and so on, meet the needs for when it comes to the management of the actual event.

"Our purpose is to discover problems and solve them at the actual venues. Then constantly adjust the content of the organising plans, making the plan of running the demonstration venue scientific and rational so as to guide the future work of making sure the ongoing venue plans work," said Mao Genhong said.

模拟赛前,示范场馆运行计划的编制工作大部分已经完成,组织模拟赛就是要通过实战演练来检验前期运行计划中包括岗位设置、人员配备、空间分配、流线设计等各方面内容是否符合赛时实际运行需要。

“在实际场馆运行中发现问题、解决问题,不断调整运行计划内容,使示范场馆运行计划更加科学合理,对以后各场馆运行计划编制更具指导意义。”毛根洪说。



Expert views

专家视点

Ding Bocheng | An experienced, expert, sport games venue manager. An honorary specialist for the Hangzhou Asian Games, and one of the professionals who worked for the venues of the Beijing Olympic Games and the Guangzhou Asian Games, and so on.

丁伯成 | 杭州亚运会场馆运行特聘专家,曾参与北京2008奥运会、广州亚运会等赛会筹办工作

The preparation work for the Hangzhou Asian Games follows the preparation rules for International Comprehensive Games. Two years before the opening ceremony, a demonstration venue had been chosen, a planning team set up, a management plan worked out, and a simulated game was organised to test the plan.

The demonstration venue management plan preliminarily reveals how the badminton competition venues of the Asian Games will work during competition. The main contents of the demonstration location include spectator marshalling design, service, and resource planning, and so on, which is fully in line with and comparable to the operation of the sites of the Olympic Games and other international competitions.

During the three months' work, the planning teams from different departments showed a good sense of teamwork, an awareness of the overall situation, a sense of cooperation and an attitude of learning. This spirit of teamwork rather than working separately is one of the key factors for the final success of the Asian Games.

杭州亚运会的筹备工作,遵循了国际综合性赛会的筹备规律,在开幕式前2年确定了一个示范场馆,组建了计划团队,编制了运行计划,并组织模拟赛验证计划。

示范场馆运行计划,初步确定了亚运会羽毛球竞赛场馆赛时是如何运行的,其主要内容涵盖客户群流线及服务、资源计划等等,完全和奥运会等国际赛会的场馆运行接轨,并可与之媲美。

三个月工作过程中,来自不同部门的计划团队,展示了良好的团队意识、大局意识、合作意识及学习意识,这种“团队协作”而非各自为战的精神,是亚运会最终成功的关键要素之一。

Venue Management 场馆运行

Coordinating the events; coordinating the daily running schedule for each event; hosting venue management team meetings as needed; making necessary plan Bs for emergencies and dealing with them on site; handling the possible legal issues; providing consulting services concerning legal rights protection; managing the documents and archives.

做好赛事综合协调工作;牵头制订场馆赛时每日运行时刻表;根据需要组织场馆团队工作会议;制订必要的应急预案并现场处理重大事件;处理有可能涉及的法律相关问题,提供权益保护相关咨询服务;组织落实档案管理工作。

Comprehensive Services 竞赛综合事务

Escorting the athletes and athlete support personnel (ASP) into the blue zone; providing competition information for the athletes/athlete support personnel, managing the athletes' locker rooms; keeping order in corridors and entrances; managing the athlete support personnel's lounge (meeting room); Managing the competition management office area; providing post-event services to the athlete support personnel; escorting the athletes/athlete support personnel out.

迎接运动员、技术官员进入蓝区;为运动员、技术官员提供竞赛信息;运动员更衣室管理;通道管理工作人员;技术官员休息室(会议室)服务;竞赛管理办公区管理服务;技术官员赛后服务;运动员、技术官员离馆引导服务。

Sport Services 竞赛技术运行

Making the daily event schedules; providing services when the athletes and the athlete support personnel register, check in and wait for their events; managing the field of play (FOP); distributing water to the athletes; coordinating the on-site cleaning and medical services; ushering work through the whole event; making sure the competition equipment and other necessary equipment are in shape and in place, setting up before the event and dismantling afterwards; providing other technical support as required by each event.

制订每日赛时竞赛活动进程表;为运动员、技术官员提供检录、候场服务;落实FOP区管理;运动员饮用水分发;协调场内清洁和医疗服务;做好各个环节的运动员引导工作;落实比赛器材以及其他必要器材,并进行安装布置和赛后拆除;做好赛事需要的其他竞赛技术支持。

Technology 信息技术

Managing the scoring system, the timing and scoring system, the event video system and the data transmission between systems and large screens; providing 60 group intercoms, 20 of which will be used in the event; providing IT-related technical support for the gymnasium.

提供成绩类系统、计时记分系统、竞赛视频系统,并做好成绩类系统、计时记分系统及大屏之间的数据传输;提供60台专用集群对讲,其中20台用于竞赛对讲;为场馆提供信息技术相关技术支持。



How many gears were working for a successful simulated game

一场圆满模拟赛 多少“齿轮”在轴转

Completing an international level simulated game required people of all ranks to work together. They each claimed a task, working like large and small gears on a game machine, pushing it to run forward with their combined power.

In this game, according to the needs of each event organisation and the actual conditions of each job post, there were 13 closely involved posts, nine partially involved posts and four flexible posts. Only when all the 26 important posts coordinate well can the event end up a success. Let's take a look at what was assigned to them—

完成一场向国际水平看齐的模拟赛,需要所有领域的人员齐心协力,各自认领“任务条”的他们,就像是比赛这架机器上大大小小的齿轮,以内生的力量推动向前奔转。

在这场比赛中,根据赛事组织保障需要,结合各业务领域实际,重点参与赛事的业务领域达13个,部分参与赛事的业务领域有9个,其他视情参与赛事的业务领域也有4个,26个领域26项重要任务,有序进行才有了比赛圆满的落幕。让我们来看看,他们领去的任务条上分配了哪些内容——

Security 安保

Conducting security inspections and ID checking for the athletes, athlete support personnel, spectators and staff; installing the infrared body temperature detector at the security check points, guiding people with a fever to the on-site medical workers; patrolling the front and back yards and handling any public security incidents and emergencies; managing the traffic, the vehicles and parking; managing the fire security and dealing with the fire emergencies.

为运动员、技术官员、观众及工作人员等各类客户群提供安检服务和证件检验;在安检验证口设置红外体温检测仪器,对发热人员进行临时管控并移交现场医疗人员进行处置;负责场馆前后院的巡查及治安事件、突发事件的应急处置;负责场馆进出口交通管控及车辆进出、停放管理;负责场馆现场消防安全管理及消防应急处置工作。

Spectator Services 观众服务

Ushering in the audience and maintaining the order of the stand areas; providing event-watching services; broadcasting and managing other information channels.

观众进场引导和座席区秩序维护;提供良好的观赛服务;利用广播等信息载体向观众提供信息服务。

Medical Services 医疗服务

Making sure of epidemic prevention and control in accordance with government requirements; handling people with a fever; organising, arranging and managing the on-site medical team; providing necessary medical services for the event; providing first-aid services for athletes and other customer groups.

按疫情防控要求做好疫情防控工作;做好发热人员的处置工作;组织安排并负责管理场馆医疗服务人员;提供赛事必要的医疗服务保障,为运动员等各类客户群提供医疗急救保障服务。

Registration 注册

Coordinating various issues related to the ID checking and solving problems on-site; making plans for the registration and certification, clarifying certificate types and admission policies; issuing simple and feasible work passes according to the work positions and locations and dealing with the reissuing of the said passes.

现场解决和协调场馆内各类客户群证件相关问题;制订注册制证工作方案,确定证件类型和通行政策;按照工作人员岗位进行分区制证(简易可行)和发放、补发。

Press Operations 媒体运行

Managing the workflow of different media clients; providing for media reporters, consultation, media stands, photography shooting positions, and the mixed zone services as needed; holding a press conference; dealing with the press and publicity issues; providing a whole set of official publicity materials, including but not limited to audio, video materials, and so on.

安排媒体客户群演练工作流;根据需要为媒体记者提供咨询、媒体看台、摄影位置以及混合区服务等;举办一次新闻发布会;做好新闻宣传工作,提供可用的官方宣传资料,包括但不限于音频、视频等。

Broadcast Services 转播服务

Assisting the live internet broadcast of the games; generally setting the broadcast machine position and the commentators' seats; clarifying the function of the broadcast machine rooms and the comprehensive broadcast area, and laying the cables and the electric wires for the games; making sure of the power supply for all the areas; setting the mixed interviewing area and the workflow of the broadcast team.

配合做好赛事网络直播工作;初步确定赛时转播机位;确定评论席席位,确定转播机房及转播综合区的功能用途,确定赛时线缆的铺设线路、各区域的供电需求、混合采访区的设置,确定转播团队工作流。

Brand, Identity and Look of the Games 形象景观

Assisting with the in-event landscape design and setting, and the post-event dismantling work; according to the games schedule, assisting with the venue spectator marshalling design and function zoning; setting up at the main entrances and exits.

配合做好赛事景观设计方案以及景观布置和赛后拆除工作;根据赛事安排,配合做好场馆流线设计、功能分区;在主要出入口等位置设置相应的形象景观。

Hospitality 接待

Managing the reception of the honorary guests; managing and serving in the VIP lounge and stand areas; making and double checking the list of the honorary guests attending the opening ceremony and award-giving ceremony, and assisting with the details of the award ceremony; providing language services, providing English proofreading of the general broadcast scripts, and the scripts for sports exhibitions, and award-giving ceremonies.

做好赛事邀请领导的接待工作;做好贵宾休息室、座席区的验证、服务、管理工作;核对出席开幕式、颁奖仪式的嘉宾名单,协助做好颁奖仪式环节工作;做好语言服务,提供体育展示通用播报脚本的英文校对,协助确定体育展示和颁奖仪式通用播报脚本。

Volunteers 志愿者

Making sure of the number of volunteers that are needed; organising general training; setting up a management team for the volunteers serving in the games; deploying the workflow and main tasks of the game day, and making sure of on-shift or leaving situations for scheduled volunteers for each particular day; inspecting and supervising the volunteers; dealing with security and emergencies at game time.

做好志愿者岗位需求统计和确认,开展基础通识培训;组建管理团队,开展赛时场馆志愿者管理工作;布置当日工作流线和主要任务,确认当日志愿者排班、上岗、离岗等情况;开展巡岗督导,做好赛时志愿者的保障激励、安全应急等工作。

Ticketing 票务

Entering the gymnasium for free by scanning the code on their mobile phones; simulating ticket inspection during the event to get prepared for real time ticket inspection.

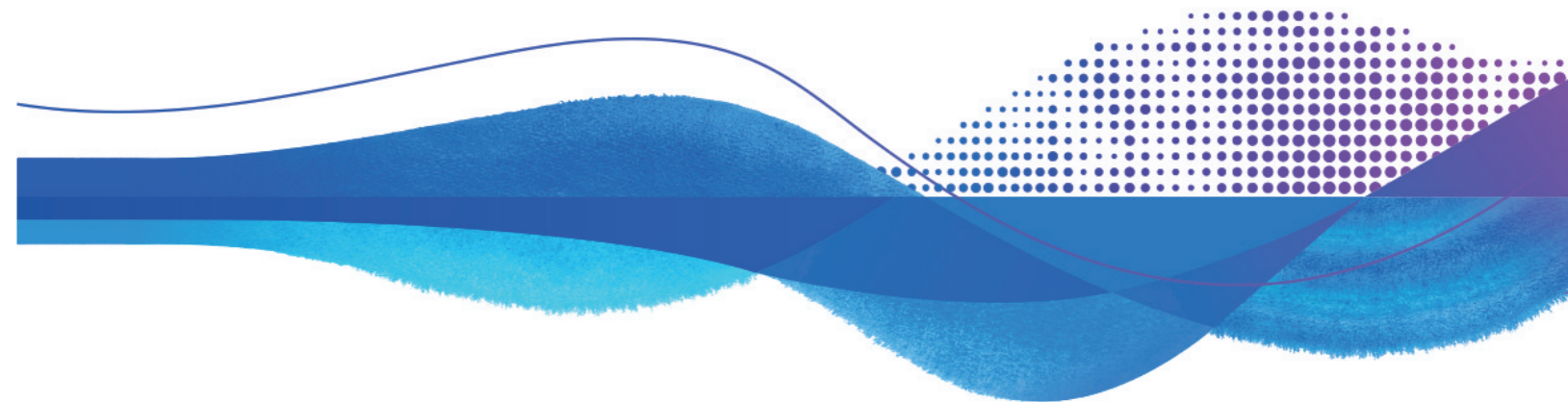
采用手机端免费扫码进场,模拟赛事时验票环节,做好检票验票工作。

Anti-doping tasks 反兴奋剂

Setting up inspection booths as needed; practising doping inspection workflow and inspection procedures; providing anti-doping public teaching activities.

酌情布置检查站设施,演练兴奋剂检查工作流程和检查流程,开展反兴奋剂拓展教育活动。

The theme of the core graphics of Hangzhou Asian Games is *Meeting the world*, which is inspired by silk, the quintessential cultural element of Hangzhou. Hailed as the paradise on earth and the home of silk, the city was a key linking point on the Maritime Silk Road. The design absorbs both traditional and modern styles and adopts a combined approach of static and dynamic touches to depict the graceful yet flexible, fine yet smooth, gentle yet vibrant traits of silk unfurling in the air. It represents the artistic conception of meeting the world. The core graphics foretell the OCA family's reunion in Hangzhou and the diversified Asian sports culture to be showcased by the Asian Games Hangzhou 2022. Besides, the silk unveils a modern painting scroll of *Dwelling in the Fuchun Mountains*, the traditional masterpiece depicting the oriental fascinations of the regions south of the Yangtze River. The interweaving elements such as mountains and rivers in watercolor or ink wash, and smart cloud computing constitute an expansive space of visual delights and boundless imagination.



杭州亚运会核心图形主题为“润泽”,灵感源于杭州极具代表性的本土文化元素——丝绸。杭州自古以来有“人间天堂、丝绸之府”之美誉,也是“海上丝绸之路”的重镇。核心图形的设计通过融传统现代于一体的艺术手法,以动静结合的态势,展现了丝绸飘逸舒展、温润细腻、挥洒灵动的特性,体现了“温润万方、泽被天下”的气韵与胸襟,寓意亚奥理事会大家庭在杭州欢聚,亚洲多彩体育文化通过杭州亚运会的舞台交流互鉴。同时,丝绸徐徐展开一卷富有江南韵味和东方诗意的“新富春山居图”,交错呈现山水彩墨、智能网云等元素,给人以绵延的视觉美感和无穷的想象空间。

潤
澤

Meeting
the
World





Esports and break dancing (breaking) have been confirmed as event programme for the 19th Asian Games Hangzhou 2022

电子竞技、霹雳舞 成为杭州亚运会正式竞赛项目

Esports and break dancing (breaking) are officially confirmed to be included in the Hangzhou Asian Games!

