



19th Asian Games
Hangzhou 2022

Heart to Heart, @Future 心心相融, @未来



Vol. 01

2020.10.20 第01期

创刊号

杭州亚运
Hangzhou 2022

**A call
to the world**

一份发向世界的邀约

杭州亚运会音乐作品全球征集启动

▶ 07页



心心相融, @未来
Heart to Heart, @Future







On August 27, 2017, Chinese President Xi Jinping met with President of the Olympic Council of Asia Sheikh Ahmad Al-Fahad Al-Sabah in Tianjin. Xi said that Asian countries should work together to achieve not only common prosperity, but also the progress in sports for all. We will fully support the preparations for the 19th Asian Games Hangzhou 2022, and we believe Hangzhou will make this Asian Games a great success.

2017年8月27日,国家主席习近平在天津会见亚洲奥林匹克理事会主席艾哈迈德亲王时指出:亚洲各国不仅要共同发展繁荣,体育方面也要共同进步。我们将全力支持杭州亚运会筹办工作,相信杭州市有能力举办一届成功的亚运会。



寄语

Messages

Congratulations on the successful launch of *Hangzhou 2022*!

The 19th Asian Games Hangzhou 2022 presents both an important stage for Asian athletes to display power and beauty, and a historic opportunity for Zhejiang Province to showcase its achievements in building an "important window" to the world. Zhejiang Province takes it as its honor and responsibility to successfully host the Asian Games of Chinese splendor, Zhejiang style, Hangzhou flavour and shared by all. We assure you that it will be a great event made by all and for the benefit of all. We will keep in mind the ardent expectations of General Secretary Xi Jinping and the principle of staging a "green, smart, economical and ethical" sports event, and answer to the call of "New Era of China, Great Asian Games in Hangzhou" in keeping with top international standards. To this end, we will adopt cutting-edge digital technologies, and make every preparation in the spirit of high standards, high quality and great efficiency for a successful sporting event. We hope that Zhejiang's wisdom and efforts will contribute to the cultural exchanges and the development of sports in Asia. The *Hangzhou 2022* will play a principal role in promoting the games, telling good stories of Zhejiang, China, and the Asian Games, so as to empower and champion the Asian Games.

祝贺《杭州亚运》成功创刊!

2022杭州亚运会,既是亚洲体育健儿展示力与美的重要舞台,也是向世界展示浙江“重要窗口”建设成果的历史机遇。举办一届体现中国风范、浙江特色、杭州韵味、共建共享的亚运盛会,是浙江的光荣使命。我们要牢记习近平总书记的殷切期望,立足“中国新时代·杭州新亚运”定位,秉持绿色、智能、节俭、文明的办赛理念,对标国际一流标准,创新运用先进数字技术,高标准高质量高效率做好各项筹备工作,努力奉献一届成功、圆满的体育盛会,为促进亚洲体育文化事业交流发展贡献浙江智慧和力量。《杭州亚运》要积极发挥宣传主阵地作用,讲好浙江故事,讲好中国故事,讲好亚运故事,为亚运赋能,为亚运鼓劲。

Yuan Jiajun

Secretary of the CPC Zhejiang Provincial Committee

中共浙江省委书记

袁家军



I wish to extend my warm congratulations on the publication of the maiden issue of *Hangzhou 2022*!

We at the General Administration of Sport of China and the Chinese Olympic Committee will give every support to Zhejiang Province and Hangzhou City in hosting the 19th Asian Games Hangzhou 2022. I am confident that this major sporting event, to be held in a historic period of achieving China's centenary development goals, will boost the all-around development of both competitive sports and public sports and further raise the global profile of the Asian Games through international exchanges and communication. May the successful 19th Asian Games Hangzhou 2022 promote China's sports culture and create a powerful force spurring the great rejuvenation of the Chinese nation!

值此《杭州亚运》创刊之际,我谨表示祝贺!

国家体育总局和中国奥委会将一如既往全力支持浙江、杭州筹办亚运会。作为在实现“两个一百年”奋斗目标历史交汇期举办的重大活动,杭州亚运会要在促进竞技体育与群众体育全面发展的过程中加大国际化传播力度,促进体育文化繁荣发展,进一步提升亚运会品牌影响力。让杭州亚运会的成功举办为体育强国建设增光添彩,为中华民族伟大复兴提供凝心聚气的强大力量。

Gou Zhongwen

President of the 19th Asian Games Hangzhou 2022 Organising Committee
Minister of General Administration of Sport of China

亚组委主席、国家体育总局局长



寄语

Messages

I extend my warm congratulations on the official launch of *Hangzhou 2022*!

The 19th Asian Games Hangzhou 2022, which will take place in China's Zhejiang Province, will once again present our province's fascinations to the world. Since Hangzhou was chosen as the host city of the 19th Asian Games, we have fully implemented the important instructions on successfully hosting the Asian Games made by Xi Jinping, General Secretary of the Communist Party of China. We are making meticulous preparations to stage a Green, Smart, Cultured Asian Games for all with top-class organization, facilities and services as well as a beautiful environment. With articles and reports, *Hangzhou 2022*, as an important window for learning about the Asian Games and Zhejiang Province and thus promoting international exchange, will keep you updated on the upcoming Asian Games and enable you to appreciate the nuances of Zhejiang style and Chinese splendor.

祝贺《杭州亚运》正式创刊！

2022年杭州亚运会是浙江面向世界的又一次精彩亮相。获得承办权以来,我省深入贯彻习近平总书记重要指示精神,围绕“一流组织、一流设施、一流环境、一流服务”目标,科学化、精细化、实战化推进筹办工作,努力办成精彩、共享的“绿色亚运”“智能亚运”“人文亚运”。《杭州亚运》作为宣传亚运会、展示浙江的重要载体,要注重以小见大,以微知著,通过点滴记录、典型报道,助力亚运、助推交流,让人们充分感受亚运盛况,充分感受浙江风采,充分感受中国风范。

Zheng Shanjie
Governor of Zhejiang Province

浙江省省长

郑栅洁



I extend warm congratulations on the launch of *Hangzhou 2022*.
Hosting the Asian Games is an important mission entrusted to Hangzhou by the Central Committee of the Communist Party of China with Comrade Xi Jinping at its core. It is a major event we in Hangzhou eagerly look forward to. We will, keeping in mind General Secretary Xi Jinping's trust in "Hangzhou will make this Asian Games a great success", carry out the future-oriented Asian Games City Action Plan with international standards. We will strive to present a sports and cultural gala featuring Chinese splendor, Zhejiang style, Hangzhou flavour and shared by all. We will also present our city with all its charm and appeal. *Hangzhou 2022* will keep you updated on this fantastic sports event and enable you to learn more about the city of Hangzhou, Zhejiang Province and China.

向《杭州亚运》成功创刊表示祝贺!

举办亚运盛会是以习近平同志为核心的党中央交给杭州的光荣任务,是杭州人民的热切期盼。我们必须牢记习近平总书记“相信杭州有能力举办一届成功的亚运会”的殷殷嘱托,以面向世界、面向未来的胸襟视野,高水平推进亚运城市行动,努力奉献一届具有中国风范、浙江特色、杭州韵味、共建共享的体育文化盛会,奋力展现“重要窗口”的“头雁风采”。作为传递亚运资讯的重要平台,《杭州亚运》要用国际语言讲好亚运故事、杭州故事,让人们通过“亚运之窗”走近杭州、认识浙江、了解中国。

Zhou Jiangyong

Vice President of the 19th Asian Games Hangzhou 2022
Organising Committee, Member of the Standing Committee of the CPC
Zhejiang Provincial Committee and Secretary of the CPC Hangzhou
Municipal Party Committee

亚组委副主席
浙江省委常委、杭州市委书记



Heart to Heart, @Future

Heart to Heart, @Future

Nothing in the world is more important than human beings; and nothing in the human body is more important than the heart. Only heart to heart interaction can create a close bond of affinity; and only heart to heart interaction will lead us to a better future. Heart to Heart, @Future, the slogan of 19th Asian Games Hangzhou 2022, embodies our good wishes for both the future and the building of a community of a shared future for Asia and mankind.

Hangzhou 2022 is launched today. It is the official Chinese and English journal of the 19th Asian Games Hangzhou 2022 through which the Hangzhou Asian Games Organising Committee releases its authoritative information. The journal is dedicated to championing the Olympic spirit by encouraging international dialogue and public involvement. It informs the public of ongoing preparations and serves as a platform for expanding the influence of the Games. *Hangzhou 2022* is not just a journal; it is your best companion that will take you to the 19th Asian Games Hangzhou 2022.

Hangzhou 2022 promotes sportsmanship. Sports are the universal language of humanity; and the development of sports is an integral part of mankind's evolution to modernity. Da Vinci once remarked, "The motion is the source of all lives." Indeed, sports, the most beautiful and creative aspect of human nature, constitute the inexhaustible source of energy and inspiration for humanity. Sports enhance mutual understanding and unification, and forge long-lasting friendships and peace.

Hangzhou 2022 provides extensive coverage of the Asian Games. By reading this journal, you can learn more about this Asian Games that helps to advance the sports movement, urban rejuvenation and prestige of the Games itself. You will learn about the splendor and unique appeal of China, Zhejiang Province, and Hangzhou, the host city of the Games. You will also learn about what people here are doing to make the Games a success. Our editors and reporters, young and energetic, will do everything to keep you updated on our preparations for the Games. They endeavor to promote the Olympic spirit, the heritage of the Asian Games and the sporting life of Hangzhou and Zhejiang Province.

Reading *Hangzhou 2022*, you can also learn more about Hangzhou, the host city, in the new era. Sports events are part of vibrant urban life. The Asian Games will spur the upgrading of Hangzhou's infrastructure and add to its potentials for future development. What is more, a smart Asian Games will add unique charm to Hangzhou, making it a leading digital city in China. Hangzhou, reputed as a *paradise on the earth*, will become a smart paradise city for sports. By hosting the Asian Games, Hangzhou will be even more worthy of attention and acclaim.

Congcong, Lianlian and Chenchen, the mascot triple of the Games, are extending a warm invitation to all of you from Asia and elsewhere in the world to attend the 19th Asian Games Hangzhou 2022.

Hangzhou 2022 offers you the thrilling and informative reading experience that enables you to share the glory, the dreams and the excellence of our edition of the Asian Games!

Chen Weiqiang

Deputy Secretary General of the 19th Asian Games
Hangzhou 2022 Organising Committee and
Vice Mayor of Hangzhou

心心相融, @未来

心心相融, @未来

世间最伟大的,莫如人;人体中最伟大的,莫如心。心心相印,方有无界互联;心心相融,才能爱达未来。一句饱含情感、充满希望的杭州2022年第19届亚运会主题口号,寄托着面向未来、共建亚洲和人类命运共同体的美好祝愿。

“一切都过去之后,未来仍然存在。”今天,我们的《杭州亚运》与读者见面了!这是杭州亚运会官方中英文双语杂志,是杭州亚组委发布权威声音、传播奥林匹克精神、展示筹办进展的阵地,是加强国际交流、扩大公众参与、提升品牌影响力的平台;它将伴随你关注杭州亚运的目光,一步步走向明天,拥抱未来。

读《杭州亚运》,振体育精神。体育运动,是全人类共通的语言;人类体育化的过程,就是人类现代化的过程。达·芬奇说:“运动是一切生命的源泉。”体育运动是人性中最为美好和富于创造力的部分,它能够凝聚全人类的精气神,推动彼此的理解与融合,缔造长久的友谊与和平。

读《杭州亚运》,见亚运星空。在这里,有“体育亚运、城市亚运、品牌亚运”的精彩故事,有“中国风范、浙江特色、杭州韵味、共建共享”的宽阔视野,有“中国新时代·杭州新亚运”的别样风采。我们办刊的小伙伴们,青春美好,激情洋溢,将是杭州筹办和举办亚运会的忠实记录者和报道者,是亚运精神和亚运文化的传播者和普及者,是健康浙江和健康杭州建设的推动者和倡导者,是亚运品牌和城市形象的宣传者和展示者。

读《杭州亚运》,知时代杭州。盛会,构成了城市不可或缺的一部分。“办好一个会,提升一座城”,杭州在不断拉快筹办亚运会“进度条”;亚运会的嵌入,必定是对杭州提升城市能级的重要加持和赋能;而智能亚运,更为杭州打造“全国数字经济第一城”增添独特韵味。天堂杭州,将成智慧城市运动天堂;举办亚运,天下从此更重杭州。

琮琤、莲莲、宸宸,三位“江南忆”的好伙伴,已向亚洲和世界发出“2022,相聚杭州亚运会”的盛情之约。

站在杭州新亚运的重要历史节点,透过《杭州亚运》会刊,让我们一起聆听光荣和梦想,一起期待别样的精彩!

亚组委副秘书长
杭州市副市长
陈卫强



19th Asian Games
Hangzhou 2022

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主办:

The 19th Asian Games Hangzhou 2022 Organizing Committee
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承办:

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Issue: Min Xinguo

发行: 闵新国

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Asian Games
Chronicle of events

亚运
结绳纪

From ancient times, the ancestors of humans marked the 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 chronologically to mark their significance.

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2022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。





The HAGOC agreement with ZISU 亚组委牵手浙外“合奏”亚运筹办“新曲”

On July 7, HAGOC signed a framework cooperation agreement with Zhejiang International Studies University. Chen Weiqiang, Deputy Secretary General of HAGOC, Vice Mayor of Hangzhou, said that local universities should be the main force for the Asian Games preparations. He hoped that ZISU could make full use of its advantages as a brain trust to become a major supporter of the Asian Games.

7月7日,杭州亚组委与浙江外国语学院签订框架合作协议。杭州亚组委副秘书长、杭州市副市长陈卫强表示,在杭高校应成为亚运筹办工作的“生力军”,希望浙江外国语学院利用高校“智库”优势,成为杭州亚运会成功举办的重要支撑。

The release of a Sino-Japanese jointly-made Asian Games video 亚运中日联合宣传片全球发布

On July 21, the global online publicity video, jointly produced by HAGOC and the Japanese Aichi-Nagoya Asian Games Organizing Committee, was released. Themed with the Asian Games Cities, the video tells the story of passing down the Asian Games spirit in the 19th Asian Games Hangzhou 2022 and the 20th Aichi Nagoya in 2026. After many exchanges and communications since 2019, the two organizers are in consensus on promoting the economic, cultural and other cooperation between the two cities with the Asian Games as a bond to reach a win-win result.

7月21日,杭州亚组委与日本爱知·名古屋亚组委共同制作的联合宣传片全球线上发布。联合宣传片以“亚运城市”为主线,讲述杭州2022年第19届亚运会以及日本爱知·名古屋2026年第20届亚运会对亚运精神的发扬及传承。自2019年起,杭州亚组委与日本爱知·名古屋亚组委多次沟通交流,双方就以亚运会为纽带,加强两地经济、文化等领域的交流合作,实现发展共赢达成共识。

2020.07.07

2020.07.21

2020.07.14



The one-pass-for-all briefing “亚运一站通”建设工作汇报会召开

On July 14, HAGOC held a briefing on the construction of the Yangtze River Delta inter-city bus pass and pocket money IC card— one-pass-for-all. Chen Weiqiang, Deputy Secretary General of HAGOC, Vice Mayor of Hangzhou, pointed out that the card is an important medium for viewers and residents to feel the “Smart Asian Games”. Its construction and operation should take fully into consideration the connectivity with other platforms.

7月14日,杭州亚组委召开“亚运一站通”建设工作汇报会,杭州亚组委副秘书长、杭州市副市长陈卫强听取了“亚运一站通”项目一期建设工作的专题汇报。他指出,“亚运一站通”是观众和市民感受“智能亚运”的重要载体,其建设和运营工作要充分考虑与相关平台的互联互通。

Hangzhou 2022 unveils intelligent solutions for 19th Asian Games

杭州亚运会“智能亚运”重点项目解决方案揭晓

On the morning of August 6, the solutions for the Key Projects of Smart Games of the 19th Asian Games Hangzhou 2022 were unveiled. Thirty solutions covering 10 fields such as intelligent command, intelligent security, and intelligent life etc. were chosen. They will apply black technology to the services for Asian Games, including some cutting-edge technologies such as big data, artificial intelligence, virtual reality, Internet of things, and block chain.

8月6日上午,2022年杭州亚运会“智能亚运”重点项目解决方案揭晓,涵盖智能指挥、智能安防、智能生活等10个领域的30个解决方案将用“黑科技”为亚运赋能,广泛应用大数据、人工智能、虚拟现实、物联网、区块链等尖端技术。

Hangzhou Asian Games fall fair of the licensed merchandise

杭州亚运会秋季特许商品订货会举办

On August 31, the 2022 Asian Games fall fair of the licensed merchandise was held in Deefly Lakeview Hotel near the West Lake. This is the third fair since the marketing plan of The Hangzhou Asian Games launched, and the first one offline this year.

8月31日,杭州2022年第19届亚运会秋季特许商品订货会在西子湖畔的望湖蝶来宾馆举办。这是杭州亚运会特许经营计划启动以来举办的第三次订货会,也是今年的首次线下订货会。

2020.08.06

2020.08.31

2020.07.30

2020.09.01

The Asian Games City mobilization 亚运城市行动展示全域工作成效

The Asian Games mobilization meeting was held on July 30. Zhou Jiangyong, Vice Chairman of AGAOC, Member of the Standing Committee of the CPC Zhejiang Provincial Committee and Secretary of the CPC Hangzhou Municipal Party Committee, stressed that the Asian Games City mobilization is a big arena for the overall work results in the whole city and an all-around examination on the capability and work style of the cadres.

全市亚运城市行动比学赶超推进会于7月30日举行。杭州亚组委副主席、浙江省委常委、杭州市委书记周江勇在会上强调,亚运城市行动是全领域展示工作成效的“大赛场”,也是全方位展示干部能力和作风的“大考场”。

The preparations for the Hangzhou Asian Games sports presentation and award ceremony are ongoing. 杭州亚运会体育展示与颁奖仪式工作稳步进行

On the morning of September 1st, Chen Weiqiang, Deputy Secretary General of HAGOC, Vice Mayor of Hangzhou, studied the preparations for the sports presentation and award ceremony of the Hangzhou Asian Games. He was briefed by the Sports Department of HAGOC on the revisions to the general plan of the presentations and ceremonies of the Games. Chen affirmed the plans and said that the overall planning is comprehensive in its scope thus giving full rein to the territorial advantages under the premise of ensuring the success of the Asian Games.

9月1日上午,杭州亚组委副秘书长、杭州市副市长陈卫强专题研究杭州亚运会体育展示与颁奖仪式工作,听取了杭州亚组委竞赛部关于杭州亚运会体育展示与颁奖仪式总体规划修改情况汇报。陈卫强充分肯定了体育展示与颁奖仪式总体规划工作,认为总体规划有统有分,在保证亚运会统一性的前提下充分发挥了属地优势。

HAGOC investigated the preparations for the Asian Games in Shaoxing

亚组委赴绍兴调研亚运筹办工作

On Sept 5th, Deputy Secretary General of HAGOC, Vice Mayor of Hangzhou Mr. Chen Weiqiang and others visited Shaoxing to follow up the construction of the Shaoxing Cultural Center and the Shaoxing Olympic Sports Center. Chen stressed that the two cities should cooperate and coordinate for the advancement of the Asian Games sports, the upgrading of the Asian Games Cities and the promotion of the Asian Games brands.

9月5日,杭州亚组委副秘书长、杭州市副市长陈卫强一行赴绍兴调研绍兴体育文化中心、绍兴奥体中心体育馆亚运场馆建设工作。陈卫强强调,杭州将与绍兴进一步加强协作,密切配合,为高质量推进体育亚运、城市亚运、品牌亚运共同努力。

The 3rd meeting of Hangzhou Asian Games Coordination Committee was held remotely

杭州亚运会协调委员会第三次会议远程召开

On September 8, 2020, the third Coordination Committee virtual meeting for the 19th Asian Games Hangzhou 2022 was held. The Chairman of the Coordination Committee, OCA Life Vice President Raja Randhir Singh highly praised the results of the meeting and the initial results of the preparatory work.

9月8日,杭州2022年第19届亚运会协调委员会第三次会议通过网络视频形式举行。亚奥理事会终身名誉副主席、亚奥理事会协调委员会主席拉贾·兰德·辛格充分肯定了本次会议的成效和筹备工作取得的阶段性成果。

2020.09.05

2020.09.08

2020.09.06



Hangzhou 2022 organizes canoeing relay as 2-year countdown approaches

“绿水青山大联动”迎杭州亚运会倒计时两周年主题活动举行

On the morning of September 6, a canoeing relay was held on Sunday in Hangzhou, host city of the 19th Asian Games in 2022, with the Games set to welcome their two-year countdown next week. In addition to Hangzhou, co-host cities across Zhejiang province also staged water sports competitions and other Asiad-themed activities.

9月6日上午,“绿水青山大联动”迎杭州亚运会倒计时两周年主题活动在主会场钱塘江起航,全省各地以“水”为媒,在绿水青山之间,举办各种形式的水上运动竞赛、体育展演、亚运文化活动等,营造全省联动、共迎亚运的热烈氛围。



Cover story
Sirenic voice

故事

封面

—
天籟稀声



Beautiful songs come from the heart.
Especially those sung passionately, lovingly and touchingly.
Thirty years ago, the Beijing Asian Games' official song
Spirit of Asia impressed the world with the memory of China
and Beijing.
Thirty years later, we are seeking another precious song
for the 19th Asian Games. We anticipate it known to the
world again.
Heavenly voices are rare as they are the lyrics of nature,
oaths of our dreams, and the expectations and benedictions
of the world.

音之起,由人心生。
尤其,在那些磅礴的、大爱的、动人心弦的瞬间。
30年前,一曲《亚洲雄风》唱响世界,让世界记住了中国,记
住了北京。
30年后的今天,我们倾力寻找另一曲天籁,等待它在第19
届亚运会上,响彻寰宇。
天籁稀声,那是山川湖泊的畅想,是我们的远志和胸怀,是世
界的祝福和期待。



A call to the world 一份发向世界的邀约

This is a call from Hangzhou to the whole world.

In the summer of 2020, the launching ceremony to call for the official song of the Hangzhou Asian Games was held, and Hangzhou Asian Games Organizing Committee (HAGOC) sent out a blockbuster message soliciting musical works. Endorsed by the music celebrities Wang Leehom, Li Ronghao, Hu Yanbin and Li Quan, the solicitation is quite appealing. The four music stars will oversee the whole process of the event. Meanwhile, the submissions and the election will go on simultaneously via online and offline divisions, namely, the Asian Games' program on Zhejiang Satellite TV (also referred to as the main division), the collegiate division in universities, and the online division via TikTok and the NetEase cloud music channel. It's destined to gather the top musical talents worldwide.

With the intent of looking for the best music in the world, HAGOC's 2-year long solicitation accepts different forms of music composition, either complete songs, or lyrics or music tunes. HAGOC will set up a special panel to review the shortlists selected by various divisions and select the final winners. The music solicitation is another milestone event after the call for the emblem, mascots, and theme words.

To the world, Asian Games are an arena for athletes and a gala for oriental cultures. In history, host countries or cities have their own musical theme clearly conveying their cultural features. Hangzhou anticipates that the solicitation effort will deliver the Olympic spirits to as many people as possible and will present a brand new China to the world.

这是由杭州发向世界的邀约。

2020夏天正酣的时候,“亚运好声音·杭州亚运会音乐作品全球征集启动仪式”盛大开启,杭州亚组委发布了“重磅”征集公告,助阵嘉宾阵容强大,征集力度和范围引世人瞩目:王力宏、李荣浩、胡彦斌、李泉四位华语乐坛实力音乐人倾情加盟、全程护航;除了杭州亚组委联合浙江卫视的总部赛区,还有抖音、网易云音乐以及高校三大分赛区也同步开启,线上线下齐联动,誓要网罗全球音乐英才……

妙音在人间。自此,为期两年的杭州亚运会音乐作品征集活动正式拉开序幕。这也是继会徽、吉祥物、主题口号征集之后,杭州亚运会又一重要的里程碑活动。

于世界而言,亚运会是亚洲体育健儿们的竞技舞台,更是东方多元文化交流、融合的盛会,由每届亚运会的主办国或主办地自行创作的赛事主题曲,则集中反映主办国或主办地鲜明的人文特色,并被载入亚洲奥林匹克运动的史册。杭州期待,通过本次活动,能够让奥林匹克运动精神传达到更多圈层,同时向世界展现全新的中国。

Leave a shining impression of Hangzhou

刻下杭州的“闪光印记”

Understanding, friendship, integration and fair game are the spirits of the Olympics. As the grandest comprehensive sports event in Asia, the Asian Games adhere to the Olympic spirits and are open, diverse, inclusive, and worldwide.

When sports encounter music, great inspiring artworks are usually generated, resonating with peoples from different countries and regions and from different cultures. The solicitation for the official song is more like a warm up outside the arena. The whole world holds its breath looking for the finalist coming out in triumph and fascinating everyone.

Deputy Secretary General of HAGOC, Vice Mayor of Hangzhou Mr. Chen Weiqiang said in his speech during the solicitation ceremony that to host a successful Asian Games, outstanding musical works are highly needed. It is anticipated that in the event, a bunch of original music will be generated, combining distinct Chinese characteristics, South Bank of Yangtze charm, and modern taste. Such music will become a unique Asian Games heritage and wonderful Asian Games memory, leaving a shining impression in advanced sports, upgraded host city, and better-known Asian Games brands.

Is it possible that the works of amateurs will be selected into the final list? "Totally." Said Mr. Chen, "The official song of the 2018 Jakarta Asian Games was composed by a college student who was not known for music at all." "The significance of Asian Games lies in the participation of the general public. Soliciting musical works around the world invites everyone to participate." Chen Weiqiang said.

President of the Olympic Council of Asia (OCA) Prince Sheik Ahmad Al-Fahad Al-Sabah praised the music solicitation, saying that he expects the Asian Games music will show the unique feature of Chinese culture, advocate the Olympic spirits, and spread among people with different cultural backgrounds.

