

NATIONAL LIQUOR CULTURAL CITY

國酒文化城

沈鵬



贵州人民出版社

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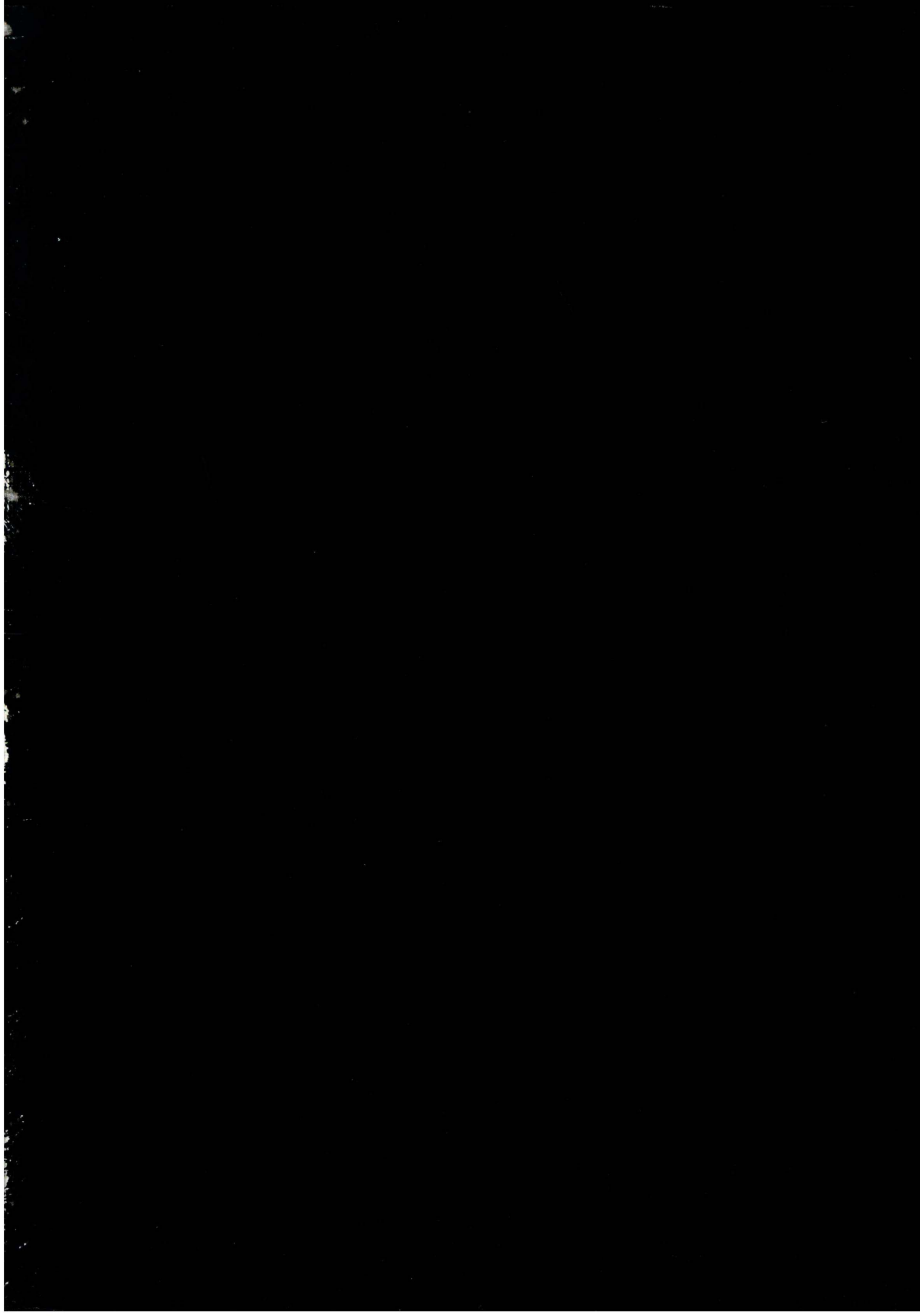
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CATALOGUE





谨以此画册纪念

茅台酒获国际金

国酒茅台

国酒文化城获基

TS971
27



奖八十六周年暨 辉煌五十年 尼斯记录两周年





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CULTURAL CITY NATIONAL LIQUOR CULTURAL CITY

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There is your shadow in the billion pairs of eyes
A shadow in which the flag of the Republic flies

十亿双眼睛中有你的影子
影子里飘荡起共和国的旗帜

Preface

by He Jingzhi

What is more pleasant than to have a sip of liquor?