On December 16th, 2020, the 39th General Assembly of the OCA was held online and offline synchronically. At the meeting, the Asian Olympic Committee approved the proposal submitted by Hangzhou Asian Games Organising Committee on optimising the settings of the competition. On the premise of keeping the 40 major events unchanged, two additional events, esports and break dancing (breaking), were added.

Esports and chess are both categorized as intellectual events, while break dancing is categorized as a sports dance. This means that esports and break dancing (breaking) are officially included in the Hangzhou Asian Games. This is undoubtedly a historic moment for esports, which has been seeking positive social recognition, and for break dancing (breaking), which has been more and more popular.

电子竞技和霹雳舞正式获准列入杭州亚运会竞赛项目了!

北京时间2020年12月16日,亚奥理事会第39次全体代表大会以线上线下相结合的形式召开。会上,亚奥理事会允许了杭州亚组委提交的关于优化竞赛项目设置的方案,在保持40个大项不变的前提下,增设电子竞技、霹雳舞两个项目。

电子竞技与棋类项目同属于“智力项目”,霹雳舞则属于“体育舞蹈”。这意味着电子竞技和霹雳舞正式列入杭州亚运会竞赛项目。无论是对于一直谋求社会正面认可的电竞,还是受众越来越广的街舞而言,这无疑都是一个历史性时刻。

News release / 速递

Asian Games sports
体育
亚运



**China has 484 million esports users
中国有 4.84 亿电竞用户**

The history of esports is not very long. In 1986, the ABC channel in the United States broadcast a live game between two children on a Nintendo machine. It was regarded as the beginning of esports. The development of esports in China is short but very fast. Since 2003, esports has become the 99th official sports recognized by China's General Administration of Sports. The analysis report of the esports industry released by the Ministry of Human Resources and Social Security in 2019 shows that there are more than 100 types of positions related to the esports industry chain in China, and many vocational colleges and universities have created esports related majors and curricula. According to the relevant statistics, in the first half of 2020, China's esports users continued to grow, reaching 484 million, a year-on-year increase of 9.94%.

电子竞技发展历史,并不长远。1986年,美国 ABC 频道直播两个孩子间比试玩任天堂机,被视为电子竞技的开始。而电子竞技在中国的发展时间虽短却很迅速。自 2003 年,电子竞技成为中国体育总局承认的第 99 个正式体育项目,到人社部 2019 年发布的电竞行业分析报告显示,中国电子竞技产业链相关岗位种类已超过 100 个,全国很多高校、中高职院校都开设了电竞相关专业。据相关统计,2020 年上半年,中国电子竞技用户持续增长,用户规模已达 4.84 亿人,同比增长 9.94%。

**Break dancing (breaking) is developing as the national street dance
“霹雳舞”在全民街舞中发展**

Breaking is a kind of skilful street dance highlighting individual styles. It is one of the earliest dances in North American street dance. It is also called floor dance. It is highly skilled demanding and competitive. It has a huge popularity among the young that has been included as an event by the Asian Games and the Olympics. Chinese teenagers first came to know about street dance through the American movie *Break Dance* in the 1980s. Break Dance was the beginning form of breaking. In addition to the early break dance, since the mid 1990s, teenagers across China have begun to practice street dancing. Small scale competitions have been held here and there. With the rise of national fitness activities, hip-hop, as a kind of fitness exercise, has entered fitness centres in the major cities. As a cultural and sports activity loved by young people, it has been widely spread throughout China.

“霹雳舞”英文名是“Breaking”。它是一种以个人风格为主的技巧性街舞舞种,是北美街舞中最早的舞种,也被称为“地板舞”,具有很强的技巧和竞技性,在青年群体中有着广泛的认知,这是它得以入亚入奥的重要原因。中国青少年最早接触街舞,始自 20 世纪 80 年代的美国电影《霹雳舞》,当时的霹雳舞(Break Dance)就是现在 Breaking 的前身。除了早期的霹雳舞,20 世纪 90 年代中期,全国各地的青少年就已经开始练习街舞,还经常组织小型的比赛。随着全民健身活动的兴起,街舞作为健身运动的一种,进入各大城市的健身中心,并作为一种为青少年所喜爱的文化体育活动,已经在全国广泛地开展起来。



19th Asian Games
Hangzhou 2022

城市
亚运
Asian Games city

By adhering to the strategic goal of staging a successful event to bolster the development of a city, Hangzhou attempts to mobilize all social forces to prepare for the 19th Asian Games. Meanwhile, the city stands ready to take this opportunity to benefit from the influencers such as the government-entreprise interaction and public activities, to eminently promote the entire province's economic and social development, and to improve public health and etiquette literacy. Hopefully, by hosting this international event, Zhejiang will acquire a brand-new look and each hosting urban centre, in particular, is expected to see a qualitative leap from the magnified effect of the Games in terms of space.

紧紧围绕“办好一个会，提升一座城”的战略目标，动员全社会力量参与亚运筹办，并以此为契机，充分借助政企互动、公众活动等载体的影响力，最大程度推动全省经济和社会发展，增强市民健康素养和文明程度，全省面貌能够通过亚运会的成功举办焕然一新，尤其是各个办赛城市的品位得到质的飞跃，在空间上最大程度放大亚运效应。

New Era Great Asian Games and new growth

新时代 新亚运 向阳而晟



The successful hosting of the Asian Games is the most important historical opportunity for Hangzhou.

What kind of Hangzhou will we present to the world by then? The answer to this question of the times is not only related to the advancement of Hangzhou in the next decade, but also to the overall upgrading of the city's comprehensive energy level and international competitiveness.

The Asian Games will surely become a milestone in the development of Hangzhou, which is not only a great historical mission for the people of the city, but also an important proposition of the times.

Hangzhou can only thrive and prosper by progressing with the times.

办好亚运会,是当前杭州最重要的历史机遇。

届时,我们要向世界呈现一个什么样的杭州?如何回答好这一“时代之问”,事关杭州未来十几年的发展,更事关这座城市综合能级和国际竞争力的整体提升。

亚运,必将成为杭州发展史的一座里程碑,这是杭州人民肩负的重大历史使命,也是时代给杭州的一个重要命题。

杭州,唯有与时俱进,方能向阳而晟。

Asian Games—the dynamic to develop with the times 亚运机遇,“与时俱进”的内生力量

Viewing Hangzhou from a distance, we can better grasp the inherent regularity of urban development.

Historically, Hangzhou has been skilful in competing for the lead by looking to world benchmarks to overcome its shortcomings. In the 1950s, it once dreamed of fashioning itself into a Geneva of the East, and in the early 2000s, eager attempts were made to emulate Dubai.

All these are the internal forces for Hangzhou to keep pace with the times.

Presently, Hangzhou is among the top 50 cities in the world in economic size. Therefore, comprehensive and dynamic comparisons should be made at a higher level, in more fields and on a larger scale.

Looking at the global and national cities, Hangzhou boasts obvious advantages in four aspects, i.e. a sustained digital power engine, an innovation and entrepreneurship ecology built by relays, a beautiful paradise on earth inherited from generations, and a profound cultural heritage accumulated throughout history.

The incoming Asian Games has provided Hangzhou with a precious opportunity to open up to the outside world and upgrade its internal building.

We need to follow the rules governing the development and management of megacities, and adopt a dialectic approach in dealing with our strengths and weaknesses. We must aim for the world top level and address our shortfalls. We must give full play to our strengths and overcome our weaknesses, unleash our development potential, and enhance the city's overall power of development and sustained competitiveness.

Hangzhou is ready to stage more international events.

跳出杭州看杭州,更能把握城市发展内在的规律性。

历史上,杭州就善于开展对标补短争先。上世纪50年代,杭州曾梦想打造“东方日内瓦”,新世纪初,又曾以迪拜为学习榜样。

这些,都是杭州“与时俱进”的内生力量。

现在的杭州,已经跻身世界经济体量50强城市,必须在更高能级、更多领域、更大范围全面动态开展对标比较。

放眼全球、全国城市,杭州具有持续打造的数字动力引擎、接力构建的创新创业生态、世代传承的人间天堂美景、历史积淀的深厚文化底蕴等四个方面明显优势。

亚运,给了杭州对外开放、向内提升的一个重要机遇。

我们必须遵循特大城市发展和治理的规律,把握好优势与短板的辩证法,瞄准标杆、盯牢差距,发挥优势、补齐短板,充分释放发展的潜能,增强城市的整体发展水平和持久竞争力。

杭州,值得一次更美的“绽放”。

Start off for an International vision 立足当下,打开“国际视野”

We need to base ourselves on the modern-day Hangzhou to fully appreciate the importance of the Asian Games to our urban development.

Only by basing ourselves on the present, can we aim for steady and lasting progress.

At present, Hangzhou is setting the overall goal of staging a new Asian Games in Hangzhou for a New Era of China, and is vigorously implementing the action plan of an Asian Games city. Hangzhou is weaving the multiplier effect of pre-, mid- and post- Games into the development of the next five years or even longer, so as to further enhance its international influence and reputation.

The Asian Games will better broaden Hangzhou's international horizon. To this end, Hangzhou will strive to improve its international urban function, speed up the construction of international communities, schools and hospitals. Further it will improve the supporting facilities for education, health, culture and commerce, upgrade internationalisation service standards in city roads, sport venues, signage and public information, and provide a convenient life-style and living environment for expats living in Hangzhou.

At the same time, the Asian Games is to further promote Hangzhou in its sustained efforts to strengthen its role as a platform for international exchanges, will build a destination for exhibitions and events, and attract more international conferences, events and organisations. The city is also to receive a boost in constructing external communication positions and in forging a foreign discourse system of international standards.

All these will be a new interpretation of Hangzhou charm.

立足当下看杭州,紧抓亚运对城市发展的重要性。

只有立足当下,才能行稳致远。

当下,杭州提出立足“中国新时代、杭州新亚运”的总体定位,大力实施亚运城市行动,把赛前、赛中、赛后的乘数效应,贯穿整个未来五年甚至更长时间的发展,进一步提升国际影响力和美誉度。

亚运,将更好地打开杭州的“国际视野”。为此,杭州将着力提升国际都市功能,加快建设一批国际社区、国际学校、国际医院,完善教育、医疗、文化、商业等国际化功能配套,提升城市街区道路、场馆设施、标识标牌、公共信息等国际化服务体系水平,为各国来杭人员提供便利的居住和生活环境。

同时,通过亚运,杭州还持续做强国际交往平台,持续打造会展之都、赛事之城,推动更多国际会议、国际赛事、国际组织落户杭州。强化对外传播阵地建设,构建与国际接轨的对外话语体系。

这些,都将是对“杭州韵味”的全新阐释。



@Future, be healthier, safer, and more habitable 未来,更健康、更安全、更宜居

Only by looking forward can Hangzhou better fit its urban development into the advancement of the times.

Looking back at the past 20 years, Hangzhou owes its continuous rapid progress to its ability to seize historical opportunities.

The West Lake Expo, G20 Summit...through a series of major steps, Hangzhou has gained momentum, developed with distinctive features and grown in an all-round way.

Undoubtedly, the Asian Games comes as a new and significant challenge.

Looking forward to the next five years, and even onwards, Hangzhou has an important window period of the Asian Games, big metropolis and modernisation. This is a critical starting point for a new round of long-term growth with opportunities that are more strategic and flexible, and challenges that are more complex and holistic.

The challenges are unprecedented. With the right responses, the opportunities will also be unprecedented.

In the next five to ten years, hundreds of millions of people will enter urban life in China, and the population of Hangzhou will swell to new levels.

The Hangzhou of the future shall actively embrace the new trend in which its industry and population congregate towards the urban centre. It shall adopt a multi-centre, networked, clustering and ecological approach to build a spatial layout one central city with nine satellite towns, two networks merging into one and three-rivers connecting into a green belt, so as to improve urban resource optimisation and comprehensive carrying capacity, making the city a healthier, safer and more liveable space for high quality living.

面向未来看杭州,才能更好体现城市发展的时代性。

回顾过去20年的历史进程,杭州之所以持续较快跃升,关键在于我们善于抓住历史机遇。

西博会、G20峰会……通过一系列重大举措,杭州实现了乘势而上、特色发展、全面崛起。

亚运,无疑是一个新的重要挑战。

面向未来五年,乃至较长一个时期,杭州正处在“亚运会、大都市、现代化”的重要窗口期。这是新一轮长周期发展的关键起步期。机遇更具有战略性、可塑性,挑战更具有复杂性、全局性。

挑战前所未有的,应对好了,机遇也就前所未有的。

未来5到10年,我国将有上亿人口进入城市生活,杭州人口量级将迈上新台阶。

未来的杭州,必将更加主动地适应产业和人口向中心城市集聚的新趋势,按照“多中心、网络化、组团式、生态型”的原则,构建“一核九星、双网融合、三江绿楔”的空间格局,全面提升城市资源优化配置能力和综合承载能力,让城市更健康、更安全、更宜居,成为人民群众高品质生活的空间。

The Asian Games: A city's vision

亚运：一座城市的“远见”

Interview
专访

Long Yan
龙彦

An interview
with Long Yan,
senior
engineer and
registered
urban planner
of the
Hangzhou
Urban
Planning and
Design Institute

杭州市城市规划
设计研究院
高级工程师、注
册城市规划师

Foretelling major happenings / 知著

Asian Games, an important opportunity for Hangzhou

【亚运，杭州的重要“发展机遇”】

Q: From the perspective of urban planning, please explain to us about the impact of the Asian Games on city building and the relationship between the Asian Games and the hosting city.

Q: 请您从城市规划的角度，谈谈亚运对一座城市建设的影响，为我们梳理一下，亚运和城市的

A: We often say that a good city event will drive the progress of the city. The previous G20 summit in Hangzhou was a case in point. In 2015, Hangzhou decided to bid for the Asian Games, and our design institute was granted the honour to join the site selection for the Asian Games Village. At that time, a variety of proposals were put forward. Through comparison, as well as listening to expert opinions, the final site of the village was chosen to be in the north block of Qianjiang Century City. The area is a very good reflection of Hangzhou's along-the-river development strategy. The Asian Games Village is an important banner for the expansion of the city in the east. Its construction can effectively propel Hangzhou's growth, and it is a good carrier of the city's along-the-river strategy.