理解、友谊、团结和公平竞争，是奥林匹克的精神。而作为亚洲规模最大的综合性运动会，亚运会秉持着奥林匹克精神，是开放的、多元的、包容的、世界的。

当体育与音乐相遇，往往会催化出振奋人心的艺术作品，并在身处不同国家、地区抑或来自不同文化的人们心中，产生深深的共鸣。“pick”全球的杭州亚运会音乐作品征集活动，像是竞技赛场的场外预热，呼唤着某一首“天籁”之曲，横空出世、过关斩将、“C位出道”，而后，颠倒众生。

杭州亚组委副秘书长、杭州市副市长陈卫强在征集仪式的致辞中表示，举办一届成功的亚运盛会，需要一批优秀的亚运音乐作品，期待通过此次征集，能够诞生一批具有鲜明中国特色、江南韵味、现代气息的亚运音乐，留下独特的“亚运遗产”和温暖的“亚运记忆”，成为打造“体育亚运、城市亚运、品牌亚运”的闪光印记。

最后入选的作品是否可能是普通人的作品？陈卫强表示“这完全可能”，2018年雅加达亚运会的音乐作品，就是一位“名不见经传”的大学生所写。“亚运会重要的是广大民众的参与，音乐作品全球征集的过程，也是让广大民众参与的过程。”陈卫强说。

杭州亚运会音乐作品征集活动受到了亚奥理事会主席艾哈迈德亲王的称赞，他期待杭州亚运会的音乐作品将展现中国文化独特韵味，并传颂奥林匹克精神，在不同文化背景的人群中广泛传唱。



Four musicians take the lead 四大音乐人实力护航

The assembly horn is blown. Racers are striding to come and participate. The panel is waiting. To select exciting music that can spread widely among the general public, HAGOC invited popular musicians Wang Leehom, Li Ronghao, Hu Yanbin and Li Quan, to oversee the event. They are among the most influential musicians in the present Chinese music circles.

As one of the top Chinese pop singers, competitive as a teen idol, Wang Leehom has an excellent skill in singing and composing. This time he takes on the role of general convener calling on the outstanding musicians from all over the world to contribute their talent to create the musical theme.

In the current Chinese pop music world, Li Ronghao is called a music wizard as he both sings well and writes well. He alone is a virtual band for he manages almost everything in music creation from lyrics and melody to backing music and to music production. Unique as he is, he is deeply recognized and loved by the younger generation. As a recommender and division initiator, Li Ronghao will select and recommend outstanding works to HAGOC.

The other two division initiators, music genius Hu Yanbin and music-producer Li Quan add more possibilities to this solicitation.

All four of them are ready to assist the participants to win that final honor.

集结号既已吹响,奔腾的千里马正在来时的路上,而良师伯乐,早已恭候在侧。

为甄选出真正能够广为传唱、激励人心的优秀音乐作品,杭州亚组委特邀王力宏、李荣浩、胡彦斌、李泉四位实力音乐人倾情加盟,这四位在华语乐坛极具影响力的音乐才子首度联手、强强组合,全程为本次征集活动护航——

华语乐坛集创作、偶像、实力于一身的流行天王王力宏,作为本次征集活动的总召集人,他将动员全球范围内的优秀音乐人,积极参与到杭州亚运会音乐作品的创作中来。

被华语乐坛冠以“音乐鬼才”称号的李荣浩,能一手包办词、曲、制作、和声、混音等音乐制作,音乐风格上独树一帜,深受年轻群体的喜爱。作为本次征集活动中的活动推荐官和赛区发起人,李荣浩将为杭州亚运会精准挑选、推荐优秀作品。

赛区发起人、音乐才子胡彦斌和著名音乐制作人李泉的加盟,更为杭州亚运会音乐作品的全球征集增添了更多可能性。

四位音乐人甘为飞鸿羽翼,万事俱备,只等一曲倾城,乘风而来。



Formation of the New Era Asian Games IP

新时代亚运文化IP炼成记

What is the world's impression of Hangzhou, a 1,000-year-old ancient capital? Is it the fascinating poetry and legends or the picturesque landscape?

Hangzhou people would tell you "that is only one of the profiles of the city." Its new titles such as the First City in the Digital Economy, the Chinese Internet Center, represent its rise in the New Era.

When Hangzhou Asian Games tells the world its positioning as "China's New Era, Hangzhou's Great Asian Games", it is showing the world the internationalized path of Hangzhou's urban development and sports advancement. To realize the positioning, the music solicitation creatively adopted Internet elements. In addition to the main competition division via TV, HAGOC has worked with NetEase cloud music, TikTok, and the colleges and universities across the country to work out the online music division, short video division and campus league division. Opening up diversified channels for contemporary music creation and consumption makes the solicitation more accessible, diversified, and young people friendly. It is appealing to different groups of people so that they can make the most of their music talent for original works via the interactive channels both online and offline.

The Internet elements indicate the development trend of the Hangzhou Asian Games—with the music solicitation reaching people of all walks of life. Meanwhile, they showcase the AI features of Hangzhou Asian Games, presenting to the world the courageous and charming Internet Center of China.

千年古都,留给世界的印象是什么?

是那些脍炙人口的诗赋和传说,还是让人流连忘返的江南山水?

新时代的杭州人告诉你,那仅是杭州的一个侧面。“数字经济第一城”“中国互联网之都”等称号,正在见证杭州硬实力的崛起。

在杭州亚运向世界传达“中国新时代·杭州新亚运”定位的同时,就是在向世界传达杭州城市发展及体育发展的国际化路径。为契合这一定位,本次征集活动创新性地融入了互联网元素,除了设立总赛区外,还联手网易云音乐、抖音及全国高校,组成音乐平台赛区、短视频平台赛区及校园联盟赛区,还开辟了当下音乐创作和消费流行的多样化渠道,充分体现本次征集活动的参与性、多样性、年轻态,以吸引更多群体,通过线上线下交互平台的沟通,尽情发挥音乐才华和创造力,为亚运发声。

互联网元素的加入,一方面说明杭州亚运顺应时代发展脉络,让亚运主题音乐征集活动触达更多圈层,同时更体现了杭州亚运会的智能化特色,向世界展现“中国互联网之都”的魅力和魄力。

Music solicitation / 天颂

Cover story
故事封面



王

Wang Leehom

总召集人说

力宏



"When I learned that Hangzhou would host the 2022 Asian Games, I was as proud as you are. I hope that this competition will bring Chinese music and Chinese culture to the world. I look forward to meeting you soon."

“当我知道杭州即将举办2022年亚运会的时候,我的心情和你们一样骄傲。希望通过这次音乐作品征集的活动,推动华语音乐和中国文化走向世界,期待早日与大家见面。”

Leehom, super excellent in singing and song writing, brightens the lives of his fans. His songs are so popular among young people that they are memories of being young and being in love.

He is the Hangzhou Tourism Ambassador, having a close connection with the city.

This time Leehom stands for Hangzhou again. As the general convener of the solicitation, he calls on outstanding musicians from all over the world to express their talent and enthusiasm with the musical theme for the Hangzhou Asian Games.

It was regretful that he was unable to come to the scene due to the pandemic, but he made a loud call for Hangzhou via live video stream. Zhejiang is where his ancestors came from, so coming to Hangzhou is like a homecoming for him. He hopes more people get to know about Hangzhou and its charm via this event.

他唱功绝佳,创作能力一流,是歌迷心里的白月光;
他的作品脍炙人口,是无数人的青春回忆和情感所寄;
他还是“杭州旅游外交大使”,与杭州的渊源颇深。

这一次,王力宏再次为杭州发声,作为“杭州亚运会音乐作品全球征集活动”的总召集人,他热情地号召全球范围内热爱音乐、热爱体育的优秀音乐人发挥才华和热情,积极加入到杭州亚运会音乐作品的创作中来。

受疫情影响,王力宏只能以云视频连线的方式大声对杭州表白,但对祖籍浙江的他来说,每次来到杭州,都有一种“落叶归根”的感觉。他希望通过这次活动,能让更多的人,感知到杭州的美。



李

Li Ronghao

发起人说
Initiator
荣浩

"Give people more positive energy with your music and let more people hear it."
“让大家获得更多的正能量,让更多人听到你们的音乐。”

In the current pop music world, the music wizard Li Ronghao is a virtual one-man band, as he manages almost everything in music creation on his own, from lyrics and melody to backing music and to music production. Idealistic, conscientious, devoted. Being himself is his attitude towards music and his personality as well.

Li Ronghao is the initiator for the submissions via the NetEase cloud music. At the launching ceremony, he performed his popular song The Weight of Life. Once a mentor of the Voice of China program, Li is very good at recommending good music. He encourages the young people to upload their own works.

在当下流行乐坛,“鬼才”李荣浩一个人就是一支队伍,他的歌曲作品,从词、曲、编到录制,大都凭一己之力完成。有理想,不将就,做真实的自己,全身心投入,是李荣浩做音乐的态度,更是李荣浩的性情。

在本次音乐征集活动中,李荣浩担任杭州亚运会网易云音乐分赛区发起人,他在启动仪式上演唱了一首脍炙人口的歌曲《成长之重量》。曾经当过《中国好声音》导师的李荣浩,对于推荐好的音乐作品非常有心得,他希望更多的年轻人踊跃上传自己的作品。

胡
Hu Yanbin
发起人说
彦斌



"I hope you can show your endless imagination. I'm looking forward to working with you!"

“希望大家能展现无限的想象力,我很期待能够与你们一起创作。”

Hu Yanbin is the initiator of the submissions via TikTok. His song *I Dare* heated up the solicitation launching ceremony.

As a rare talented singer with versatile skills, Hu Yanbin accepts all possibilities in his music. He thinks it fabulous and challenging to call for music across the world. He encourages all music lovers to give themselves a chance to perform. "Music creating is wonderful," he said. "Composing is miraculous. Whereas, conveying sportsmanship in the music is like an assignment to write a themed conversation. I hope you can show your endless imagination. Hope to work with you!"

此次,创作才子胡彦斌担任抖音分赛区发起人,音乐征集启动仪式的舞台上,他演唱了一首《我敢》带热全场氛围。

作为“华语乐坛不可多得的全能型人才”,在胡彦斌的音乐世界里,他接受一切可能性。对于此次杭州亚运音乐作品的全球征集方式,他觉得新奇而富有挑战,他鼓励音乐爱好者给自己的音乐一次机会:“创作是一件非常奇妙的事情,而(音乐中)体现体育精神则像是命题作文,希望大家能展现无限的想象力,我很期待能够与你们一起创作。”



李

Li Quan

泉

发起人说
Initiator

"The initial power of music comes from the campus as the fresh new blood."

“创作最初始的力量都来自校园，校园的力量是一股非常新鲜的血液。”

In the past few years, Li Quan spent less time on the stage, focused on producing music behind the scenes.

He attended the ceremony that day and performed on the stage Home of Love with the choir of the Music Education Department of Zhejiang Conservatory of Music. In order to echo the slogan of the Hangzhou Asian Games, Li Quan modified the lyrics, "With the love for each other, we live to the future, forever."

As the initiator in the universities, Li Quan has high expectations for the new generation on campus. He thinks this is a rare opportunity for students to create fascinating works. "The time at school is the prime time of passion for music creating."

近年来，李泉出现在台前的时候少了许多，更多的时间被他拿来隐在幕后做音乐。

音乐征集启动仪式那天，李泉来了，与浙江音乐学院音乐教育系合唱团的学生们同台演出，一曲《爱的家园》饱含深情，为了更好契合杭州亚运会口号，李泉还特意对歌词做了修改：“心相融，到未来，到永远。”

作为高校分赛区的发起人，李泉对校园新生代的期待很高，他认为这是一次难得的机会，期待看到学生的作品能够大放异彩：“在学校的时间，是人生中创作热情最高的时候。”



Zhu Hai:

Everything attached to Hangzhou will rise up rapidly

朱海：一切有杭州意义的 都将极速爆发

"No one can stop the yearning for the dreams in my heart; A new era for a new Hangzhou in 2022..." the song *Yearning* incorporates the passion of Hangzhouers at the closing ceremony of the 2018 Asian Games in Jakarta.

Zhu Hai, the lyricist of this song, shared with us his expectations for the 2022 Asian Games in Hangzhou.

We have seen and heard Zhu's works many times on our TV screens. Many of the poems and lyrics that have been read aloud and wonderfully interpreted at major national events were created by his hands. "Live my life to light up the future; let the world become my stage." The song *Light Up the Future* sung by various artists at the opening and closing ceremonies of the Nanjing Youth Olympics was also written by him. This Hangzhou native is using his pen to depict the exquisiteness and grandness of the city to the world as did the ancient sages.

Zhu said that he is engaged with the literary planning for the grand performance. After finishing the current work, he will be fully occupied with the literary planning for the Hangzhou Asian Games.

"I'm a Hangzhouer, so I'm supposed to devote myself to my hometown," he said.

"谁也不可阻挡,是心中梦的向往,新时代,新杭州 2022……"2018年雅加达亚运会闭幕式杭州接旗仪式上,这首《向往》将新时代杭州人激情澎湃的画面演绎得淋漓尽致。

这首歌的词作者朱海,同我们分享了他对2022杭州亚运会的期待。

我们曾在电视屏幕上,无数次看到、听到朱海的作品,那些在无数国家级大型活动上被深情朗读的诗,被精彩演绎的歌词,许多都是出自朱海之手。像这一句“生命只为点亮未来,让世界变成我的舞台”,在南京青奥会开闭幕式上被群星唱响的《点亮未来》,正是出自朱海的妙笔——这位地地道道的杭州人用一支笔向世人描绘着杭州的细腻和大气。

目前,朱海透露正在忙着筹备一档大型演出的文学策划,忙完这一波,就准备全身心地投入到杭州亚运文学策划工作了。

“我是杭州人,理应为家乡出这一份力。”他说。

A boy's passion paves the way for a literary giant 少年的文学热情 成就“边走边唱”的文学大侠

As we spoke of Hangzhou, Zhu Hai couldn't help but revert to his Hangzhou dialect as he spoke, making it clear he was a Hangzhou native.

Zhu quickly carried on with the conversation. Growing up in Hangzhou, he has been influenced by the land since childhood. "The tenderness of West Lake, the grandeur of Qiantang River, and the mellowness of the Grand Canal has given me unlimited room for reverie."

The ecological refinements in Jiangnan inspired his boundless imagination. His passion for literature was ignited by his Chinese teacher in middle school.

When Zhu studied at Hangzhou No. 2 High School, he developed a strong interest in literature under the influence of his Chinese teacher who frequently introduced poems to the students.

"At that time, I studied hard with the aim of writing poems someday. I remember that my first poem was published in the *Hangzhou Daily*." In Zhu's own words, he started a journey in literature and never turned back.

Zhu says that his inspiration is inseparable from his habit to express himself. "People have to think when they talk. Continuous thinking is the source of inspiration." When he was young, he often "talked without end." His friends even called him a "talkaholic." As he grows older, the passionate speeches of his youth have been transformed into his writing.

As for the secret of creation, Zhu distilled it into three words: love, passion, and nature. These words have given him endless energy. He is a planner, poet, lyricist, and screenwriter. Always wearing different hats and dealing with multiple tasks at the same time. Even so, he always finishes his work in no time flat. "I write very quickly. Creative work such as planning projects and writing poems usually takes less than 24 hours."

一谈起杭州,朱海就情不自禁地来了句地道的杭州话,“正宗杭州人。”

而后,朱海的话匣子一下便打开了。杭州长大的他,自幼就受这片土地的熏陶,“西湖的柔情似水,钱塘江的壮怀激烈,运河的醇厚悠长,给了我无限遐想的情感空间。”

江南的生态文明给予朱海无限的想象力,而初中语文老师出现,则彻底激发了朱海的文学热情。

那时,朱海就读于杭二中,杭大毕业的袁老师当时教他们语文,常常向同学们介绍诗词歌赋,这让他对文学产生了极为浓厚的兴趣。

“当时就以写诗为目标,努力学习,记得我的第一首诗是发表在《杭州日报》上。”用朱海自己的话说,就是自此走上了“不回头的创作之路”。

朱海称自己的创作灵感,同自己“喜欢表达”的个性分不开。“人说话时是在思考的,不断地思考就是源源的灵感。”年轻时的朱海常常“语不惊人死不休”,朋友们还给了他一个“话痨”的称号,等年岁长些,那些年轻时激情的发言都成了他笔下的文字。

对于创作的秘诀,朱海总结了六个字:热爱、激情、自然。因这六字秘诀,朱海总是精力无限,身兼策划人、诗人、词作家、编剧等多重身份,多部作品同时“在线”,即便如此,朱海的创作效率可以用“倚马可待”来形容,“我写稿子的速度向来很快,策划案、诗词等创作工作一般不超过24小时。”

Writing a song to celebrate the rich heritage of Hangzhou

他想写一首歌 唱响杭州丰厚的底蕴

Memories of Hangzhou are imprinted on Zhu Hai's heart. Upon hearing that the Asian Games will be held in Hangzhou, he was extremely excited.

As a literary consultant in Hangzhou, Zhu has contributed articles for the opening and closing ceremonies of the West Lake Expo and the opening ceremony of the International Cartoons & Animation Festival several times. He was also the chief planner and writer for the CCTV Spring Festival Gala for many years. His quick thinking and clear stance have brought him invitations for the preparation of several major international events (including preliminary plans for the Beijing Olympics, Nanjing Youth Olympics, Haiyang Asian Beach Games, World Table Tennis Championships, Shenzhen Summer Universiade, National Games and Paralympic Games). He was the lead literary designer for the opening and closing ceremonies of the 2010 Guangzhou Asian Games and has an enduring bond with sports.

With an Asian Games to be held in his hometown, Zhu said he has the obligation to go all out. "After all, I grew up drinking the West Lake water."

He said that Hangzhou is renowned for its talented swimmers, and athletes born in Hangzhou and Zhejiang province accounted for half of the national team. There is no other city like Hangzhou in the world. In addition, Hangzhou has rivers, lakes and landscapes, gardens, the Liangzhu culture, as well as cutting-edge technologies, new visions, and innovative trends. These fast-developing elements are the most attractive characteristics for Hangzhou to host the Asian Games.

Speaking of the collection of musical works for the Games, Zhu has also been thinking about poetic lyrics and the aesthetic creativity that fits with Hangzhou's temperament, and which can be sung forever. He said that a popular theme song must reflect the spirit of the city through the spirit of sports. The song he wants to compose for his hometown will need to effectively integrate sportsmanship and the characteristics of the city.

Zhu said what he wants to create for his hometown is a song with aestheticism and creativity, which flows with the cultural heritage and can be sung by people all over Asia. "An Asian Games is not just a competition for gold medals, but more importantly the display of new civilization in Asia. The Hangzhou Asian Games must reflect its cultural background."

杭州记忆在朱海脑中刻骨铭心,自听说亚运落地杭州,朱海的心情无限激动。

作为杭州市的文艺顾问,朱海曾多次策划撰稿杭州西湖博览会开闭幕式、杭州国际动漫节开幕式等,也曾是央视春晚多年的总策划和撰稿人,因他思路敏捷、立场鲜明,还受邀参与了多次国际大型赛事的筹办(先后参与过北京奥运会、南京青奥会、海阳亚沙会、世界乒乓球锦标赛、深圳大运会、多届全运会、残运会等前期方案设计和主创),是2010年广州亚运会开、闭幕式的文学总体设计,与体育有着不解之缘。

自己家乡即将举办亚运,朱海自然义不容辞,他说自己会全力以赴。“毕竟我是喝西湖水长大的。”

在他看来,杭州游泳健将辈出,杭州籍、浙江籍游泳运动员占了国家队半壁江山,放眼全世界也找不出像杭州这样的城市了。除此之外,杭州还有江河湖海,有山水文化、园林文化、良渚文化,还有走向创新的新技术、新目光、新潮流,这些飞速发展的元素,都是杭州举办亚运最吸睛的特质。

谈到杭州亚运会音乐作品征集,朱海也一直在思考:如何打磨出符合杭州气质的诗词与美学创意,让经典永远传唱?朱海认为受老百姓欢迎的主题歌,都是通过体育精神折射整个城市精神,所以自己给家乡创作的这首歌,一定得把体育精神的气质和城市精神的特质,高质量地融合起来。

朱海说,自己想为家乡创作的这首歌,应该是一首带着美学主义和创造色彩的、可以流向文明遗产的、被亚洲人民传唱的歌。“任何一届亚运不仅仅是城市体育的金牌比较,更重要的是亚洲新文明的展示,所以杭州亚运一定要展示它的文明底色。”

A surprise for Asia, begets applause in return 你给亚洲惊喜, 亚洲将报之掌声

Only good seeds and fertile fields can yield fruitful results.

This is Zhu Hai's requirement for himself and his expectation for the Hangzhou Asian Games. The influences and impressions of Hangzhou exhibited by the Asian Games, at least in 2022, will make this city the most dazzling light in Asia. Zhu said that Hangzhou should share its best practices with Asia, including technology, enterprises, humanities and the life of its citizens.

Zhu insists that the Asian Games is not karaoke, but a chorus of "the community of human destiny" across Asia. He hopes that with the international impact of the Asian Games, Hangzhou will deserve to become a first-class Asian metropolis in the next decade. The Games are not limited to a sports brand, but extend to all aspects of life. Its advancement, brilliance and grandeur are the cornerstones for the city's glory in the next decade.

From significance to glory, from a window city in China's new era to a first-class metropolis in Asia, Hangzhou should present its characteristics and style to the world.

"When you give Asia a surprise, Asia will greet you with applause. Your aesthetic guidance for Asia will determine its response," Zhu said. This is an unprecedented challenge and opportunity, and even more so a calling. Everything attached to Hangzhou will rise up rapidly.



艺术多选“良种”，创作多造“良田”，才会有丰硕的果实。

这是朱海对自己的要求，也是对杭州亚运会的期望。亚运带来的杭州影响和杭州印象，至少在2022年来看，这座城市就是亚洲最耀眼的灯，所以朱海认为杭州应该拿出这座城市最好的东西与亚洲分享，包括科技、企业、人文以及市民的状态。

在朱海的坚持里，亚运会不是卡拉OK，它是亚洲“命运共同体”大合唱，他盼望借力亚运会这一国际品牌，杭州在下一个十年当之无愧地走进亚洲城市第一行列，因为亚运这个品牌范畴，不再囿于体育，还拓展至方方面面。它的先行、璀璨、荣光，都是一座城市构建下一个十年辉煌的基石。

从灿烂到辉煌，从中国新时代窗口城市到亚洲第一方阵，杭州应该将它独立的个性与风采，呈现于世人面前。

“你给亚洲怎样的惊喜，亚洲就还你怎样的掌声。你给亚洲什么样的美学引领，亚洲就会给你什么样的回应。”朱海说，这是空前的挑战和机遇，更是一种召唤。一切有杭州意义的，都将急速地爆发。

Call for Music Works for the 19th Asian Games Hangzhou 2022

杭州2022年第19届亚运会音乐作品征集

The Call for Music Works for the 19th Asian Games Hangzhou 2022 (hereinafter referred to as the Call for Music) is a milestone in the Games' preparations. It is an Asian Games cultural event drawing close attention from all walks of society and inviting general participation. The first phase was officially launched to the world on June 23, 2020.

杭州2022年第19届亚运会音乐作品征集(以下简称杭州亚运会音乐作品征集)是亚运筹办重要的里程碑事件,是社会各界热情关注、广泛参与的亚运文化活动。杭州亚运会音乐作品征集第一阶段于2020年6月23日面向全球正式启动。

Works can be directly mailed to the headquarters and the universities, or uploaded online via TikTok and on NetEase Cloud Music on the pages of Hangzhou Asian Games music solicitation. When submitting, please complete and provide the relevant technical and legal documents required by the Hangzhou Asian Games Organizing Committee.

应征人可以邮寄送达方式向总部赛区和高校分赛区提交应征方案。也可通过抖音分赛区、网易云音乐分赛区杭州亚运会音乐作品征集专题页面,线上提交应征方案。提交作品时应按照杭州亚组委要求,填写和提供相应技术文件、法律文件。

Schedule of the solicitation

征集周期

第1阶段

Phase 1 is open to the general public. Via the main division, TikTok division, NetEase division, and the collegiate division, HAGOC will accept submissions simultaneously and broadcast them online and offline at the same time before it shortlists 10 songs, 10 lyrical works, and 10 melodies.

主要面向社会公众,通过设立**总部赛区、抖音分赛区、网易云音乐分赛区、高校分赛区**,线上线下同步征集、同步传唱,产生入选歌曲、歌词和乐曲各十首。

第2阶段

In the second phase, HAGOC will invite some world-renowned songwriters, composers and musicians to create works for the musical theme and other songs serving different functions. HAGOC will also hold a Hangzhou Asian Games Singing Contest to shortlist a certain number of songs.

主要面向国内外知名的词曲作家和有代表性的音乐人,定向邀约征集会歌和功能性歌曲作品,通过策划举办亚运歌曲大赛,逐轮产生一定数量的入选歌曲。

第3阶段

In the third phase, HAGOC will propel the popularity of the event accumulated from the previous two phases to its climax and finalize the musical theme from the shortlisted works and release it in due course.

延续前两轮征集评选活动热度,重点从前两轮征集的优秀音乐作品优中选优,最终遴选出会歌,适时发布。

Submission requirements


应征内容



Currently the music solicitation is open to the whole society calling for:
 本阶段音乐作品征集活动将面向社会征集:

 <p>1 原创的 完整歌曲作品 Complete original songs</p>	 <p>2 未经谱曲的 歌词作品 Lyrics without tunes</p>	 <p>3 未经填词的 乐曲作品 Melodies without lyrics</p>
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Submissions should be pursuant to the Olympic Spirit, the concept, goals and vision of Hangzhou Asian Games with a touch of China's cultural values and Hangzhou's characteristics. The musical works should showcase the vigorous, hospitable, open and inclusive image of the Host City and create an ambience of broad participation and rejoice in the Games. In addition, submissions should be catchy, empathetic, and artistically expressive with a global appeal. Participants are encouraged to adopt different musical styles that will resonate with audience from diverse cultural backgrounds.