——by Ouyang Xiu

It is a great pity if you know the national liquor-Maotai Liquor so well but have not had a sip of it. It is even a mistake if you have seen so many relics in the world but have not set foot on that piece of land where stands the National Liquor Culture City for a sightseeing. Fortunately enough, as a compensation for such losses, an album of the national liquor and legends about it is available.

An old saying goes: It is fate that has brought us together. I have been to Maotai Town, enjoyed Maotai Liquor and toured the National Liquor Culture City. Now, I am asked to write a preface to this album. In deed, I am so lucky to have such a good relation with the national liquor. In my opinion, Maotai Liquor has been given the title of the national liquor only because of its supreme quality with its unique cultural significance and spiritual essence. Maotai Liquor, as the national liquor, is not only the representative of China's liquor, but also a focus of Chinese culture associated with wines and liquor. The people of Maotai Town are keenly aware of this. They are making their best to improve its quality. At the same time, they are making efforts to widen its cultural significance and spiritual essence. As a result, we have before our eyes the National Liquor Culture City.

As a matter of fact, many famous enterprises in the world enjoy their market superiority with their best brands of products as a result of their positive interpretation of their own unique cultural features. For the renowned Scotch Whisky, with its 400 years' history of production and export to over 170 countries and regions, the whole sale amounts to 1.7 billion U.S. dollars. Such great achievements are based on its supreme quality guaranteed by science and technology, as well as the unique landscape and pastoral sceneries where its distillery is located. The distillery is hidden in the woods among the mountains, with springs goggling around pieces of grassland and birds twittering in the fragrance of various flowers. The distillery is fascinating and the

most pleasant place for visitors is where they can have a taste of the liquor. It is said that visitors amount to over sixty thousands every year.

The National Liquor Culture City is also the symbol of the cultural endeavors of the enterprise with enormous buildings in the styles of the Han, the Tang, the Song, the Yuan, the Ming, and the Ching dynasties. There are seven exhibition halls for the above-said dynasties respectively, with utensils and other tools for the distillation of liquors, for the keeping and drinking of liquors, vivid stories about liquors, sculptures and frescoes, calligraphy and paintings created with the inspirations stimulated by liquors. Among the enormous buildings, visitors can enjoy carved columns, penthouses, graceful bridges and corridors, ponds surrounded by hanging willow trees and the scenes of the feasts held in the royal court, the glory and resplendence of the palaces and the royal court, the liquor shops in the countryside with their bright yellow flags. Everything in the past seem to reappear vividly before your eyes, not just something in imagination.

The National Liquor Culture City is a best scenic spot, a best art gallery, moreover, a vivid representation of Chinese cultural history associated with wines and liquors. To match it, the album boasts fine photo, fluent interpretations in both Chinese and English. It is a concise and systematic introduction to China's history associated with wines and liquors, as precious materials and excellent works of literature and art best for collection and appreciation.

It is really a great pleasure to enjoy Maotai Liquor and tour the National Liquor Culture City. If you haven't got a chance to do so, it is quite pleasant for you to get the album in hand and enjoy all the photos and their interpretations.

