

# 欧洲 洋相

张晓丹·著

EUROPE REVEALED

清华大学出版社



神州月老 孟非 倾情推荐

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张晓丹 著

清华大学出版社  
北 京

## 内 容 简 介

《欧洲洋相》一书颠覆了以往介绍欧洲的角度，它不是摄影图集，光罗列照片；也不是旅游攻略，多介绍景点。作者通过旅居欧洲多年的精彩经历，以全新的视角，轻松有趣的文字，诙谐幽默的语言，图文并茂地与你分享异地风土人情，探究每个生动有趣故事背后中西文化的特色与差异。本书可以给从未踏足欧洲的朋友以初步认知；给粗略领略过欧洲的朋友，重温故地的回味；给曾在欧洲虽然生活过多年的朋友也会有全新的体验，不时听到惊叹，“怎么我就没留意？会留有那么多遗憾”！它宛如一幅欧洲生活的画卷徐徐展开，带你感受品味似曾相识而从未见识的城市，使你重新领略欧洲人文风景之集萃，让你深入体验前所未有的欧洲生活。之后的《欧洲洋相 2》将有更多精彩继续。

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伴随你的一生。





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# 欧洲洋相

祁荣祥  
题

将军书法家祁荣祥题写书名

贈張曉舟



以常為馬

陸建新



題



# 让梦想飞翔——孟非序

我小时候玩过一种玩具，叫做万花筒，老人也叫它西洋镜。小孩子们争先恐后凑在镜筒的一头，看着里面的千变万化。晓丹的《欧洲洋相》取意观察欧洲的一只万花筒，以小见大，勾起童年的回忆，也勾起让人镜中一窥的欲望。

如今的世界交往日趋便利，中西之间的距离变得前所未有的接近。走出国门看世界，已经不是难以触及的梦想，然而每个游历者都有自己观察世界的角度，因逢别际会的不同而生出不同的感悟。

作者晓丹精通多国语言，在欧洲长期生活，从事金融工作，游历世界五大洲六十多个国家的亲身感受，赋予《欧洲洋相》独特视角，展示了欧罗巴不为人熟知的一面。书中的每个故事都试图探究背后的东西方文化异同，很有意思。



《非诚勿扰》主持人 中国著名月老



## Preface

A handwritten signature in black ink that reads "Philippe Legrain". The signature is written in a cursive, flowing style.

Every European child learns about the Travels of Marco Polo to China in the thirteenth century and the marvels he discovered there. His wonder and delight at the sophistication of Chinese culture excited many young people — including me.

Chinese people have also made their mark on Europe. The first Chinese person recorded in England is Shen Fu Tsong, a scholar who visited the court of King James II in the seventeenth century. He was the first to catalogue the collection of Chinese books in the Bodleian Library at Oxford University. A portrait of Shen hangs in the Queen of England's collection today.

Chinese migrants influenced ordinary life too. Many of the first Chinese settlers in Britain arrived as sailors in the nineteenth century. The port city of Liverpool is home to Europe's oldest Chinese community, who founded the first "Chinatown" there. Chinese communities have since settled across Europe and established a "Chinatown" in most big cities. Paris has two.

China's rising over the past 35 years has stimulated Europeans' interest in Chinese culture. From September 2014, the British Museum in London is hosting a big exhibition featuring treasures from the early Ming Dynasty. It is entitled "50 Years that Changed China", the period from 1400 to 1450 when China emerged as a superpower with its capital in Beijing. Restaurants in London now serve food from Sichuan and Hunan, as well as Peking (Beijing) duck and Cantonese fare. All things Chinese — from acupuncture to tai chi — are in demand. Learning Mandarin is increasingly popular. Many more Europeans are visiting China as tourists, while European shops increasingly cater to high-spending Chinese visitors. Chinese students make European friends, create personal connections and a bridge between cultures.

My personal interest in China involves much more than an appreciation of your country's past. Whenever I have visited China, ordinary people have been exceptional friendly. One example among many: a dentist in Xi'an who was closing his surgery reopened it to help a friend of mine with terrible tooth pain — and then refused to accept payment. I try to reciprocate that kindness with Chinese people I meet in Europe. There is also an exhilarating energy about modern China: all kinds of progress is happening fast and the future is full of possibilities. Shiny new skyscrapers reach for the sky. Sparkling new trains speed through the countryside. The rapidly changing in cities like Beijing and Shanghai feel like a window into the future; Europe's cities seem small and sometimes backward in comparison.



