

文化名片

世界的原生态

一张派给

A CARD OF THE PRISTINE CULTURE
TO THE WORLD

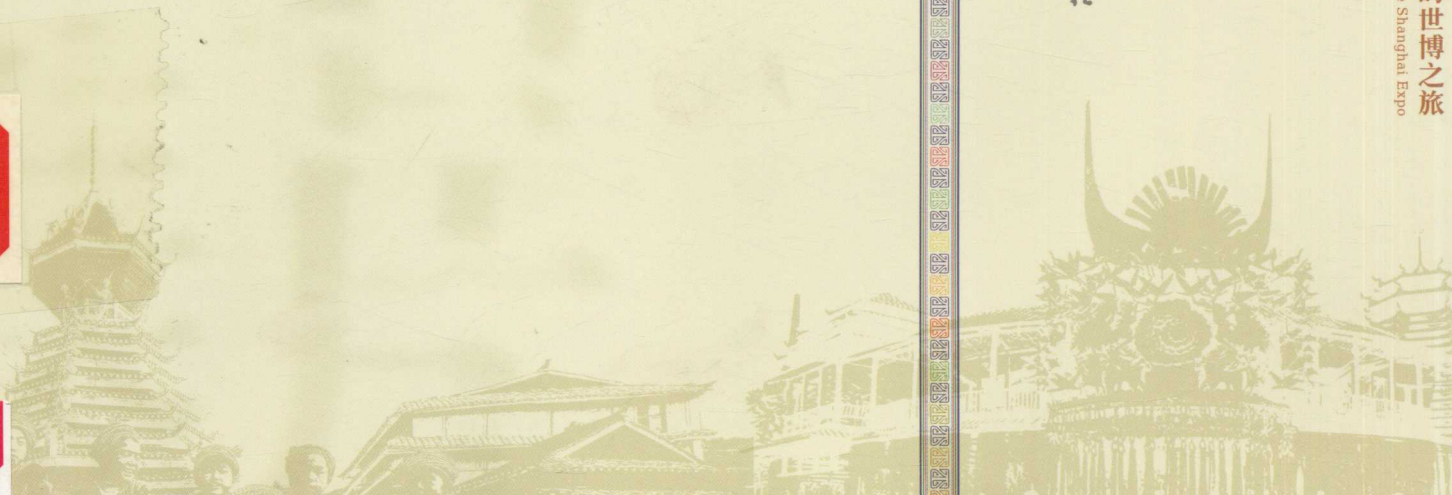
黔东南

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主编 / 韩卉

歌舞之州 ● 森林之州 ● 神奇之州 ● 百节之州 ● 快乐之州
贵州 · 黔东南的世博之旅
Qiandongnan's Trip to the Shanghai Expo

作家出版社



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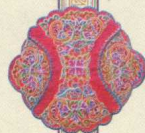
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黔东南发展旅游业具有得天独厚的优势。要大力发展特色旅游、精品旅游，把旅游产业做成黔东南州战略性的支柱产业，带动整个服务业和第三产业加快发展。要做好旅游发展规划，与州外、省外、国外的旅游结合起来，策划精品旅游线路。要千方百计挖掘每一个旅游景点及建筑、服饰、纪念品当中包含的具有唯一性、排他性的文化内涵，往细、精、深处去做，提高旅游业的品质品位。

——贵州省委书记、省人大常委会主任栗战书在黔东南苗族侗族自治州调研时强调。

Qiandongnan has a unique advantage in developing tourism, and high quality tourism industry should be developed as a strategic pillar industry, which will in turn accelerate the development of the tertiary industry. The Guizhou government has realized that it is important to make a good plan for tourism, to make a connection with tourism outside Qiandongnan, Guizhou Province, even China, and to plan high-quality tourist routes. Also, we are doing our best to explore the most essential and unique feature of every tourist attraction, building, clothing, and souvenirs, and to enhance the overall quality of tourism.

——Li Zhanshu, Secretary of the CPC Guizhou Provincial Committee



黔东南生态良好，有青山绿水，文化底蕴丰厚，结合旅游业发展大有可为，下一步要抓住文化旅游这个灵魂，与工业、旅游休闲等产业结合起来，延长产业链，增加旅游产品附加值，进一步做大做强。

——贵州省委副书记、省长赵克志在黔东南苗族侗族自治州调研时指出

Qiandongnan has a good ecological environment, beautiful mountains and rivers, and rich cultural heritage, all of which makes it feasible and practical to be connected with tourism. Also, the development of tourism has a real potential to extend the whole industrial chain by increasing the tourism value-added products.