应征方案应彰显奥林匹克精神,契合杭州亚运会筹办理念和目标、愿景;反映中国文化价值观和杭州城市特质,展现健康向上、热情好客、开放包容的东道主形象,营造全民参与、共享亚运的热烈氛围;旋律上口、易于传唱、打动人心,具有国际化审美和艺术表现力,鼓励不同的音乐风格,能够引发不同文化背景受众的认同和共鸣。

Selection and awards


评选&奖励




A judge panel organized by HAGOC will review the shortlisted works nominated by each division.

本阶段音乐作品征集活动将按照相关规定,由杭州亚组委组织音乐作品评审委员会对各赛区推选的入围作品进行评选。

最终评选出不超过

 10 songs 10首歌曲作品	 10 lyrical works 10首歌词作品	 10 melodies 10首乐曲作品
 RMB30,000 yuan (pretax) 税前奖金 人民币 30000元	 RMB5,000 yuan (pretax) 税前奖金 人民币 5000元	 RMB5,000 yuan (pretax) 税前奖金 人民币 5000元



First Utterance of the Voice of Asian Games

Submissions are pouring in

“亚运好声音”初试啼声

杭州亚运会音乐征集作品纷至沓来

Rising winds and surging clouds. With the support of music lovers from all over the globe, the appeal mailbox for music for the Games was overwhelmed with incredible speed.

Less than three months after June 23rd, the day that the Hangzhou Asian Games Organizing Committee called for music submissions, contributions poured in from the headquarters contest area and from TikTok, NetEase Cloud Music and Colleges. Like an avalanche, they overwhelmed the desk of the organizers as part of a joint endeavor for "The Voice of the Asian Games".

The first entry from the headquarter contest area came from Jiang Chaoyong, a new Hangzhouer. It is entitled *Courage*. Talking about the creative concept for the song, Jiang claimed, "I was born in this city on the banks of the Qiantang River. My birthday is on the 17th day of the eighth lunar month. Each birthday is the best time to see the rivers tidal bore. And the surging Qiantang waves fit my name well." In Chinese, his given name, Chaoyong, means surging tides. Coincidentally, the logo for the Hangzhou Asian Games is also called "Chaoyong", which, in the eyes of Jiang, brings him closer to this grand sports event.

He Funan, who loves updating his TikTok account, was the first contributor from the TikTok division. "Sun rises in the East. Follow your heart's dream. Fear no obstacles, and work for the common hope of Asia." As for Mr. He Funan, a music lover, writing songs for the Asian Games has been a great impetus for his creativity. He Funan works in marketing. But in his spare time, he has the courage to pursue his musical dreams and has created music for a dozen years. He composed sports-themed songs for the Guangzhou Asian Games and the athlete Liu Xiang. This time, he got to know a group of fellow musicians on the Internet. Together, they composed, sang and polished their joint creations. And that was how the song *The Sun Rises in the East* came into being. He said he hoped that the sportsmanship hailed in his song would inspire people to transcend themselves and push beyond their limits.

风起云涌,来自全球音乐爱好者的支持,以意想不到的速度,“挤爆”了征集的邮箱。

距离6月23日,杭州亚组委向全球发布邀约不到三个月,来自总部赛区、抖音分赛区、网易云音乐分赛区和高校分赛区的杭州亚运会音乐投稿作品,雪片一样飞上了征集负责人的案头,共同为“亚运好声音”发声。

总部赛区的第一份应征作品来自新杭州人蒋朝勇,作品名为《勇气》。对于歌曲的创作理念,蒋朝勇说:“我出生在钱塘江边,生日是农历八月十七,每年都是观潮最佳时节,钱塘江潮涌奔腾,非常契合我的名字。”巧的是,杭州亚运会会徽名为“潮涌”,蒋朝勇觉得这更拉近了自己和杭州亚运会的距离。

爱刷抖音的何驹南是抖音分赛区首位应征者。“日出东方,追逐心中的梦想。不畏惧阻挡,实现亚细亚共同的希望。”何驹南从事的是销售行业,但在生活中,他勇于追寻自己的音乐梦,坚持创作音乐十余年,还曾为广州亚运会、运动员刘翔创作过体育主题歌曲。这次,他通过互联网结识了一群音乐同道,一起谱曲、演唱、打磨,才有了这首《日出东方》。何驹南说,他希望用歌曲中的体育精神,激励人们超越自己,突破极限。

"Post-2000s" Hangzhou woman Chen Zhizhi, a post millennial girl from Hangzhou, was the first contender in the NetEase Cloud Music division.

Amazingly talented, straight after sitting her high school entrance exam, she wrote *@Future*.

"It was the result of a 'brainstorm'," Chen said. The home-grown Hangzhou woman is constantly inspired by elements of the mascot and motto of the Games which she often comes across in her academic exercises.

She said she liked to switch on NetEase Cloud Music to listen to songs when she does her work on the computer, and accidentally saw the news about the global collection of music works for the Hangzhou Asian Games. She actually found time to improvise the song while preparing for the high school examinations.

The jade Cong of Liangzhu, the Gongchen Bridge on the Grand Canal, the West Lake and "Big Lotus" are all part of Chen's "Impressions of Hangzhou". In addition, she also used a combination of Chinese and English to call on Asia and the rest of the world to connect with each other. Although people live thousands of miles apart, their hearts are linked for the future. As she said, the hosting of the Asian Games is a matter of pride for Hangzhou residents and Chinese people in general. She hopes the success of the event will add splendor to Hangzhou and glory to her motherland.

Zhao Haining, is a sophomore majoring in pop singing at Zhejiang Conservatory of Music, she became the first contributor in the College division. It took her only two days to create the works she submitted.

As a student in Hangzhou, she adores every corner of the city and wants to embody the beauty she has experienced in Hangzhou in her song, so that more people can be charmed by the city's scenery, food, history and technology.

"I hope the rest of Asia can hear our voice." Zhao has her own band. Together with the drummer, the keyboard and bass players, lead guitarist and vocalist, she turned in the first submission from the College division.

“00后”杭州女孩儿陈志之是网易云音乐分赛区的首位应征者。

刚经历完中考的她，写出了这首《@Future》，才华让人惊艳。

陈志之说：“这是首‘心血来潮’的创作。”这个土生土长的杭州伢儿，在平常的习题练习中，常常发现杭州亚运会吉祥物和口号等元素的身影，一直心有感触。

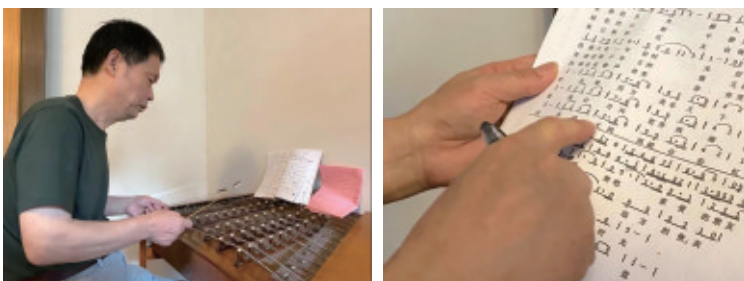
她说自己喜欢在刷题时，打开网易云音乐听歌，无意间看到杭州亚运会音乐作品全球征集的消息，居然在紧张的中考备考期，利用休整期即兴写下这首歌曲。

良渚玉琮、运河拱宸桥、西湖以及“大莲花”都是陈志之笔下的“杭州印象”。此外，她还用中英结合的形式号召亚洲乃至全世界，世界万物互联，身远隔千万里，心却相融达未来。正如她所说，杭州举办亚运会，这是身为杭州人、中国人的自豪。希望杭州亚运会的成功举办，为杭州增添光彩，为祖国增添荣耀。

赵海宁是浙江音乐学院流行演唱专业一名大二学生，她是高校分赛区首位应征者，创作应征作品仅用时两天。

在杭求学的她，深爱着杭州的每一个角落，想把自己在杭城里感受到的城市之美写入歌里，让更多人感受到杭州的美景与美食、历史与科技交融之美。

“希望亚洲能听见我们的声音。”赵海宁有自己的乐队，她和鼓手、键盘、贝斯、吉他、主唱一起，共同完成了高校分赛区首个应征作品。



Three editions of *Welcome to West Lake* by a music fanatic 一个“乐痴”的三版《西湖迎宾曲》

In addition to the first entries from the major divisions, the headquarters contest area was also given a surprise. The submission came from Ying Zhongwei, a retired teacher in Hangzhou. It is entitled *Welcome to West Lake*, but, unexpectedly, it came with three complete editions, one each for symphony, vocal accompaniment and lyrics and melody.

Ying taught at Hangzhou Dianzi University before retiring. He loves music and is a true music fanatic in the eyes of his friends.

The song *Welcome to West Lake* was actually written in 2017, just after Hangzhou successfully hosted the G20 Summit. As a permanent resident of Hangzhou, Ying saw the city's rapid development and internationalization, which aroused his pride and fuelled his desire to create music.

The first stanza of *Welcome to West Lake* vividly depicts the most glamorous sights of Hangzhou. "Because among the top ten of West Lake's wonders, two are associated with the moon-The Three Pools Mirroring the Moon and Autumn Moon Over the Calm Lake. I first wanted to tell the world about the soft moonlight over West Lake. Both the G20 Summit and the Asian Games are events in September. It is the season when Hangzhou is filled with the fragrance from the sweet osmanthus."

除了四大赛区的首件应征作品外，总部赛区还收到了一件令人意外的作品。作品来自杭州的退休教师应忠伟，名字叫《西湖迎宾曲》，只是这首作品竟有三个完整版本：交响乐版、声乐伴奏版和词曲版。

应忠伟早年在杭州电子科技大学任教，热爱音乐，是朋友眼中名副其实的“乐痴”。

这首《西湖迎宾曲》其实创作完成于2017年，当时杭州刚刚成功举办G20峰会。作为一名老杭州人，应忠伟感受到这座城市的高速发展和国际化，自豪感油然而生的同时，创作欲望也被激发。

《西湖迎宾曲》开篇第一句就生动描绘了杭州最迷人的意境。“因为西湖十景中和月有关的就有两处，三潭印月和平湖秋月，所以，我先把西湖柔美的月光亮出来，G20和亚运会又恰好都是在9月份举行，正值秋季，这个季节的杭州，桂香满城。”



Ying said that when creating music and especially on the theme of the West Lake, there are lots of things to reflect upon in its beauty. It is difficult to cover every aspect. We have to find a proper starting point.

The starting point Ying Zhongwei found is the theme of welcome. "Just like the song *Welcome to Beijing* for the 2008 Beijing Olympics, it is what Hangzhou needs."

Welcome to West Lake starts from the internationalism of Hangzhou, visualizes the lake's beautiful scenery, lingering upon Jiangnan charm and its cultural richness. The music conveys the hospitality of Hangzhou to the guests from all over the world. While, at the same time, eulogizes the prosperity of the motherland and expresses the good wish of One World One Dream. The song represents what's in the mind of ordinary Hangzhou people like Ying.

The first stage of appeals for music for the Hangzhou Asian Games is still under way, and the deadline for submission is November 30, 2020. The support and participation from music and sports fans from all walks of life is sincerely welcomed.

应忠伟说，音乐创作，尤其是西湖这样的主题，想要全面表现出西湖的美，可以说的东西太多了，很难做到面面俱到，必须找到一个切入口。

应忠伟找的切入口就是迎宾。“就像2008年北京奥运会那首《北京欢迎你》一样，杭州也需要这样一首曲子。”

《西湖迎宾曲》以杭州的国际化为出发点，影像式地再现了西湖的优美风光、江南韵味和人文情怀，表达了杭州诚挚欢迎世界宾客的友好热情，同时歌颂了祖国的繁荣昌盛，传递了世界大同的美好愿望。它代表着的是像应忠伟这样的普通杭州人，他们的视界和格局。

杭州亚运会音乐作品第一阶段征集活动还在持续进行中，征集投稿截止日期为2020年11月30日，诚挚欢迎各界音乐、体育爱好者的支持和参与。



Asian
Games sports

体育
亚运



Preparations across the various fields are in place, with all stadiums and gymnasiums completed and running smoothly. The various sports events are successfully completed, and athletes from all over the world are achieving good results, and reaching their proper levels. Off the track the exchanges of diverse dazzling cultures have been fulfilled.

各领域筹备工作到位,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。

Anticipations from afar

Interview Mr. Husain Al Musallam, Director
General of the OCA

来自远方的期待

对话亚奥理事会总干事
侯赛因·穆萨拉姆先生

About China and Hangzhou

关于中国和杭州

Q: We learned that you have been to Hangzhou many times, What is your fondest memory of the city?

Q: 我们知道您来过杭州很多次,您对这个城市最美好的记忆是什么?

A: I have visited Hangzhou few times, I have a very good impression of Hangzhou, it is such a historical, technology, beautiful, green, clean and peaceful city. I am also very impressed by Hangzhou's effective method tackling COVID-19 pandemic, I am Hangzhou can be a model city for other cities around the world to learn.

A: 我去过杭州多次,对杭州的印象非常好,杭州是一座历史悠久、科技发达、景色宜人、绿色干净、宁静安逸的城市。给我留下了深刻印象的还有杭州应对新冠肺炎疫情的有效措施,我认为杭州不愧为世界其他城市学习的榜样。

Q: Could you tell us how such an event can impact a city's development?



Q: 您能告诉我们这样一届亚运会对城市的发展有什么样的影响吗?

A: We all know that from the starting bidding process of 2022 Hangzhou Asian Games till today, the expectation of the games would be green, smart, economical and ethical. Those will directly impact on the games and enhance Hangzhou's capability to host 2022 Hangzhou Asian Games in a very economical method. This isn't the end for a city like Hangzhou with millions of citizens; all the good results can benefit Hangzhou community and society to be more ethical.

A: 大家都知道,从开始申办2022年杭州亚运会到今天,人们对杭州亚运会的期望是绿色、智能、节俭、文明。这些将直接影响到亚运会,影响到提高杭州节俭办2022年杭州亚运会的能力。对于像杭州这样拥有千万市民的城市,意义不只这些。各方面的良好结局将有利于提升杭州民众和文明的水平。

About the Hangzhou 2022 关于杭州亚运会

Q: How do you feel about the overall preparations for the Games?

Q: 您觉得2022年杭州亚运会的整体筹备工作怎么样?

A: The preparation of 2022 Hangzhou Asian Games has been gone through very well although the pandemic. OCA is extremely satisfied by the preparation and confidence that Hangzhou will host a successful Asian Games in 2022.

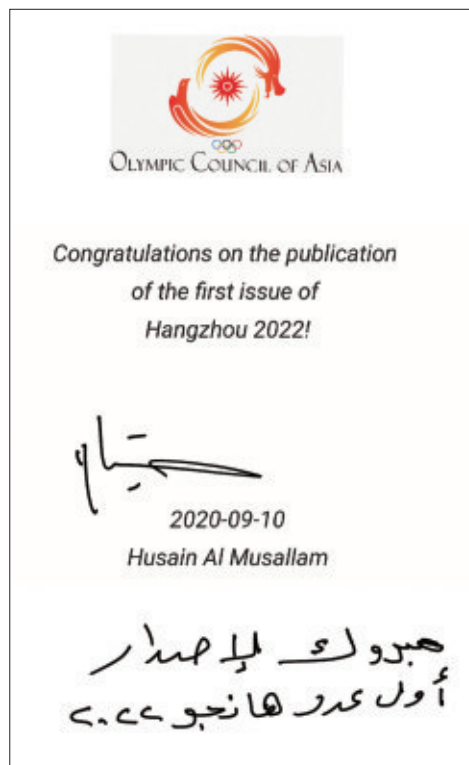
A: 尽管发生了疫情,2022杭州亚运会的筹备工作仍然进展顺利。亚奥理事会筹备工作非常满意,对杭州能够成功举办2022年亚运会充满信心。

Q: Hangzhou 2022 is spearheading the solicitation of musical works for the Games, What expectations do you have for the style of musical works for the Hangzhou Asian Games?

Q: 杭州在筹办2022亚运会过程中,率先启动音乐作品征集,您对杭州亚运会音乐作品的风格有什么期待?

A: The Asian Games music must go through grassroots, it shall be accepted and liked by different generation, especially the youth, because once the youth like the music, the music can be shared among entire society.

A: 亚运会音乐必须面向普通大众,必须被不同年龄的人群,尤其是年轻人所接受和喜爱,因为一旦年轻人喜欢上了,曲子就可以被整个社会所共享。



Q: *Hangzhou 2022* will soon publish the first issue of its official magazine, What expectations do you have for the magazine?

Q: 杭州2022年亚运会官方杂志《杭州亚运》即将创刊,您对本杂志有什么期望?

A: My expectation of the official magazine is that *Hangzhou 2022* can create excellent contents for readers around the world, especially those from our 45 NOCs from Asia and 17 NOCs from Oceanian. I'd like offer my sincere gratitude to those who make it happen and my best wish for great success.

A: 我对官方杂志《杭州亚运》的期待是,《杭州亚运》能够为世界各地的读者提供优秀的内容,特别是45家亚洲国家奥委会和17家大洋洲国家奥委会的读者。我要向所有付出者表示诚挚的感谢,并祝愿他们取得更大的成功。

An Asian Games venue —the city's totem —一座亚运会馆 —印城市图腾

Five years have passed since Hangzhou successfully bid for the Asian Games in 2015, and 2022 is getting closer and closer. The progress bar of its preparation has reached 80%.

Gradually the preparatory work in various fields moves on step-by-step. Taking the construction of venues as an example, although affected at the beginning of 2020 by the outbreak of COVID-19, 58 sites (53 venues, five Asian Games Village) and infrastructure construction is making steady progress. As of June 2020, the semi-annual plans for the Hangzhou Asian Games venues have been fulfilled and completed, beating their targets.

The stadiums and gymnasiums are the totems of the Asian Games. Athletes from all over Asia will compete fairly and display their excellence. In order to ensure the smooth construction of the Asian Games venues and facilities, Hangzhou shall always follow the organizing concept of "green, intelligent, economical and ethical". The city is proud of seeing a number of highlights in venue preparation being achieved during the past six months.

距离2015年杭州申亚成功，一晃5年过去，2022年的脚步越来越近，杭州亚运会筹办工作的“进度条”已然拉至八分。

各领域的筹备逐步到位，以赛事场馆的建设为例，虽然2020年年初受到新冠疫情影响，但58个竞赛场馆（53个比赛场馆、5个亚运村及分村）及设施建设工作仍稳步推进，截至2020年6月，杭州亚运会场馆建设完成半年度计划的109.4%，超额完成半年度目标任务。

一座座亚运场馆，是人们心中关于亚运的图腾，来自亚洲各国的运动员将在这些场馆里公平竞争、大放异彩。为保障亚运场馆及设施建设顺利进行，杭州始终将“绿色、智能、节俭、文明”的办赛理念贯穿其中，尤其在近半年来，建设工作呈现了颇多亮点。

亮点
1

Highlight 1: Full promotion of the resumption of work and production

全力推进复工复产

In February 2020, to ensure the resumption of work and production in the next stage, the HAGOC requisitioned 105,000 face masks. At the end of the month, on the premise of securing an effective epidemic prevention and control system, a work resumption rate of 99.3% across all of the Asian Games construction projects was reached. This made it one of the earliest and most effective cases of work resumption in the province.

2020年2月,为保障下一阶段的复工复产,杭州亚组委协调了10.5万只防疫口罩。3月底,在保障疫情防控安全的前提下,亚运会建设各项项目的复工率达99.3%,是全省复工最早、成效最为明显的复工项目之一。

亮点
2

Highlight 2: Green and intelligent venues empower the event

绿色智能场馆赋能亚运

In building the venues, the concept of a green Asian Games is fully implemented. A smart venue control platform with building information modeling at the core is set up to make full use of the "Wisdom Brain". A one-push alarm at construction site entrances produces an integrated visual display and forms a digital management system. This creates a typical case of digitization empowering the venue construction.

In June 2020, the Hangzhou Asian Games Village was awarded a two-star evaluation mark for the design stage of its green ecological urban area. It is the first demonstration project in Zhejiang to pass such evaluation.

杭州亚运场馆建设充分贯彻绿色亚运理念,构建以“BIM”为核心的智能场馆管控平台,充分运用“智慧大脑”,“一键报警”装置相结合,实现可视化融合展示,形成数字治理仓,以数字赋能亚运场馆建设。

2020年6月,杭州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。

亮点
3

Highlight 3: The construction of high-quality Asian Games venues with Hangzhou characteristics

建设杭州特色高质量亚运场馆

The "double whole cycle" management model of "whole-life-cycle management and whole-process traceability" is established to promote the formation of a high-quality construction management model with Hangzhou characteristics. A case in point is the introduction of the 2022 Asian Games Venues and Facilities On-site Inspection Management Measures to set up a triple-level routine, a special and joint check system, focusing on "building materials, pile foundations and deep foundation pits, realizing the whole—process building materials traceability, promoting smart material database management and ensuring the quality of venue construction across the whole process.

形成“全生命周期管理,全过程可追溯”的“两个全”管理模式,推动形成具有杭州特色的高质量建设管理模式。如出台了《2022年第19届亚运会场馆及设施现场检查管理办法》,建立起日常、专项和联合三级检查体系,以场馆“建材、桩基、深基坑”为重点,实现建材全过程可追溯,推进材料智慧化数据库管理,把亚运场馆质量落实到工程建设的全过程之中。

亮点
4

Highlight 4: Joint efforts to ensure venue construction

合力联动保障场馆建设

Efforts have been made to promote the working mechanism of the leading groups and the general offices, to regularly coordinate and solve problems, and to ensure the normal progress of the project. Attention is paid to the strength of the functional departments, coordination with government agencies in construction, urban management, water utilities, and the state power grid to guarantee venue construction and implement the city action plan.

充分发挥推进工作领导小组及办公室工作机制,定期协调解决问题,确保了项目正常推进;充分发挥职能部门力量,与建设、城管、水务、国网等部门开展工作联动,保障了场馆建设,贯彻落实城市行动计划。

亮点
5

Highlight 5: Push for the construction of venues

着力推进训练场馆的建设

The Task List of Training Venue Construction Plan for the 19th Asian Games has been issued to clearly define the tasks and kick off the preliminary work.

下发《2022年第19届亚运会训练场馆建设计划任务表》,明确要求,启动项目前期工作。

亮点
6

Highlight 6: Special techniques for sports facilities

加强体育工艺专项工作

Fifteen (person/times) experts working on different sports facilities were invited to contribute to technical reviews (21 people/times) online in spite of the inconveniences brought by COVID-19. Five cloud reviewing meetings were convened to provide specific professional support for the venue construction. Also eight special inspections concerning the sports technology were carried out (25 person/times). The facilities were inspected and tested strictly in accordance with The Guidelines for Venue Technology Acceptance of the 19th Asian Games.

邀请单项协会专家15人次,开展技术审查21次。针对疫情影响,采取视频“云审查”5次,为场馆建设提供技术支撑;开展体育工艺专项检查8次,参与25人次;研究谋划了《2022年第19届亚运场馆体育工艺验收指导意见》,明确杭州亚运会场馆建设的体育工艺专项验收标准。





亮点

7

Highlight 7: Steady preparation of the event's equipment

稳步推进赛事器材工作

The Equipment List for the Hangzhou Asian Games has been preliminarily compiled and completed, covering 40 major categories, across 1,800 types and over 100,000 pieces. The Equipment Work Plan for the 19th Asian Games was formulated to clarify the overall requirements, the responsibility interface and relevant arrangements for the equipment work. The communications systems have been strengthened with GAISF Asia Federation to confirm the equipment standard of the Hangzhou Asian Games. Up to now, over 30 responses have been received regarding major equipment categories.

初步编制完成《杭州亚运会赛事器材清单》，涵盖40个大项器材，共1800余种、10万余件；研究谋划《2022年第19届亚运会赛事器材工作方案》，明确赛事器材工作的总体要求、职责界面和相关安排；加强与亚洲单项体育组织(AF)的联系，确认杭州亚运会赛事器材标准规范。截至目前，共收到30个大项的回函。

亮点

8

Highlight 8: Start of the preliminary work of facilities and equipment

启动设施设备前期工作

The Work Plan of Venue Facilities and Equipment for the 19th Asian Games and Asian Paralympics was completed to define the relevant requirements of classification and work responsibility interface. Work is underway on the Asian Games venues landscape layout and signage. There has been in-depth promotion of the venue interior landscape construction. The planning for venue operation design is in progress to actively cooperate with the construction of demonstration venues and their operation preparations during the Games.

研究完成《2022年第19届亚运会场馆设施设备工作方案》，明确分类和工作责任界面相关要求；启动亚运场馆景观布置、标记标识等工作，深入推动场馆内部环境景观建设；谋划场馆运行设计工作，积极配合示范场馆建设和赛时运行筹备工作。

The Asian Games makes a difference—old venues carry new looks 别样亚运,旧馆换了新颜

The memory is still there and the future is coming.

The construction of the Hangzhou Asian Games venues has seen an overall acceleration. Good news keeps coming. Some new venues have risen from ground and are taking shape fast, while the renovation of the older venues is progressing smoothly. The 25 venues up for renovation are now getting a face lift and will be officially unveiled ahead of the Hangzhou Asian Games.

Among the 25 renovated venues, 10 are in Hangzhou, seven are outside the city and eight are administered by the province. Each is a landmark particular to its location, bearing the unforgettable imprints of urban development. Once fitness and leisure centers, pop concert sites and football match venues, they are part of the city's services and carriers of the memories of countless people.

It is noteworthy that, in order to make the best use of their functions and reflect the "green, intelligent, economical and ethical" concept of the Hangzhou Asian Games, the 25 Asian Games venues will better serve the event and every citizen after their upgrading.