The Asian Games Village is just one site. There are more than 40 Asian Games sports facilities

in Hangzhou to be built or renovated. They will set a new standard for the city's urban development.

A: 我们经常说一个好的“城市事件”，会带动城市的发展。之前的杭州G20峰会就是一个典型的例子。2015年，杭州刚刚明确要申办亚运会，我们设计院有幸加入做亚运村的选址工作。当时提了多种方案，通过比较以及专家的评选，亚运村最终选址在钱江世纪城北区块。

这个地方，对杭州的拥江发展战略是非常好的一个呼应。亚运村是城市向东部拥江发展的一面重要旗帜，它的建设，可以有效带动杭州，在拥江的层面上，是重要的一个承载地。

亚运村只是一个点，杭州市内有40多个亚运体育设施都要新建、改建，这些都为杭州的城市发展打下一个新高地。

Asian Games, the display of a splendid city

【亚运，展现更好的杭州】

Q: In a way, the Hangzhou Games is a training exercise. Are there more possibilities in the future?

Q: 某种程度上，杭州亚运是一次练兵，未来我们是不是还有更多可能？

A: Of course there are possibilities. "Staging a successful event to bolster the development of a city." It is not only a matter of preparing for a sports event, but also a matter of enhancing the

overall capacity of the whole city.

In the planning of the sports facilities, we set our sights on upgrading the hosting capacity of Hangzhou for major international sports events. The Asian Games is a significant stepping-stone to Hangzhou's sports internationalisation. In the future, many international events are likely to be held in the city. The Asian Games tells the world of our capability and reflects Hangzhou's own characteristics.

A: 当然有可能。杭州亚运提出的口号是，“办好一个会，提升一座城”。这不是准备一个赛事的问题，而是提升能力的问题。

在规划里面，对于竞赛体育设施，我们是以提高杭州国际赛事承办能力为目标的。亚运会是杭州体育走向国际化的一个敲门砖，很多的国际赛事未来都有可能在杭州举办。亚运会告诉世界，我们可以把这个事情做得更好，更能体现杭州自己的特色。

Asian Games construction: empowering Hangzhou's urban future

【亚运建设：赋能杭州城市未来】

Q: The Asian Games venues are scattered points. From the perspective of planning, how to view the structural changes in the traffic network brought about by the event?

Q: 亚运场馆相当于一个个点，那么从规划的角度，怎样去看待亚运带来的交通路网从点到线到面的结构性变化？

A: Athlete support personnel, athletes and ordinary spectators have different requirements. So the

transportation organisation of the event is actually very complicated. The most critical thing is that the framework of a rapid transit system should be in place first.

During the event, there is a strict time requirement, that is, athletes have to be transported from the Asian Games Village to the sports venues within 45 minutes. A longer journey may impact upon the athletes' performance and preparation. During the event, all the athletes and athlete support personnel need to be transferred from the Asian Games Village to any of the 30 some sports venues in urban Hangzhou by special coaches.

In addition to the travel of the athlete support personnel and athletes, there is also the transportation of citizens, hence the last one kilometre issue and its security control zones. So a complicated scientific system is needed. Here, in addition to the metro, support is needed from the usual bus services.

A: 技术官员、运动员和普通观众的需求都不一样，亚运交通组织其实是非常复杂的一个情况。最重要的，就是快速路的骨架首先要形成。

赛时，有一个非常重要的时间要求，就是从亚运村出发，45分钟以内要到达场馆，时间过长运动员的竞技、准备可能都会受影响。杭州市区30多个场馆，所有的运动员、技术官员，通过赛时的专用大巴出行，在45分钟的时空范围，亚运村要全部都能覆盖掉。

除了技术官员和运动员的出行，还有普通群众的出行，需要解决亚运场馆周边最后的“观赛1公里”问题，同时还要有它的安保控制区。它是很科学的一个体系。轨道交通支撑之外，还有一些普通公交的支撑，到时候也是开专线的方式。

Foretelling major happenings / 知著



Hangzhou Metro, accelerating construction for Asian Games 杭州地铁,跑出亚运加速度

Hangzhou vision, a power for change

【杭州的远见,汇聚改变的力量】

Q: What future qualitative improvement and transformation in Hangzhou's development will the Games likely bring?

Q: 举办亚运,对未来杭州的发展格局会有怎样的一个质的提升和变化?

A: From the planner's point of view, with the Asian Games, Hangzhou will increase its future investment in sports in at least three directions. The first is to the north, in the Grand Canal northern new town. The area used to be a concentration of the city's industry. After the fading of that role, some sports functions need to be strengthened and we have already listed the idea in the planning.

The second is in the city's west, in the Future Sci-tech City. Nowadays, young people love to congregate and that generates the demand for sports facilities. In the west, we need to set up a relatively central structure such as one open and two indoor stadiums to meet the requirements of the local population.

Third, in the east, in the direction of the Dajiangdong area. There will also be a district-level sports facility. And relevant government departments are already working on the idea. The influx of more than half a million people

a year to Hangzhou poses a huge challenge to the infrastructure of the whole city.

Therefore, planning is a dynamic, balancing, adjusting and improving process to some extent. It calls for foresight.

This kind of foresight is not the vision of a certain social stratum, but that of the whole city. When people from all walks of life come together to form a voice for the long-term development, it represents a force for change.

A: 通过亚运,未来的杭州至少有三个方向会加大体育这方面的投入。第一个是北向,大运河的北部新城,它原来是工业的集聚地,它的功能疏解之后,有些体育功能也要强化,所以我们在规划里面提出来了。

第二个是城西,未来科技城这一块,现在年轻人集聚的态势非常明显,对场馆或者运动的需求已经出现了,我们在西部肯定要设定“一场两馆”这样一个比较中心的配备,满足城西人口的需求。

第三是城东部分,在大江东方向,也会有一个区级的配套设施,相关部门已经在考虑了。

现在杭州一年50多万人口的流入,对整个城市的基础设施配套是一个巨大的挑战,所以在某种程度上,规划就是一个动态、平衡、调整、完善的过程。它更需要有一种远见。

这种远见,不是说某一个阶层,而是整个城市的远见,大家从各行各业出发,为这个城市的长远发展,汇聚在一起,形成一种声音的时候,就代表了一种改变的力量。

Interview
专访

Qiu Zhijian
裘志坚

An interview
with Qiu
Zhijian, deputy
chief engineer
and head of
construction
management
department of
the Hangzhou
Metro Group

杭州市地铁集
团总工程师、
建设管理部部长

The subway is like the pulse of a city, but it also carries a developmental trend. The opening of one subway line after another has added convenience to people's life, promoted the rise of industry and expanded urban capacity. Hangzhou has thus been given a higher city value.

To prepare for the 2022 Hangzhou Asian Games, Hangzhou Metro is facing new challenges and also, seeking better and faster development. The overall goal of 516 kilometres calls for a new leap in Hangzhou's rail transit through the continuous integration of the city's subway, high-speed rail, airport and other transportation hubs...Hangzhou Metro is accelerating its construction for the grand sports event.

地铁如同城市流动的脉搏,承载着一座城市的发展动向。一条条地铁线路的开通,让人们的生活提速、产业崛起、城市扩容,杭州因此拥有了更高的城市价值。

为了迎接2022杭州亚运,杭州地铁面临着新的挑战,也在谋求更快更好的发展。516公里的总目标,城内地铁、城际铁路双管并行,实现杭州轨道交通新的飞跃……杭州地铁,正在跑出亚运加速度。

To embrace the Asian Games, Hangzhou lays a metro rail network 【助力亚运:全面铺设交通轨道线网】

Q: For the 2022 Hangzhou Asian Games, what is the overall planning of the rail transit construction in Hangzhou and what is the current progress?

Q: 为了迎接2022杭州亚运,杭州在轨道交通建设方面做了怎样的整体部署,目前进展如何?

A: In preparation for the event, we deployed the *Five-year Action Plan for Hangzhou Rail Transit Construction* at the end of 2017. Hangzhou will have 12 lines with a total length of 516 kilometres before the 2022 games.

2020 was a big year for Hangzhou subway construction, laying an additional 171 kilometre rails, extending the total operational length to over 300 kilometres.

A: 为了迎接亚运,我们在2017年底就部署了《杭州市轨道交通建设五年攻坚行动计划》,杭州将在2022年亚运会前建成12条线路,总里程达516公里的轨道交通线网。

2020年是杭州地铁建设大年,全年新增通车里程约171公里,达到超300公里的通车规模。



Focusing on the Asian Games: conquering difficulties and embracing development

【围绕亚运: 攻克难关 拥抱发展】

Q: What are the special designs and steps for Hangzhou's rail transit around the Asian Games?

Q: 围绕亚运, 杭州的轨道交通又有哪些专门的设计和动作?

A: At the end of 2020, the third phase of Metro Line 1 and the Jiangnan section of Line 7 opened to traffic. Both lines will go directly to Xiaoshan International Airport, bridging air and rail transportation. The Jiangnan section of Line 7 links Xiaoshan International Airport with the Olympic Sports Centre, and for that, it is seen as the Asian Games special line. During the event, non-local visitors can take this special line straight to the Olympic Sports Centre. In addition to the third phase of Line 1 and the Jiangnan section of Line 7, Line 6 is also very important, for it goes along Jiangnan Avenue on the southern bank of the Qiantang River and provides transfer to a host of other lines. When the second phase of Line 6 opens in the future (planned to complete in 2021), a smooth connection will be realized linking Hangzhou East Railway Station, the Asian Games Village and the Olympic Sports Centre. So the aforementioned lines can all be called special services for the Games.

In addition to Hangzhou's main venue, other intercity railways will integrate into Hangzhou rail transit

network at Xiaoshan and Yuhang respectively. They include the Shaoxing-Keqiao Line which will be connected to Line 5 at Guniangqiao station, the Haining Line which will meet Line 1 at Yuhang High-speed Railway Station and the Deqing Line which will be connected to Line 10. Furthermore, the successful opening of the Hangzhou-Fuyang Line and its connection with Line 6 will connect the sports venues in Fuyang, bringing full access to all of the ten districts of Hangzhou via rail transit. The full roll-out of urban and intercity rail transit network significantly narrows the distance between the more dispersed Asian Games venues.

A: 2020年底, 地铁1号线三期和7号线江南段建成通车, 双线直达萧山国际机场, 实现“空轨联运”。其中, 7号线江南段连接萧山国际机场和奥体中心, 被称为“亚运专线”, 亚运期间, 外地观众朋友们可以通过这条专线直达奥体中心。除了1号线三期和7号线江南段, 地铁6号线也十分重要, 线路沿着钱塘江南岸江南大道敷设, 并和多条线路进行换乘, 未来等到6号线二期工程(计划2021年建成)建成后, 将实现杭州东站、亚运村和奥体中心的顺畅连接, 以上都称得上是服务于亚运的专线。

除了杭州主会场外, 其他的市域城际铁路包括绍兴柯桥线会在姑娘桥站接上5号线, 海宁线在余杭高铁站接上1号线, 德清线会接上地铁10号线, 分别在萧山、余杭换乘融入杭州轨道交通富阳的场馆, 实现了杭州市轨道交通十区全覆盖。城市轨道交通和城际轨道交通的线网全面铺开, 拉近了较为分散的亚运会场馆之间的距离。

Q: The Hangzhou Metro will have a total length of 516 kilometres before the Asian Games. It's a new Hangzhou speed accelerated for the the event. What kind of challenges do we face to achieve that?

Q: 杭州地铁亚运会前要建成516公里, 可以说是跑出了一个“杭州加速度”甚至是“亚运加速度”, 在此期间我们又面临着什么样的挑战?

A: Hangzhou Metro had its Line 1 built between 2002 and 2012, but now it needs to reach a multiple growth in five years. It is not hard to imagine how heavy the workload will be.

There have been considerable challenges in subway construction in Hangzhou. On the one hand, the geological conditions are complex and the underground water table is high. The silty soil along the Qiantang River, the mucky mud in the old city, the hard rock in Lin'an and Fuyang, and the karst formation in many places have brought great difficulties to underground engineering, which further affected the project progress. On the other hand, metro stations are often located in the city centre where urban construction involves land acquisition and demolition, pipeline relocation and renovation, greening relocation, transportation rerouting and other aspects, and the construction environment is very complicated. At the same time, the construction process will inevitably bring temporary inconvenience to citizens' travel and life. Only by overcoming these difficulties can Hangzhou Metro see better and faster development.

A: 杭州地铁在2002年至2012年间只建成了一条地铁1号线, 但如今需要在五年间达到一个倍数增长量, 其工作量可想而知。

杭州地铁的建设难度的确不小, 一方面由于杭州地质条件复杂、地下水位高, 钱塘江边的粉砂土、老城区的淤泥质土、临安富阳的硬岩以及多地的岩溶地质都给地下施工带来了很大的困难, 进而影响工程进度; 另一方面, 地铁车站往往位于市中心, 城市施工涉及到征地拆迁、管线迁改、绿化迁移、交通导改等多个方面, 施工环境十分复杂; 同时施工过程中也会不可避免地给市民的出行、生活带来暂时不便。只有攻克上述各项难关, 杭州地铁才能拥抱更好更快的发展。

A business card for Hangzhou: Building a subway is building a new city

【杭州名片: 建地铁就是建城市】

Q: Can Hangzhou Metro also become a carrier for the Asian Games to promote the city's culture?

Q: 杭州地铁是否也可以成为亚运宣传杭州精神文化的一个载体?

A: Hangzhou Metro not only provides a warm and comfortable riding experience, but also serves as a window to promote Hangzhou's image and culture. Whether to welcome the Asian Games or embrace internationalisation, the development of the city to a large extent needs the guidance of the rail transit network. The planning guideline of the Hangzhou Metro network is firstly to have the lines meet the need of traffic volume so as to relieve the existing traffic congestion in the old city and secondly to have the passengers use the most convenient lines with the guidance of the rail transit network. Such a guideline propels the agglomeration of regional population and industries. The two points are complementary. Rail transit is one of the key indexes to measure the energy level of a city. As a pioneer in expanding urban boundaries, a subway line not only brings convenience to people, but also promotes the economic, social, cultural and other advances of a city. In the process of building Hangzhou into a modern socialist international metropolis, the subway construction still has a long way to go.