Many Europeans are increasingly afraid of the future and so cling to the past. We don't invest enough and people tend to focus on the downsides of change, rather than all the opportunities it offers. Sometimes we are going backwards: while hardly anyone in Beijing cycles any more, Londoners and Parisians increasingly travel by bicycle rather than by more modern means. This fear of the future is almost like self-hate: it implies that today's Europeans feel that they can't do things better than previous generations. And it can be dangerous, because when people feel threatened, they may lash out at others, notably foreigners. But it doesn't have to be like that. Young people don't want to live in a museum or a theme park. China's example ought to inspire Europeans that a better future is possible if we believe in ourselves and strive for it.

There is also lots that Chinese people can learn from Europe. In the next stages of China's development, it needs to imitate less and innovate more. Chinese people are incredibly talented. To make the most of those talents, you need to learn to think more creatively and to spark ideas off different people. Studying and experiencing a diverse, global city like London that is famous for its creativity can open your mind to new ways of thinking and doing things. And while China's education system ranks top in the world in mathematics and science, students increasingly need to learn to think for themselves, rather than just learn things by heart. Partnerships with European schools and universities could help.

The most important thing, for both China and Europe, is that we continue to learn from each other. That we emulate the best of each and adapt it to our local needs. The future is a foreign land, full of marvels. Let's discover it together.

That's why the world needs more people like Xiaodan who can act as a bridge across cultures. She's a very impressive woman who speaks four languages, has been to more than sixty countries and has lived in Russia, France and Britain, as well as China. Impressively, she wrote this book in her spare time, while working in a bank in Europe. This excellent book offers a window on Europe for Chinese readers. Enjoy it!

Philippe LEGRAIN, Principal Adviser and head of the Analysis Team to the President of the European Commission; Special adviser of WTO(World Trade Organisation). He speaks regularly on the economy to business audiences and appears widely in the media.



## 序译文

每个欧洲小孩都了解马可·波罗在13世纪远行中国的事迹，以及他在中国的奇闻异事。他对精妙中国文化的描述启发了大批年轻人，其中也包括我。

华人在欧洲同样也留下了印记。英格兰记录的第一位华人是沈福宗。他是一名学者，在17世纪朝觐过国王詹姆士二世，并首次对牛津大学库藏的中国典籍进行了归类整理。英国女王的收藏中至今仍保留着沈的一幅肖像。

中国移民还影响了百姓的生活。首批中国移民于19世纪到达英国，多为海员。最早的华人社区出现在港口城市利物浦，后来演变成了第一座“中国城”。此后华人社区在欧洲遍地开花，并且在大多数大城市汇聚成“中国城”，在巴黎的“中国城”就有两座。

中国在过去35年的崛起激发了欧洲人对中国文化的兴趣。不列颠博物馆将从2014年起举办一项以明代初期珍宝为主题的展览，名为“改变中国的50载”，即在以北京为首都的中国摇身变成世界超级强国的1400年至1450年这段时期。伦敦有四川、湖南风味餐馆，也烹制北京烤鸭和广东特色。任何中国风的东西——从针灸到太极——都有人追捧。越来越多的人开始学习普通话，越来越多的欧洲人去中国旅游，同时越来越多的欧洲店铺开始取悦中国的高端消费者。中国学生结交欧洲朋友，建立私交同时也架起文化交流的桥梁。

我对中国的兴趣不止于对中国历史的仰慕。每次游历中国，中国百姓对我都极其友善。从很多例子中挑一个：在西安，有位正在打烊的牙医居然为帮助我的一个朋友而重张诊所，事后还拒收酬劳。于是我以同样的善意对待在欧洲遇见的华人。现在的中国还散发着一种活力：国家突飞猛进，前途不可估量，耀眼的高楼直冲云霄，高速火车在田野中驰骋。快速发展的城市，比如北京和上海，犹如向未来敞开的窗口；相比之下欧洲城市就显得袖珍，有时甚至落伍。

很多欧洲人越来越畏惧未来，所以抱着过去不肯撒手。我们不愿多投资，还倾向于关注变迁产生的负面结果，而无视变迁带来的机会。有时我们是在倒退：少有北京人还骑自行车，而伦敦人和巴黎人出行越来越愿意骑车而不是乘坐现代工具。这种对未来的恐惧甚至可视为自卑：即意味着当今的欧洲人不认为可以胜过先人。这种心态会很危险，因为当人感到受威胁时，他可能会找别人出气，尤其是外国人。但我们大可不必如此。年青一代是不会情愿住在博物馆或者主题公园里的。中国典范给欧洲人做出了表率：只要自信并且坚持奋斗，未来一定会更好。