记忆犹在,未来将来。

杭州亚运场馆的建设全面进入加速期,好消息不断传来,一些新场馆拔地而起、初具雏形,而旧场馆的改造也推进顺利,25个改造场馆如今旧貌换新颜,并将在2022年杭州亚运会前正式亮相。

这25个改造场馆中,有10个杭州市属场馆、7个杭外场馆和8个省属场馆,每座场馆都是所在城市的时代标志,承载着城市发展的难忘印迹,有人曾在这里健身休闲,有人曾在这里听过爱豆的演唱会,还有人在这里看过一场又一场的球赛……这些旧场馆承担着城市服务的一部分,也承载着无数人的旧时记忆。

值得一提的是,为了更好地发挥功能,体现杭州亚运会“绿色、智能、节俭、文明”的办赛理念,25个亚运场馆“原地”升级之后,将更好地服务亚运赛事及每位市民。

Hangzhou Gymnasium

杭州市体育馆

Old Looks: Anyone who came to Hangzhou in the early years and went to see the West Lake was bound to pass by Tiyuchang Road. Hangzhou Gymnasium stands near the intersection of Tiyuchang Road and Zhonghe Road. When asked, old Hangzhou residents would say it is next to Meidenggaoqiao. It was a landmark sports facility in the 1960s.

First built in 1966, the stadium was one of the city's earliest sports venues. Without a single pillar, it is the only saddle-shaped suspension cable structure in the world. Boasting 5,036 seats, it is open to the public all year round. The gymnasium was also where Hangzhou pop song fans chased their stars, and where pop singers like Tsai Chin and Cris Phillips staged solo concerts. A popular site for large gatherings, like sports events, theatrical performances, New Year goods exhibition and sales and food and beverage promotions, it carries the memory of many Hangzhou people as they grew up.

旧貌

早年到杭州来旅游,想去西湖逛逛,体育场路是一定会经过的。杭州市体育馆就建在体育场路与中河路交叉口附近,老杭州人讲起来,就说在“梅登高桥”边上,是上世纪60年代杭州市标志性体育建筑设施。

场馆始建于1966年,是杭州最早的体育场馆之一,建设时没用到一根柱子,是目前世界上仅存的马鞍形悬索结构建筑,内有5036个座位,365天对群众开放。这里还曾是杭州人追星的阵地,蔡琴、费翔等明星都曾在此举办演唱会。体育赛事、文艺演出、年货展销、餐饮美食,可以说,许多杭州人的成长记忆都离不开这座体育馆。



New looks: Hangzhou Gymnasium, is the planned boxing venue in the Hangzhou Asian Games. It is among the first batch of facilities to be renovated and upgraded by the Hangzhou Municipal Government.

In the process of renovation and upgrading, the principle of "renovating but keeping the old design" was strictly followed. To preserve history and the cultural legacies, the venue's main structure and external shape was retained. Internal renovation was designed to meet the needs of the Asian Games boxing event, and also post-event utilization. There, the sports floors, lighting, audio, audience seats and other major facilities were systemically replaced. Heating, ventilation and electrical systems also underwent full upgrading. An intelligent control system was installed, and a new underground parking space was added to provide solutions to the parking problems people encounter when coming to watch performances or work out.

新颜

拟承担杭州亚运会拳击比赛项目的杭州市体育馆,是杭州市政府确定的首批改造提升的亚运场馆及设施之一。

改造提升的过程,坚持“修旧如旧”,从保护好历史文化角度出发,坚持主体结构不变、外部造型不变,保持历史风貌,更好地保留并体现场馆的文化底蕴。内部的改造,既要满足亚运会拳击赛事需要,又要兼顾赛后利用,对杭州市体育馆的运动地板、灯光照明、音响、座椅等主要设施设备进行系统性更换,对暖通、电气等方面进行升级改造,增设智能化系统,并新建地下车库,努力解决多年来群众来馆运动或观赛时停车难的问题。

Huanglong Sports Center

黄龙体育中心



Old Looks: Walking west along Shuguang Road by the West Lake, one can see, near Yugu Road, a piece of monumental architecture on the west side of the road. The stadium, with its towering twin towers suspended by cables, is part of the Huanglong Sports Center complex.

The largest modern sports facility with the most complete functions in Zhejiang Province, it also boasts a gymnasium and tennis center.

The Hangzhou Marathon, the FIFA Women's World Cup, the 8th National Paralympics, and concerts of all sizes—all of them have witnessed the birth and prosperous development of the Huanglong Sports Center. The center itself serves as a snapshot of the development of Zhejiang sports.

旧貌

沿着西湖边的曙光路一路向西,在玉古路附近,能看到一座“庞然大物”,横亘在玉古路的西侧,而这座有着高耸的双塔斜拉索悬吊式挑篷的体育场,正是黄龙体育中心建筑群的一部分。

黄龙体育中心是浙江省目前规模最大、功能最全的现代化体育设施,除了体育场,另有体育馆和网球中心。

杭州马拉松、FIFA女足世界杯、第八届全国残疾人运动会,以及大大小小的演唱会……都见证了黄龙体育中心的诞生与成长,而黄龙体育中心则记录着浙江体育的发展足迹。

New Looks: The renovation project for the Huanglong Sports Center was kicked off in December 2019 and is scheduled to be completed in March 2021. It involves a total construction area of around 109,000 square meters, including the Huanglong Sports Center Stadium, Gymnasium, Natatorium, as well as the power and property management center, outdoor projects, Paralympics facilities and construction of a Champions Club and Museum. Once completed, with its unique architectural design and precious historical artifacts, it aims to showcase sports development in Zhejiang.

As one of the main venues for the Hangzhou Asian Games, the Huanglong Sports Center will host five sports events, namely football, gymnastics, rhythmic gymnastics, trampoline, water polo plus the track and field events of the Asian Paralympics. The renovations will fully center on the concept of "green, intelligent, economical and ethical" and the four highlights of "spreading champion culture, promoting national fitness, improving the lighting

新颜

project and beautifying the surrounding environment".

黄龙体育中心亚运场馆的改造项目于2019年12月开工,计划于2021年3月竣工。项目改造总建筑面积约10.9万平方米,包括黄龙体育中心主体育场、体育馆、游泳跳水馆三个场馆改造,以及动力与物业管理中心、室外工程和亚残运会设施等改造工程,还包括建设冠军俱乐部和冠军博物馆,以新颖的建筑形式、珍贵的历史物件和影像资料,展示浙江体育发展历程。

作为杭州2022年亚运会主要场馆之一,黄龙体育中心将承担足球、体操、艺术体操、蹦床及水球5个项目和亚残运会田径项目的比赛任务。改造将充分围绕“绿色、智能、节俭、文明”的理念,着重打造“传播冠军文化、推动全民健身、提升亮灯工程、美化周边环境”四大亮点。

Old looks: The Wenzhou Sports Center was built in 1996 and is habitually referred to as the Olympic Sports Center by the locals. It was a key project of the Wenzhou government to bring practical benefits to people in the context of the city's "second venture". A city landmark, it has been the venue for almost all the sports competitions, large-scale cultural shows, school sports meetings and other activities.

It was the site that hosted the 12th Zhejiang Provincial Games' track and field contests, the National Football Division Two League and other large events. It was also where pop stars like Jacky Cheung and Eason Chan held concerts and is believed to be a spot most frequented by pop stars in Wenzhou.

旧貌

建于1996年的温州体育中心,被当地人习惯性地称作“奥林匹克体育中心”,是当时温州“二次创业”的大背景下,温州政府“为民办实事”的重点工程。温州市的体育比赛、大型文艺演出以及学校的运动会等活动几乎都会选择在这里举行,是温州市的一大地标性建筑。

这里曾经举办过浙江省第十二届运动会田径比赛、全国乙级足球联赛等大型赛事。还举办过张学友、陈奕迅等明星的个人或群星演唱会,是明星“打卡”最多的地方。

New looks: The Wenzhou Sports Center renovation is largely aimed at upgrading the site's original architecture. With a total construction area of 14,843.52 square meters, the project mainly includes the renovation and upgrading of functional buildings, competition lawns, venue lighting, LED displays, the acoustic system, venue facilities, the media relay system, water, electricity and fire protection, the strong and weak power system and others.

The project is scheduled to be completed by March 2021. By then, it will be the venue for the group stage football matches of the Hangzhou Asian Games.

新颜

温州体育中心改造提升项目,主要针对体育中心体育场原有建筑进行提升改造。工程总建筑面积14843.52平方米,主要改造内容包括功能用房改造提升、比赛草坪、比赛灯光、LED显示屏、音响系统、场内设施、媒体转播设施、水电消防安装、强弱电系统等项目。

工程计划于2021年3月前完工,改造完工后,这里将成为杭州2022年亚运会足球比赛小组赛的比赛场地。



Wenzhou Sports Center

温州体育中心

A survey of venues 58

亚运会 58 场馆巡礼

The construction of the Hangzhou Asian Games venues is in full swing, and the good news keeps on coming.

The construction of competition venues is related to the smooth progress of the Asian Games Hangzhou 2022. According to the scheme of the Hangzhou Asian Games competition projects, the layout of the venues was implemented in harmony with the principles of "Based in Hangzhou, shared by the whole province, with athletes as the center, competition events as the main body, and full use of existing venues". There are 53 competition venues, 5 Asian Games villages. Among the 53 venues, 12 were newly built, 25 renovated and upgraded, 8 rebuilt, and 8 are built temporarily.

According to the "Ranking List" released by the Hangzhou Asian Games Organizing Committee for the construction of venues and facilities for the Asian Games in the second quarter of 2020, the construction of the venues in Hangzhou has already exceeded the target for the first half of the year. In addition, the construction of the Wenzhou Sports Center Stadium and the Jinhua Sports Center is also progressing smoothly. Most of them are expected to be completed and passed by the authorities in March 2021.

杭州亚运场馆建设如火如荼,各种好消息不断传来。

比赛场馆的建设,关系到2022杭州亚运会的顺利进行。围绕杭州亚运会竞赛项目设置,杭州亚运会场馆布局按照“杭州为主、全省共享,以运动员为中心、赛事为主体,充分利用现有场馆”的原则实施,形成了53个比赛场馆、5个亚运村及分村的总体布局。其中,53个比赛场馆中,新建12个、改造提升25个、续建8个、临建8个。

根据此前杭州亚组委发布的2020年第二季度亚运会场馆及设施建设“龙虎榜”,上半年,杭州亚运会已开工的比赛场馆建设,已超额完成上半年任务目标。此外,温州体育中心体育场、金华体育中心等杭外场馆建设,也进展顺利,大部分预计将于2021年3月竣工验收。





Asian Games venues blossoming / 宛然绽放

Asian Games sports
体育
亚运



Main Stadium at Hangzhou Olympic Sports Center

杭州奥体博览城主体育场

Commonly known as "Big Lotus", and about 3 kilometers away from the Asian Games Village, it is the main stadium of the Hangzhou Asian Games and the new center for track and field competition. The venue covers an area of 82,300 square meters, with a total floor space of approximately 216,000 square meters, and seats approximately 80,000 spectators.

Competition event: track and field
俗称“大莲花”，为杭州亚运会主体育场及田径项目比赛新中心，距离亚运村约3公里。场馆用地面积8.23万平方米，总建筑面积约21.6万平方米，座席数约8万个。

竞赛项目：田径

Hangzhou International Expo Center 杭州国际博览中心

Located in Qianjiang Century City, Xiaoshan District, Hangzhou, it was the main venue of the 2016 Hangzhou G20 Summits in Hangzhou, China. Covering an area of 190,000 square meters, with a floor area of 850,000 square meters, it is a complex with multiple business formats including conferences, exhibitions, catering, tourism, hotels, businesses, and office buildings.

Competition event: squash
位于杭州市萧山区钱江世纪城，是2016中国杭州G20峰会主会场。占地面积19万平方米，建筑面积85万平方米，是集会议、展览、餐饮、旅游、酒店、商业、写字楼等多元业态的综合体。

竞赛项目：壁球

Hangzhou Olympic Sports Center Gymnasium

杭州奥体中心体育馆

Located in Xiaoshan District, at the southern end of the Hangzhou Olympic Sports Center, it covers a total floor area of 74470 square meters and seats about 18,000 spectators. The gym consists of halls for basketball, badminton, volleyball, table tennis, competitive gymnastics, boxing and other events.

Competition events: basketball, badminton, table tennis, etc.

位于杭州市萧山区，杭州奥体中心南端，总建筑面积74470平方米，座席数约18000个，馆内能进行篮球、羽毛球、排球、乒乓球、竞技体操、拳击等比赛。

竞赛项目：篮球、羽毛球、乒乓球等



Zhejiang Huanglong Sports Center 浙江省黄龙体育中心



It is located on the banks of the beautiful West Lake in the Xihu District of Hangzhou, about 11.5 kilometers northwest of the Asian Games Village.

A. Southwest side, the stadium

Competition event: football

B. Southeast side, the gymnasium

Competition event: gymnastics

C. North side, Swimming and Diving Hall

Competition event: water polo

位于杭州市西湖区、风景秀丽的西子湖畔，在亚运村的西北方向且相距约11.5公里。

A 西南侧 体育场 竞赛项目：足球

B 东南侧 体育馆 竞赛项目：体操

C 北部 游泳跳水馆 竞赛项目：水球

Hangzhou Olympic Sports Center Natatorium

杭州奥体中心游泳馆

Located in Xiaoshan District, Hangzhou City, at the northern end of the Hangzhou Olympic Sports Center, it has a total floor area of 53,959 square meters and seats about 6000. It is a professional sports venue that integrates swimming, diving and training.

Competition events: swimming, diving, and synchronized swimming

地处杭州市萧山区,位于杭州奥体中心北端,总建筑面积53959平方米,座席数约6000个,是集游泳跳水比赛和训练于一体的专业运动场馆。

竞赛项目:游泳、跳水、花样游泳

International Exchange Center of the Hangzhou Branch of Chinese Chess Academy

中国棋院杭州分院国际交流中心

Located in the Olympic Sports & Expo City block in Xiaoshan District, Hangzhou, it has a total floor area of 85,379 square meters on a total of 47 floors. Among them, floors 1, 3-5, 7-10 are used for competition. After the Games, it will be quickly converted into a complex for board games, restaurants and commercial facilities.

Competition events: Chinese chess, international chess, and go

位于杭州市萧山区奥体博览城区块,地上总建筑面积为85379平方米,共47层。其中,1、3-5、7-10层为赛时用地。赛后可快速转换成赛事、餐饮、商业配套的一体化智力运动大楼。

竞赛项目:中国象棋、国际象棋、围棋

Hangzhou Olympic Sports & Expo City Center

杭州奥体博览城中心

Commonly known as "Little Lotus", it is the Asian Games tennis competition and training venue. It is located about 3 kilometers from the Asian Games Village in the Binjiang District, Hangzhou, at the new central business district (CBD) in Hangzhou. The venue has a land area of 30,500 square meters, a floor area of 52,300 square meters, with approximately 10,000 seats.

Competition event: tennis

俗称“小莲花”,为亚运会网球项目比赛场馆及训练场馆,位于杭州市滨江区、杭州城市新中心,距离亚运村约3公里。场馆用地面积3.05万平方米,建筑面积5.23万平方米,座席数约1万个。

竞赛项目:网球



Jiangan District Sports Center Stadium

江干区体育中心体育场

It is located in the Sports Center of Jiangan District, Hangzhou, about 9.5 kilometers in the northwest of the Asian Games Village, including a competition venue and related event service rooms.

Competition event: football

位于杭州市江干区体育中心内,地处亚运村西北方向且相距约9.5公里,含比赛场及相关赛事服务用房。

竞赛项目:足球

Hangzhou Gymnasium

杭州市体育馆

Located in Xiacheng District, Hangzhou, it contains competition halls, warm-up halls and related events rooms. The main Gymnasium was built in 1966 as a cultural relics preservation building. The unique saddle-shaped roof made it a landmark sports building in Hangzhou in the 20th century.

Competition event: boxing

位于杭州市下城区,包含比赛馆、热身馆及相关赛事功能用房。主体育馆始建于1966年,为文保建筑,独特的马鞍形屋面造型使得其成为20世纪杭州市标志性体育建筑设施。

竞赛项目:拳击



West Lake International Golf Course

西湖国际高尔夫球场

Located in Xihu District, Hangzhou, it is the earliest and only golf course approved by the State Council in Zhejiang Province. It was designed by American golf master Jack Nicklaus.

Competition event: golf

位于杭州市西湖区,是浙江省最早、也是唯一经国务院批准立项建造的高尔夫球场,由美国高尔夫大师杰克·尼克劳斯设计。

竞赛项目:高尔夫

**Gongshu District Asian Games Park
along the Grand Canal
拱墅区运河亚运公园**



It is located in Gongshu District, Hangzhou, approximately 14.5 kilometers northwest of the Asian Games Village.

A. Gymnasium: including a competition hall and warm-up hall. The warm-up hall is located in an auxiliary hall, connected to the main hall through an underground passage. It will serve as a national fitness center after the Games, providing public sports and fitness spaces such as swimming pools, basketball courts and badminton courts.

Competition event: table tennis

B. Stadium: Including the main arena and warm-up arena, it is equipped with two floors of matching rooms during the Games and after the games it will be used as a tourist reception center.

Competition event: hockey

位于杭州市拱墅区,地处亚运村西北侧且相距约14.5公里。

A 体育馆:含比赛馆和热身馆。热身馆位于副馆,通过地下通道与主馆相连,赛后将作为全民健身中心,提供泳池、篮球场、羽毛球场等公共体育健身空间。

竞赛项目:乒乓球

B 体育场:含主比赛场和热身场,配备两层赛时配套用房,将在赛后作为游客接待中心使用。

竞赛项目:曲棍球



**Hangzhou Normal University
Cangqian Campus Stadium
杭州师范大学仓前校区体育场**

It is the venue for the rugby game in the Hangzhou Asian Games. Located in Yuhang District, Hangzhou, 23.5 kilometers northwest of the Asian Games Village, it includes the stadium and the warm-up field.

Competition event: rugby

为杭州亚运会橄榄球项目比赛场地,位于杭州市余杭区,地处亚运村西北侧且相距23.5公里,含体育场及热身场地。

竞赛项目:橄榄球



**Hangzhou Normal University
Cangqian Campus Gymnasium
杭州师范大学仓前校区体育馆**

It is about 22 kilometers northwest of the Asian Games Village, adjacent to Xixi Wetland, including the main competition hall and warm-up hall, and the building is full of Chinese garden elements like waterside pavilions and terrace.

Competition event: volleyball

位于杭州市余杭区,在亚运村西北方向且相距约22公里,毗邻西溪湿地,含主比赛馆及热身馆,建筑充满水榭亭台的元素。

竞赛项目:排球

**Gymnasium of Zhejiang Normal
University Xiaoshan Campus
浙江师范大学萧山校区体育馆**

It is located in Xiaoshan District, Hangzhou, 8.4 kilometers southeast of the Asian Games Village, including the main competition hall and warm-up hall. After the Games, the venue will be converted into a comprehensive gymnasium for teaching.

Competition event: handball

位于杭州市萧山区,地处亚运村东南侧且相距8.4公里,含主比赛馆及热身馆。该场馆赛后将转换为综合性体育馆,用于学校教学使用。

竞赛项目:手球



Binjiang Gymnasium

滨江体育馆

Located in Binjiang District, Hangzhou, it is about 9.4 kilometers southeast of the Asian Games Village, including the main competition hall and warm-up hall.

Competition item: badminton

位于杭州市滨江区,在亚运村东南方向且相距约9.4公里,含主比赛馆及热身馆。

竞赛项目:羽毛球



Hangzhou Dianzi University Gymnasium

杭州电子科技大学体育馆

Located in the Xiasha Higher Education Park, Jianggan District, Hangzhou, about 15 kilometers northeast of the Asian Games Village, it consists of the main competition hall, preliminary and warm-up halls.

Competition event: fencing

位于杭州市江干区下沙高教园,在亚运村东北方向且相距约15公里,含主比赛馆、预赛馆和热身馆。

竞赛项目:击剑



Zhejiang Normal University Stadium

浙江师范大学体育场

Located in Wucheng District, Jinhua, the venue consists of two parts: The East Stadium will be transformed into a competition venue, and the North Stadium will be used as a warm-up venue. The venue has hosted the 12th Zhejiang Province College Student Games, Zhejiang Province College Student Track and Field Elite Competition, and Zhejiang Province College Student Football Championship.

Competition event: football

位于金华市婺城区,地块东体育场将改造提升为比赛场地使用,北体育场则作为热身场地使用。该场馆曾举办过浙江省第12届大学生运动会、浙江省大学生田径精英赛、浙江省大学生足球锦标赛等赛事。

竞赛项目:足球

Zhejiang University Zijingang Campus Gymnasium

浙江大学紫金港校区体育馆

Located in Xihu District, Hangzhou, some 22 kilometers northwest of the Asian Games Village, on the Zijingang Campus of Zhejiang University. On the east side is the indoor facility, and on the north side is a swimming pool under construction. The space is highly integrated. Several stadiums form a comprehensive sports area.

Competition event: basketball

位于杭州市西湖区,在亚运村西北侧且相距约22公里,浙大紫金港校区内,东侧为风雨操场,北侧是在建的游泳馆,空间高度整合,几个场馆形成一个综合性体育场区。

竞赛项目:篮球

Zhejiang Gongshang University Cultural and Sports Center

Located in the Xiasha Higher Education Park Hangzhou, 16 km northeast of the Asian Games Village, including the main hall (competition hall) and the auxiliary hall (warm-up hall).

Competition event: handball

位于杭州市下沙高教园,在亚运村东北方向且相距16公里,含主馆(比赛馆)及副馆(热身馆)。

竞赛项目:手球

**Linpu Gymnasium, Xiaoshan District
萧山区临浦体育馆**

It is located in the core area of Linpu Town, Xiaoshan District, Hangzhou, 24 kilometers southwest of the Asian Games Village. It includes competition halls and warm-up halls.

Competition events: judo, jiu-jitsu, ke jiu-jitsu

位于杭州市萧山区临浦镇核心位置,地处亚运村西南方向且相距24公里,含比赛馆及热身馆。

竞赛项目:柔道、柔术、克柔术

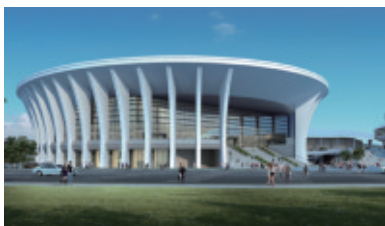
**Yuhang District Sports Center Stadium
余杭区体育中心体育场**

It is located in the sports center of Yuhang District, Hangzhou, about 19.6 kilometers northwest of the Asian Games Village.

Competition event: football

位于杭州市余杭区体育中心内,地处亚运村西南方向且相距约19.6公里。

竞赛项目:足球



**Yuhang District Sports Center Gymnasium
余杭区体育中心体育馆**

Located in the Sports Center of Yuhang District, Hangzhou, the venue consists of competition halls and warm-up halls.

Competition event: volleyball

位于杭州市余杭区体育中心内,含比赛馆及热身馆。

竞赛项目:排球



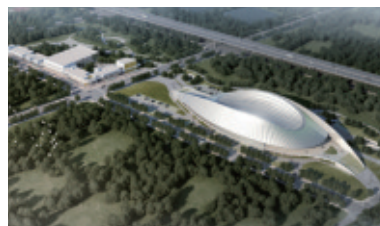
**Xiaoshan Sports Center Gymnasium
萧山区体育中心体育馆**

It is located in the Xiaoshan Sports Center in Hangzhou, about 11.7 kilometers southeast of the Asian Games Village. It includes the competition hall and related event service buildings.

Competition event: weightlifting

位于杭州市萧山区体育中心内,地处亚运村东南方向且相距约11.7公里,含比赛馆及相关赛事服务用房。

竞赛项目:举重



**Hangzhou East Bay Sports Park:
Asian Games Roller Skating Field
杭州东部湾体育公园-亚运轮滑馆**

It is located in the Hangzhou East Bay Sports Park, Qiantang New Area, Hangzhou, 17 kilometers east of the Asian Games Village.

Competition events: roller skating, skateboarding

位于杭州市钱塘新区杭州东部湾体育公园内,距离亚运村东侧17公里。

竞赛项目:轮滑、滑板

**Guali Cultural and Sports Center Gymnasium, Xiaoshan District
萧山区瓜沥文体中心体育馆**

It is located in the core area of the new district of Guali Town, Xiaoshan District, Hangzhou, about 21 kilometers east of the Asian Games Village. It includes the main competition halls and warm-up halls.

Competition events: Kabaddi, martial arts

位于杭州市萧山区瓜沥镇新区核心地点,在亚运村以东方向且相距约21公里,含主比赛馆及热身馆。

竞赛项目:卡巴迪、武术

**Xiaoshan Sports Center Stadium
萧山区体育中心体育场**

It is located in the Xiaoshan Sports Center of Hangzhou, about 11.7 kilometers southeast of the Asian Games Village. It includes the stadium and related event service buildings.

Competition event: football

位于杭州市萧山区体育中心内,地处亚运村东南方向且相距约11.7公里,含比赛场及相关赛事服务用房。

竞赛项目:足球



**Fuyang District Aquatic Sports Center
富阳区水上运动中心**

Located on the south bank of the Beizhijiang River in Fuyang District, Hangzhou, it includes functions such as event management, venue management, audience services, news media, etc..

Competition events: rowing, kayaking

位于杭州市富阳区北支江南岸,含赛事管理、场馆管理、观众服务新闻媒体等功能。

竞赛项目:赛艇、皮划艇



Fuyang District Shooting and Archery Hall (modern Pentathlon venue)

富阳区射击射箭馆(现代五项场地)

Located in Yinhu Subdistrict, Fuyang District, Hangzhou, it includes a shooting complex, news media and security center, four outdoor flying saucer shooting ranges, archery range, modern pentathlon laser running field and equestrian field, etc.