A: 杭州地铁不仅能提供温馨舒适的运营体验, 更是宣传杭州城市形象和文化的“窗口”。

无论是迎接亚运, 还是走向国际化, 城市的发展很大程度上需要轨道交通线网的引领。杭州地铁线网的规划理念一是“线跟人走”, 即解决现有的老城区交通拥堵的问题; 二是“人跟线走”, 即通过轨道交通线网引领, 带动区域人口、产业等的集聚。两者是相辅相成的。轨道交通是衡量一座城市能级的重要指标之一。作为扩展城市边界的“先锋”, 一条轨道线路的通车, 不仅仅带来一部分人群的出行便利, 更可推动一座城市经济、社会、文化等多个方面的成长。在杭州建设社会主义现代化国际大都市的进程中, 地铁建设依然任重道远。

How does the Asian Games reshape a city?

Dialogue with Mr. Arlan Perkasa Lukman

亚运如何影响一座城?

对话阿兰·佩尔卡萨·卢克曼先生



2019 – 2023 Executive Committee National Olympic Committee of Indonesia
2019-2023 印度尼西亚奥委会执行委员会成员
2017 – 2018 Director of Venue and Environment Department (Indonesia Asian Games Organizing Committee)
2017-2018 印尼亚运会组委会场馆与环境部部长



第18届亚运会举办城市雅加达

■ Q: The 18th Asian Games Jakarta-Palembang 2018 ended more than two years ago, but images from the Games still evoke strong memories. Could you please tell us, what was the most unforgettable moment or event, for you, during the preparations for the Games?

Q: 第18届雅加达—巨港亚运会虽然已经结束了两年多时间,但是精彩的场景仍令人回味。您能介绍一下在这届亚运会过程中,最令您本人难忘的场景是什么吗?

A: From my personal experience, it was the integration between the venue accomplishment, venue use agreement (new formed venue management) and the overlay process.

A: 我印象最深的,应该是在场馆建设过程中,场馆使用协议(新建场馆管理)以及临建设施搭建的配合。

■ Q: Many well-known cities in Asia have hosted an

Asian Games. Is hosting an Asian Games good for a host city's image? In what ways does it help?

Q: 亚洲很多著名的城市都承办过亚运会,您觉得举办亚运会对一座城市发展的意义是什么?

A: Yes, of course. It changed the culture from people hospitality, city beautification, security and many aspects in the local economy.

A: 举办亚运会能够提高一个城市的文化和接待能力,美化城市形象,让城市更安全,同时促进经济发展。

■ Q: A grand sporting event like the Asian Games can change the course of a city's development. How has Jakarta changed due to its hosting of the Asian Games? Could you please tell us what impact the Games has had on the city's infrastructure, transportation and subway system, quality of life, sport

and fitness, and people's etiquette.

Q: 一场盛大的体育赛事可以改变一座城市的发展进程,您觉得雅加达这座城市因为亚运会发生了怎样的变化?请您从城市基础设施建设、交通地铁、人文素养、体育健身、文明礼仪等方面讲讲亚运会带来的影响。

A: There are many great changes, for example, Jakarta has the most modern sport facility that impact the local community sport culture. The improvement to the supporting infrastructure and facility impacted to the accelerating economic growth.

A: 有很多好的变化,比如,雅加达引进了现代化的体育设施,对当地的体育文化有着重要影响。亚运会的成功举办,也帮助提升了配套基础设施,加速了城市经济发展。

■ Q: What are your ideas and suggestions for strengthening overseas promotion of the Games, and

expanding the reach of the Hangzhou Asian Games brand, as well as promoting greater sports and cultural exchange between Indonesia and China (Hangzhou)?

Q: 您对杭州亚运会加强海外宣传推广,扩大品牌影响力,以及促进印尼与中国(杭州)的体育文化交流有哪些设想和意见建议?

A: Well, for Hangzhou 2022, I think sports exchange programme and observer program would help. And also, for the last question, my advice is to create collaborative sport events initiated by both NOCs.

A: 对于提升杭州亚运品牌的影响力,我的建议是组织体育交流项目和观察员项目。对于印尼和中国(杭州)之间的体育文化交流,我认为中国和印尼可以通过联合举办体育赛事来实现。



Four smart apps offering speedy connection to the Games
【四个“通”，让每个人通向亚运】

The Smart Asian Games info platform focuses on providing one-stop services, and the first phase of its online function features four apps, designed respectively for transportation, food, international travellers and Asian Games info, to provide comprehensive solutions to issues like eating, traveling and entertainment.

“智能亚运一站通”主打一站式服务，一期上线功能主打四个“通”，即“出行通”“美食通”“国际通”“知识通”四大板块，解决吃行游乐等多方位的问题。



The futuristic Smart Asian Games info platform
One solution for all — event-watching, food and shopping
“智能亚运一站通”通往未来
观赛吃饭出行购物全解决

What is the experience of a one-stop digital games viewing platform? The Smart Asian Games info platform was launched recently to provide an unprecedented intelligent spectator experience for the Hangzhou Asian Games.

Hangzhou is not only a world famous tourist city, but also the birthplace of the urban brain and a pioneer in mobile payment. With technological innovation in the forefront, to be smart has become one of the concepts of the Hangzhou Asian Games.

To make the Asian Games services more accurate and efficient, and the viewing more convenient and exciting, HAGOC has made full use of cutting-edge technologies such as block chain, big data and AI to build a Smart Asian Games info platform, providing users around the world with the first one-stop digital viewing platform in the history of large-scale comprehensive sports events.

For Alipay users at home and abroad, all they need to do is to search Asian Games in Alipay. They can follow and obtain information about the event, and enjoy the related package service in food, clothing, lodging, traveling, leisure and shopping.

“一站式数字观赛平台”是什么体验?“智能亚运一站通”日前正式上线，杭州亚运会将借此打造前所未有的智能观赛体验。

杭州不仅是世界著名的旅游之城，更是城市大脑的发源地、移动支付之城，科技创新走在前列，“智能”因而成为杭州亚运会的办赛理念之一。

为了让亚运服务更加精准高效，让观赛体验更加便捷精彩，杭州亚组委充分应用区块链、大数据、人工智能等前沿技术，全力打造“智能亚运一站通”，为全球用户提供大型综合性运动会史上首个“一站式数字观赛平台”。

所有海内外的支付宝用户，只要在支付宝客户端内搜索“亚运”，就能关注、了解亚运的讯息，享受所有与亚运相关的“吃穿住行游乐购”服务。

1 Transportation app
出行通

With the Asian Games venues as the destination, the "Transportation app" supplies smart travel planning. Focusing on a 30-km and a 50-km radius, the app provides information on the optimal connections for bus, metro, bicycle and other travel modes in the city. Meanwhile, it also carries out pilot services for inter-city rail transit and has had preliminary success.

“出行通”以亚运场馆为目的地进行智能行程规划，以30公里圈、50公里圈为核心范畴，对城市内的公交、地铁、单车等出行方式进行一站式串联，同时也对城际间轨道交通的打通进行了试点并获得初步成效。

2 Food app 美食通

It provides a food list derived from 50 million pieces of real data, and uses big data algorithms and customer reviews to filter out four food lists organised in the four categories of city brands, exotic flavours, eight regional cuisines and fresh offerings. The last category, fresh offering features a number of medium and small restaurants opened after COVID-19 on the basis of word of mouth, chosen for their good faith management, delicious and affordable food. Here, digital technology serves to support the resumption of work and production.

“美食通”则依靠 5000 万条真实数据,通过大数据算法筛选出“城市招牌”“异国风味”“八大菜系”“日新月异”四个老百姓吃出来的美食榜单,其中“日新月异”榜单特别针对新冠肺炎疫情后新开张的中小餐馆进行,根据真实的口碑评价,评选出诚信经营、味美价廉的餐馆,用数字技术助力复工复产。

3 International traveller app 国际通

It is designed to provide convenience to foreigners and offers English information on Hangzhou tourism, culture, history and so on so that foreign friends can start from understanding Hangzhou, and pay attention to the Asian Games, and then fall in love with the lovely city.

“国际通”考虑到解决外国人的使用获得感问题,在初期提供杭州城市旅游、人文、历史等英文内容,让外国友人从了解杭州这座办赛城市开始,关注亚运、爱上杭州。

4 Asian Games tips app 知识通

The app provides multi-dimensional and comprehensive presentations of information related to the grand sports gathering, such as the Asian Games events, venues, history, culture, sports celebrities etc. At the same time, there will be a variety of interactive quiz challenges, so that everyone can participate in the spread of the games knowledge and carry forward the games' spirit.

“知识通”则是将亚运项目、亚运场馆、亚运历史、亚运文化、亚运之星等与亚运相关的资讯内容进行多维度、全方位的完整呈现;同时还会有多种互动益智问答挑战,让每一个人都参与传递亚运知识、发扬亚运精神。

My Asian Games diary, remembering the radical transformation of the city 我的亚运日记 记住城市蜕变

In the eyes of a thousand people, there are a thousand Asian Games.
The development of the city touches all the aspects of the life of its people whose line of sight closely follows the pace of progress.

We all know, the Asian Games in Hangzhou is just around the corner.

We want to record yesterday, today and tomorrow, everything about the Hangzhou Asian Games. If you have a story and a photo, please let us find you!

From now on, the My Asian Games Diary column officially opens to the world to collect witnesses to the event -- if you have a story about the Asian Games, if you happen to use your camera to record its development, you are welcome to join the Asian Games witnesses team, and tell us the changes brought by this grand international sports meeting!

How to join us: email your representative works and CV to hzyybjb@hangzhou2022.cn, and after approval, you can get into the Asian Games witnesses group WeChat group. Small things may foretell major happenings. Your contribution is invaluable to promote this great sports event.

在一千个人眼里,就有一千个亚运的模样。

城市的发展触及边边角角,人们的视线,跟着城市的步伐起承转合。

我们都知道,将在杭州盛放的这场亚运会,已近在咫尺。

我们想记录昨天、今天和明天,只要是有关杭州亚运的一切。如果你有故事和相片,请让我们找到你!

即日起,“我的亚运日记”栏目正式开栏,向世界征集杭州亚运见证者——如果你有关于杭州亚运的故事,如果你恰好在用镜头记录杭州亚运的发展,欢迎加入“亚运见证者”队伍,告诉我们,在你眼中亚运带给这座城市的变化!

加入方式:发送代表作品和个人简介到“hzyybjb@hangzhou2022.cn”邮箱,审核通过后加入“亚运见证者”同名微信群,见微知著,共同为亚运发声。

Trail walk online and offline 15,000 people promoting the Hangzhou Asian Games with their foot steps

线上线下载毅行 1.5万人用脚步为杭州亚运助力



National Fitness·Sharing Asian Games The Hangzhou Trail Walk Conference and Greenway Trail Walk series of activities kicked off recently in Hangzhou's 14 districts, counties and cities.

Under the normal situation of Covid-19 prevention and control, a new format for the contest has been introduced. A combination of online and offline participation heightened the involvement and excitement of the long walk. On the same day, 15,000 trail walkers walked to show the world the spirit of Hangzhou sports and the zeal of Hangzhou people in welcoming Asia's largest sports event.

“全民健身·共享亚运”杭州毅行大会暨绿道毅行系列活动，日前在杭州14个区、县(市)同时开幕。

在常态化疫情防控形势下，本届赛事开启新玩法，采用线上赛和线下赛结合，参与度和趣味性都得到极大提升。1.5万毅行者快乐同行，同一天用行走向全世界彰显杭州运动精神，展示杭州市民喜迎亚运会的精神风貌。

Trail walk both online and offline

【线上线下载毅行】

It is reported that the online competition rolled out throughout the city one month in advance. Relying on the WeChat platform and greenway trail walk clocking in, the online competition offered a zero threshold for all who intended to be part of it. A total of 250,000 people participated in the online greenway trail walk, and the total number of foot steps reached 240 million. The fastest to unlock the main urban area took only one day plus 10 hours and 24 minutes; within three days and 14 hours and 46 minutes, someone successfully challenged the central urban area; in six days and 10 hours and 53 minutes, the beautiful city was all lit up.

Offline activities are also different from those of the previous years. Through the format of One main

venue +13 sub-venues, the activity's impact effect was extended to all districts and counties (cities) of Hangzhou. The main venue and each sub-venue were launched at the same time, and the 13 sub-venues' warm atmosphere and kick-offs were shown simultaneously via live streaming.

据悉，线上赛在前一个月面向全市开展，依托微信小程序平台、绿道毅行打卡的方式，打造零门槛全民线上赛，共有25万人次进行线上绿道毅行，总步数高达2.4亿步；解锁主城区最快仅用时1天10小时24分，3天14小时46分即有人挑战中心城区成功，6天10小时53分美丽杭州被全部点亮。

线下活动也与往年不同，通过“1个主会场+13个分会场”的模式，将赛事效应拓展至全市各区、县(市)。主会场和各分会场同时开幕，同频直播颁奖盛况，实时展现13个分会场现场的热烈氛围和开走盛况。

Greenway trail walk becomes a new trend of the national fitness campaign

【绿道毅行成全民健身新风尚】

According to reports, by the end of 2019, Hangzhou had built about 3,363 kilometres of greenways of eight different types, including those along the lakes, mountains, rivers, roads, streams, wetlands, parks and rural terrains. Within the main urban area, the city has basically achieved the construction target of a greenway network within a five-minute walk.

This year, the Hangzhou Trail Walk Conference picked the Hangzhou Greenway, which allowed the participants to maintain their enthusiasm for online greenway walking while continuously and intuitively experiencing the new urban leisure space. In the main venue, participants walked around the greenway network embracing the most enchanting riversides of the Qiantang. While experiencing the achievements of the Hangzhou greenway construction, they were treated to the fantastic river view.

Trail walk fans in the 13 sub-venues, enthusiastically measured with their footsteps the beautiful greenways in Hangzhou in their separate urban spaces.

据悉，截至2019年底，杭州已建成环湖、沿山、沿江、沿路、沿河、湿地、公园、乡村绿道等8种类型约3363公里，主城区范围内基本实现“5分钟步行可达绿道网”的建设目标。

本届杭州毅行大会线路选址杭州绿道，让参与者保持对线上绿道毅行热情的同时，能持续、直观地感受城市休闲新空间。主会场毅行选手围绕钱塘江南北两岸最美沿江景观绿道行走，在体验杭州绿道建设成果的同时，尽情感受钱塘江两岸一览无余的江景。

13个分会场的毅行粉丝，也在各自城区内的绿道上，用高涨的热情丈量杭州最美绿道。

Trail walk spirit inspiring urban vitality

【毅行精神激发城市活力】

Get close to nature on the greenway and be healthy through trail walk. This activity not only shows the achievements of Hangzhou's fitness greenway construction to all the participants, but also demonstrates the city's determination to promote mass sports construction, continuously enhance people's sense of gain and satisfaction, and let them feel the new trend for national fitness in the Asian Games era.

