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Season 1

By the Production Team of *Every Treasure Tells a Story*

EVERY TREASURE TELLS A STORY



China Intercontinental Press



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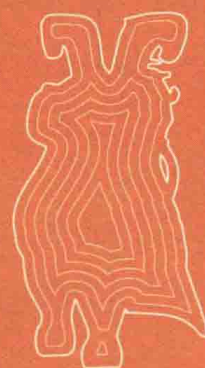
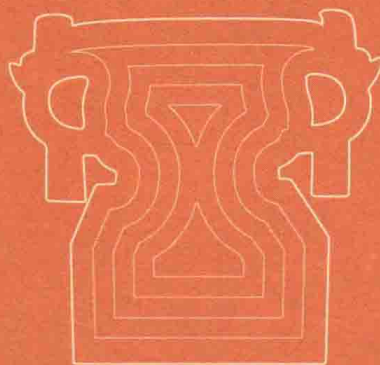
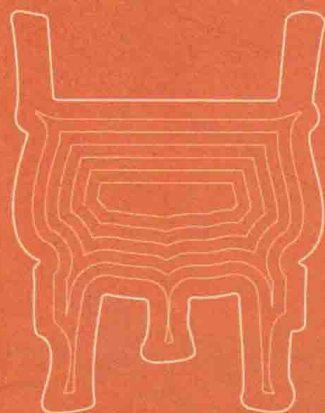
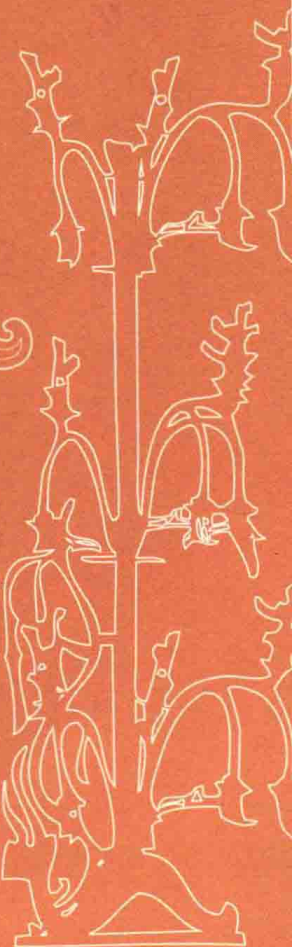
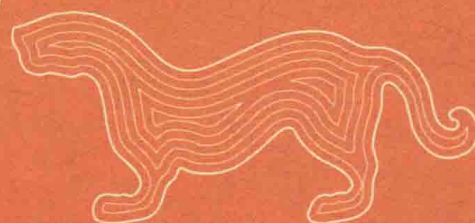
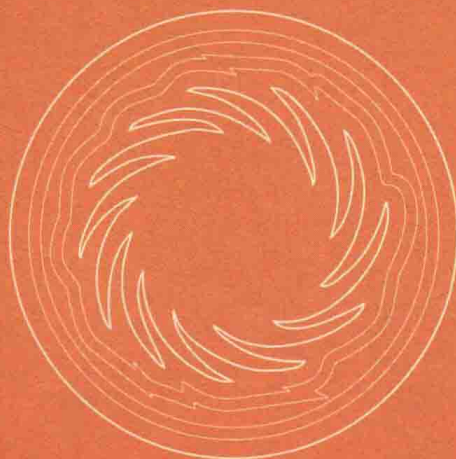
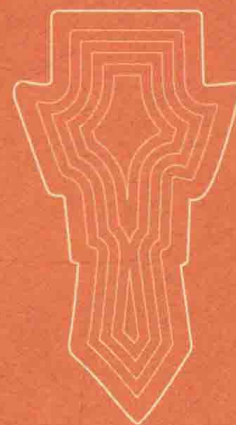
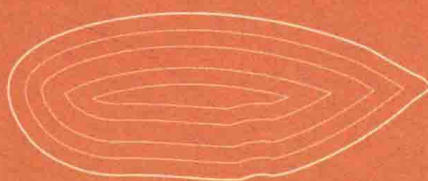
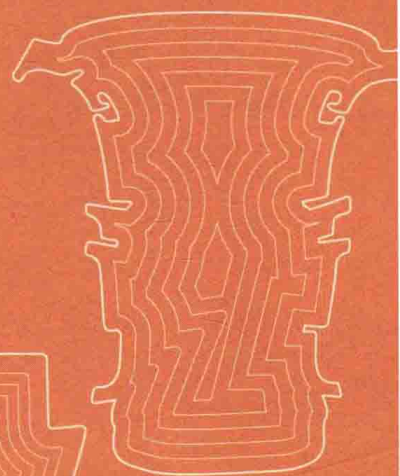
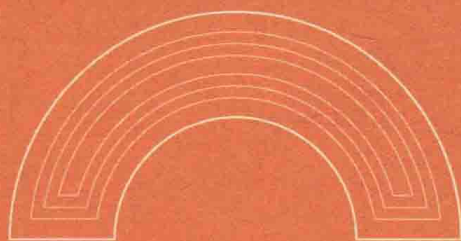
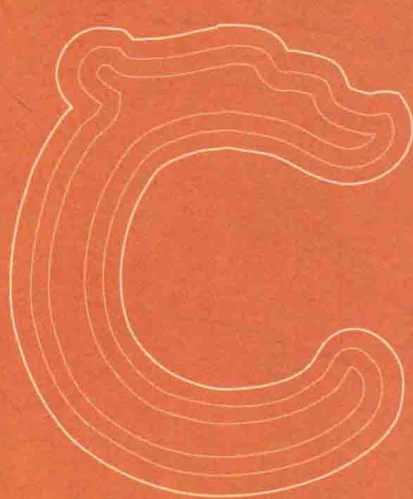
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Preface