Competition events: shooting, archery, modern pentathlon

位于杭州市富阳区银湖街道,含射击综合馆、新闻媒体与安保中心、4片室外飞碟靶场、射箭场、现代五项激光跑场地和马术场地等。

竞赛项目:射击、射箭、现代五项

Fuyang District Gymnasium

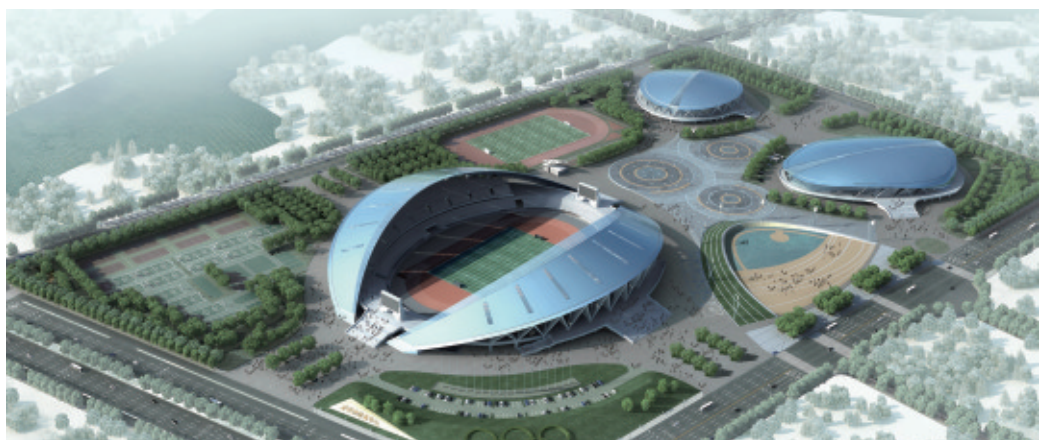
富阳区体育馆

Located in Fuyang District, Hangzhou, it includes competition halls, warm-up halls and related supporting service rooms.

Competition event: basketball

位于杭州市富阳区,含比赛馆、热身馆及相关配套服务用房。

竞赛项目:篮球



Jinhua Sports Center

金华体育中心

It is located in Wucheng District, Jinhua, about 7.4 kilometers southwest of the Jinhua Asian Games Village.

A. Stadium: Including competition fields and warm-up fields. The venue has hosted major events such as the 2017 Asian Athletics Grand Prix and the 2017 Chinese League Greentown home game.

Competition event: football

B. Gymnasium: including competition fields and warm-up fields. The venue has hosted major events such as the Table Tennis Super League.

Competition event: sepak takraw

位于金华市婺城区,在金华亚运分村西南方向且相距约7.4公里。

A 体育场:含比赛场及热身场地。该场馆曾举办过2017年亚洲田径大奖赛及2017年中甲联赛绿城主场比赛等大型赛事。

竞赛项目:足球

B 体育馆:含比赛场及热身场地。该场馆曾举办乒超联赛等大型赛事。

竞赛项目:藤球



Outdoor competition venue in Chun'an County

淳安县户外竞赛场地

Located in Jieshou Township, Chun'an County, each venue contains the main competition fields and warm-up fields. Various road cycling races and open water swimming competitions are held regularly every year. The venues have a good infrastructure and competition organization advantages.

Competition events: open water events, road bike, mountain bike, BMX, and triathlon events

Competition events: open water events, road bike, mountain bike, BMX, and triathlon events

位于淳安县界首乡,各包含主比赛场及热身场。每年定期举办各类公路自行车赛及公开水域游泳比赛,拥有良好的基础设施和赛事组织优势。

竞赛项目:公开水域项目、公路自行车项目、山地自行车项目、小轮车项目、铁人三项项目

Asian Games Equestrian Field 亚运马术场地

Located in the Forestry farm in Yaolin Town, Tonglu County, Hangzhou, it is equipped with equestrian competition venues and supporting facilities, including obstacle races, dressage, cross-country and other related competition venues, tracks and facilities, as well as training grounds, stables, and veterinary hospitals and other ancillary facilities.

Competition event: equestrian
位于杭州市桐庐县瑶琳镇的林场地块,设置马术竞赛场馆场地及配套设
施,包括障碍赛、盛装舞步、越野赛等相
关比赛场地、赛道及设施,还包括训练
场、马厩、马医院等附属设施。

竞赛项目:马术



Asian Games Beach Volleyball Court 亚运沙滩排球场地

Located in the Banbian Mountain Scenic Area, Xiangshan County, Ningbo, it covers an area of approximately 64,000 square meters, including 2 competition venues, 2 warm-up venues, and 3 training venues. It can accommodate approximately 3,000 spectators.

Competition event: beach volleyball

位于宁波市象山县半边山景区内,占地面积约6.4万平方米,含比赛
场地2片、热身场地2片、训练场地3
片,大约可容纳3000名观众观赛。

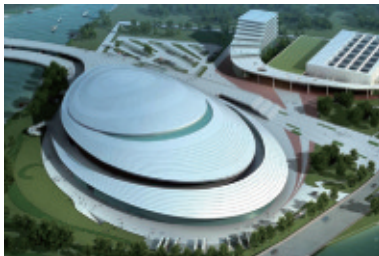
竞赛项目:沙滩排球

Asian Games Cricket Ground 亚运板球场地

Located on the Pingfeng Campus of Zhejiang University of Technology in Xihu District, Hangzhou, it covers an area of about 20,000 square meters. After the Games, it will meet the needs of sports teaching and cultural and sports activities on campus.

Competition event: cricket
位于杭州市西湖区浙江工业大学屏
峰校区内,占地约2万平方米,赛后将满
足校内体育教学和师生文体活动需要。

竞赛项目:板球



Shaoxing Olympic Sports Center Gymnasium 绍兴奥体中心体育馆

It is located in Yuecheng District, Shaoxing, about 38.8 kilometers southeast of the Asian Games Village.

Competition event: basketball
位于绍兴市越城区,在亚运村东
南方向且相距约38.8公里。

竞赛项目:篮球

Lin'an Cultural and Sports Exhibition Center 临安文体会展中心

Located in Jinnan New Town, Lin'an District, Hangzhou, it has two gyms and one stadium.

Competition events: wrestling, taekwondo

位于杭州市临安区锦南新城,按
照“两馆一场”布局。

竞赛项目:摔跤、跆拳道

Zhejiang Ocean Sports Center, China 中国·浙江海洋运动中心

Located in the Songlan Mountain scenic area of Xiangshan County, Ningbo, the Ocean Sports Center is installed with venues and supportive rooms for sailing competitions and pre-game warm-up. The sea area, wind direction, ocean current direction, climate and water temperatures are all perfect for large-scale ocean sport games.

Competition: sailing
位于宁波市象山县松兰山景区内,含
帆船比赛及热身场地及相关竞赛、配套服
务用房。海域面积、风向风力、洋流浪向、气候
水温均非常适合举办大型海洋运动比赛。

竞赛项目:帆船

Deqing Sports Center Gymnasium 德清体育中心体育馆

It is located in the Deqing County Sports Center, Huzhou, including the competition venue and warm-up halls. The venue has hosted the 2015—2018 Chinese Professional Volleyball League and the 2017 National Games Men's Volleyball Preliminary.

Competition event: volleyball
位于湖州市德清县体育中心内,
含比赛场及热身馆。该场馆曾举办
2015—2018赛季中国职业排球联赛、
2017年全运会男子排球预赛。

竞赛项目:排球

China Textile City Sports Center Gymnasium 中国轻纺城体育中心体育馆

Located in Keqiao District, Shaoxing, including the main competition halls and warm-up hall. The venue is Shaoxing's largest stadium, with the design concept of "Zhulian Bihe (perfect union of a pearl, box and lotus flower)".

Competition event: volleyball
位于绍兴市柯桥区,含主比赛馆及
热身馆。该场馆是绍兴最大的体育
馆,以“珠莲(联)璧盒(合)”为设计理念。

竞赛项目:排球

Asian Games Village

亚运村

There will be five Asian Games villages in the Hangzhou Asian Games. The main village of the Asian Games is in the downtown area of Hangzhou, and the Asian Games villages are in four places in Chun'an County Hangzhou, Ningbo City, Wenzhou City, and Jinhua City. The Hangzhou Asian Games Village is located in Qianjiang Century City, Xiaoshan District. There is a well-developed local traffic system and it takes about 5 minutes to get to the main stadium in the Olympic Sports & Expo City. Covering a total area about 113 hectares, including the athlete village, technical official village, media village, international area and public areas, it can accommodate more than 20,000



athletes, team officials, technical officials and media personnel at the same time. The Chun'an, Ningbo, Wenzhou, and Jinhua Asian Games village projects are currently being planned and designed. A green, ecological, low-carbon, and healthy community environment will be created to provide accommodation, catering, leisure, entertainment and other facilities and services for athletes, technical officials and media personnel participating in the competitions during these games.

杭州亚运会设5个亚运村,杭州市区设亚运村主村,另在杭州市淳安县、宁波市、温州市、金华市4地设亚运分村。杭州亚运村位于萧山区钱江世纪城,周边交通发达,赛时可实现5分钟至奥体博览城主体育场,总面积约113公顷,包含运动员村、技术官员村、媒体村、国际区和公共区,赛时可同时容纳20000余名运动员、随队官员、技术官员和媒体人员。淳安、宁波、温州、金华亚运分村项目正在规划设计中,届时将打造绿色、生态、低碳、健康的社区环境,为参与本赛区比赛项目的运动员、技术官员及媒体人员提供住宿、餐饮、休闲、娱乐等设施和服务。

Wenzhou Sports Center Stadium 温州体育中心体育场

Located in the Wenzhou Sports Center, Lucheng District, Wenzhou, the venue is a standard football stadium. It has hosted large-scale events such as the 12th Zhejiang Provincial Games track and field and the National Second Division Football League.

Competition event: football

位于温州市鹿城区温州体育中心内,场地设置一块足球标准比赛场,曾举办过浙江省第十二届运动会田径比赛、全国乙级足球联赛等大型赛事。

竞赛项目:足球

Wenzhou Olympic Sports Center Main Stadium 温州奥林匹克体育中心主体育场

Located in Longwan District, Wenzhou, it includes the main competition field and the warm-up field. After completion, the Wenzhou Olympic Sports Center will become a landmark building in the urban area and an important scenic spot for sports culture.

Competition event: football

位于温州市龙湾区,含主比赛场及热身场。建成后,温州市奥体中心将成为市区的标志性建筑和体育文化的重要景观点。

竞赛项目:足球

Wenzhou Dragonboat Sports Base 温州龙舟运动基地

It is located in Ou Hai District, Wenzhou, 2 kilometers away from the Wenzhou Asian Games Village. It includes a comprehensive gymnasium, terminal tower and viewing terrace. The base will also be permanently retained after the Games as the most professional dragonboat racing center in the country.

Competition event: dragonboat

位于温州市瓯海区,距离温州亚运分村2公里,含综合馆、终点塔及观龙台。该基地赛后也将永久性保留,作为全国最专业的龙舟竞赛基地。

竞赛项目:龙舟



Hangzhou new rhyme: novelty in intelligence (excerpt)

杭州新亚运:新在智能(节选)

Dr. Yu Jianxing President of Zhejiang Gongshang University, Dean of Academy of Social Governance, Zhejiang University
浙江工商大学校长、浙江大学社会治理研究院院长 | 郁建兴

The 19th Asian Games Hangzhou 2022 is the largest and highest-level international event to be held in Hangzhou. The Hangzhou New Asian Games is highly anticipated and will be highly focused. Being "intelligent or smart" is one of the four major concepts of this Asian Games. The "Smart Asian Games" will become the biggest highlight and feature of this grand event. The "Smart Asian Games" is compatible with the technology aims of Zhejiang and Hangzhou. Zhejiang is at the forefront of the country in digital transformation and intelligent upgrading. Hangzhou is the birthplace of the "City Brain" and a pioneer in the digital transformation of the government and the digital application of social governance. They make the "Smart Asian Games" possible.

2022年第19届亚运会是杭州将举办的最大规模、最高等级的国际赛事,杭州新亚运万众期待,也将万众瞩目。“智能”是本届亚运会四大理念之一,“智能亚运”将成为本届亚运会的最大亮点和特色,“智能亚运”与浙江、杭州是十分契合的。浙江在数字化转型和智能升级上走在全国前列,杭州是“城市大脑”的诞生地,是政府数字化转型和社会治理数字化应用的排头兵,这使得“智能亚运”成为可能。



A new government form of "Integral Smart Governance" “整体智治”的政府新形态

Driven by modern information technology, digital technology provides important support for comprehensively promoting the modernization of the Chinese government's governance system and governance capabilities.

In accordance with the requirements of building a modern government of "wholesale wise governance, realism and first", Zhejiang is committed to promoting the construction of digital government, following the four-in-one structure of "government concept innovation + government process innovation + governance method innovation + information technology application innovation", to bring about an all-round systematic and collaborative change.

Through the digital transformation of the government, we will promote structural reforms on the supply side of public services, changing traditional passive, fragmented and extensive services to active, holistic and precise services, transforming top-down, government-led and supply-side driven supply models into a supply system that is interactive, participatory and demand-oriented, so as to better provide accurate and adaptable public services to target groups.

At the same time, with the continuous advancement of the Zhejiang government's digital transformation, it promotes the platformization of data, the aggregation of relevance, and the open sharing of data, thereby breaking the traditional information asymmetry, promoting the precise matching of supply and demand in public governance, and achieving its precision and efficiency. The public governance of the country is moving towards a new government form of "integrated and intelligent governance".

在现代信息技术的推动下,数字技术正在成为全面推进中国政府治理体系和治理能力现代化的重要支撑。

浙江按照打造“整体智治、唯实唯先”的现代政府要求,着力推进数字政府建设,遵循“政府理念创新+政务流程创新+治理方式创新+信息技术应用创新”四位一体架构的全方位、系统性、协同式变革。

通过政府数字化转型,推动公共服务供给侧结构性改革,由传统的被动式、碎片式和粗放式的服务转变为主动推送式、整体性和精准化服务,从自上而下、政府主导、供方驱动的供给模式转型为上下互动、参与式表达和需方导向的供给体系,以更好地为目标群体供给精准化、适配性的公共服务。

同时,随着浙江政府数字化转型的不断推进,推动数据的平台化、关联性集聚和数据开放共享,从而打破传统的信息不对称,在公共治理中推动供给和需求的精准匹配,实现精准、高效的公共治理,走向“整体智治”的政府新形态。

A new form of public governance in "Integral Smart Governance"

“整体智治”的公共治理新形态

Traditionally, the habitual thinking of government governance is a kind of reactive governance, which is more manifested in the static management of "after-the-fact control" and the passive management of stopgap measures. "Integral Smart Governance" means an active and forward-looking governance model that truly takes social needs as the starting point, and dynamically optimizes the governance process as a whole based on changes in governance scenarios, changes in citizen needs, and feedback on policy implementation effects.

"Integral Smart Governance" not only emphasizes effective coordination among governance entities including government departments, social organizations, individuals, and market institutions, but also emphasizes the extensive use of digital technologies by governance entities, including the three key elements of the government's digital transformation, integrated governance practices and precise and efficient demand response.

"Integral Smart Governance" is the interaction between the inherent logic of technology and the initiative of the system and actors. On the one hand, it can reduce the information asymmetry between governance supply and demand; on the other hand, it can partially replace the ability requirements for governance entities. This will further improve the matching rate of governance supply and demand, optimize resource allocation, and improve governance effectiveness.

传统上,政府治理的惯性思维是一种反应性治理,更多表现为“事后控制”的静态管理以及“头痛医头、脚痛医脚”的被动管理。“整体智治”建构主动前瞻式治理模式,真正以社会需求为出发点,根据治理场景的变化、公民需要的变化以及政策执行效果的反馈信息等,动态地整体优化治理过程。

“整体智治”既强调包括政府部门、社会组织、民众个人和市场机构等治理主体之间的有效协调,又强调治理主体对数字技术的广泛运用,包括政府的数字化转型、整体化的治理实践和精准高效的需求回应三大关键元素。

“整体智治”是技术所蕴含的内在逻辑与制度、行动者的能动性之间的互动。一方面,能够减少治理供给与治理



需求之间的信息不对称;另一方面,可以部分替代对治理主体的能力要求。进而提升治理供给与治理需求的匹配度,优化资源配置、提高治理有效性。

"Integral Smart Governance" empowers the Asian Games

“整体智治”为亚运赋能

The "Smart Asian Games" is based on the construction of Hangzhou's "Integral Smart Governance", highlighting Hangzhou, as a city with deep Internet genes.

Relying on the "Integral Smart Governance", Zhejiang is comprehensively promoting the improvement of services in public places. Last June, it was proposed that by the 2022 Hangzhou Asian Games, the province's public environment and service will reach a first-class national level. "Integral Smart Governance" will make the



government more integrated while being smarter, promoting diverse participation and benign interaction between the government, market, society, and the public to provide highly matched and refined services and governance. Take the integrated spectator service applet of the one-stop technology spectator service (abbreviated as Asian Games One Stop) on the Alipay platform as an example. Services are provided from the audience's perspective—public awareness of the Asian Games, ticket booking, indoor navigation, reservations, licensed products, and the Asian Games public welfare. Services also cover food, accommodation, travel, sports, scenic spots introduction, and itinerary customization. Alibaba's app also shares with HAGOC's official APP enabling users to access via either of them to the data and the services of the Asian Games

On the basis of continuously promoting the construction and upgrading of the "City Brain", we will make use of Hangzhou's characteristics and advantages

in building "the first city of digital economy in China", "the first city of digital governance in China" and an "important window" into the new smart city in China to promote the implementation and application of the "Smart Asian Games" as an important mission of this grand sports event.

The advance judgment and forward-looking predictions emphasized in "Integral Smart Governance" is based on the continuous improvement of urban intelligence. "Integral Smart Governance" will empower the construction of the "Smart Asian Games", which in turn will also bring a rich digital heritage to Hangzhou. The command system of the "Smart Asian Games" will be the cockpit for the "City Brain", and the long-term effect of such smart systems will promote the improvement of the entire city's intelligence and further upgrade Hangzhou's "integral smart governance".

“智能亚运”立足于杭州“整体智治”建设，浓缩了杭州这座深具互联网基因的城市。

依托“整体智治”，浙江正在全面推进公共场所服务大提升，今年6月提出，到2022年杭州亚运会前，全省公共场所环境和服务水平达到全国一流。“整体智治”，让政府更整体更智能的同时，推动政府、市场、社会、公众多元参与、良性互动，从而提供高匹配度、精细化的服务和治理。以依托支付宝平台的综合观赛服务小程序一站式科技观赛服务（简称：亚运一站通）为例，从观众视角出发提供亚运知识科普、购票、室内导航、预约、特许商品、亚运公益、美食、住宿、出行、运动、景点、行程定制等一站式智能观赛服务；并且与杭州亚组委官方APP赋能亚运实现用户通、数据通和服务通，实现业务融合。

在不断推动“城市大脑”建设升级的基础上，发挥杭州打造“全国数字经济第一城”“全国数字治理第一城”和全国新型智慧城市“重要窗口”的特色和优势，推进“智能亚运”的落地实施和推广应用，是本届亚运会的重要使命。

“整体智治”强调的提前研判和前瞻性预测，建立在城市智能水平的不断提升上。“整体智治”，赋能“智能亚运”建设，“智能亚运”也将给杭州带来丰富的数字遗产，“智能亚运”的指挥系统，将是“城市大脑”的驾驶舱，智能系统和体系的长效应用，将推动整个城市智能提升，推动杭州“整体智治”的进一步升级。



Asian
Games city

城市
亚运

"Host the Games well to upgrade our city." We will mobilize the participation of all citizens, and take the Asian Games preparations as an opportunity to promote urban socioeconomic development to the greatest extent. We will also enhance our citizens' understanding of health and ethical standards.

“办好一个会,提升一座城”。动员全社会力量参与,以亚运筹办为契机,最大程度推动城市经济和社会发展,增强市民健康素养和文明程度。



What will the Asian Games in Hangzhou look like?

那会是怎样的“亚运杭州”？

As time flashes by, the city changes at the same astonishing speed.

In just a decade, two remarkable grand events happened in Hangzhou in the 21st century. It began with the G20 Summit Conference in 2016. Hangzhou stepped onto the international stage and took her role in leading more exchanges and communications. The 2022 Asian Games and Asian Para Games in Hangzhou will be another great opportunity for her to accelerate her internationalization and fulfill her advancement. If the G20 Hangzhou Summit represents her inaugural show on the international stage, the 2022 Asian Games will be another splendid moment to display her splendid poise in the world.

On the Asian Games City Development Convention, Zhou Jianguo, Vice Chairman of AGAOC, Member of the Standing Committee of the CPC Zhejiang Provincial Committee and Secretary of the CPC Hangzhou Municipal Party Committee, said that Hangzhou must seize the opportunity of the Asian Games and the Asian Para Games for the overall progress of the city and her core competitiveness to fully demonstrate the great superiority of the socialist system with Chinese characteristics in concentrating resources to accomplish large undertakings and to speed up the construction of a world-class city with special features.

What type of city will Hangzhou be after the Asian Games?

吉光片羽之间,城市的变迁星移斗转,令人惊叹。

若以十年为界,有两件大事,是本世纪最值得杭州一书的华章。一个是2016年的G20杭州峰会,那是杭州走向国际、创导更多良性互动的开始。一个是2022年杭州亚运会,那将是杭州加快国际化、完成自身蜕变的契机。如果说G20杭州峰会是杭州在国际舞台上的一次崭露头角,那么2022年杭州亚运会将是杭州走向世界的再次精彩亮相。

在亚运城市行动推进大会上,杭州亚组委副主席、浙江省委常委、杭州市委书记周江勇说,杭州必须抓住亚运会和亚残运会机遇,全面提升城市综合能级和核心竞争力,充分展示中国特色社会主义制度集中力量办大事的巨大优越性,加快建设独特韵味、别样精彩的世界名城。

到那时,杭州会是一座怎样的“亚运城市”呢?

TA Lofty but not aloof 是高光又可亲的

The world promises "me" expectations, "I" respond to it with applause and embraces.

Through the Asian Games urban regeneration, Hangzhou aims to accelerate improvement in urban functions, enhance her comprehensive capacity, retain, her growing influence on the world stage. and contribute to people's well-being.

世界许“我”以期待，“我”报之以掌声和拥抱。

通过开展亚运城市行动，加快完善城市功能，提升城市综合承载力，持续保持城市对外影响的热度和增进民生福祉的温度。

TA Healthy and ethical 是健康又文明的

Hangzhou is speeding up the construction of a healthy city.

Let the "most beautiful phenomena" be the best representative of Hangzhou and every citizen the service window to showcase that the civilization of the city. Hangzhou during the Asian Games will achieve a fundamental transformation like a cicada shedding off its old wings, healthier and culturally refreshed.

杭州正加快健康城市建设。

让“最美现象”成为杭州城市形象的最佳代言，让每一位市民都能够成为展示城市文明的服务窗口。这样的亚运杭州，如蜕旧翼，健康又文明。

TA Smart and livable 是智慧又宜居的

Green and smart are the two key words for Hangzhou's construction of a smart and livable Asian Games city. She's allowing her imagination to give full display to set an example for the hosts of other Asian Games in the future.

聚焦“最绿色”“最智能”这两个关键词，打造智慧又宜居的亚运城市，杭州正发挥无限想象，为以后亚运会举办、亚运城市的建设提供样本。

TA Traditional yet modern and open 是厚重又开放的

Using the opportunity of the Asian Games, Hangzhou is demonstrating her traditional yet open character, her long history and unique cultural charm as a thousand-year-old urban center. Meanwhile, she is seeking to expand cooperation in international trade and cultural exchanges, to encourage international institutions to set up branches in Hangzhou, and attract high-end talents from overseas to start their own business.

借助亚运会宣传契机，述说杭州厚重又开放的城市个性，讲好亚运故事、杭州故事，彰显千年古城的深厚历史积淀和独特文化魅力；扩大国际经贸合作和人文交流，吸引有影响力的国际组织在杭州设立分支机构，吸引更多海外高端人才来杭州创新创业。



To upgrade the city Hangzhou has taken a few decisive strides

提升一座城 杭州迈出漂亮的几步

Writer Liu Qing wrote in his work *Entrepreneurship*, "On the long road of life usually only a few steps are critical." The same rule applies to a city's development.

The Hangzhou Asian Games Urban Upgrading Plan was put on the agenda in the spring of 2020 when the *Hangzhou Asian Games Urban Development Convention* was held and the Hangzhou Asian Games Urban Upgrading Plan was published. It was on the same day that Hangzhou launched eight major initiatives to "host a successful Asian Games and to upgrade the city", vowing to make the Asian Games 2022 a grand sports event as well as a cultural one featuring Chinese Grandeur, Zhejiang Style, Hangzhou Flavor, Shared by All.

These brilliant moves embody the efforts of numerous people and their determination in fulfilling the task. Zhou Jiangyong, Vice Chairman of AGAOC, Member of the Standing Committee of the CPC Zhejiang Provincial Committee and Secretary of the CPC Hangzhou Municipal Party Committee, said they facilitate the required preparations for the Asian Games and the successful completion of this monumental political task. They serve to meet the urgent need for boosting the confidence of the whole society, the overall pandemic prevention and control, and social and economic development. They are also a key starting point for Hangzhou to face the outside world and the future, and to improve its comprehensive strength and international competitiveness.

柳青曾在自己所著的长篇小说《创业史》中,这样说道:“人生的道路是很漫长的,但要紧处常常只有几步。”城市的发展,常常也是如此。

今年春天的时候,亚运城市行动计划被提上日程——杭州亚运城市行动推进大会召开,会上印发了《杭州市亚运城市行动计划纲要》。正是这一天开始,杭州实施八大行动,“办好一个会,提升一座城”,誓要把2022年杭州亚运会办成一届彰显“中国风范、浙江特色、杭州韵味、共建共享”的体育文化盛会。

这漂亮的几步,包含着无数人的方向和决心。杭州亚组委副主席、浙江省委常委、杭州市委书记周江勇说,这是高水平做好亚运筹备工作,确保圆满完成重大政治任务的内在要求;是提振全社会信心、统筹疫情防控和经济社会发展的迫切需要;也是杭州面向世界、面向未来、提升城市综合能力和国际竞争力的重要抓手。

八大行动之

The eight initiatives—build a city of fitness 健康城市打造行动

Every year more than 1,500 fitness activities are organized; about 30 public gymnasiums are renovated and put into use; and more than one Asian Games theme park is built in each district / county of Hangzhou.