This year marks the 10th anniversary of the International (Hangzhou) Trail Walk Conference. Although comparatively, the offline programmes are downsized by nearly 90%, in the critical stage of the national COVID-19 pandemic control, trail walkers' firm pace and defying attitude help inspire the city's vitality, boost social confidence, gather strength and inject positive energy to the development of Hangzhou.

在绿道中亲近自然、在毅行中收获健康，本次活动不仅向所有参与者展现了杭州健身绿道的建设成果，也彰显了整座城市全力推动群众体育建设，不断增强群众获得感、满足感，让群众感受亚运时代全民健身新风尚的决心。

2020年是国际(杭州)毅行大会创办十周年，虽然线下赛事规模相对以往减少将近90%，但在全国新冠肺炎疫情防控决胜阶段，毅行赛道上，毅行者坚定的步伐、奋进的姿态，将助推激发城市活力、提振社会信心、凝聚力量，为杭州发展注入激情活力。



19th Asian Games
Hangzhou 2022

Asian
Games brands
品牌
亚运

During the preparations for the Asian Games, we focus on building a brand, setting a benchmark and creating a legacy. We will continue to release dividends before, during and after the Asian Games to let more people understand Hangzhou, Zhejiang, and China, making it a brand for the city and push the city forward permanently. We will make the influence of the Hangzhou Asian Games as extensive and profound as the G20 Summit and magnify the effect of the Asian Games to the utmost extent.

亚运筹办过程中注重树品牌、立标杆、创遗产，赛前赛时赛后持续释放亚运红利，让更多人通过亚运会走近杭州、认识浙江、了解中国，使亚运印记成为城市的品牌，持久推动城市的进步，使杭州亚运会的影响力像 G20 峰会一样广泛和深远，在时间上最大程度放大亚运效应。

我 The Opening Ceremony of Hangzhou Asian Games is in my heart 心中的杭州亚运会开幕式



The official start of a grand sports event always begins with its opening ceremony. A wonderful opening ceremony marks the prelude to a successful Asian Games. Looking back at previous opening ceremonies, all those wonderful ingenuities and highlights have become eternal memories of the Asian Games.

What kind of opening ceremony will the Hangzhou Asian Games present to the world to let the world refresh its understanding of China and the Asian Games? Everyone's expectation is tangible and passionate.

On December 12th, 2020, a creative workshop about the ceremonies of the Hangzhou Asian Games was held in Hangzhou. Based on the teaching of experts and scholars participating in the conference, we have compiled an article *The Opening Ceremony of Hangzhou Asian Games is in my heart*.

一场盛大体育赛事的正式启幕，往往是从开幕式的亮相开始的。

拥有一个精彩的开幕式，也是一届亚运会成功的开始。

历数往届亚运会开幕式，那些精彩的巧思和亮点，无不成为亚运永恒的记忆。

杭州亚运会将会为世人呈现一个怎样的开幕式，让世界重新理解中国、重新理解亚运呢？每个人心中的期盼，是具象而浪漫的。

2020年12月12日，杭州亚运会开闭幕式创意专题研讨会在杭州召开，根据与会专家学者的发言，我们整理成《我心中的杭州亚运会开幕式》一文，以飨读者。

Zhang Heping 张和平

Former Vice Chairman of the Beijing Municipal Committee of the Chinese People's Political Consultative Conference, Director of the Opening and Closing Ceremonies Department of the Beijing Olympic Games Organising Committee
原北京市政协副主席、北京奥组委开闭幕式工作部部长



"The opening ceremony is crucial for any level of sports event. A successful opening ceremony is half the success of the whole event. The opening ceremony of the Hang-zhou Asian Games should pay attention to the difference between professionalism and specialism. A comprehensive creative design is only professionalism, but what can leave people with a deep impression is specialism. The directing team must carefully think about what specialism is for the opening ceremony of the Hangzhou Asian Games. It is necessary to leave behind both physical works and spiritual wealth. In addition to the performance, the Asian Games should also create some cultural heritage. For example, the song *Asian Treasures* is one of the important cultural heritages of the Beijing Asian Games. We also need to put value on television broadcasting, not only consider the perception and experience of the audience on the spot, but also the effect of the television network broadcast. It is

necessary to attach importance to the coordinated use of current affairs footage and performance footage to display the ceremony in a more wellrounded and stunning way to the world."

“任何级别的运动会，最重要的是开幕式。开幕式成功了，运动会就成功了一半。杭州亚运会开幕式要关注‘行活’与‘绝活’的区别。在创意设计过程中，做到面面俱到，那只是‘行活’。能留给人们深刻记忆的，却是‘绝活’。导演团队要认真思考杭州亚运会开幕式上的‘绝活’是什么。要留下作品和精神财富。亚运会，除了一场演出之外还应该留下文化遗产，比如歌曲《亚洲雄风》就是北京亚运会重要的文化遗产之一。要同步重视电视转播。亚运会不仅要考虑现场观众的观感体验，更要充分考虑电视网络转播的呈现效果。要注重时政镜头和表演镜头的协同使用，让亚运会开幕式更充分、更惊艳地展现在世人面前。”

Zhao Dongming 赵东鸣

Former Party Secretary and Director of Beijing Municipal Radio and Television Bureau, Director of Cultural Activities Department of the Beijing Olympic Games Organising Committee

原北京市广播电视局党组书记、局长,北京奥组委文化活动策划部部长



"The core of the opening ceremony is creativity and content. The opening ceremony of the Asian Games will definitely use cutting-edge technology, but content and creativity still weigh more. Technology serves content. It is necessary to fully demonstrate Hangzhou's profound heritage and cultural foundation. Hangzhou has its own vein of historical development from ancient to modern times. I hope that the opening ceremony of the Asian Games will show Hangzhou's profound heritage and vigorous vitality. It should leave a deep footprint in history. A successful opening ceremony must have two or three impressive story plots or pictures. I hope the ceremony can tell stories with Hangzhou's charm and Zhejiang's characteristics in a unique way, to show the deepest and most concise human

values and leave unforgettable memories to the world."

“开幕式的核心是创意和内容。亚运会开幕式必然会用到尖端、前沿的科技,但更重要的还是内容,是创意,技术是围绕内容服务的。要充分展现杭州的深厚底蕴和文化根基。杭州从古老走向现代,有其自身的历史发展脉络。期待亚运会开幕式深刻展现杭州深厚的历史文化底蕴和蓬勃向上的生命力。要留下深刻历史记忆。一次成功的开幕式必然要有两三个印象深刻的故事情节或画面。期待杭州亚运会开幕式能别开生面地讲述有杭州韵味、浙江特色的故事,展现最深厚、最凝练的人文价值,为世人留下难忘的回忆。”

Chen Linchun 陈临春

Deputy Director of CCTV Programme Centre
中央电视台大型节目中心副主任



"Expression is important. The Liangzhu Ancient City Site that depicts China's five thousand years of civilisation, the unique Qianjiang tide and two of the four traditional love stories in China all belong to Hangzhou. These are the city's distinctive features. At the opening ceremony, we must pay attention to the modern expression of the traditional culture, the Asian expression of Chinese art and the performing expression of sportsmanship. We must tell the world that Hangzhou is full of creativity. If I am an audience, creativity will be what I expect most. Maybe we can see an ancient stadium instead of a stage, where athletes run along the historical and cultural road. Maybe we can use modern technology to read the *The Travels of Marco Polo* in the stadium, as well as the classic poems by Bai Juyi and Su Dongpo. Sports elements should be utilized to connect the characteristics of Hangzhou. For example, we might see gymnasts dancing to the violin concerto *Butterfly Lovers*, a thousand large umbrellas with sport elements rising above the stadium

simultaneously, or the artistic expression of sailing to show the Qianjiang tide and the spirit of the times."

“要解决如何表达的问题。杭州有实证中华五千多年文明的良渚古城遗址,独一无二的钱江潮,中国四大传统爱情故事其二,这些是独有的元素。开幕式在艺术创作上,要注重传统文化的现代表达、中国艺术的亚洲表达和体育精神的舞台表达。要告诉世界杭州充满创意。如果我是观众,我最期待的就是创意。比如我们看到的不是舞台,而是原始的体育场,运动员跑步穿越历史文化之路。再如可以利用现代技术,在体育场翻看透明的大书《马可·波罗游记》,翻读杭州老市长白居易、苏东坡的经典诗篇。要用体育元素勾连展现杭州元素。比如体操运动员跟随小提琴协奏曲《梁祝》翩翩起舞、比如1000把添加运动元素的大伞同时上升到体育场上空、再如用帆船运动的艺术表达展现钱江潮和时代精神等。”

Zhu Hai 朱海

Famous TV Literary Planner, Writer, Poet and Lyricist
著名电视文艺策划人、撰稿人、诗人、词作家



"The key to the opening ceremony lies in a good team. The team must be passionate and dedicated. There should be professionals who understand high technology, people who are willing to break through tradition and boldly innovate in terms of knowledge and experience. For example, applying 5G technology to live broadcasts, restoring Liangzhu civilisation with digital methods, using 5G and VR technologies in storytelling, and so on. We need to not only embrace civilisation, but also look to the future. The opening ceremony of the Hangzhou Asian Games should fully demonstrate how Zhejiang province comprehensively displays the advantages of the socialist system with Chinese characteristics in the new era. There should be a climax and a global perspective. The vocabulary of the opening ceremony should be symbiotic with the world and have a world-wide vision. We should look at Asia, China,

Hangzhou and West Lake from a global perspective and recognise it's a beautiful city on the waters edge."

“开幕式重点在于好团队。创作团队一定要讲情怀、讲奉献，在人员结构上要有懂高科技的专业人才，在知识结构及表现语境上也要突破传统、大胆创新。比如将5G技术应用到直播中，用数字化手段还原良渚文明，用5G和VR技术进行故事表达等。要传承文明更要着眼未来。浙江作为新时代全面展示中国特色社会主义制度优越性的重要窗口，杭州亚运会开幕式要进行充分展现，更要形成高潮。要有世界化的表达视角。开幕式的语汇是与世界同行共生的，应该有放眼世界的眼光和视角，比如要从世界看亚洲、看中国、看杭州，从江河湖海看西湖，从一滴水寻找世界上最美的城市——杭州。”

Zhang Jizhong 张纪中

Famous Director and Producer
著名导演、制片人



"Hangzhou is a city unique in the world, whose elegance has been passed down through centuries. From a director's perspective, I suggest that we turn the stadium into a huge screen to display water, using modern digital technologies to enhance this expression. We should display the amazing progress of the city growing out of mountains and rivers, using naked-eye 3D to present the impetus and vigorous momentum of the Qiantang tide, to express the beauty of social and cultural life and landscapes such as West Lake to the extreme. We should show the development from Liangzhu to the Southern Song Dynasty and to the age of IT. We should use high-tech methods to control the screen and guide people into Liangzhu City, the brightest dawn of Chinese civilisation; into the Southern Song Dynasty, the pursuit of simple and meaningful life aesthetics; into the vigorous look of the new era. From poetic and artistic elegance to magnificence, the ceremony will highlight the

temperament and spirit of Hangzhou."

“杭州是全世界独有的一个城市，有千古流传的风雅气质。从导演的思维出发，我建议把开幕式体育场变成一个巨大的适合于表现水的屏幕，运用现代数字化智能科技手段充分地渲染表现力。要展现杭州城从山水自然生长而来的震撼过程。要有钱江潮；用裸眼3D呈现钱江大潮，表现傲立潮头的推动感和蓬勃气势。要有西湖水；将杭州人文山水之美达到极致。要表现城市从良渚到南宋到智能时代。运用高新科技智能手段，通过画面的控制带人们走进良渚城，走进中华文明最璀璨的曙光；走进南宋高雅的审美趣味、追求素简而富于文化内涵的生活美学；走进新时代，走出活力四射的新面貌！整场气质风格从诗画风雅到大潮奔涌到气势磅礴，突出杭州气质、杭州精神！”

Teng Junjie 滕俊杰

Chief Supervisor of Shanghai Media Group, Vice Chairman of Shanghai Federation of Literary and Art Circles, Chief Director of the Opening and Closing Ceremonies of Shanghai World Expo
上海文化广播影视集团有限公司监事长、上海市文联副主席、上海世博会开闭幕式总导演



"The opening ceremony should pay attention to two dimensions. One is to focus on President Xi's proposal of building a community for a shared future for citizens, the Belt and Road initiatives, beautiful Asia and sportsmanship; the other is to respond to the huge expectations of the audience. We should fully reflect the power of new technology, break through tradition, invite experts to discuss possible technological methods with the director's team. We should combine art, technology and sports use 5G, 4K, 8K, artificial intelligence and other technologies to let the audience remember China, remember Hangzhou and remember the Chinese people with contemporary sportsmanship. It is much more joyful to share the joy than enjoy it alone. We should invite representative figures from other countries in Asia and make the opening ceremony a carnival night for the community of a shared future for all people. The director should be familiar with art, technology, arithmetic and know how to cater to the audience's needs. I expect the opening ceremony of the Hangzhou Asian Games to be

the most unique and fashionable opening ceremony in the third decade of the 21st century that connects China, Asia and the world."

“开幕式要把握两个维度。一个维度是要关注表达习总书记提出的人类命运共同体、一带一路的中国战略、美丽的亚细亚、人类体育精神等；另一个维度则是要关注观众的巨大期待。要充分体现高科技的力量。要突破传统，聘请专家和导演组一同研究开幕式上可应用的科技手段。要将艺术、科技、体育有机结合，通过5G、4K、8K、人工智能等超高清技术，充分展现杭州亚运会开幕式的硬核加持，让观众记住中国，记住杭州，记住充满当代体育精神的中国人。要变‘独乐乐’为‘众乐乐’。要请亚洲其他国家的代表性人物一起参与，把开幕式做成‘人类命运共同体’的狂欢夜。导演要娴熟‘四个术’。即懂艺术、懂技术、懂算术、懂粘术（粘连受众审美的需求），期待杭州亚运会开幕式成为21世纪第三个10年来最与众不同、最有时尚气息，联通中国、亚洲与世界的开幕式。”

He Jiqing 何继青

Famous Planner, Screenwriter, National First-class Writer
著名策划、编剧，国家一级作家



"Use artistic expressions rather than raw presentation. Chinese culture, Zhejiang culture, Hangzhou culture, Asian culture and sports culture are all content that can be presented, but the time of the ceremony is limited, and poor planning will result in a beautiful mess. Therefore, it's necessary to express the content in both an abstract and general way, such as refining the essence of Liangzhu civilisation, the Grand Canal and the West Lake for artistic expression. We should figure out who the audience are at the very beginning. Different perspectives lead to different expressions. The opening ceremony of the Hangzhou Asian Games should have an international perspective, not a narcissistic expression. Hangzhou's social and cultural history is splendid, and the key is how to tell and express this story. From the beginning of the design process, we must think comprehensively, strengthen planning, find

suitable ways of presentation and strive to make it a classic."