——Zhao Kezhi, Governor of Guizhou Province



廖少华 中共黔东南州委书记

Liao Shaohua, Secretary of
CPC Qiongzhusi and
Dong Autonomous Prefecture

Culture Presentations of Qiandongnan at the Shanghai World Expo 文化出山来，世博展风采

上海世博会是世博史上第一次在发展中国家举办的全球盛会。在世博机遇面前，黔东南向世界推介什么，拿什么向世界展示？如何在“城市，让生活更美好”、“绿色低碳”世博主题和理念的框架下，最大限度利用好世博会带给黔东南的效应和财富，精心策划好经济文章？黔东南州委、州政府围绕生态文明试验区建设，盘点优势资源，把突破口锁定在宣传推介原生态民族文化资源，加快文化旅游资源转型升级，推动经济社会又好又快、更好更快发展上。

思路决定出路，心动更需行动。

加强组织领导，确保相关保障。在省委、省政府的关心支持和省世博办的具体领导和指导下，黔东南迅速成立州世博工作领导小组，在州商务局设州世博办公室，从相关部门抽调精干人员组成工作机构，明确工作职责，确保工作经费，紧扣上海世博会主题，在结缘世博、相伴世博、融入世博、凸显以世界文化遗产——侗族大歌为重头戏的原生态文化张力等参博道路上走出了坚实的步履。

The Shanghai World Expo was a fantastic global event. What could Qiandongnan present to the world in such a significant event? How to make a good use of the opportunities for the development provided by the World Expo for Qiandongnan under the World Expo theme --“Better City, Better Life”, “Green Living, Low Carbon”? After serious considerations, discussions, and planning, Qiandongnan commission and government decided to mainly focus on three aspects: To publicize the original cultural resources, to speed up the transformation and upgrading of the current cultural tourism resources, and to promote the overall development of economy to a higher level.

To implement these ideas, Qiandongnan quickly set up an efficient leading group under the leadership of the provincial government. The leading group has been closely connected with the Shanghai World Expo and to come up with ideas for better development of tourism in Qiandongnan. For instance, Qiandongnan took initiatives to actively interact with the Bureau of Shanghai World Expo, Shanghai International Culture Association, and related media in Shanghai to obtain the maximum possible support and help to get the unique cultural resources of Qiandongnan integrated into the Shanghai World Expo. Also, Qiandongnan has been creative and diverse in the form of activities



李飞跃 黔东南州州长

Li Feiyue, Governor of the
People's Government of
Qiandongnan Miao and Dong
Autonomous Prefecture

主动对接联系，畅通渠道路径。在省世博办的具体领导和指导下，黔东南主动出击，积极对接上海世博局、上海对外文化交流协会、上海各媒体以及相关方面，获得最大限度的支持与帮助，使更多的独特文化资源能够纳入上海世博推介的盘子。

找准活动节点，创新内容形式。我们认真研究世博内涵，密切配合省世博办精心策划组织了“上海世博·西江论坛”，开启了“一个村寨与世界的对话”，生动形象地演绎了“城市，让生活更美好”的上海世博会主题，有机地将城乡互动发展、共创美好明天的现代理念结合起来，提升了西江乃至贵州地域文化的价值与影响。

精心安排部署，铸造品牌效应。通过组织高质量的原生态民族歌舞节目、民间工艺品、民间特色美食等不同类型的活动，形成宣传、推介的强大合力，构建起“全程化、版块式、多层次、广角度”的推介阵容，通过一轮又一轮的展示，掀起一个又一个高潮，留下一串又一串印记……“多彩贵州”、“多彩黔东南”品牌更闪亮、更靓丽、更具影响力。

州委、州政府提出了“扬旅游业之长，加快建设旅游文化大州；补工业之短，强力推动工业经济加速发展”的思路。从配合省世博办成功举办“上海世博·西江论坛”开始，黔东南元素在上海世博会的舞台上不断闪亮登场，在世博会文化交流的“五线谱”上奏出了令人震撼的和谐交响，让世界看到了一个令人惊艳的“多彩贵州”，一个处女般美丽迷人的“多彩黔东南”。

黔东南文化在世博会上的精彩展示，为黔东南开启“十二五”“加速发展、加快转型、实现跨越”新篇章注入了自强不息的精神力量，为黔东南面向世界打好旅游产业、文化产业这两张牌，促进经济社会实现又好又快、更好更快发展塑造了一张烫金的名片。

of activities to publicize its unique and original culture. Examples of our activities include but are not limited to what we carefully learned the World Expo contents, we organized the Shanghai World Expo · West River Forum, and we initiated A Conversation between Qiandongnan and the World as well. All these activities actually represent the World Expo theme, promote the concept "a better future depends on city-and-village interactions & collaborations", publicize the cultural value, and enhance the impact of Guizhou. Also, various activities such as excellent and original singing and dancing demonstrations, arts and crafts products, specialty cuisine demonstrated a beautiful, diverse, and powerful Guizhou to the world.

The Qiandongnan commission and government put forward the idea to use the strengths of developing tourism and to bring along the industrial development. In the Shanghai World Expo, Qiandongnan was a critical element, and the whole world has seen a beautiful and diverse Guizhou. The wonderful presentations of Qiandongnan in the World Expo have initiated a new chapter of the fast development of Guizhou.