Speed bumps are installed in communities—on the inner roads at the main entrance and exit, and out of the gate of each residential complex. Free or low admission fees to corporate sports venues on major festivals is advocated.

每年组织健身活动1500场以上;新改建并投入使用30个左右群众性大型综合健身场馆,每个区县市建成1个以上亚运主题公园。

所有居民区内部道路交叉口和单元门道路以及进出小区主路安装减速带。推进企业场馆重大节日免费开放或低收费开放。

八大行动之

The eight initiatives—promote internationalization 城市国际化推进行动

A Yangtze delta all-in-one card is promoted, combining public services such as the public bus, the Metro, park entrances and medical insurance in all cities in the region. Planning is made for an area hosting international institutions, sports organizations and corporate headquarters.

The relevant United Nations agencies and international organizations are encouraged to set up their branches or offices in Hangzhou. Efforts are being made to introduce relevant preferential policies in the Yangtze River Delta such as long-term residency for foreign talents, work permits for foreign talents in China, and exit-entry facilitating services.

推动公交、地铁公园、医保等公共服务实行长三角区域“一卡通”。谋划国际机构、体育组织和总部经济集聚区。

争取联合国相关机构和有关国际组织入驻杭州或设立办事机构。争取实施外国人才长期居留、外国人才来华工作许可、出入境便利服务等长三角区域最新优惠政策。

八大行动之

The eight initiatives—upgrade infrastructure 基础设施提升行动

An integrated rail transportation system between Hangzhou and other co-host cities is under construction. An all-weather shuttle bus between Shanghai Airport and Hangzhou is planned, and at Hangzhou Airport, there will be a terminal for passengers to and from Pudong Airport.

A batch of public spaces for watching outdoor games and staging cultural activities have been authorized to be built. Hotels, schools, restaurants and bars are encouraged to set up Asian Games viewing spaces.

建设主协办城市一体化轨道交通服务体系。推动上海机场和杭州实现全天候公交通勤,设立杭州浦东机场候机厅。

授权建设一批用于露天观赛、举办文化活动的“亚运公共空间”。推进宾馆、学校、餐厅、酒吧等地设立“亚运观赛空间”。

八大行动之

The eight initiatives—protect environment 绿水青山守护行动

A water-friendly city with unobstructed rivers, clear water, green banks, beautiful landscapes, and a riverside sports corridor along the Qiantang river will be built. Residents are encouraged to participate in the online tree-planting campaign to support the Asian Games forest program.

打造“河畅、水清、岸绿、景美”的亲水型城市和钱塘江“沿江体育长廊”。鼓励市民参与“亚运森林”网络种树。

八大行动之

The eight initiatives—build a smart city 数字治理赋能行动

The digital cockpit of the Asian Games will be set up to solicit futuristic technologies from all over the world, and boost their applications at the opening and closing ceremonies, torch relay and game watching, etc.

Quality 5G signal connectivity is already in place in key areas such as the Asian Games competition venues, the Asian Games villages, urban functional areas and transportation hubs .

Efforts are made to encourage online medical services, online education, online consumption, unmanned scenarios, telecommuting and other new ways of life.

设立亚运会数字驾驶舱,面向全球征集“黑科技”,加强在开(闭)幕式、火炬传递、观赛体验等方面应用。

在亚运场馆和亚运村、城市重要功能区、交通枢纽等重要区域实现5G信号连片优良全覆盖。

引导发展线上医疗、线上教育、线上消费、无人场景、远程办公等生活方式。

八大行动之

The eight initiatives—upgrade industries 产业发展提质行动

With 5G technologies, artificial intelligence, blockchain, etc., the events related intelligent and traditional industries will be upgraded.

The city aims to successfully host the Hangzhou Marathon, Qiantang River International Surfing Competition and other local games and attract the world's top competitions to Hangzhou. Recreational and X-sports on the water, in the mountains, or in the air are the focus of development.

运用5G、人工智能、区块链等技术推动亚运相关智能产业和传统产业转型升级。

办好杭州马拉松、钱塘江国际冲浪对抗赛等本土品牌赛事,力争世界顶级赛事品牌落户杭州。重点发展水上、山地、空中等特色休闲运动和极限运动。

八大行动之

The eight initiatives—spread city culture 文化名城传播行动

Liangzhu National Park is to be built to a high standard. Meticulous preparations will be made to ensure the opening and closing ceremonies of the Asian Games will feature Zhejiang's distinctive local features.

A "City Living-room" will be set up to showcase Hangzhou's cultural products.

A series of "Hangzhou Welcomes You" activities are planned. An Asian Games map is made and the Asian Games spectator guide is compiled.

高标准建设良渚国家公园;打造富有杭州特色的亚运会开(闭)幕式。

设立“城市客厅”展示杭州文化物产。

开展“杭州欢迎你”系列活动。制作“亚运地图”、编制亚运观赛指南。

八大行动之

The eight initiatives—build a city of quality 城市文明共建行动

Being "friendly, welcoming and respectful of the environment" should become a social trend to enhance the quality of residents. Efforts will be organized to spread the culture of the Asian Games in schools, communities (villages), social organizations and governmental institutions (or enterprises). A total of 100 municipal schools of sports will be built.

Security checks and warning systems will be installed on the major public transportation facilities such as buses and the Metro to build the safest city.

推动“最美现象”成为社会风尚,提升市民文明素质。全面开展亚运进学校、进社区(村)、进社团、进机关(企业)行动。建设市级体育特色学校100所。

在公交车、地铁等公共交通主要线路试行安全检测和警示系统,打造“最安全城市”。



Who's having me to stay? 且住且住,谁在教勾留?

A great pageant gives rise to a great city.

In poetry, Hangzhou's beauty is shown in "either heavy or light makeup", "Sunrise over splendid Asian Games venues on river bank"; In Marco Polo's travelogue, Hangzhou was hailed as "the most graceful and splendid city in the world". In the eyes of the people of Hangzhou, the beauty of Hangzhou lies in the city-traversing spring water, the lake amid the green hills, and more, in the countless dreams shrouded in mist. Hangzhou, has been the happiest city in China for 13 years in a row, and is the honey to the bee in many travelers' minds.

Day by day the footsteps of the Asian Games are approaching and the city is undergoing dramatic changes. So everyone of us might be in for a pleasant surprise!

Who is having me to stay? People may suddenly find that, because of the Asian Games, Hangzhou's appeal is also growing day by day.

一场盛会造就一座城。

在诗人的吟诵声里,杭州的美是“淡妆浓抹总相宜”,是“日出江花红胜火”;在马可·波罗的游记里,杭州美成“世界上最美丽华贵之天城”;在杭州人自己心里,杭州的美在穿城春水、在山外湖山,更在无数烟梦里。连续13年入选“中国最具幸福感城市”的杭州,是许多旅人心头的朱砂痣。

今天,杭州亚运会的脚步一天天在临近,这座城市变化日新月异,仿佛是在不经意间,那些疾如旋踵的边隅,突然就闯入眼帘。

且住,且住,究竟是谁的脚步教勾留?人们蓦然发现,因为亚运会,杭州的身姿一日比一日动人。



What's behind the appearance is more stirring

动人的是城市的内涵

From the air, over the Qiantang River, the Main Stadium of the Olympic Sports Center and the Tennis Center are just like two lotus flowers blooming beside the blue waves.

As the underground aorta connecting all the major buildings in the Olympic Expo City, the Binsheng Road Tunnel is expected to be completed by the end of this year. The bus station's main structure of the upgrading project for Jiangnan Avenue, the main entrance channel of the event, has been finished. The road widening project is seeing intensive works and the riverside landscape improvement and renovation is being optimized and is scheduled to finish at the end of 2021.

On the south bank of the Qiantang River, thanks to the ceaseless efforts from construction workers, despite the summer heat, the three sections of the Asian Games Village have also taken shape. The huge complex features a forest of towering apartment blocks for athletes, officials and the media.

从钱塘江上空俯瞰,奥体中心主体育场和网球中心宛如两朵莲花,盛开在碧波之畔。

作为奥体博览城各大建筑的地下连通主动脉,滨盛路下穿隧道目前已完成全线结构封顶,预计年底前全线完工;作为亚运迎宾大道的江南大道,改造提升工程车站主体结构已完工,沿江的景观提升改造项目也正在方案深化设计阶段,计划于2021年底全线完工。

钱塘江南岸,在工人们挥汗如雨的奋斗中,亚运三村也初具雏形,运动员村、官员村、媒体村,林立的建筑主体规模宏大。

What is treated environmentally is stirring

动人的是生态文明的底色

To the west of the city is a stretch of wetland. But beneath it, things look very different. Rows of machines are running non-stop to treat the sewage that is being piped in.

Yuhang's Linping Water Treatment Plant is Zhejiang's first large fully-buried sub-terrain sewage facility. The whole treatment process is carried out underground, effectively buffering the external elements such as noises and odors. At the same time, the above-ground landscape is turned into a water-culture-themed wetland park, completely altering the public's impression of a traditional sewage plant.

At Xiaoxi River in Lin'an, the waterside North Street and South Street have become two parallel landmark landscape avenues and fitness leisure corridors: the original two-way two-lane street has been expanded to four lanes.

城市以西,是湿地的天堂,“天堂”的下方,却别有洞天——一台台机器设备运转如飞,不停歇处理着输送而来的污水。

余杭临平净水厂是全省首座大型全地理式地下污水处理厂,污水处理过程全部在地下进行,噪音、臭味等外部效应得到有效控制。同时,地面部分建设为水文化主题湿地公园,完全改变了公众对传统污水处理厂的固有印象。

而在临安的苕溪,北街、南街已然成为一条标志性景观大道和健身休闲长廊;原双向二车道拓宽为双向四车道;“近水映城、古今辉映”,叫人惊叹。



What brings together economic power is stirring

动人的是经济核聚的能力

When the Asian Games elements collide with traditional culture, fashion and ingenuity, bright sparks of creativity will be ignited.

In the Asian Games licensed commodity display on Hubin Walking Street, an array of exquisite scarves, fans, badges and other local specialties are dazzling. Next to the block, hosts and hostesses of live streaming programs enthusiastically promote the Asian Games licensed products, encouraging passersby to "take the Asian Games home" simply by shopping with their mobile phones.

In Jiesshou Township by the Qiandao Lake, the project manager of the track cycling center tries hard to make the charming landscape a part of the events.

当亚运元素与传统文化、时尚创意相碰撞,会擦出怎样的火花?

在位于湖滨步行街的亚运特许商品展示点,丝巾、扇子、徽章……琳琅满目的亚运特许商品叫人应接不暇。街区边,“湖上直播间”正在“营业”,主播们热情地展示亚运特许商品,让每个人用手机就能够“把亚运带回家”。

而在界首乡千岛湖畔,场地自行车场馆项目负责人,正在想办法让山水成为赛事产品的一部分。“我们积极应用智能化技术,精心设计场馆建筑内外景观的互动,以通透的界面让绝版山水成为建筑的生态展览。”

How the city cares is stirring

动人的是城市关怀的温情

To prepare for the Asian Games, Fuyang's Yangpi Lake ecological restoration project has been under way for a year. After restoration, the area will not only provide the citizens with a wetland park, but also pure land for the sustainable development of the town.

In the Asian Games City Square (Wulin Square), the Asian Games elements are seen everywhere in the commercial district. The Asian Games countdown signboard is set up on the south side of the square, now a popular haunt for netizens. Since early this year, an upgrade in landscaping and lighting has been completed. The construction of the Central Sleepless City Square and building the Grand Canal International Block are coming next. The nearby Wulin Grandmas Asian Games Volunteer Service Station has been upgraded and now boasts an international standard urban integrated volunteer service to help citizens and tourists alike to know Hangzhou quickly.

为迎接亚运会的到来,富阳阳陂湖生态修复治理工程已经启动一年,修复后,这里将为市民提供一片湿地公园,更是一方可可持续发展的城市净土。

在亚运城市广场(武林广场),亚运元素铺满了整个商区,位于广场南侧的亚运会倒计时牌早已成为网红打卡点。今年以来,广场完成了绿化、亮灯提升改造工程,后续还将推进潮中央不夜城广场项目建设,打造运河湾国际风情街区。附近的武林大妈亚运志愿服务亭完成升级,并推出了国际化标准的城市综合服务功能,方便市民和游客快速了解杭州。

Digitization empowers an Intelligent Asian Games

数字赋能 共绘“智能亚运”

Lately, HAGOC announced the result of the worldwide call for solutions to the 2022 Smart Asian Games key projects. After the process of application, preliminary reviewing, shortlist reviewing and the finalist reviewing by the HAGOC leadership, 30 "best solutions" in 10 major applications were adopted covering three major scenarios of games organization, participation and viewing.

Then, what will the 2022 Hangzhou Asian Games look like with 5G technology?

日前,杭州亚组委对外公示了杭州2022年第19届亚运会“智能亚运”重点项目解决方案全球征集结果,经历应征、初审、复审、组委会党组审议等程序,覆盖办赛、参赛、观赛3大场景10大应用共计30份“最佳解决方案”重磅出炉。

那么,运用了5G技术的杭州2022年亚运会是什么模样?

Intelligent security check

我们将体验智能安检

With the support of 5G technology, the most advanced 3D human biometric identification technology will be applied to automatically identify and detect prohibited items.

在5G技术的支持下,利用最先进的人体3D生物识别技术自动识别检测违禁物品。

Cutting-edge 5G+VR viewing system

有超牛的5G+VR观赛系统

With 5G network speed, the audience outside the stadium can enjoy a 360° immersive live broadcast of the Asian Games through the 5G+VR viewing system with live holographic projection, live streaming and 8K HD transmission with a resolution up to 7680×4320. It will be, for sure, a fantastic viewing experience.

5G网络速度,让场外观众通过5G+VR观赛系统享受亚运会的360°沉浸式直播,现场全息投影直播、分辨率高达7680×4320的8K高清直播,提升观众观感体验。

Latest technology in intelligent transportation networks

智能交通网络最新技术

Latest network technologies such as artificial intelligence, the Internet, UAV, driverless vehicle and so on, will be applied to intelligent transportation.

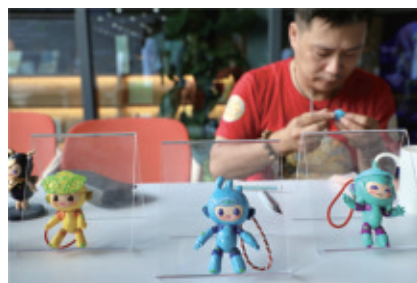
在智能交通领域,也将网络最新技术,如人工智能、互联网、无人机、无人驾驶等全方位应用。

A comfortable and convenient Asian Games life

会有无感便利的亚运生活

The intelligent Asian Games communities will solve the difficulties in living during the Games. Food, accommodation, sightseeing shopping, healthcare and entertainment, etc. will truly become convenient, efficient and comfortable.

打造智能亚运生活社区,解决亚运生活领域“食、住、游、购、康、乐”等领域难点痛点,真正实现“无感、便利、快捷、舒适”的目标。



Universal participation and grassroots infiltration

全民参与“亚运四进”

Sport is a social and cultural activity involving the whole population.

With the steady progress of the preparations for the Hangzhou Asian Games, more and more local citizens actively participate in the event's publicity and promotion. For Hangzhou people, a grand event held on their home turf carries the sports dream of generations of Chinese people. Everyone wants to be part of it and contribute their strengths.

In order to create an atmosphere of universal participation in support of the Asian Games, HAGOC launched a campaign to push forward the spread of the "Asian Games culture into four grassroots entities (schools, communities, and villages), social organizations and institutions (enterprises)". The campaign will integrate the event's milestones and major achievements as well as the building of aesthetic cultural and urban ambience, etc.

With the deepening of the grassroots infiltration drive, districts, sub-districts and communities have organized colorful activities to convey the Olympic spirit and the Asian Games culture to the people. This will enhance the awareness of Hangzhou being the host city, and to pass the positive energy of the city on into the new era.

体育,是属于全民的社会文化活动。

随着杭州亚运会的逐步推进,越来越多的杭州市民积极加入到宣传、参与杭州亚运会的队伍中——于杭州人而言,这个在家门口举行的体育盛事,承载了几代中国人的体育强国梦,人人都想参与其中,奉献自己的力量。

为了营造全民参与、支持亚运的浓厚氛围,杭州亚组委制定了“亚运进学校、进社区(村)、进社团、进机关(企业)活动”,明确将“亚运四进”活动与亚运筹办阶段性成果相结合、与亚运会里程碑事件和重要工作相结合、与亚运美学文化建设和城市氛围营造相结合等。

随着“亚运四进”活动的深入推进,各区、街道、社区纷纷组织丰富多元的活动,将奥林匹克精神和亚运文化传达到市民心中,提升杭州东道主意识,传递新时代杭州的正能量。



Among the more than 30 related activities that have been planned so far, the "Asian Games Grassroots Infiltration" program targets all kinds of people, especially young people, community residents, women, government officials, enterprises employees, and vulnerable groups, etc. The campaign, well planned with distinctive features, is warmly received by the public.

The activity covers all areas. Among the city's 13 districts or counties (cities), related programs are rolled out, such as general public fitness, Asian Games going into community, teaching the Asian Games culture and knowledge in community, being a good Asian Games host city resident and a polite person, folk sports talent hunt, etc. These projects will guide and improve people's awareness, support and participatory desire of the grand event.

To enrich these activities, the HAGOC has also planned and carried out recreational activities with diverse themes and forms, such as football, line dances, trail walks, poetry, swimming, calligraphy, painting and photography, place name story telling. The colorful activities further enrich people's cultural life and attract more people to participate, adding new dimensions to the Asian Games culture in Hangzhou.

One city, one mind! One mind, one will! With the joint efforts of all walks of life, the Asian Games positive energy is getting more diversified.

在目前已拟定的30余项相关活动中，“亚运四进”活动面向各类人群，重点针对青少年、社区居民、妇女群众、机关干部、企业员工、弱势群体等人群，活动精心策划、特点鲜明，深受市民欢迎。

活动覆盖全部区域。在全市13个区、县(市)，“全民健身、共享亚运进社区(村)”“亚运文化知识进社区(村)”“当好亚运东道主，争做文明有礼人”“迎亚运·寻找民间体育达人秀”等活动次第开展，推动着亚运文化走进各个角落，逐步引导、提高市民对杭州亚运会的知晓度、支持度和参与度。

为了丰富活动形式，亚组委还策划开展了题材多样、形式多元的文体活动，足球、排舞、毅行、诗歌、游泳、书画摄影、地名故事讲述……丰富的活动载体及活动方式，进一步丰富群众精神生活，吸引各群体积极参与，使得杭州亚运文化越来越立体化。

一城一心，一心一志，全民合力之下，亚运正能量凝聚出更为丰满、多元的模样。

A city of athletes, a city with an Asian Games dream

全民“运动家” 全城亚运梦

Guided by the spirit of sportsmanship and a healthy life, universal fitness is the aim most suitable for the pace of modern life. Since the successful bid for the Asian Games in 2015, the sports boom triggered by becoming its host city has been spreading to all corners of Hangzhou. Far from stopping, it is still growing. The spiritual dividend from Asian Games is a vigorous and energetic people becoming united together.

在体育精神和健康生活的倡导下,或许全民健身才是最适合当代生活节奏的狂欢。由亚运举办地引发的体育热潮,自2015年申亚成功至今,依旧蔓延在杭州的各个角落,从未停歇,且有愈演愈烈的趋势。伴随亚运而来的精神红利,用凝聚人心的精神力量,催发人们心中那蓬勃不灭的能量。



A-thousand-people fitness show at Hubin Road

千人湖滨路现场“撸铁”

Staged in Hubin Walking Street, the joint “@ 2022 Universal Fitness & Sharing Asian Games” Hangzhou’s first Night Fitness Show and 2020 Universal Fitness Day attracted over 1,000 fans who came to the scene where the huge fitness party kicked off amid five international aerobic classes, two virtual training sessions and a fitness performance.

西湖边的湖滨步行街举行的“@2022 全民健身·共享亚运”杭州首届夜健身活动展示节、2020杭州市全民健身日全市大联动活动,吸引了1000多名运动健身爱好者来到现场,5节国际团课课程、2节现场互动、1节表演赛轮番上演,拉开全民体育的大幕。

Jiangan Community opens Asian Games themed classes

江干社区开出亚运主题课堂

Lately, Jiangan District staged a ceremony to start the “Asian Games Culture Spreading to the Community” campaign. A series of Asian Games-themed activities have been organized on site, such as interactive games, buzz to answer, and an Asian Games culture experience. The games help spread Asian Games knowledge and calls for general participation by the people of Hangzhou.

江干区“亚运进社区”启动仪式日前隆重举行。互动体验、知识竞赛、亚运文化体验……现场组织了丰富的亚运主题活动,让市民了解各类亚运知识的同时,激发参与亚运的积极性。

Looking for 2022 Asian Games dreams on the Grand Canal

大河之上找寻2022个亚运梦

Recently, the ceremony for the “Looking for the 2022 Asian Games Dreams—Hangzhou Asian Games Public Benefits” online platform was launched at the Hangzhou Grand Canal Square. More than 100 volunteers provided security and formed a trail walk procession to step out the Asian Games public welfare dream. The Hangzhou Asian Games public welfare ambassadors Guo Jingjing, Liu Jianhong, Chen Weihong, Wu Haiyan and Liu Cheng joined the initiative through a video link.

近日,“寻找2022个亚运梦想·杭州亚运益起来”线上公益集成阵地启动仪式在杭州运河广场举行,100多位平安志愿者组成毅行队伍,用脚步丈量亚运公益梦想。杭州亚运会公益圆梦大使郭晶晶、刘建宏、陈伟鸿、吴海燕和刘成通过视频连线,发出参与亚运公益的倡议。



Asian
Games brands

品牌

亚运

In the process of preparing for the Asian Games, we will build a name brand and create a rich legacy. The Asian Games dividends will be continuously released before, during and after the Games. The lasting impressions of the Asian Games will become the city's brand to continuously promote the progress of Hangzhou.

亚运筹办过程中树品牌、创遗产,赛前赛时赛后持续释放亚运红利,亚运印记成为城市的品牌,持久推动城市的进步。

Give full play to the unique window role of Hangzhou Asian Games aesthetic culture

发挥杭州亚运美学文化在打造“重要窗口”中的独特作用

Xu Deqing, Deputy Director of the Information Department of Hangzhou CPC Municipal Committee and Director of the Information Department of Hangzhou Asian Games Organizing Committee

杭州亚组委宣传部部长、杭州市委宣传部副部长 | 许德清

Beauty is the universal language of all mankind. It is the most intuitive perception of the world by mankind, which occurs in every corner in our sight.

Compared with the sensibility and subjectivity of art, sports express another kind of beauty.

There is a line called "Hangzhou Asian Games Aesthetic Culture", which has always invisibly guided the development of the Asian Games. In the process of preparing and promoting the Asian Games, this beauty is perceived, appreciated, and accepted by the majority of the people.

The connotation of the aesthetic culture is extremely broad. You can try to define it temporarily as: in the process of preparing and hosting the Asian Games, in the visual image system, market development product system, cultural activity presentation system, ideological connotation system, etc. the tangible and intangible systems present a consistent, harmonious and unified aesthetic culture that is generally accepted by the Asian people and embodies the uniqueness of the host country and the urban nation.

Although each Asian Games has its own aesthetic culture, different countries and cities are in different situations and stages of development, and the effects of publicity and promotion are various.

For Hangzhou, as the host city of the 19th Asian Games in 2022, it has the responsibility and obligation to spread the unique beauty of the Asian Games that belongs to Hangzhou.

Currently in an important period of "post-G20-Summit and Asian Games" and Hangzhou is making every effort to advance the war against the pandemic and promote development. General Secretary Xi Jinping visited Hangzhou last March to inspect and guide the work. He put forward to Zhejiang and Hangzhou the requirement of "striving to create an important window for comprehensively displaying the superiority of the socialist system with Chinese characteristics". Hangzhou will combine publicity and promotion of Hangzhou Asian Games aesthetic culture, and play an active role in creating the "important window".

美是全人类的通用语言,它是人类对于世界最直观的感知,发生在我们目之所及的每一处角落。

相比艺术的感性与主观,体育表现的是另一种美。

有一根名叫“杭州亚运美学文化”的线,始终在无形中指引着亚运会行进的脉络。在筹办亚运、在宣传推广亚运的过程中,这种美被广大的人民感知、欣赏,从而接受。

杭州亚运美学文化的内涵极其宽泛,倘若试图对此有所定义,可以暂且定义为:在筹办、举办亚运会过程中,在视觉形象系统、市场开发产品系统、文化活动呈现系统、思想内涵系统等各项有形无形的系统中所呈现出的一种贯穿始终的、和谐统一的、亚洲人民普遍接受的、体现主办国和城市民族独特性的美学文化。

虽然每届亚运会都有自己的美学文化,但是,不同国家、不同城市处在不同的境况、不同的发展阶段,宣传推广产生的作用不尽相同。

对于杭州而言,作为2022年第19届亚运会主办城市,有责任有义务传播属于杭州的独有的亚运之美。

杭州目前正处在“后峰会、亚运会”的重要时期,正全力推进战疫情、促发展工作。习近平总书记今年3月份亲临杭州视察指导工作,对浙江、对杭州提出了“努力打造全面展示中国特色

It is necessary to promote the universal value of Hangzhou Asian Games aesthetic culture, and help create an international model as an "important window".

The goal of the Hangzhou Asian Games is to hold a grand event of "Chinese style, Zhejiang characteristics, Hangzhou flavor, in co-construction and sharing". It has the characteristics of the Chinese nationalities, and allows Asian people to deeply experience the profoundness, tolerance, openness, and profound artistic conception of Chinese culture.

It is necessary to publicize the historical heritage of Hangzhou Asian Games aesthetic culture, and help create an "important window" of human advancement.