“要艺术表达不要原始呈现。中国文化、浙江文化、杭州文化、亚洲文化、体育文化，都是可以呈现的内容，但开幕式时间有限，策划不好会成为‘抓中药’。为此，要表现抽象而不具象，表现概括而不原始，比如提炼良渚、运河、西湖文化精髓进行艺术的表达。要解决‘给谁看’的问题。一定要在最开始的时候想透这个重要问题，不同的眼光就有不同的表达。杭州亚运会开幕式应该具有国际眼光，而不能是‘自恋式’的表达。要解决‘怎么讲’的问题。杭州的人文历史是非常灿烂的，关键是怎么讲述和表达。要从创意设计的初始，就充分思考，加强谋划，寻找合适的展现方式，力求打造经典。”

Gao Shiming 高世名

Dean of China Academy of Art, Chairman of Zhejiang Artists Association, a well-known curator
中国美术学院院长, 浙江省美术家协会主席, 著名策展人



"In artistic expression, we should grasp two Dos and two Don'ts. It should be emotional rather than explanatory, surreal rather than realistic. It should show power with emotions and redemonstrate an extraordinary and unusual Hangzhou in a surreal way. Core images, such as the Mid-Autumn Festival, should be used to convey core values, leaving audiences with unforgettable memories through all five senses. We need to pay attention to the display of Asia and Games. The core of the Asian Games are the Asian elements and sportsmanship. It is necessary to use sports itself to trigger a narrative, build scenes and think about the universal problems of the community of shared future for all people. Also, I think Hangzhou is not only a poetic city, but also a culturally prosperous, open and innovative city, taking the lead in the world. It is a city of history, ecology, innovation and civilisation. I hope the opening ceremony of the Asian Games can be a window that fully demonstrates Hangzhou's historical and modern

civilisation, the style of the times and the power of innovation."

“在艺术表达上要把握好‘两要两不要’。要感性不要解读;要超现实不要现实。具体而言,就是用感性手法追求‘直接拿下’的力量,以超现实的方式重新展示杭州的非常和异常。要用核心意象传达核心价值。比如聚焦中秋节这个核心意象,通过五感齐发的方式给观众留下永生难忘的记忆。要注重‘亚’和‘运’的展现。亚运会核心是亚洲元素、体育精神,要用体育本身引发叙事,勾勒场景,思考人类命运共同体的问题、普世性问题、全人类的问题。同时,我认为杭州不只是诗情画意的杭州,还是文化鼎盛的杭州、开放创新的杭州、引领世界的杭州;是历史之城,更是生态之城、创新之城、文明之城。期待亚运会开幕式成为一个充分展现杭州历史文明、当下文明,展现时代风采、创新力量的窗口。”

Mao Weitao 茅威涛

Vice Chairman of Chinese Dramatists Association, a well-known Yue opera artist
中国戏剧家协会副主席, 著名越剧表演艺术家



"We need to tell the wonderful story of Zhejiang briefly. The opening ceremony of the Asian Games should find some context with resonance to tell a core story. The story should have the three cultural heritages: Liangzhu City, the Grand Canal and West Lake. Just like in dramas, it should have an appealing start, substantial content and an excellent end. The opening ceremony should be a surreal expression full of surprises, using intentional, and surreal representations to represent the aesthetic characteristics of the Song Dynasty, including landscapes social and cultural life, and poetry. We should make good use of the Mid-Autumn Festival and use high-tech means to tell its story. For example, Su Shi's poem *Prelude to Water Melody* can connect characters in a story of the full moon. We should seek empathy, such as representing the history of harmonious neighbourhood in Asia starting with the Belt and Road. Standing in Hangzhou, Zhejiang and China initiatives, while looking at Asia and the world, we can use the

integration of form and content to demonstrate China's leading position in East Asian culture."

“要去繁求简讲好浙江精彩故事。亚运会开幕式要寻找同频共振的脉络,讲述一个核心故事,这个故事应该有良渚、运河、西湖三大文化遗产。戏剧结构讲究‘豹头、猪肚、凤尾’,以去繁求简的方式进行讲述。开幕式应该是超现实主义的表达。要有惊奇、惊异、惊喜,不落入似曾相识的窠臼。用意向性的、超现实主义的、虚实结合的方式进行表达,展现宋文化山水人文、诗酒人生的高级审美特质。要用好中秋节独特载体。要运用高科技手段,巧妙讲述‘中秋节故事’。例如用苏轼的《水调歌头》,串联出‘月圆’的故事人物内容主线。要寻找好共情点。以一带一路为起始,呈现与亚洲各国睦邻友好的历史。立足杭州、浙江和全国,着眼亚洲和全球,形式与内容的有机融合,展示中国作为东亚文化的主导地位。”

Cui Wei 崔巍

One of the national top stage show directors, Chairman of Zhejiang Dancers Association, Director of Hangzhou Opera and Dance Theatre, Executive Deputy Director of the Opening and Closing Ceremonies of the Beijing Olympic Games
国家一级导演, 浙江省舞蹈家协会主席, 杭州歌舞剧院院长, 北京奥运会开闭幕式执行副总导演



"The opening ceremony of the Asian Games is a work of art, the presentation and unification of form and content. Technology must serve art. The content can be focused on small details to reflect the delicacy and beauty of Hangzhou. The performances at the G20 summit did not paint a big picture, but cleverly used West Lake as the setting and *A Moonlit Night on The Spring River* to show the Chinese temperament and Hangzhou's charm, drawing applause from the world. The opening ceremony of the Asian Games should absorb its essence, express big love with the core of art. Artistic creation should ultimately come back to emotions. The opening ceremony can touch the audience through storytelling that sees big love from small love, which is in line with Hangzhou's gentle and loving temperament. We should put emphasis on sportsmanship, such as using the unique Qianjiang Tide to demonstrate the style of Hangzhou. We should also pay attention to the preservation of the Asian

Games brand, keeping the ceremony as a new cultural name card for Hangzhou."

“亚运会开幕式是件艺术作品,是形式和内容的呈现和统一,科技要为艺术服务。内容上可以小处着笔,体现杭州的细腻与唯美。G20峰会文艺演出没有设计大画面,而是巧妙利用西湖场景、用《春江花月夜》成功开幕,恰当展现中国气质、杭州韵味,赢得世界赞誉,亚运会开幕式应汲取精华。要回归艺术的本体,表达大爱情感。艺术创作最终还是要回归情感,开幕式可以通过以‘小爱见大爱’的故事讲述和情感表达打动观众的心灵,这很符合杭州轻柔有爱的气质。要着重表达体育精神。可以用独特的钱江潮来表现体育运动精神,展现当代杭州的时代风采。要注重亚运品牌的留存。亚运会结束后,争取把开幕式这台文艺演出保留下来,形成杭州的一张新的‘文化名片’”。



Songs of the Asian Games 亚运放歌

When the mountains around West Lake are painted with multiple colours and the water turns quiet and deep blue like a diamond, winter comes to Hangzhou.

In this beautiful season of 2020, a group of well-known music producers were invited to gather in Hangzhou for a symposium on music creation for the Hangzhou Asian Games. These musicians, with their rich experience in composing music works for large-scale sports events, conducted in-depth discussions on the integration of Asian Games elements and Hangzhou elements and the guidance for music creation. They also exchanged ideas on the creation and subsequent solicitation for the theme song and other songs serving different functions.

西湖的群山显露斑斓色彩的时候,层峦围绕的湖水却安静下来,深蓝如宝石。杭州的冬天来临了。

在这样绚烂的时节里,一群知名音乐人受邀齐聚在杭州,举行杭州亚运会音乐作品创作座谈会。这群专业的音乐人,结合自身参与大型体育赛事音乐作品创作的丰富经验,围绕亚运元素和杭州元素的融合、杭州亚运会音乐作品的创作导向等话题进行深入探讨,并对会歌、功能性歌曲等不同类型音乐作品的创作和后续征集工作的开展献计献策。



At the symposium, Zhu Hai, Tian Di, Chen Weidong, Lao Zai, Xu Huanliang (from Singapore), Pang Long, Yang Fan, Hu Yao, Ying Yihang, Wang Tianming, Lin Shangzhan, Zhang Quanwu and Song Kefu were appointed as the oriented solicitors of the music works. They received certificates from Chen Weiqiang, Deputy Secretary General of HAGOC and Vice Mayor of Hangzhou.

Since its launch on the 23rd June 2020, the Call for Music Works for the Hangzhou Asian Games has attracted huge attention and active participation from society through its online and offline promotions.

In addition to the symposium, HAGOC also held an Inspiration Workshop in Beijing. Leaders and experts from the Publicity Department, the Ministry of Culture and Tourism, the General Administration of Sports, the Central Committee of the Communist Youth League, the Beijing Organising Committee for the 2022 Olympic and Paralympic Winter Games, as well as famous music producers, literators and media experts in Beijing attended the workshop. Two well-known musicians, Jiading and Yinqing, were appointed as oriented solicitors of the music works for the Hangzhou Asian Games.

座谈会上，音乐人朱海、田地、陈维东、捞仔、许环良（新加坡籍）、庞龙、杨帆、胡尧、应忆航、王天明、林尚专、张全武、宋可夫被聘任为杭州亚运会音乐作品定向征集音乐人，从杭州亚组委副秘书长、杭州市副市长陈卫强手中接过了证书。

据悉，杭州亚运会音乐作品全球征集活动自2020年6月23日启动以来，经过线上线下同步征集和形式多样的宣传发动，引发了社会各界广泛关注和积极参与。

除了杭州这场座谈会，杭州亚组委还把“亚运好声音·杭州亚运会音乐作品创作研讨会”开到了北京。中宣部、文旅部、国家体育总局、团中央、北京冬奥组委等单位有关领导和专家，在京知名音乐创作人、文艺界、传媒界专家代表出席了本次会议，共谋亚运音乐创作良策。甲丁、印青两位知名音乐创作人被聘任为杭州亚运会音乐作品定向征集音乐人。

Lao Zai: The Asian Games songs should root in Hangzhou

捞仔：亚运歌曲的“根”应该来自杭州



Lao Zai | Also known as Wu Liqun, is a Chinese music producer and guitarist. He participated in the production and recording of the music for the Olympic Torch Relay and was the composer of the song *Reunion* for the 16th Asian Games.

捞仔 | 本名吴立群，中国内地音乐制作人，吉他手。

参与了奥运会火炬传递音乐的制作和录制，第16届亚运会会歌《重逢》曲作者。

Q: As composer of the theme song *Reunion* for the Guangzhou Asian Games, what role do you think music plays in sports events?

Q: 作为广州亚运会歌曲《重逢》的创作者，您觉得音乐在体育赛事中有什么作用？

A: A sports event without music is just like a movie without music. Music is indispensable in sports events, because it is people's inner monologue, an expression from the depths of the soul and an explosion of emotions. This is especially in line with sportsmanship.

A: 一场体育赛事如果没有音乐，那和电影里没有音乐是一样的。音乐在体育盛会中不可或缺，因为音乐是人的内心独白，是来自灵魂深处的一种表达，是人们情感流露的宣泄和爆发，这和体育精神尤其契合。

Q: Could you use three words to summarize the characteristics of the music works competition for the Hangzhou Asian Games?

Q: 请用三个词来概括一下此次杭州亚运会音乐征集的特色。

A: Three words are never enough, because Hangzhou deserves thousands of beautiful words. For me, it can be roughly summarized as beauty, communication and rhyme. Beauty means that Hangzhou is a particularly beautiful place; communication refers to its movement from ancient to present, from home to abroad; rhyme reflects the charm of Hangzhou and Zhejiang.

A: 三个词来概括太难了，杭州值得万个美好的词语。我自己觉得大致可以概括为美、传、韵三个字。

美是指杭州是一个特别美的地方；传就是杭州是流动的、传播的，从古至今，从国内到国外，不断流传着；韵体现的是杭州的韵味，浙江的韵味。

Q: Coming back to Zhejiang, what are the differences compared to your previous creation for the Guangzhou Asian Games?

Q: 这一次回到浙江来创作，跟之前在广州亚运会的创作有什么样的区别？

A: My family came from Yiwu. I grew up in Guangzhou, but I have my roots in Zhejiang. When I was young, my dream was to work in Hangzhou, the capital of Zhejiang. Thanks to music, I have finally realized my dream.

I have visited Hangzhou many times for work and life. This time, it is because of the Hangzhou Asian Games. The thought of contributing to my hometown gives me more motivation.

I think the Hangzhou Asian Games song should be refreshing and its roots should be in Hangzhou. The Paradise on Earth has spread its wings of the Internet. Music creation should reflect these elements.

A: 我祖籍义乌。我是在广州成长的，但是我的根是在浙江。小时候的梦想就是要来浙江的省会杭州工作。后来得益于做音乐工作，确实实现了这个梦想。这么多年，因为工作因为生活，无数次来到杭州，这一次是因为杭州亚运会，想到自己要为家乡出力了，就有了更大的动力。

我觉得这次杭州的亚运歌曲要有新鲜感，而且歌曲的“根”应该来自杭州。过去的“人间天堂”，注入了互联网这双“翅膀”，杭州亚运会音乐的创作，应该对这些要有所体现。

Tian Di: Human feelings deserve most praise 田地:人的情怀最值得讴歌

Tian Di | Famous Poet, Lyricist and Writer, Vice Chairman of Shenzhen Writers Association, Adjunct Professor of Hunan Normal University
田地 | 著名诗人,词作家和撰稿人。

深圳市作家协会副主席,湖南师范大学兼职教授。



Xu Huanliang: Write down the beauty of Hangzhou's social and cultural life as a Hangzhounese 许环良:化身杭州人 写下杭州人文之美

Xu Huanliang | Founder of Amusic Rights Management, famous Singaporean music producer. His representative works include *Jiangnan*, *If Only, He Loves You Very Much*, *Heartache*, *Wonder Just Started*, etc.

许环良 | 奇大音乐创始人、新加坡籍金牌音乐制作人。

代表作品:《江南》《可惜没如果》《他一定很爱你》《心痛》
《精彩才刚刚开始》等。



Q: Are there any previous Asian Games songs that impressed you?

Q: 历届的亚运会,有没有哪一首亚运歌曲让你印象比较深刻的?