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一张派给世界的原生态文化名片 ——贵州·黔东南的世博之旅

从邀请上海世博组织协调机构成员考察黔东南、申请并成功承办“上海世博·西江论坛”，到参加上海国际艺术节、举办黔东南新文化旅游推介会与上海世博会的初次结缘；

从上海世博会开幕式暖场演出、开幕式演出、贵州展馆开馆运行，到贵州省文化活动周、黔东南州文化活动周的相伴世博；

从上海世博会“六·一”国际儿童节把侗族大歌奉献给俄罗斯、奥地利、澳大利亚、丹麦、意大利、英国、中国等国家馆以及石油馆、世贸馆，到上海世界音乐节黔东南专场演出、比利时“布鲁赛尔周”系列活动、上海市中秋晚会的融入世博；

从贵州凯里“亮欢寨”的苗族酸汤鱼、侗乡羊瘪、腌鱼等特色美食成为上海世博会中华美食街备受国内外游客青睐的特色饮食，到贵州馆回家，落户黔东南。

站在文化出山的高度，黔东南独特的原生态文化以“原始、原汁、原貌”为音符，在世博会文化交流的“五线谱”上奏出了令人震撼的和谐交响，实现了历史以来最集中、最系统、最精彩的文化展示。

越是民族的，越是世界的。

黔东南用睿智和理念向世界凸显了原生态文化的力量，在文化出山的“高杠”上，完成一个漂亮的腾越，让世界看到了一个更惊艳的“多彩贵州”，一个更迷人的黔东南。

A CARD OF ORIGINAL ECOLOGICAL CULTURE TO THE WORLD

A CARD OF THE PRISTINE CULTURE
TO THE WORLD

文化名片 世界的原生态 一张派给



贵州·黔东南的世博之旅
Qiandongnan's Trip to the Shanghai Expo

作家出版社

主编 / 胡芳

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· 森林之州



· 神奇之州



· 百节之州



· 快乐之州

The first contacts of Qiandongnan with the Shanghai World Expo started with inviting the Expo Coordination members to visit Qiandongnan. Then we successfully held the Shanghai World Expo · West River Forum, attended the Shanghai International Arts Festival, and organized the Qiandongnan's New Culture tourism.

Qiandongnan and Shanghai World Expo have been closely connected via various activities such as the opening of Guizhou Exhibition, Guizhou Culture Week, Qiandongnan's Culture Week, demonstration of Guizhou original songs to various foreign countries on the Children's Day, presentation of Qiandongnan's unique cuisine at the World Expo, and relocation of the Guizhou Museum back to its home · Qiandongnan.

The original culture of Qiandongnan was firstly presented systematically and extraordinarily at the Shanghai World Expo. The whole world is seeing a diverse, beautiful, and powerful Qiandongnan!

ATTAOCHED TO THE SHANGHAI EXPO

结缘世博



真 山 / 真 水 / 真 情



Enchanted Journey in Miao and Dong Villages

——Sidelights on the Trip of the Shanghai Expo Coordination Bureau to Qiandongnan

醉在苗乡侗寨

——上海世博局领导考察黔东南侧记

应省参加2010年上海世博会工作领导小组邀请，上海市委宣传部副部长、世博文化演艺活动工作领导小组组长陈东和上海世博局副局长、世博文化演艺活动工作领导小组执行副组长胡劲军率上海世博文化演艺活动考察组一行，于2009年4月11日至14日深入贵州省黔东南苗族侗族自治州台江县施洞镇、雷山县西江苗寨、榕江县三宝侗寨和丹寨县，先后对苗族盛装踩鼓舞、苗族反排木鼓舞、侗族大歌和苗族锦鸡舞等少数民族精品文艺节目进行了为期四天的考察。



A study group, led by Chen Dong, deputy director of the Publicity Department of the CPC Shanghai Committee and team director of cultural activities for the Shanghai Expo, as well as Hu Jun, deputy director of the Shanghai Expo Coordination Bureau and executive deputy director of cultural activities, visited Qiandongnan on April 11-14. During their 4-day trip, the group visited Shidong Town of Taijiang County, Xijiang Miao village of Leishan County, Sanbao Dong village of Rongjiang County, and Danzhai County and investigated typical ethnic cultural programs, including Miao drum dance, Fanpai wooden drum dance, the Dong grand song, and the dance of golden pheasants.

Four days for an investigation of a varied ethnic culture is a short time. The governments of Qiandongnan at all levels carefully organized and arranged the details of the journey. While the group members watched selected shows which have a broad mass character with high quality, they were deeply touched by the charm and magic of Qiandongnan's simple and natural folk customs and colorful cultures.

The performers of every program such as wooden drum dance, bronze drum dance, lusheng dance, golden pheasant dances, and Dong grand song invited the group