Hangzhou has the site of the ancient city of Liangzhu that demonstrates the 5,000-year-old Chinese civilization, the millennium Grand Canal where boats gather and goods flow endlessly, and the West Lake, which is always suitable for literati and gentlemen, being either light or rich in makeup. The mascot of the Hangzhou Asian Games is the embodiment of these three world cultural heritages.

It is necessary to publicize the innovative spirit of Hangzhou Asian Games aesthetic culture, and help create an "important window" of vitality.

The emblem of the Hangzhou Asian Games is Surging tides, where 19 lines form a fan shape, and a red sun is gushing out. The overall embodiment reflects the spirit of innovation, which makes people think about history, and reminds us of contemporary Zhejiang and contemporary Hangzhou. This is a city of reform and opening up which has gained countless championship.

It is necessary to promote the green characteristics of Hangzhou Asian Games aesthetic culture, and help create an "important window" of ecological beauty.

Greenness is not only the first concept of our Games, but also the background color of Hangzhou. Let Hangzhou's green characteristics stand up, act and move, and make the beauty of ecology widely recognized by people.

It is necessary to promote the quality of life of Hangzhou Asian Games aesthetic culture, and help create an "important window" of kindness.

The visual image system of the Hangzhou Asian Games is widely used in market-developing products, and various Asian Games cultural activities are found in communities, schools and government institutions, so that the aesthetics of the Asian Games can slowly infiltrate the mind of people who will experience the feeling of warmth in the life process of the new era.

社会主义制度优越性的重要窗口”的要求，杭州将结合宣传推广杭州亚运美学文化，发挥其在打造“重要窗口”中的积极作用。

要宣传推广杭州亚运美学文化的普世价值，助力打造“重要窗口”国际范。

杭州亚运会办会的目标是举办一届“中国风范、浙江特色、杭州韵味、共建共享”的盛会，非常具有中华民族特色，让亚洲人民深切感受中华文化的博大精深、包容开放、意境深长。

要宣传推广杭州亚运美学文化的历史传承，助力打造“重要窗口”文明味。

杭州有实证中华5000年文明的良渚古城遗址，有舟楫云集、货物川流不息的千年运河，有文人墨客向往、淡妆浓抹总相宜的西湖，杭州亚运会吉祥物就是这三个世界文化遗产的化身。

要宣传推广杭州亚运美学文化的创新精神，助力打造“重要窗口”活力样。

杭州亚运会的会徽“潮涌”，19根线条组成扇形，一轮红日喷薄而出，整体体现出创新精神，让人畅想历史，又让人想起当代浙江、想起当代杭州，这是改革开放创造了无数个第一的城市。

要宣传推广杭州亚运美学文化的绿色特质，助力打造“重要窗口”生态美。

绿色既是我们办会理念的第一个，也是杭州这座城市的底色。让杭州绿色特质立起来、活起来、动起来，让生态之美得到人们的广泛认同。

要宣传推广杭州亚运美学文化的生活品质，助力打造“重要窗口”亲切感。

杭州亚运的视觉形象系统广泛应用在产品开发产品上，还有深入社区、学校、机关的各项亚运文化活动，让亚运的美学慢慢浸润到心灵，在新时代的人生进程中体验杭州亚运美学温暖的感觉。



Reasons for expecting the Hangzhou Asian Games

期待杭州亚运的N个理由

Ten million people means ten million Hangzhouers' hearts beating for Hangzhou. People pass by, stay, or leave here, but their expectations and thoughts about it have never changed. The 19th Asian Games in 2022 will be held in Hangzhou. If you are given a reason to look forward to it, what will it be?

It might be "Because I love this city."

It might be "When the Asian Games arrives, Hangzhou may not be so congested anymore."

It might be "This realizes the dream of generations of sports people in Zhejiang."

一千万个人心里有一千万个杭州。

人们从这里路过、留下、离开，对它的期待和念想从未改变。

2022年第19届亚运会将在杭州举办，如果给你一个期待它的理由，那会是什么？

可能是：“因为我爱这座城市呀。”

可能是：“到亚运会时，杭州可能不再那么‘堵’了。”

可能是：“它实现浙江几代体育人的梦想。”

As the Asian Games people say—

Donna Taylor, member of the local support team for the Olympic Council of Asia, "I think it's a great opportunity for the Chinese people. Welcome to this beautiful country."

Dennis Mills, CEO of MEI, the Federal Communications Commission, "I think Hangzhou brings together the charm of Beijing and Shanghai. The scenery is beautiful, the architecture is beautiful, the people are friendly and the food is delicious."

像亚运人这样说——

亚奥理事会地方支持团队成员 多娜·泰勒：
我觉得这对中国人民来说是一次极好的机会。欢迎世界，走进这个美丽的国家。

美国联邦通信委员会MEI首席执行官 丹尼斯·米尔斯：杭州集合了北京和上海两座城市的魅力。湖光山色，建筑秀美，杭州人很友好，食物也美味。



As the sports people say—

Wu Peng, a world swimming champion, "As a Hangzhouer, I am very proud of the city. Welcome to beautiful Hangzhou to watch the Asian Games!"

Zhan Xugang, President of Zhejiang Vocational And Technical College of Sports, an Olympic weightlifting champion, "The 2022 Hangzhou Asian Games is not only a convention of athletes, but also a grand event for the people of Hangzhou and Zhejiang."

Wang Shun, a swimming champion of the 2018 Asian Games in Jakarta, "I hope to introduce the city of Hangzhou to international athletes and swimmers, especially its history, culture and food."

Wang Changyong, the head coach of the Hong Kong Fencing Team of China, "I anticipate good performances from the Hong Kong Fencing Team of China in the Asian Games."

像体育人这样说——

游泳世界冠军 吴鹏:作为一名杭州人,我很骄傲,欢迎大家来到美丽的杭州看亚运!

浙江体育职业技术学院院长、奥运会举重冠军 占旭刚:2022年杭州亚运会,不仅是我们体育人的事,更是杭州人民、浙江人民的大事。

2018雅加达亚运会游泳冠军 汪顺:我希望给外国运动员介绍一下这座城市,把杭州的历史人文以及美食介绍给他们。

中国香港击剑队主教练 汪昌永:期待我们中国香港击剑队在比赛中取得好成绩。

Anticipations / 有所思

Asian Games brands
品牌
亚运



As other people say—

Kong Shengdong, a Hangzhou bus driver who was named National Model Worker and National Moral Model for his decades of good services, "I am very excited that Hangzhou will host the Asian Games in 2022. I hope to continue driving the bus, to serve the local citizens and visitors from all over the world. May they enjoy the beauty of Hangzhou."

Tim Injoy, the founder of the International Volunteer Club, "I hope my volunteer team can serve the Asian Games, so that more international people who come to Hangzhou can enjoy the beauty of Hangzhou."

Huang Chenhui, a passenger steward for the Zhejiang Airport Group, "I hope Hangzhou Airport can be one of the world's best known first-class portals. May the whole world feel welcomed by the hospitality of the Hangzhou Airport staff."

Wang Qunyong, Network Department manager of the China Mobile Hangzhou Branch, "I hope the Hangzhou Asian Games will be a super international games without any barriers for communications, the games transmissions, and going about in the city."

还有人这样说——

杭州公交车司机、全国劳动模范、全国道德模范 孔胜东:我希望继续开着公交车,为更多的市民和来自世界各地的朋友们服务。

国际志愿者俱乐部创始人 Tim Injoy:我希望我的志愿者队伍可以在亚运会上有所服务,让更多来到杭州的国际人士领略到杭州的美丽。

浙江省机场集团客运员 黄晨慧:我期待杭州机场能够跻身世界一流知名门户,让全世界感受到杭州机场工作人员的热情。

中国移动杭州分公司网络部经理 王群勇:期待将杭州亚运会打造成一届信息沟通无距离、赛事互动破时空、生活出行无障碍的超级国际赛事。



Yang Guangzhao, the director of radiology department of Zhejiang Tongde Hospital, "I hope the Remote Diagnose Center will play a great role in the healthcare service for the Asian Games."

Tao Ziye, a volunteer at the World Internet Conference, "I hope the creations displayed on the Internet Conference be applied to the Hangzhou Asian Games. I hope to volunteer at that time to work for the visitors from all over the world with all my hospitality and the meticulous service."

Mao Minghui, a Wenzhou University Dragonboat Team member, "Dragonboat racing is a team sport that can keep you fit. I'm looking forward to the 2022 Hangzhou Asian Games, especially the dragonboat racing. I'll cheer for Wenzhou."

Hu Yuefei, a resident in Deqing, "I hope the Asian Games can make people from all over the world know about my hometown and fall in love with it!"

浙江省立同德医院放射科主任 杨光钊: 希望远程会诊中心在亚运会的医疗保障中发挥重要作用。

世界互联网大会志愿者 陶子叶: 希望互联网大会的创新成果能运用到杭州亚运会中。期待那时候能用最饱满的热情、最甜美的笑容, 以及最细致的服务, 欢迎世界各地的朋友们。

温州大学龙舟队队员 毛明辉: 龙舟赛是一项团体运动, 可以提高身体素质。期待2022杭州亚运, 亚运龙舟, 温州加油。

德清市民 胡月飞: 希望通过亚运会能让全世界的人了解我的家乡, 爱上我的家乡!

Anticipations / 有所思

Asian Games brands
品牌
亚运

Tangjiasanshao:

Hangzhou deserves more attention

唐家三少： 杭州，值得更多人认识

Through the wonders of the Internet a Beijinger becomes intimately connected with the Hangzhou Asian Games 2022.

Tangjiasanshao, is a famous Chinese social media writer known as the "King of Network Literature". He has been named as one of the publicity ambassadors for the Hangzhou Asian Games. Upon hearing this news, netizens were both surprised and delighted.

"It's a great honor for me!" he said, "I've always had a special connection with Hangzhou, and it is one of my favorite cities."

Tangjiasanshao's love affair with Hangzhou started when he created his studio in the "Chinese Network Writers' Village" in Hangzhou's Binjiang District where he became the first head of the village.

Since he became the head of the village the connection has deepened. In recent years online writing about Hangzhou has highlighted the city's comprehensive advantages. These initially formed a "Hangzhou phenomenon" in the development of the network literature online. Tang's focus of work gradually shifted to Hangzhou, allowing him to gain a deeper understanding of the city.

"I visit Hangzhou several times a year, usually in March, April, or October, when it's at it's most beautiful. Hangzhou first attracted me with its friendly atmosphere. Then, because of network literature and my position as head of the writer's village, I got to know Hangzhou via the Binjiang District, which renewed my understanding of the city." In Tang's eyes, Hangzhou is such a modern, active and energetic city that it deserves more attention.



一个土生土长的北京人，如何会和杭州亚运有所联系呢？大约还是因为互联网。

被称为“网文之王”的中国著名网络作家唐家三少，成为了杭州亚运会宣传形象大使之一，这让网友们又惊又喜。

“我感到非常的荣幸！我和杭州一直特别有缘，杭州也是我最喜欢的城市之一。”唐家三少与杭州的缘分，始于早年工作室落地杭州滨江区的“中国网络作家村”，当时他是首个村长。

自此之后，这个缘分逐渐深厚。尤其在近年，杭州网络文学的综合优势凸显，初步形成了网络文学发展的“杭州现象”，唐家三少的工作重心也逐步转移到了杭州，因而对杭州有了更深的了解。

“我每年都要去杭州很多次，经常是在三四月，或者十月，这时候的杭州最美。杭州最开始吸引我的地方是她的人文气息，现在因为网络文学，因为作家村村长的身份，我通过滨江区深入了解了杭州，这让我对杭州有了颠覆性的认知。”在唐家三少眼里，杭州如此的年轻、积极、有活力，值得更多的人去认识。

Q&A

Q: As a publicity ambassador, what are your plans and work arrangements?

Q: 作为宣传形象大使,您有什么样的打算和工作安排?

A: I will cooperate with the Organizing Committee to carry out all kinds of publicity activities, including participating in some important events. I will also use my own influence to attract readers and fans, to bring the atmosphere of the Hangzhou Asian Games to more people. I hope we can join hands to promote the Games and our beautiful city.

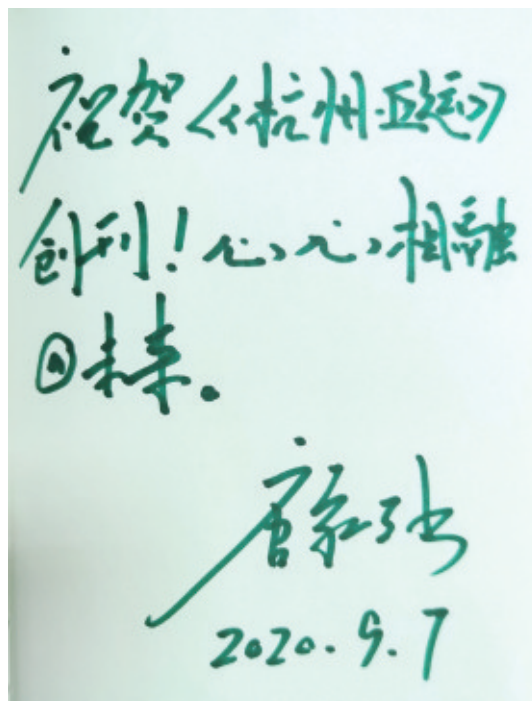
A: 我会配合好杭州亚组委去进行各方面的宣传,包括一些重要活动的参与,也会利用自身的影响力,去影响读者、粉丝,让更多的人去感受到杭州亚运会的氛围。我希望通过多方努力,宣传亚运,宣传我们美丽的杭州。

Q: Hangzhou is one of your favorite cities. What do you think are the keys to holding a successful Asian Games?

Q: 杭州是您最喜欢的城市之一,您觉得如何才能办一届成功的亚运会?

A: When we used to make animations, we first set the tone, in order to represent the author's own work and characteristics. The process of hosting the Asian Games is quite similar. I hope that the Hangzhou Asian Games can also set its own tone, so that more people will enjoy it and have good memories of their experiences. Then it will be a successful Asian Games.

A: 就像我们以前在做动画作品时,首先要把调性定好,这个调性代表作者个人的作品,代表作者个人的特色。这和举办亚运会的过程非常契合,我希望杭州亚运会也能定好调性,能够让更多人喜欢、让人留下美好的记忆,这就是一届成功的亚运会。



Q: As a network writer, do you like sports? How do you practice sportsmanship in your daily life?

Q: 作为网络作家,您喜欢运动吗?您如何在生活中体现体育精神?

A: I think I may be one of the few writers that like sports. Apart from my work, I do sports around four times a week. I play basketball, go swimming, and exercise in the gym. I write in the morning and work out in the afternoon. Later, in the evening, I deal with the business work. We all know that exercising does not help us to live longer, but it helps us to maintain a better quality of life and develop a more positive attitude. People live not only for the length of their life, but also for the depth and breadth of life. Better living makes for a better life.

A: 我觉得我可能是最喜欢体育运动的作家之一,工作之余,几乎每周要有四次的运动,比如打篮球、撸铁、游泳等,上午写作、下午运动、晚上处理商务工作。我们都知道,运动并不能让人长寿,但运动会让你的生活状态变好,会让你的态度变得更积极,人活着不只是为了能活多久,而是生活的深度和广度,生活质量高才是更好地活着。



Sha Tong:

The spirit of sport is never to give up until the last moment

沙桐：体育是不到最后绝不认输的精神

"This is the first time that I've been appointed as a publicity ambassador for a major event. It's a brand new feeling." With 30 years of experience as a sports anchor, CCTV's Sha Tong has unique insights into sports, the Asian Games and other major events.

As publicity ambassador for the Hangzhou Asian Games, he expects to not only help everyone to comprehensively know about the Hangzhou Asian Games, but also further promote the image of Hangzhou, Zhejiang and China to the world.

What Sha Tong hopes for, however, is to use this role to let everyone understand the changes to sports in China since the 1990 Beijing Asian Games. "I want people to see the changes in our understanding of sports," he says.

"Sports should begin in elementary school or even kindergarten. It should become a part of life right from the start. Just like eating, sleeping, and breathing, it's a normal and indispensable part of life." Sha Tong hopes to be able to pass on the most important tenets of sportsmanship to everyone.

“这是我第一次做一个大型活动的宣传形象大使，很不一样的感觉。”央视“好声音”沙桐拥有三十年的体育主持人生涯，对体育、对亚运会等大型赛事有着独特的见解和感悟。

作为杭州亚运会宣传形象大使，他期待自己，不仅要让大家对于杭州亚运会有全方位的了解，同时要将杭州、浙江、中国的形象，面向世界有更进一步的宣传。

不过，沙桐更希望通过亚运会宣传形象大使这个身份，让大家了解到从1990年北京亚运会以来，中国体育的变化，“我想让大家看看，体育现在在人们心目中的认知变化。”

“体育应该从我们小学甚至幼儿园开始，从人生的起步开始，就成为我们人生的一部分。就像吃饭、睡觉、呼吸一样，很正常的一部分，不可或缺的一部分。”沙桐希望，能够把这些最重要的体育精神传递给大家。

Q&A

Q: Do you have any specific arrangements regarding the promotion of the Hangzhou Asian Games?

Q: 您对如何宣传杭州亚运有没有什么具体的安排?

A: I will cooperate closely with the Organizing Committee to try to make things more comprehensive, so that everyone can have a better understanding of the Hangzhou Asian Games.

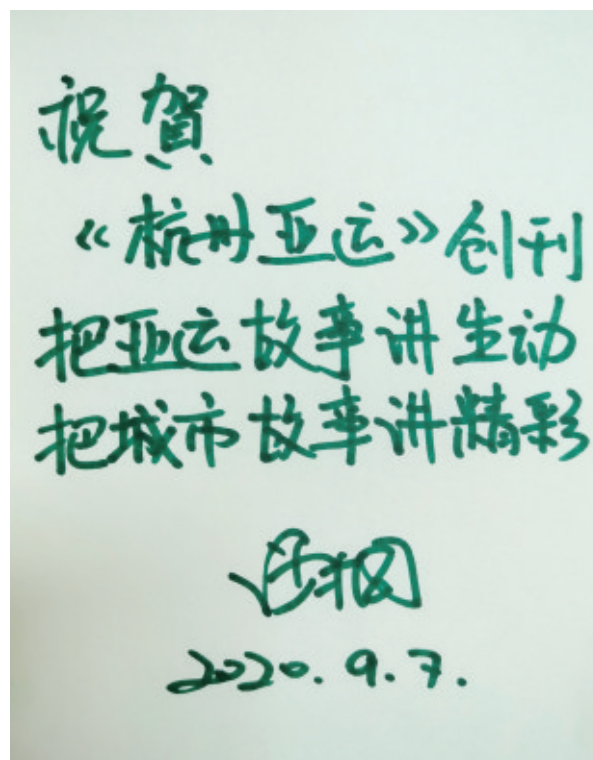
A: 我会和杭州亚组委这边密切配合,争取把这个事情做得更加完满一点,能够让大家更多地了解杭州亚运会。

Q: What is the most impressive major event in your career?

Q: 您的主持生涯中,印象深刻的大型赛事是什么?

A: At the opening ceremony of the 2006 Doha Asian Games, the Emir's son was riding a horse. His job was to hold the torch towards the cauldron. Some people said that a hundred years' worth of rain fell that day in Doha, so the ground was extremely slippery. The horse was a bit jittery in the last few steps. The Emir's son almost lost his seat and he nearly fell off. Our broadcast position was right there, so I was frightened to see what was happening. But the Emir's son regained his composure and lit the flame. That was the spirit of sports, the spirit of not to give up until the last moment.

A: 2006年多哈亚运会开幕式上,卡塔尔王子骑着一匹骏马出现在现场,举着火炬向火炬台上冲。有人说多哈那一天把一百年的雨都给下了,下雨场地特别湿滑,王子骑着马最后几步有点打滑,马也没劲儿了,差点就掉下来了,我们的转播席就在那里,看



得心惊肉跳的。那就是一种体育精神,不服输的精神,不到最后一刻绝对不认输的精神。

Q: It has been more than two months since the collection of musical works for the Hangzhou Asian Games. What kind of good music do you expect from the Games?

Q: 杭州亚运会音乐作品全球征集活动已启动两个多月,您期待什么样的亚运“好声音”?

A: Every Asian Games has created a piece of music that lingers in people's memory. It may not be the whole song, but only a few bars. You may not remember the lyrics, but you can always hum the melody. I hope that the Hangzhou Asian Games will also present a beautiful melody for everyone and leave a deep impression in their minds.

A: 每一届亚运会上,总有一小段音乐让你记住,也许不是整首歌曲,就是那么几个小节的音乐,你可能不记得歌词,但你就能够哼哼那几个旋律。我希望杭州亚运会也出现一个或一段美好的旋律,奉献给大家,给大家留下深刻的记忆。

Luo Xuejuan:

Sincere expectations

罗雪娟： 现在的期待是真切的



For Luo Xuejuan, the excitement of winning a medal on the sports field and the feeling of becoming a publicity ambassador for the Hangzhou Asian Games are quite different.

In September 2015, the 34th Asian Olympic Council Congress was held in Ashgabat, the capital of Turkmenistan. In a bid to host the Asian Games and as a member of the Hangzhou delegation, dressed in a blue suit and beautiful silk scarf Luo stepped onto the podium firmly and confidently. In a speech that lasted less than a minute, she expressed her strong desire and faith in hosting the Asian Games in her hometown of Hangzhou.

Everyone at the meeting witnessed the confidence and pride on the face of a daughter of Hangzhou.

Luo began swimming at the age of six and was selected into both the provincial and national teams. At the 2001 World Aquatics Championships in Fukuoka, Japan, she won two gold medals in the 50m breaststroke and 100m breaststroke. Two years later, at the World Championships, she won three gold medals in the 50m breaststroke, 100m breaststroke and 4×100m medley relay. On August 17, 2004, at the Athens Olympics, she set a new Olympic record of 1:06.64 for the 100m breaststroke.

Luo Xuejuan continues to advocate for sports and for the Hangzhou Asian Games.

"For me, the mission of sport comes one after another without end! Life is a process of constant expectation, and I'm now sincerely looking forward to the Hangzhou Asian Games in 2022!"

在罗雪娟心里,运动场上获得奖牌的激动,和成为杭州亚运会宣传形象大使之后的心情,是两种不同的体验。

2015年9月,在土库曼斯坦首都阿什哈巴德举行的第34届亚奥理事会代表大会上,罗雪娟作为杭州申办亚运陈述团的成员之一,身穿蓝色套装,系着漂亮的丝绸围巾,自信而坚定地走上了讲台。她用不到一分钟的演说,表达了对家乡杭州举办亚运会的强烈愿望和坚定信心。

当时,所有人都看到了,在这位杭州的女儿脸上,因为家乡露出的自信与骄傲。

罗雪娟从6岁开始练习游泳,此后顺利入选省队、国家队,在2001年日本福冈世界游泳锦标赛,夺得蛙泳50米、100米两枚金牌;两年后,又将世锦赛女子50米蛙泳、100米蛙泳、4×100米混合泳接力赛三枚金牌收入囊中。2004年8月17日,在雅典奥运会上,更是以1分06秒64的成绩刷新100米蛙泳的奥运会纪录。

现在,罗雪娟将继续为体育、为杭州亚运会发声。

“对我来说,体育的使命一环接一环,从未停止!如果说生活是一个不断期待的过程,那么现在我的期待真切地落到了2022年,期待杭州亚运会!”

Q&A

Q: From an Olympic champion to an ambassador bidding for the Asian Games, and now as a publicity ambassador, what is your emotional response?

Q: 从奥运冠军到申亚大使再到亚运会宣传形象大使,您最大的感受是什么?

A: Becoming a publicity ambassador for the Hangzhou Asian Games, I felt a sense of honor and responsibility which arose spontaneously alongside my excitement. I used to be an athlete, and now I'm an ambassador for the host city. My emotions have grown stronger as I look forward to the Hangzhou Asian Games.

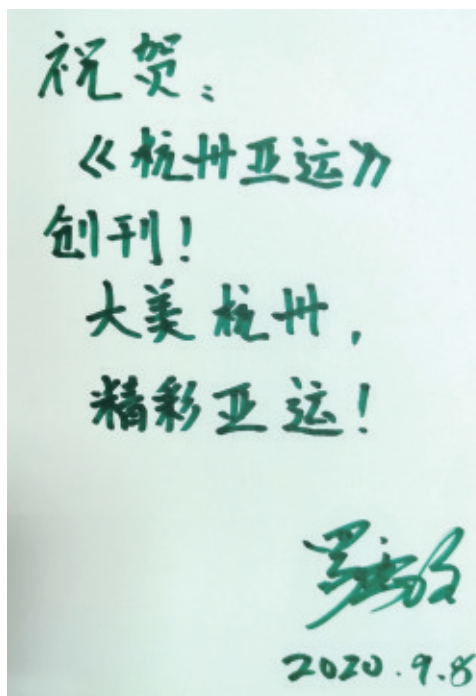
A: 能够成为杭州亚运会宣传形象大使,我的心情和感受除了激动外,油然而生的是荣誉感和责任感。以前我是运动员,现在我作为东道主的形象大使,我的感受更为深刻,更加期待杭州亚运会的到来。

Q: With such a heavy responsibility on your shoulders, how will you better promote the Hangzhou Asian Games?

Q: 身担重任,您将如何更好地宣传杭州亚运会?

A: I gained the first championship in my life at the Municipal Games. I love my hometown so much. I will actively cooperate with the official promotions of the Asian Games. The bidding was a crucial but short event, and the next steps are our top priority. The opening ceremony and the more than ten days of competition will be the real show time for the Asian Games. There are plenty of important tasks ahead. I believe everyone involved will make an effort.

A: 我人生的第一个冠军,就是在市运会上得到的。我很爱我的家乡。我会积极配合官方宣传亚运工作。申亚是一个关键却又短暂的事件,接下来的工作才是重中之重,特别是开幕式以及十多天的正式比赛,才是亚运会精彩呈现的集中展



示时间,后面的任务很多也很重,我相信所有参与的人都会努力。

Q: It has been more than two months since the collection of musical works for the Hangzhou Asian Games. What kind of good music do you expect from the Asian Games?