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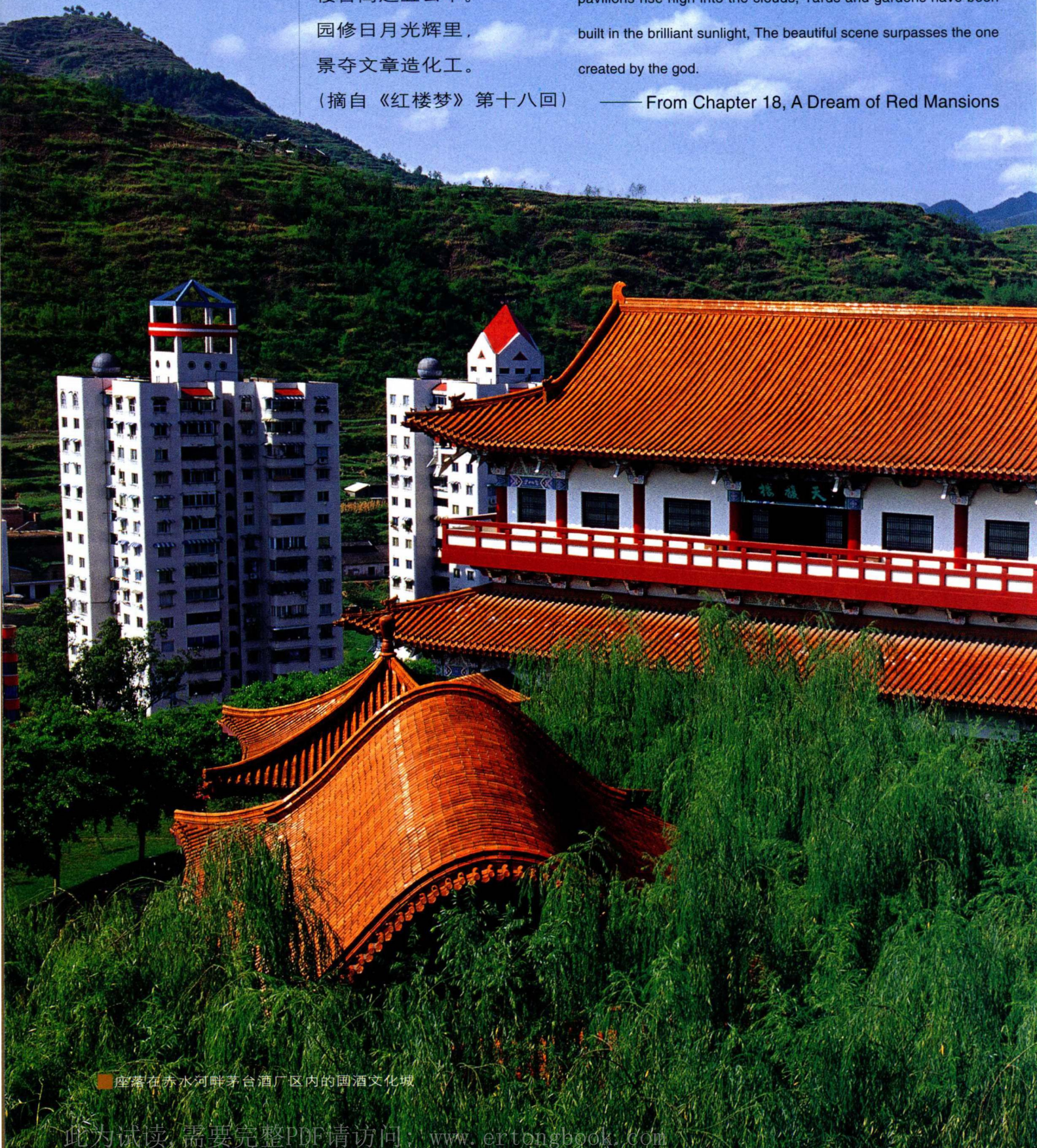
建筑篇

山水横拖千里外，
楼台高起五云中。
园修日月光辉里，
景夺文章造化工。

(摘自《红楼梦》第十八回)

Hills and rivers stretch thousands of miles away, Palaces and pavilions rise high into the clouds, Yards and gardens have been built in the brilliant sunlight, The beautiful scene surpasses the one created by the god.

—— From Chapter 18, A Dream of Red Mansions



■ 座落在赤水河畔茅台酒厂区内的国酒文化城