Every Treasure Tells a Story is a well-liked documentary about Chinese cultural relics and the China Intercontinental Press is about to publish its book under the same title. Personally, I think this is of great significance for us and we should adapt important cultural traditions into today's culture, and blend them into modern society. I would be more than happy to make a few humble remarks.

Culture is the soul of a nation. Blessed with extraordinary cultural creativity, the Chinese nation has written a splendid history and created a great civilization that has lasted for thousands of years, all of which is embodied in national treasures born centuries ago. They are our invaluable heritage, full of vitality despite the erosion of time. With the help of our national treasures, we can develop a clear perception of our past, our present and our future. We can base our efforts on Chinese culture, pass down our cultural characteristics, demonstrate Chinese aesthetics, and nurture common emotion and value, as well as our shared ideals and spirit.

President Xi Jinping said that we should “bring life to the cultural relics collected in the forbidden palace, the heritage standing on the vast land, and the characters written in the ancient books”; “vitalize the cultural spirits that break down the barriers of space and time, spread across borders, and have eternal enchantment and contemporary values; and hand out the fruits of our cultural innovations that combine traditional merits and modern values, and feature universal qualities deriving from our homeland”. This book, *Every Treasure Tells A Story*, has delved into how to achieve such goals.

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A hundred of treasures have been carefully selected for the book *Every Treasure Tells A Story*, each telling a legendary tale. The book introduces each of the treasures and talks about from their relationships to the civilizations embodied in those artifacts. It also celebrates the unique creativity, developmental path, and values of Chinese culture through the telling of breathtaking stories of the treasures, presenting extensive pictures and providing an appealing, knowledgeable narrative, which is both meaningful and interesting.

Today, there is growing interest in the heritage of China. Many want to learn more about our country. Some are interested in perceptions, opinions, emotions and the aesthetic tastes of our people, and some want to get acquainted with Chinese traditions, customs, and our national ethos. I believe that our treasures, as well as this richly illustrated and narrated book, will open the very window for our foreign friends to have a glance at Chinese culture. Hopefully, they may feel the distinctive enchantment of Chinese culture from the moment they focus on any one of the treasures in a museum, and come away with a deeper understanding of our culture, which would be wonderful.

Thank you.

Shan Jixiang, Director of the Palace Museum

2018 July

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