Q: 杭州亚运音乐作品征集启动两个多月了,您希望听到什么样的亚运好声音?

A: Music and sport are often intertwined. When sports reach their climax, there must be excellent music playing. Therefore, I hope that the Hangzhou Asian Games can have musical works that appeals to most people. I love the song called Asian Treasures by Wei Wei and Liu Huan, which always reminds me of the Great Wall and pandas. This kind of symbol of the Asian Games will be imprinted in the hearts of generations to come.

A: 音乐和体育,这两种表达方式经常交融在一起,在体育运动推向高潮时,背后必定有精彩的音乐。所以我希望杭州亚运可以有一首脍炙人口的作品出现。我比较喜欢的是韦唯和刘欢老师唱的《亚洲雄风》,让我想到长城、大熊猫。这种亚运印记会烙印在一代又一代人的心里。

Lang Lang:

My favorite bowl of Pian'erchuan noodles

朗朗:最爱的那碗片儿川

Master Pianist Lang Lang will serve as an image ambassador for the Hangzhou 2022 Asian Games.

Lang Lang has a deep connection with sports. He has participated in the opening ceremony of the Asian Games twice and served as an Olympic torch bearer three times.

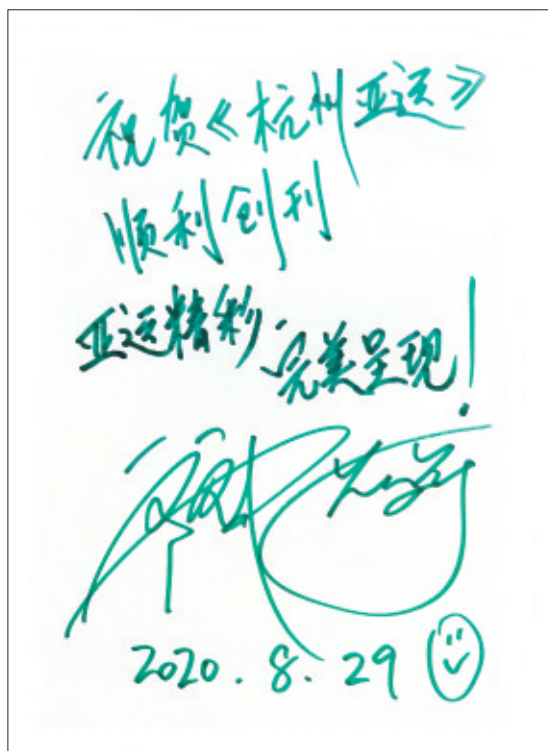
In recent years, Lang Lang has often appeared in Hangzhou. Lang Lang has a special passion for the city. He knows Hangzhou is a city with a rich cultural heritage. Hangzhou's sports power and technological power will contribute to an extraordinary and memorable Asian Games.

Lang Lang's piano school is near Dadou Road. When in town, he likes to go for a night cruise on the Grand Canal. He also likes to see lotus flowers, drink tea, and eat melon seeds on the West Lake.

"Hangzhou is especially suitable for painting and composing music, and can inspire people. Take a boat out on to the West Lake and you can see the sparkling water and hear people singing on the shore. It is very artistic and has a sense of going back to the past."

The light-flavored Hangzhou cuisine caters to Lang Lang's taste. His favorite Hangzhou food is Pian'erchuan noodles. "In Hangzhou, my breakfast, and sometimes my late night snacks, must be Pian'erchuan."

The Hangzhou Asian Games Organizing Committee hopes that Lang Lang's professional, persistent, and diligent spirit can provide a positive incentive for the young people.



钢琴家朗朗受聘成为了杭州2022年亚运会宣传形象大使。

朗朗与体育渊源很深,曾两度参加过亚运会开幕式演出,三次担任奥运会火炬手。

近年,朗朗时常出现在杭州,频率高的时候一个月来好多次。对于杭州,朗朗有着一种特殊的情结。在他的印象里,杭州是一个非常文化底蕴的城市,杭州的体育力量和科技力量,将会构建一个非同寻常的、能让人记住的“爆款”亚运会。

在大兜路附近,有一个朗朗的钢琴学校,在杭州的日子,他喜欢夜晚去运河坐游船,也喜欢去西湖边看荷花、喝茶、嗑瓜子。

“杭州特别适合作画、做音乐,能激发人的灵感。在西湖里坐船,你看到水面波光粼粼,有时还有人在岸边唱戏,让人感觉非常艺术化,有一种‘穿越感’。”

清淡的杭帮菜特别合朗朗的胃口,最喜欢的杭州菜肴是片儿川:“在杭州,我的早饭必定是片儿川,有时候宵夜也是。”

杭州亚组委希望朗朗专业、执着、勤奋的精神,能够给青少年人群起到积极、正面的激励作用。



Q&A

Q: As a publicity ambassador for the Games, do you have any plans and schedule for publicity?

Q: 作为杭州亚运会宣传形象大使,对于宣传方面您有没有自己的打算和工作安排?

A: I am honored to be an ambassador for the Hangzhou Asian Games. I hope to publicize the Hangzhou Asian Games more and let more friends know that such a big event will be held in Hangzhou soon. I also hope that more friends can come to Hangzhou for holding concerts and cultural exchanges.

A: 我非常荣幸,能担当杭州亚运会的形象大使,希望多宣传一下杭州的亚运会,让更多的朋友们知道,这么大一个盛会马上就要在杭州举行了。我也希望更多的朋友们能来杭州做音乐会,做文化的交流。

Q: What do you think is the connection between music and sports?

Q: 您觉得音乐和体育有哪些联系?

A: The two are quite similar. Music and sports are completely consistent with each other. When a wonderful ball game is on, whether it is football or basketball, it has become a part of art. The field requires formation and layout, which is the same as in music. And like sports, playing the piano can be very tiring, my hands can become sore, and my brain drained. A concert is no less than a game. The same 90 minutes, with 15 minutes intermission.

A: 两者非常像。音乐和体育是完全(一致)的,当你看到一场精彩的球赛,不管是足球还是篮球,它就已经成为了艺术的一部分。场上需要排兵布阵、布局,这跟音乐是一样的。而且弹琴和运动一样,都很累,手很累,脑袋也很累。一场音乐会下来,不亚于踢完一场球赛。一样的90分钟时间,15分钟中场休息。

Q: Have you heard that the Asian Games Organizing Committee is doing a global collection of musical works?

Q: 您听说亚组委在做音乐作品的全球征集吗?

A: I have heard some songs of works already collected. I hope that the music for the Hangzhou Asian Games will be a "combination of tradition and modernity".

A: 我听到了一些歌(征集作品),希望杭州亚运会的音乐作品,是“传统与现代相结合”的音乐作品。

Q: Can you say a few words to the readers and fans of the official journal of the Asian Organizing Committee and other publicity platforms?

Q: 能对亚组委官方会刊杂志及其他宣传平台的读者粉丝说几句话吗?

A: First of all, thank you my friends for supporting the Hangzhou Asian Games. I also hope that we can have more experiences and ideas in sports and cultural exchanges. Because I want to see some new buildings, art institutions, and even some works after a grand sports event. So this time I hope everyone can participate.

A: 首先非常感谢朋友们支持杭州亚运会,也希望我们能在体育和文化的交流中有更多的体验和想法。因为每次我都希望看到,在盛大的体育盛会之后能留下一些新的建筑、艺术机构,甚至是一些作品。所以这次非常希望大家能参与进来。



Viya:

Thank you, Hangzhou!

薇娅：谢谢你，杭州！

"Hangzhou is rich in picturesque landscape and delicious food. People's kindness even outshines the beautiful scenery, making Hangzhou so joyful!" Viya's familiar voice and tone underline her excitement at being part of the Hangzhou Asian Games.

Viya, is a new Hangzhouer on the cusp of the Internet economy. She now has a new role: a publicity ambassador for the Hangzhou Asian Games.

As an e-commerce anchor and the queen of online selling, Viya has a long connection with the Asian Games. When she was still unknown, she had participated in competitions organized by sponsors of the Asian Games and was elected to be a torchbearer for the Jakarta Asian Games in 2018 because of her excellent performances.

The mascot for the Hangzhou Asian Games was unveiled earlier this year. As a popular livestreamer, Viya joined CCTV sports anchor Sha Tong to host the online release conference. Netizens from all over the world witnessed Viya's first involvement with the Hangzhou Asian Games.

She said that she was grateful to Hangzhou, because the city empowered her to achieve her career and life. After being appointed as a publicity ambassador for the Hangzhou Asian Games, she will use her Internet influence to better contribute to the promotion of the Games.



“杭州美景如诗如画、美食勾人味蕾，而且杭州景美人更美，让人充满幸福感！”这样的推荐语气，大家是不是很熟悉呢？

是的，互联网经济浪尖上的新杭州人薇娅，又有了一个新的身份：杭州亚运会宣传形象大使。

作为电商主播、带货女王，薇娅其实与亚运早有缘分：在她还是默默无闻的“素人”时，就已经参与到亚运会赞助商举办的相关竞赛活动，并凭借优异成绩，成为2018年雅加达亚运会的火炬手。

今年杭州亚运会吉祥物发布，薇娅又以互联网人气女主播的身份与央视体育节目主持人沙桐，共同在线主持了整场发布会，全球网友共同见证了薇娅与杭州亚运会的第一次亲密接触。

她说，自己非常感谢杭州这座城市，是杭州成就了自己的事业与生活，成为杭州亚运会宣传形象大使之后，她将凭借自己的互联网影响力，更好地为杭州亚运会宣传工作贡献力量。

Q&A

Q:The atmosphere of the Asian Games in Hangzhou is warming up. As a publicity ambassador, how will you contribute to the promotion of the Games?

Q:杭州的亚运氛围越来越浓郁,作为杭州亚运会宣传形象大使,您会如何助力杭州亚运会的宣传推广?

A:As a publicity ambassador for the Asian Games and as an e-commerce anchor, I will spare no effort in cooperating with the Organizing Committee combining my own work with promoting the Games. I will also introduce some licensed Asian Games products to my live streaming fans, so as to let people get to know about and participate in the Hangzhou Asian Games.

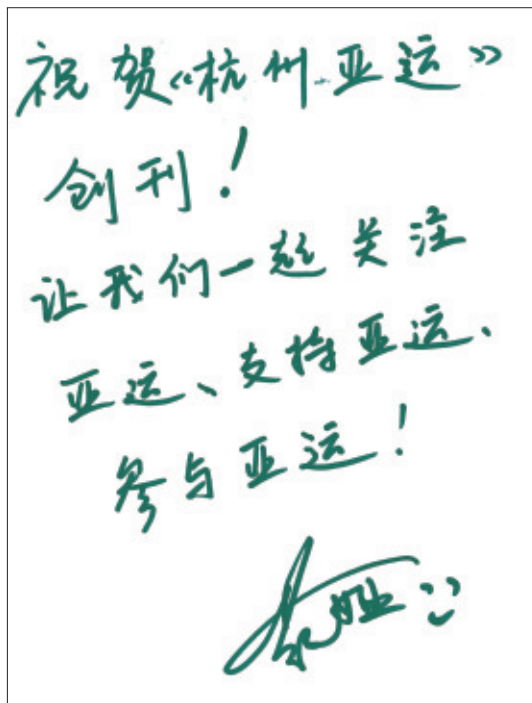
A:作为亚运会宣传形象大使,也作为电商主播,我会全力配合亚组委,结合自己的工作特点,用实际行动宣传杭州亚运会,也会把亚运会有特点的特约商品,介绍给我直播间的粉丝,让更多人关注 and 参与杭州亚运。

Q:What is your understanding of the city of Hangzhou?

Q:您对杭州这座城市是如何理解的?

A:Since ancient times, Hangzhou has enjoyed the reputation of Heaven on Earth. Today, Hangzhou is also the Capital of the Internet. As far as I'm concerned, it's a place suitable for living, career development and for achieving one's dreams. Apart from the games, athletes and tourists can travel around to experience the city that integrates the ancient poetry into modern life. You can find unique beauty everywhere!

A:自古以来,杭州就享有“人间天堂”的美誉,如今的杭州又是“互联网之都”,在我眼里是一个既适合生活,又能发展事业和实现梦想的地方。运



动员们、游客们在参赛观赛之余,可以在杭州转转,感受这座把诗情画意融入生活之中的城市,到处都能发现独特的美!

Q:From business and life to the preparation of the Asian Games, you have an enduring bond with Hangzhou. As a new Hangzhouer, what are your expectations for the Asian Games?

Q:无论是创业、生活,还是参与到亚运筹办,您和杭州之间都有着不解的缘分,作为新杭州人之一,您对杭州亚运有着什么样的期待?

A:Hangzhou is a beautiful city full of opportunities, where I feel happy living and working. Thank you, Hangzhou! With the convergence of sports and the Internet, the Hangzhou Asian Games will surely be an extraordinary event and reflect the charm of Hangzhou as the leader of digital economy.

A:杭州是一座既美丽又充满机会的城市,我在这里生活、工作很幸福、很开心,谢谢你,杭州。杭州亚运会在杭州的体育力量和互联网力量的融汇下,一定会是一场非比寻常的精彩盛会,也将展现出杭州作为“数字经济第一城”的魅力。



Life shines on life power lights up power 让生命温暖生命 让力量激发力量

Kong Jiawen | 孔嘉雯

The revival and development of the modern Olympic movement has crossed the boundaries of sports competition. Large-scale sports events represented by the Olympic Games and the Asian Games have blossomed one after another. They have jointly performed the eternal pursuit of the Olympic spirit among different regions, races and cultures around the world.

"Life shines on life, power lights up power". Let us follow the rich connotations of the Hangzhou Asian Games vision, touch the temperature of life, and feel the power of sports.

现代奥林匹克运动复兴和发展至今,已经跨越体育竞技的界限。以奥运会、亚运会为代表的一次又一次大型体育盛会相继绽放,于全世界不同的地域、种族与文化之间,共同演绎着对奥林匹克精神的永恒追求。

“让生命温暖生命,让力量激发力量”,让我们循着杭州亚运会愿景的丰富内涵,触摸生命的温度,感受体育的力量。

Vision of life 生命的愿景

In his poem "Ode to Sports", the father of the modern Olympic movement, Coubertin, did not hesitate to praise the truth, goodness and beauty of sports and its value of life. This value lies not only in the strength and beauty of the collision in the arena, but also in conveying warmth and touch, triggering emotion and resonance.

At the 1968 Mexico City Olympics, when night fell and the awards ceremony was over, the Tanzanian marathon runner Ahwari dragged his injured body with heavy steps toward the finish line alone. The lights of the stadium were turned on just for him.

In the final round of the 2018 PyeongChang Winter Olympics freestyle skiing aerials finals, Chinese veteran Jia Zongyang stood calmly and firmly on the starting block, ignoring the fact that he had 21 steel nails in his leg.

They use their own power to inspire the life potential and courage in the people of the world. This power gathers forces that change the world, and travels through the glorious years of the modern Olympic movement. The vision of the Hangzhou Asian Games will be in the same vein as the time-honored Olympic spirit and continue to offer new stories.

现代奥林匹克运动之父顾拜旦在其诗作《体育颂》中,毫不吝惜地赞颂体育的真善美和生命价值。这种价值,不仅在于竞技场上碰撞出的力与美,更在于传递温暖和感动,引发情感和共鸣。

1968年墨西哥城奥运会赛场上,当夜幕降临,颁奖结束,坦桑尼亚马拉松运动员阿赫瓦里拖着受伤的身躯和沉重的步伐,独自朝着终点奔去,体育场的灯光为他重新亮起。

2018年平昌冬奥会自由式滑雪空中技巧决赛最后一轮,中国老将贾宗洋平静而坚定地站在出发台,甚至让人们忽略了他的腿部曾被打入21颗钢钉。

他们用自己的力量激发世人的生命潜能与勇气,聚成改变世界的力量,穿越现代奥林匹克运动绵延百年的光辉岁月,杭州亚运会愿景将与历久弥新的奥林匹克精神一脉相承,继续演绎全新的故事。

Everlasting expectation 不朽的期待

Back in September 1974, the 7th Asian Games opened at the Asadi Stadium in Tehran, Iran. New China stepped on the stage of the Asian Games for the first time, with a delegation of 269 people to participate in 14 events, and China won a "good start" reaching No. 2 in the total number of medals awarded. These scenes are unforgettable: As the national basketball player Zhang Dawei led the Chinese sports delegation into the main venue of the opening ceremony; the moment when Su Zhibo shot China's first gold in the Asian Games, these never-fading historical moments recorded our relentless pursuit for the dream of a big Oriental country in the Asian Olympiad.

In 1990, the Asian Games came to China for the first time. The successful hosting of the Beijing Asian Games brought tears to the eyes of countless Chinese people. A grand event that showcased the national culture, spiritual temperament and the image of a great power was a glorious page in the history of sports in New China. Twenty years later, the Guangzhou Asian Games provided a broader stage for athletes from all over Asia. A group of contestants from Iraq, East Timor, Maldives, Afghanistan and other countries appeared in these Asian Games. They walked out of the smoke and chaos of wars and enjoyed the joy of participating, reaping respect and friendship, warm applause and the praise of heroes.

The characteristics of Asia's vast land and resources, the integration of civilizations and symbiosis have made the Asian Games open and diversified.

In 2022, when the focus of the world's sports is on China and Asia, the torch of the 19th Asian Games will be ignited in Hangzhou, unique and exciting, and the whole province of Zhejiang will join forces to hold the grand event. We expect that the Hangzhou Asian Games will create an immortal legend of love, life and strength in the history of the Asian Olympics.

时光回到1974年9月，第7届亚运会在伊朗首都德黑兰阿萨迪体育场开幕，新中国首次登上亚运会的舞台，派出一支由269人组成的代表团参加其中14个项目的比赛，并取得奖牌总数第二的“开门红”。篮球国手张大维率领中国体育代表团步入开幕式主会场的那一幕，射击名将苏之渤为中国射落亚运首金的一刹那，那些永不褪色的历史瞬间，记录下一个东方大国对亚洲奥林匹克梦想的不懈追求。

1990年，亚运会首次来到中国，北京亚运会的成功举办让无数炎黄子孙热泪盈眶，一场展示民族文化、精神气质和大国形象的盛会写下了新中国体育史上的光辉一页。20年后，广州亚运会为全亚洲的体育健儿提供了更宽广的舞台，一批来自伊拉克、东帝汶、马尔代夫、阿富汗等国家的参赛者亮相亚运赛场，他们走出硝烟和离乱，享受参与的快乐，收获尊重和友谊，赢得了热情的掌声和英雄的礼赞。

亚洲地大物博、文明交融共生的特质，成就了亚运会的开放和多元。

2022年，当世界体育的目光聚焦中国和亚洲，第19届亚运会的圣火将在独特韵味、别样精彩的杭州熊熊点燃，浙江大地全省联动、共襄盛举。我们期待，杭州亚运会将在亚洲奥林匹克运动的史册上，铸就一段爱、生命和力量交相辉映的不朽传奇。

爱上亚运 在这些小可爱的每一个细节里

The love for the Asian Games lies in every detail of these mementoes

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 flavor, each of the products is 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。



“钱江潮涌”系列 真丝项链巾



“自在”紫光檀 钢笔



“江南忆” 亚运吉祥物纪念金条(30克)



亚运银质 纪念章



非遗传承人作品 “亚韵”扇



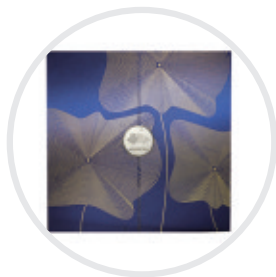
潮涌系列 晴雨伞



东方礼遇 玄妙款



丝绸帆布包



亚运历届会徽 纪念章礼盒



似水茶具 龙泉青瓷



莲花香薰摆件



吉祥物 双层冰箱贴



吉祥物毛绒玩具 25cm 首发版



魔术巾 活力彩



吉祥物宸宸 圆领T恤



名姿保温杯



江南忆皮面本 莲莲



好玩杭州 叠叠杯

—— 看这里, 了解更多亚运萌物 ——



打开天猫 / 淘宝 app 搜索



Lovable things / 有所爱

Asian Games brands
品牌
亚运

Make the licensed brands shine in the world

The Hangzhou Asian Games market boom

让品牌绽放,让世界注目

——杭州亚运会市场开发掀起热潮

Ever since the launch of the 2018 Asian Games marketing, Hangzhou Asian Games Organizing Committee (HAGOC) has targeted the world market for its licensed brands. Holding the core values of being concentrated, professional and success-oriented, HAGOC is making progresses in recruiting and serving sponsors, ticketing, merchandise licensing, and fund-raising.

自2018年亚运会市场开发工作正式启动以来,杭州亚组委一直以“让品牌绽放,让世界注目”为市场开发愿景,以“专心做事,专业干事,专注成事”为核心价值观,全面推动赞助招商、赞助商服务、票务、特许经营、公益捐赠等工作取得明显进展。

HAGOC promotes marketing systematically, strategically and orderly

注重系统谋划,有序推进市场开发

Ever since the launch of the Asian Games marketing, Hangzhou Asian Games Organizing Committee (HAGOC) has practiced the work philosophy of investigating before making systematic strategies to meet the demands, marketing with clear plans and a strengthened top-level design and regulation, promoting the marketing development forcefully, orderly, and effectively.

Meanwhile, HAGOC integrates market development and exploring the market by aiming at the demand of the sponsors and the public and coordinating different industries and businesses for a shared marketing resource and a broad vision of market development.

自杭州亚运会市场开发工作启动以来,杭州亚组委一直坚持“调研先行、系统谋划、需求导向”的工作理念和实践方法,系统谋划和推进市场开发工作,注重加强顶层设计和制度规范,有力有序有效地推进各项市场开发工作。

同时,把市场开发与开发市场有机结合,以赞助商和公众的需求为导向,将各领域业务工作打通整合,实现业务资源共享,构建大市场开发格局。

HAGOC explores the market in diverse ways to boost it

多元开拓市场,积极营造市场氛围

According to HAGOC's sponsorship plan, marketing measures are reinforced in soliciting sponsors so as to cooperate with high-quality enterprises of all kinds to expand and explore the market. Copyright protection and anti-recessive marketing are especially emphasized. At the time of soliciting official partners, HAGOC started the solicitations of sponsors and suppliers that further expanded the scale and scope of its partnership with enterprises. At present, 23 enterprises are contracted, while the solicitation of another 11 categories is undergoing.

It is proposed by the licensing plan to constantly expand the online and offline retailing channels to create in the city a stronger and stronger atmosphere of the Asian Games. Up to now, there is one Tmall flagship store, a Best1 TV program, and 43 franchising stores in the central business areas and tourist spots of the 25 cities of 10 provinces. An Asian Games merchandise retailing network centered in Hangzhou is outspreading in Zhejiang province and radiating to the whole country.

In addition, the Hangzhou Asian Games ticketing work is initiated in accordance with the general requests of ticketing. Considering Hangzhou characteristics, new Internet technologies are adopted to make it safe, secured, effective, orderly, and internationalized, serving the public



equally with convenient and accessible ticket-booking system and spectator service.

根据杭州亚运会赞助计划,坚持以市场化的手段推动赞助征集工作,吸纳各类别优质企业,做大做强市场开发,并注重加强知识产权保护和反隐性营销工作。在持续征集官方合作伙伴的同时,于今年3月正式启动了官方赞助商、官方供应商的征集工作,进一步扩大企业合作范围与规模。目前,已确定23家赞助企业,11个类别正在征集推进中。

根据特许经营计划,持续拓展线上线下零售渠道,助力营造浓厚的亚运市场氛围。截至目前,共开设了1家天猫旗舰店、1家好易购电视购物平台和43家线下零售店,覆盖全国10省25市的热门商圈和旅游景点,持续打造以杭州为中心、覆盖全省、辐射全国的亚运特许零售网络。

同时,根据杭州亚运会票务工作总体要求,结合杭州城市特点与互联网时代新的技术手段,于今年全面启动了杭州亚运会票务工作,以安全、高效、有序、国际化为宗旨,致力于为公众提供公平、便利、亲民的购票与观赛服务。

HAGOC endeavors to increase the brand value to support the Hangzhou Asian Games 提升品牌价值,持续赋能杭州亚运

To better serve the sponsors and enhance their satisfactory, HAGOC endeavors to set up service platforms for

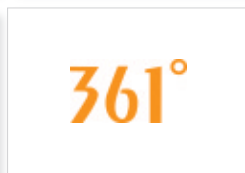
the sponsors. By creating "endow the Asian Games" brand and the E-sport interactive APP, founding the sponsors' club, and hosting marketing events, HAGOC tries different ways to increase the values of both the Asian Games brands and the Asian Games licensed enterprises.

Meanwhile, to optimize the service and the service platform for the sponsors, HAGOC created an integrated online public welfare platform containing five sections, namely the "Asian Games Dream" public welfare brand, two public welfare projects—seeking for 2022 Asian Games dreams and the Asian Games soccer dream, watering the public welfare forest, and walking to donate, forming an "Internet + public welfare" system for the Hangzhou Asian Games. A total of 250 million people have participated in the online and offline events. The public welfare manifests the love and warmth of the Hangzhou Asian Games.

为优化赞助商服务,提升赞助企业的满意度,积极搭建赞助商服务平台,通过创立“我为亚运赋能”品牌和互动专属线上平台“赋能亚运”APP、成立赞助商俱乐部、开展市场营销主题活动等,实现亚运品牌价值和品牌价值的双提升。

同时,为优化赞助商服务内容及平台,原创了“亚运梦想”公益品牌,搭建了涵盖“寻找2022个亚运梦想”“亚运足球梦想”两个公益项目、公益林浇水、公益捐步等五大板块的线上公益集成阵地“杭州亚运益起来”,形成了“互联网+公益”的杭州亚运公益体系,线上线下参与人次已超2.5亿,让杭州亚运因公益更有温度、有情怀。

官方合作伙伴



官方独家供应商