中国人也可以向欧洲借鉴许多。在今后的发展中中国应该减少模仿，强化创新。中国人民极具才华，而充分施展才华需要学会创造性地思考，并且激发个人的才智。在向伦敦这样以创



新闻名的国际化大都市学习、体验中将引领你从新的角度思考，以新的方式行动。尽管中国的教育在数学和科学方面引领世界，可是学生们仍需要学习独立思考，而非死记硬背。与欧洲学校和大学联袂会大有裨益。

对中国和欧洲最关键的事情莫过于彼此取长补短，并按实际情况进行实践。未来的精彩不可限量，让我们一起领略。

因为这样世界才需要像晓丹这样的人，这样的文化使者。她是位了不起的女士，能流利使用 4 种语言，足迹遍布 60 多个国家，并且在俄罗斯、法国、英国，当然还有中国生活定居过。更不可思议的是她用在某欧洲银行供职时的闲暇时光撰写了这部著作。这部精彩的著作为中国读者了解欧洲开启了一扇窗，祝您读得开心！

Philippe Legrain 身为欧盟主席 José Manuel Barroso 的首席经济顾问，并且自 2011 年起担任 José Manuel Barroso 主席欧洲政策战略顾问团团长。他撰写过四部著作：《开放的世界：全球化的真相》、《移民：你的国家需要他们》（时代周刊年度商学著作奖提名）、《余震：大危机后重振世界经济》以及新作《欧洲的春天：欧洲经济政治一团糟的症结和调治》。他还在构建一座跨国智库——开放政治经济网络。



## Preface

Jul 2017

I am privileged to play a part in introducing — I hope to a wide audience — Xiaodan's book about China and Europe. This is an important venture, full of information, nicely and wittily framed. More important, however is the stimulus to the imagination. We are invited at both ends to stand in the shoes of the other. The author has a great knack for this manoeuvre.

It is hardly necessary to state that China and Europe must know each other better. The world needs that, and it is most definitely a two way process. Whether 'we are in China' or 'China in us' (as the academics put the question) is only a starting point.

Britain's own political and economic experience is rooted geographically in Europe. Yet her cultural and social tradition has entirely its own flavour. Our national instinct is outward looking. Britons are independent minded. They have always travelled. They are curious about their fellow humans. A current exhibition at the British Museum illustrates this pattern through the impact on British life — and vice versa — of the Vikings. One could make similar points about a whole range of European countries, varied as they are in their traditions. We understand today that the future of our region will be crucially shaped by the economies, structures and political imperatives of others. At Asia House we see this point as key to survival and future success. We encourage close and focused study of Asia, with all its wonderfully varied customs, traditions and achievements.

Naturally China plays a key role in this — a central fact for Europe as a whole. At Asia House we encourage the next British and European generation to inform itself properly and deepen its understanding of the core issues; and of course to build first hand links, institutional or personal. It is no light matter for this continent to come to terms with the weight and quality of the Chinese tradition. Communication is vital. In London we urge our young people to make the important effort to learn the Chinese language. As I write my colleagues are campaigning for better teaching of Chinese and other Asian languages in our schools. All these things strengthen two way engagement. We need to maximise the scope and value of the relationship.

Second we encourage mutual respect between peoples. Asia House stimulates reflection on ideas, some shared, other destined to converge. We work from realities, not caricature. There is much to be done in driving forward European engagement with China. We have excellent levers. A mutual interest in trade liberalisation is one example. Another, as my work in Cambridge at the Needham Research Institute reminds me, is the global historical meaning of China's contribution



to scientific learning and wider culture. Whether for the UK or the rest of Europe, Needham's exploration of China's record in astronomy, agronomy, medicine, engineering and navigation forms a framework in which China's contribution can be usefully and fairly viewed by Europe. I also see much strengthened respect at this end for the quality of today's Chinese research and a sense that, surely at both ends, solutions to key problems facing mankind can only be sought effectively in wholehearted cooperation. I am sure that Celine's book will reinforce this view.