A: It must be *Asian Treasures*, a song that proved the greatness of Asia to the world. How will the Hangzhou Asian Games song present today's Asia? There are many things to think about. Asia is now relatively peaceful, economically prosperous and culturally rich, while Hangzhou is a city with an aristocratic temperament. It has collected thousands of years of culture and memories of countless literators. The task for music is to combine the elegant posture of the city with the sweaty dynamics of sports, shaping a unique memory of the city.

A: 那肯定就是《亚洲雄风》了,它向世界证明了亚洲。今天的杭州亚运歌曲要怎么去描绘亚洲的伟大?有很多值得思考的地方。现在的亚洲相对和平、经济繁荣、人文景点享誉全球,而杭州是有贵族气质的城市,千百年来文化的浸染,那么多文人骚客的过往。我们音乐人需要做的,是把这个城市优雅的姿态,和体育流汗的动态结合起来,成为城市独特的记忆。

Q: In your opinion, which urban elements of Hangzhou should be integrated into the music works of the Asian Games?

Q: 在您看来,杭州的哪些城市元素一定要融入到杭州亚运会音乐作品中呢?

A: If a song has rich local characteristics, representing Hangzhou and Jiangnan, it will be a success. Plenty of good elements are hidden in the roots of this land's rich culture. They can be refined and polished as the new fashion of our time. The mascots of the Hangzhou Asian Games represent Hangzhou's intangible cultural heritage: Liangzhu City, West Lake and the Grand Canal. They symbolize the depth of the city's history, which can also be included in songs. In addition, I think the modernisation of Hangzhou can also be a great theme.

Music writing, especially sports music, should not always focus on running, jumping and sweating. It should speak more about our feelings, which deserve the most praise.

A: 如果说我们杭州亚运会有一首本土特色浓郁的歌,代表着我们杭州、代表着江南,那就表示成功了。这一片土地的文化非常丰厚,它的根基有很多好的元素可以提炼打磨出来,成为我们这个时代新的时尚。

杭州亚运会的吉祥物,代表杭州的非物质文化遗产;杭州的西湖、良渚还有运河,代表城市的历史厚度,这些都可能被写进歌曲里。另外,杭州的现代化,也可以是写作的重要元素,我觉得这是很伟大的主题。

所有的音乐写作,尤其像体育音乐,不能老写奔跑啊、跳跃啊、汗水,应该更多地写人的情怀,这是最值得我们讴歌的。

Q: Can you tell us about your impressions of Hangzhou?

Q: 谈谈您对杭州的印象。

A: I first came to Hangzhou in 2003 and have often visited the city since then. I can feel that the city has witnessed tremendous changes. The first time I visited Hangzhou was before the song *Jiangnan* was created. At that time, it left me with the impression of a very leisurely and historic tourist town. When I came here for the second time in 2017, I found that even the stations on the highway were quite modern. Stepping into the Internet age, Hangzhou has become a modern city.

A: 我第一次来杭州的时候,是2003年。那之后我经常来杭州,从第一次来到现在,我觉得这座城市发生了非常大的变化。记得第一次来的时候,是在《江南》这首歌创作之前,当时的杭州给我一个最深的印象,这是一个非常悠闲、有历史底蕴的旅游古镇。等2017年第二次来杭,发现就连高速公路上的休息站都变得非常现代化。经过了互联网时代的洗炼,杭州已经变成一个非常现代化的城市了。

Q: Are there any particular memories of the journey to solicit music for the Hangzhou Asian Games?

Q: 这次的杭州亚运会音乐作品采风过程中,有没有特别值得回忆的事情分享一下?

A: The HAGOC took us to the Grand Canal and it blew me away. How could all of my Hangzhou friends not take me to this place? After thousands

of years, ships are still coming back and forth on the canal. The feeling of traveling through time and space was compelling.

A: 亚组委安排我们去了京杭大运河采风,我觉得非常震撼,我要“质问”我所有的杭州朋友,你们这么多年为什么没有带我去过这个地方?真的是很不一样,几千年下来,船只依旧来往于运河之上,那种穿梭时空的感觉,太震撼了。

Q: What elements do you think should be incorporated into the music works for the Hangzhou Asian Games? What style should it have?

Q: 您觉得杭州亚运会音乐作品应该融入哪些元素,或者应该是什么样的一个风格?

A: There are two clues to think about. One is to highlight the beauty and characteristics of Hangzhou through its society and culture to let more people know the city; the other is the Asian spirit.

A sports event actually needs various types of music. This time, there are also musicians of different types from across the country gathering together. I think we should play our own roles, imagine ourselves as a Hangzhounese and create works with Hangzhou characteristics.

A: 我想可以从两个主线方向去思考,一个是通过人文方面去凸显杭州的美、杭州的特色,让更多人认识杭州;另一方面,亚洲精神也是非常重要的元素。一个体育赛事需要的音乐类型其实很多,这次我们也是集结了全国不同类型的音乐人进来,我觉得大家应该各司其职,化身为杭州人,写出有杭州特色的作品。

Hangzhou Asian Games speaks to the world at CIIE 亮相进博会 杭州亚运向世界发声

As the anticipated event gets closer, the eyes of the world are focused on Hangzhou.

People find that both the ancient and modern images of the city are glowing with glory.

The Hangzhou Asian Games brand has gradually matured and displayed itself vividly to the world. It records the imprint of the Asian Games in its own way, it shows the strength of co-construction, spreads good spirit and shares the Asian Games dividends with the world.

因为期待中的盛会越走越近,世界的目光聚焦在这里。

人们发现,这座城市的旧貌新颜都在焕发荣光。

杭州亚运的品牌逐渐成熟,开始活力四射地走到世界面前,用自己的方式,记录亚运成城印记,展现聚力共建的力量,传播美好的亚运精神,让世界共享亚运红利。

The 19th Asian Games Hangzhou 2022 held a press conference at the 3rd China International Import Expo (CIIE).

The Hangzhou Asian Games introduced its preparation progress, management plans and business development to the world.

借助第三届中国国际进口博览会这一国际化平台,杭州2022年第19届亚运会举行了一场新闻发布会。

发布会上,杭州亚运向世界发声,介绍了杭州亚运会的总体筹办情况、后续重点工作开展计划以及杭州亚运会市场开发工作情况。

Fully highlight the characteristics of Smart Asian Games

全面突出“智能亚运”特色

Currently, Hangzhou is coordinating and promoting preparations in various fields. With the construction of Digital Zhejiang and Hangzhou's advantages as the First City of Digital Economy in China, the Asian Games will fully highlight the characteristics of the Smart Asian Games.

Chen Weiqiang, Deputy Secretary General of HAGOC and Vice Mayor of Hangzhou, said at the press conference that the Hangzhou Asian Games will select smart application scenarios, solicit global solutions and come up with a list of key projects for the Smart Asian Games. It will focus on tickets, food, accommodation, transportation, travel and shopping, together with 18 scenarios of digital cities, to create a one-stop platform for the audience. "We will let people

know how smart Hangzhou is and experience the charm of a future city."

目前杭州正在统筹推进各领域筹办工作。结合浙江正在着力建设“数字浙江”、杭州打造“全国数字经济第一城”的优势,杭州亚运会将全面突出“智能亚运”特色。

杭州亚组委副秘书长、杭州市副市长陈卫强在发布会上介绍,杭州亚运会将形成“智能亚运”应用场景选编,完成解决方案全球征集,梳理“智能亚运”重点项目清单,围绕亚运参与者“票、食、住、行、游、购”六方面,整合数字城市18种场景,打造“智能亚运一站通”一站式观赛平台并正式上线,“我们将让人们切身感受到杭州这座智慧城市的聪明,未来城市的魅力。”



Sports aesthetics plays *Quartet of Five Senses* The Asian Games theme pavilion shines at CCIE 体育美学交织“五感四重奏” 亚运主题馆引爆文博会

At the 14th Hangzhou Cultural and Creative Industry Expo (CCIE) held at the White Horse Lake International Convention and Exhibition Centre, the Hangzhou Asian Games theme pavilion made a stunning appearance. The pavilion demonstrated the preparation process of the Asian Games, spread the aesthetic culture of the Games and encouraged public interaction through media integration, audience immersion and mass participation.

在白马湖国际会展中心举办的第14届杭州文化创意产业博览会上,杭州亚运会主题馆惊艳亮相,通过融媒体、沉浸式、参与式的展陈形式,展现亚运筹办历程,传播亚运美学文化,组织公众互动体验,“引爆”文博会。



Quartet of Five Senses intertwined with oriental charm 东方神韵交织“五感四重奏”

The pavilion was located in the International and Craft Innovation Exhibition Area on the first floor of Hall A. It covered an area of about 140 square metres, using the colour scheme of the Hangzhou Asian Games as its main attraction. The silk elements in the core graphics were full of oriental charm.

At the same time, with the theme Perception of the Asian Games, four sub-sections - Asian Games Art, Asian Games Culture, Asian Games Story, and Meeting 2022, were set up to present listening, seeing, speaking, dreaming and touching, interwoven into a Quartet of Five Senses.

Visitors could experience the charm of the Hangzhou Asian Games in various ways, such as media integration, immersion and participation.

杭州亚运会主题馆位于文博会A馆一楼的国际及工艺创新展区,面积约140平方米,整体以杭州亚运会色彩系统为主色调,核心图形的丝绸元素交错穿插其中,充满东方神韵。

同时以“感知亚运”为主题,设“亚运艺术进行时”“亚运文化”“亚运物语”和“遇见2022”四个分板块,来表现“听、观、述、梦、触”五个感官,交织成一曲“五感四重奏”。

参观者可以通过融媒体、沉浸式、参与式等多种展陈体验,感受到杭州亚运的魅力。

Window of the Asian Games covers 360 degrees “亚运之窗”360度“无死角”

The pavilion contained many aesthetic designs of the Asian Games: the Rainbow Lane featuring six Asian Games colours, the Asian Games aesthetics window, the AI songwriter for the Voice of Asian Games, a station to send a postcard to the future self and Meeting 2022 created beautiful and interesting scenarios for visitors to enjoy all around.

The exhibition combined the timeliness, knowledge and aesthetics of the Asian Games to convey to the public a positive message of the steady preparation progress. The HAGOC hopes to use the influential cultural exchange platform to promote the Hangzhou Asian Games internationally, letting people know Hangzhou, Zhejiang and China through the Window of the Asian Games.

杭州亚运会主题馆蕴藏着不少亚运美学设计:六种亚运色彩组成的“彩虹跑道”、亚运美学论文窗口、会唱歌的AI“亚运好声音”、给未来的自己寄明信片、“遇见2022”寄往2022的一封信等,营造出了好看、好听、好闻、好逛、好玩的场境,是360度拍照“无死角”的去处。

此次展览融合了亚运会的时效性、知识性和美学艺术性,向公众传递亚运稳步推进的积极讯息。杭州亚组委希望借助文博会这一极具影响力的文化交流平台,推动杭州亚运会在国际性展会“盛装亮相”,让人们通过“亚运之窗”走近杭州、认识浙江、了解中国。

Share Asian Games dividends through cooperation

签约亚运 共享亚运红利

At the signing conference, the China Pacific Insurance Company became the official insurance service partner of the Hangzhou Asian Games. This is the ninth highest-level sponsor in the eighth category of the Games' business development.

Prior to this, HAGOC had already signed contracts with enterprises including the Geely Group, China Telecom, China Mobile, the Industrial and Commercial Bank of China, Loongair, Alibaba Group, Ant Financial and 361°(China).

Currently, the Hangzhou Asian Games has joined hands with 24 sponsors in 17 categories, with another seven categories in the process. In addition, the call for new licensed manufacturers and licensed retailers

for the Games has recently been announced.

在随后的签约发布会上,中国太平洋保险(集团)股份有限公司成为杭州亚运会官方保险服务合作伙伴。这是杭州亚运会市场开发的第八个类别、第九家最高层级赞助企业。

此前,杭州亚组委已先后与吉利集团、中国电信和中国移动、中国工商银行、长龙航空、阿里巴巴、蚂蚁金服、三六一度(中国)等企业签约。

截至目前,杭州亚运会已确定了17个类别24家赞助企业,另有7个类别正在征集推进中。此外,杭州亚运会新批次特许生产商和特许零售商的征集工作近期也已正式启动。



Tell the story of the Asian Games The documentary *Hi, Asian Games* started filming. 讲述亚运的故事 纪录片《嗨，亚运》正式开机

The launching ceremony for the Asian Games documentary *Hi, Asian Games* was held on the two-year countdown to the Hangzhou Asian Games.

The *Hi, Asian Games* documentary series and musical micro-documentaries are proposed and funded by the Hangzhou Asian Games Organising Committee (HAGOC). The aim is to provide Asian people with a more systematic, intuitive and in-depth understanding of the Asian Games and further enhance its influence.

The HAGOC has set up a special group for documentary production, which has nearly 100,000 words of historical research with a proposed a five-episode plan.

The documentary, with four to five episodes lasting between 40 and 50 minutes, is scheduled to be released from March to April 2022. The supporting musical micro-documentaries will be broadcast on the Internet early next year. There will be 60 to 80 pieces in total, each lasting three to five minutes. Beijing Faxian Jishi Media under CCTV will be responsible for the documentary production. Chen Zijun has been appointed as the chief director of the *Hi, Asian Games* documentary series.

This will be the first documentary in the 70-year history of the Asian Games to highlight a panorama of the events, people, city and culture of the Games. The Olympic Council of Asia (OCA) has expressed its recognition and support to the project and the plan and will provide all necessary support for the production of the documentary. HE Sheikh Ahmad Al-Fahad Al-Sabah, President of OCA, sent a congratulatory message to celebrate the launch of the documentary.

The HAGOC are calling for the general public to contribute their stories related to the Asian Games. Once accepted, these stories will possibly be presented in *Hi, Asian Games*.

"We hope that *Hi, Asian Games* is not only a

documentary series, but also the most vivid and creative promotion and public participation for the Asian Games", an official from HAGOC said.

在杭州亚运会倒计时2周年活动上,亚运系列纪录片《嗨,亚运》举行了开机仪式。

《嗨,亚运》系列纪录片与音乐微纪录片,由杭州亚组委提议并出资制作,其目的是为了亚洲各国公众对亚运会有更系统、直观和深入的了解,进一步提升亚运会影响力。

杭州亚组委为此组建工作专班,目前已独立完成了近10万字的亚运史研究成果,并形成五集策划案。

纪录片拟于2022年3-4月份正式播出,分4-5集,每集40-50分钟;配套的音乐微纪录片明年初开始陆续在网络播出,约60-80条,每条3-5分钟。中国最优秀的纪录片制作机构之一——中央电视台旗下的发现纪实传媒公司确定为亚运纪录片的制作团队,陈子隽导演担任成为《嗨,亚运》系列纪录片总导演。

这将是亚运会70年历史上第一次全景式展示亚运会事件、人物、城市、文化等的纪录片。亚奥理事会会对项目和策划案给予了充分认可和大力支持,将为纪录片制作提供所有必要的支持,艾哈迈德亲王还发来贺信对纪录片开机仪式表示祝贺。

杭州亚组委还向广大市民发起征集亚运故事的倡议,如果被采纳,这些亚运故事就有机会在《嗨,亚运》中呈现。

"希望《嗨,亚运》最终不仅仅是一部系列纪录片,而且是对于亚运会的一次最生动、最有创意的宣推行动和公众参与。"杭州亚组委相关负责人表示。



Exhibiting Asian etiquette and Hangzhou charm International Etiquette Contest launched for Hangzhou Asian Games 展亚洲礼仪风貌 添杭州文明风范 杭州亚运会国际文明礼仪大赛启动

At a press conference announcing the launch of the International Etiquette Contest for the 19th Asian Games Hangzhou 2022, the one-year-long contest officially kicked off.

Chen Weiqiang, Deputy Secretary General of HAGOC and Vice Mayor of Hangzhou, delivered a speech. He said that the event will make a society with manners and etiquette more deeply rooted in people's hearts, and have a profound impact on urban living, leave a rich legacy for the Hangzhou Asian Games and contribute a strong impetus to the Asian Games brand.

HE Sheikh Ahmad Al-Fahad Al-Sabah, President of the Olympic Council of Asia (OCA), sent a congratulatory message. He said that the International Etiquette Contest is a new move in the history of the Asian Games, which will not only help improve the level of social life, but also encourage more people to participate in the preparations for the Games, promote solidarity and cooperation of OCA, allow the diverse and brilliant Asian societies to deepen exchanges and mutual learning through the stage of the Games. The Chinese Olympic Committee also sent a congratulatory letter, wishing the contest success.

Both online and offline registration have started. The HAGOC will organise auditions, preliminaries, semi-finals and finals to select 10 winners entitled the Stars of Manners and Etiquette. Winners will jointly showcase Hangzhou's urban lifestyle and multicultural etiquette in Asia, making it an important part of the Hangzhou Asian Games. They will have priority

opportunities to be recommended to work as volunteers and protocol staff for the Asian Games in the future.

随着杭州亚组委在杭州举行新闻发布活动,宣布杭州2022年第19届亚运会国际文明礼仪大赛正式启动,为期一年的杭州亚运会国际文明礼仪大赛由此拉开了序幕。

活动现场,杭州亚组委副秘书长、杭州市副市长陈卫强发表致辞,他表示,本次活动必将让文明礼仪更加深入人心,对城市文明产生深远影响,为杭州亚运会留下丰厚遗产,为品牌亚运增添浓墨重彩的一笔。

亚奥理事会主席艾哈迈德亲王也发来贺信,他说,举办国际文明礼仪大赛,是亚运筹办历史上的一个新举措,不仅有助于提升社会文明程度,动员更多人士积极参与杭州亚运会筹办,而且能够促进亚奥理事会大家庭的团结协作,让亚洲多元璀璨的文明通过杭州亚运会的舞台而不断深化交流互鉴。中国奥委会也发来贺信,预祝大赛取得圆满成功。

据悉,本次大赛采用线上线下同步报名。杭州亚组委将按计划组织海选、初赛、复赛和总决赛,组建评审委员会对参赛者作品进行评选,最终将从总决赛中产生10名“杭州亚运会城市文明礼仪之星”,获奖选手将共同展示杭州城市文明风范、亚洲多元文化礼仪风貌,使之成为杭州亚运会的重要记忆,未来更有机会被优先推荐为杭州亚运会志愿服务、礼仪服务人员。



Let charity empower the Asian Games Event public welfare—Hangzhou Plan released 让公益赋能亚运 赛事公益“杭州方案”出炉



As a symbol of the progress of social life, public welfare is one of the important links to maintain social cohesion and promote social harmony. The Hangzhou Asian Games will organically integrate sports and public welfare, inject public welfare into the Asian Games brand and sublimate the event's value with public welfare activities. Various activities before, during and after the Asian Games will promote the city's action and enhance the city's public image. It will explore new paths and models for the combination of events and public welfare for China's large-scale events and dedicate the Hangzhou Plan to the better construction of Chinese spirit, Chinese values and Chinese power.

公益作为社会文明进步的标志,是维系社会凝聚力、促进社会和谐进步的重要纽带之一。杭州亚运会将体育与公益有机结合,为亚运品牌注入公益内核,以公益活动升华亚运价值,通过赛前、赛中、赛后亚运公益的持续运行,促进杭州亚运城市行动,提升杭州城市公益形象,并为中国大型体育赛事与公益结合探索新路径和新模式,为更好构筑中国精神、中国价值、中国力量贡献“杭州方案”。

Create a new model for event donations 打造赛事公益捐赠新模式

Donating is a common practice for large-scale comprehensive events. The Hangzhou Asian Games has brought in the concept of public welfare in addition to donation and built a new model of Donation + Public Welfare + Internet based on the interconnection of the Internet.

From the public welfare concept of No Action is Too Small in April 2018, the Asian Games Football Dream Project, to the Looking for 2022 Asian Games Dreams campaign in December 2019, the Hangzhou Asian Games has set the Asian Games Dreams as a brand to lead the public welfare sector. In August 2020, the official launch of the Hangzhou Asian Games, Joining Hands for Public Welfare platform created a complete public welfare system and achieved online and offline interaction. Olympic champion Guo Jingjing, veteran sports host Liu Jianhong, CCTV host Chen Weihong, Chinese women's football team captain Wu Haiyan and charity practitioner Liu Cheng have been appointed as public welfare ambassadors for the Hangzhou Asian Games. The Joint Dream Sponsors concept will help sponsoring enterprises broaden their marketing channels and enhance the brand value of Asian Games and the enterprises through public welfare.

捐赠是大型综合性赛事的惯例,杭州亚运会在捐赠的基础上创造性地加入公益的概念,并依托互联网“互联互通”的特性,构建了“捐赠+公益+互联网”的赛事公益捐赠新模式。

自2018年4月提出“再小的行动也是一种力量”的公益理念,并设立了“亚运足球梦想”公益项目,到2019年12月在此基础上进行品牌升级,杭州亚运公益创设了“寻找2022个亚运梦想”大型公益行动,确立了以“亚运梦想”作为品牌引领整个亚运公益板块。2020年8月,正式推出涵盖两个公益项目捐款助力、公益林浇水、公益知识传播、公益捐步等多路径参与亚运公益的线上集成阵地“杭州亚运益起来”,最终基本形成完整的公益体系,实现了线上线下良性互动。同时,聘请奥运冠军郭晶晶、资深体育人刘建宏、央视主持人陈伟鸿、中国女足队长吴海燕和公益践行者刘成等担任杭州亚运会公益圆梦大使,还首创了“联合助梦方”的概念,为杭州亚运会的赞助企业拓宽营销渠道,结合公益提升亚运和企业品牌价值。

Let dreams of the Asian Games shine brightly 让亚运梦想照进现实

The Looking for 2022 Asian Games Dreams public welfare campaign is a major part of the Hangzhou Asian Games charity donations. It is aimed to find 2022 dreams around the world that are most compatible with and representative of the Asian Games, and join hands with sponsors and ambassadors to realize those dreams.

Since its launch in December 2019, the campaign has collected more than 160,000 Asian Games Dreams worldwide.

In June 2020, the collection started on Sina Weibo. More and more people have shared their dreams and support for the Asian Games. The Weibo topic attracted 340 million readers and generated 62,000 discussions.

“寻找2022个亚运梦想”大型公益行动是杭州亚运公益捐赠的主线,计划在全球挑选出2022个与亚运最契合、最具代表性的梦想,集结联合助梦方和公益圆梦大使的爱心力量,共圆2022个亚运梦想,让亚运梦想照进现实。

自2019年12月启动以来,“寻找2022个亚运梦想”大型公益行动已经在全中国范围内征集到了超过16万个亚运梦想。

2020年6月初,微博话题征集大赛开启,越来越多的人为亚运梦想打Call,同时也通过微博倾听到更多人的亚运梦想。经过一年的酝酿和发酵,该话题吸引了3.4亿人次的阅读,带来了6.2万人次的讨论。

Light up our children's football dreams 点亮孩子们的足球梦想

On 19th April 2018, the Asian Games Football Dream Project was launched in Hangzhou. It will help 2022 Asian Games Football Dream Schools through equipment support, course donations, companionships, summer camps and friendly matches before the Hangzhou Asian Games, bringing the skills and excitement of football to more children.

Up to now, 1535 schools in nearly 30 provinces across the country have applied for the project. More than 2500 children from 26 provinces, cities and autonomous regions have participated in the Asian Games Football Dream Summer Camp.

2018年4月19日,“亚运足球梦想”公益项目在杭州启动,计划在杭州亚运会到来之前通过装备支持、课程捐赠、成长陪伴、公益夏令营、足球友谊赛等形式捐赠支持全亚洲2022所“亚运足球梦想学校”,让更多的孩子因为杭州亚运会感受到足球的魅力。

截至目前,已有全国近30个省份的1535所学校报名申请,覆盖全国26个省市、自治区,超过2500名孩子参与到亚运梦想公益夏令营活动中来。



Public welfare calls for anyone, anytime
人人时时皆可公益

On 8th August 2020, the Hangzhou Asian Games, Joining Hands for Public Welfare programmeme was officially launched. It included two public fundraising projects, watering for the Public Forest, spreading public welfare knowledge dissemination, donating walking steps and cause-related purchases, providing a multi-scenario, multi-dimensional and multi-platform way to participate in the public welfare of the Asian Games.

Through charity sales, charity donations, cause-related purchases, charity quizzes, the platform made it possible for anyone to join in public welfare anytime and anywhere. It has gained a total of 5.66 million participants and a total of 21.4 billion steps in the 100 days since its launch. It is equivalent to circling the equator 401 times or travelling between the Earth and the Moon 21 times.

2020年8月8日涵盖了两个公募项目,及“杭州亚运梦想公益林”浇水、公益知识传播、公益捐步、善因购买等五大板块的“杭州亚运益起来”线上公益集成阵地正式上线,为公众提供多场景、多维度、多平台的亚运公益参与方式。

通过公益义卖、公益捐款、善因购买、公益答题等参与路径,人人公益、时时公益、处处公益成为可能,上线仅100天,累计参与人次超566万,累计捐步超214亿步,相当于绕赤道401圈,往返地月之间21次。

Leaving a green legacy for the Asian Games
为亚运留下绿色遗产

On 10th December 2019, with the opening of an official account, the Hangzhou Asian Games planted its Public Forest on Alipay's Ant Forest platform. As a new channel for the public to participate in the public welfare of the Asian Games, it has ranked first in terms of daily watering volume several times, with a cumulative amount of more than 131 million grams. Memories of the Hangzhou Asian Games have been commemorated by more than 898 Pinus sylvestris (Scots Pine) trees, which will be planted in areas suffering desertification. They will become a precious green heritage for the world, fully demonstrating the ideal of the Green Asian Games.

随着亚运生活号的开通,“杭州亚运梦想公益林”于2019年12月10日在支付宝蚂蚁森林平台正式上线。作为公众参与亚运公益的全新通道,自上线开始多次位列日浇水量第一,累计浇水超过1.31亿克,超过898棵樟子松刻上了杭州亚运会的记忆,这些树都将被种植在荒漠化地区,成为杭州亚运会为世界留下的宝贵绿色遗产,充分彰显了绿色亚运的办会理念。

Charity enhances the city brand
公益助力提升城市品牌

The Asian Games public welfare has linked and integrated Hangzhou's characteristics and sport events. In terms of events, it empowers the Asian Games with the appeal, participation, continuity and scalability of public welfare to create its atmosphere. For the city, it will continue to improve the public welfare image of Hangzhou through the influence and effectiveness of the Asian Games public welfare to fully display Hangzhou's economic, social and cultural achievements and help promote the "Asian Games Town" action plan. Eventually, it will be a win-win opportunity for the Asian Games and the city, truly contributing to the Asian Games brand.

亚运公益把杭州的城市特质和亚运赛事进行了有机的链接和融合。在赛事端,杭州亚运公益依托公益的号召力、参与度、持续性、可拓展性,通过公益赋能亚运,为杭州亚运营造公益氛围;在城市端,通过亚运公益的影响力和实效性,不断提升杭州城市公益形象,全方位展示杭州在经济、社会、文化上的成果,助力推进“亚运城市行动”。最终通过亚运会的牵引,实现亚运品牌和城市品牌的同向发力、同频共振、相互叠加,真正为实现“品牌亚运”助力添彩。

爱上亚运 在这些小可爱的每一个细节里

The licensed products of the Hangzhou Asian Games bear the important mission of publicizing the spirit of the Asian Games and the Asian Games brands, publicizing traditional Chinese culture and the characteristics of the host city. Many batches of licensed products have been launched, with the characteristics of the Asian Games and the Hangzhou style, each of the products being unique.

杭州亚运会特许商品,承担着宣传亚运精神和亚运品牌、宣传中华传统文化和主办城市杭州特色的重要使命。

多批次特许商品已经强势登陆,既有亚运特色,又自带杭州风味,每一款都独具匠心。



丝绸拉绒印花围巾 (二色)



谷仓泡茶师保温杯 (四色)



江南韵陶瓷杯 (三色)



西湖冬景圆领衫 (三色)



挑战者KT018系列吉祥物卫衣



亚运会徽运动鸭舌帽 (三色)



杭风潮韵系列镜面杯套装



亚运铅笔



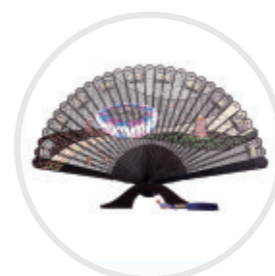
飞扬/进取车线本



“雅韵”系列直液笔 (黑白款)



@未来系列~吉祥物徽章套装



非遗传承人作品《莲韵》乌木扇



吉祥物减压球 (三色)



亚运会吉祥物毛绒玩具 (套装)



亚残运会吉祥物毛绒玩具 飞飞



亚运吉祥物木质相框



吉祥转运珠 (二色)



吉祥物软珐琅旋转钥匙扣

— 看这里,了解更多亚运萌物 —



官方合作伙伴



官方独家供应商

老板电器 蒙娜丽莎 耀有光