My third point is travel. I live in a country which has always reached out and which depends for its economic future on its ability to market its products, particularly in fast growing Asia. At Asia House we tell our business friends that they cannot hope to succeed in these exciting new markets without a sympathetic understanding of the assumptions and instincts of their partners in Asia. Experience confirms that there is a strong constituency for this approach. Small and medium firms in particular can benefit. We like to spread our message widely and we take particular steps to reach out to the travelling public and the next generation. Step by step a broader constituency in Europe is becoming aware of the excitement and profit of working on a properly informed basis with Asian partners. At both ends of the land mass, challenges exist but can be overcome through shared effort. As an FT columnist asked recently, 'how many of us can say we have changed the way another culture thinks?' I would answer that Europe and China should aim to influence each other profoundly. To listen to each other's heartbeat and survey each other's 'intellectual furniture' is a lot more than an academic hobby. To develop a clear idea of each other's creative capacity means that we need to go well beyond a simple fix on each other's cuisine, dress sense or preferred hobbies, important though these are.

I wish this book success. It gives useful signals for the years ahead. Its human observations and images enrich the picture. These should lead readers to reflect that small behavioural pebbles make a cairn of real value, that the environment in which our species wishes very much to survive is infinitely complex and that solutions to awesome global problems call not only for steady policy but also for a habit of constructive coordination based on genuine understanding.

Sir John Boyd was Chairman of the British Museum and Master of Churchill College, Cambridge. As a member of the British Diplomatic service, he served twice in Hong Kong (as Political Adviser to the Governor) and Beijing twice. Other postings included Bonn, Washington, and the UK Mission to the UN. He is currently the Chairman of Asia House in London and of the Joseph Needham Research Institute in Cambridge.



## 序译文

我十分荣幸能尽一分力，希望能吸引广大读者，帮助晓丹推广这部关于中国和欧洲的著作。这是一个壮举，内容丰富，编纂细致巧妙。更重要的是，它激发了想象力。我们被邀请去站到一片大陆的两端换位思考。这正是作者拿手的地方。强调中国和欧洲需要加深了解已无甚必要。世界需要二者这样，而且毋庸置疑需要双向进行。“我们在中国”也罢，“中国在我们这儿”也罢（如学界所云），只是个开头。

英国自己在政治和经济上累积的经验从地理上植根于欧洲，但是她的文化和社会传统自成一派。这个国家有着向外探寻的天性。英国人有着独立的思想，而且钟爱旅行。他们渴望了解自己的同类。最近在大英博物馆举行的一项以维京人与英国人之间彼此影响为主题的展览说明了这一点。类似的观点对欧洲的所有国家也成立，差异无非是各有各的传统。今天我们明白我们这个地区的前途将被其他地区的经济、结构和政治诉求所左右。在亚洲中心（Asia House）我们承认这种观点关乎存亡和未来成就。我们鼓励对亚洲进行深入、专门的研究，包括其各种风俗、传统及成就。中国很自然地扮演举足轻重的角色——这是整个欧洲都要接受的事实。在亚洲中心我们鼓励英国甚至欧洲的下一代正确且深入地认知那些关键问题；当然还有建立直接的联系，无论是从组织层面还是从个人层面。这片大陆无法再把适应中国传统的影响和内涵当成小事。沟通最关键。在伦敦我们敦促年轻人重视中文的学习。就像我写的一样，我的同事正为更好地在我们的学校里教授中文和其他欧洲语言而奔忙。所有这些事情都起到强化双边关系的作用。我们需尽力扩大这种关系的内涵，提示这种关系的价值。

第二，我们鼓励各国人民彼此尊重。亚洲中心鼓励人们审度各种观点，这些观点有的被接受，有的则彼此靠拢。我们实事求是，而非人云亦云。让欧洲更贴近中国还有很长的路要走，好在我们有四两拨千斤的办法。例如我们在贸易自由化方面有着共同的趋向。再例如，这是我在剑桥李约瑟研究所工作时领悟到的，中国对科学及更广泛的文化作出的贡献在世界范围内所具有的历史意义。无论对英国还是欧洲其他国家而言，李约瑟对中国的天文、农艺学、医学、工程、航海文献的研究为欧洲了解中国的贡献搭建了一座框架。在我们这一边我还看到了人们对中国当前研究的质量加倍敬佩，而且还发现，当然两边都有，人们认识到只有真心诚意的合作才能有效解决人类面对的核心问题。我相信晓丹的著作会支持这种看法。

我的第三个观点是旅行。我所居住的国家一直对外保持开放，而且把其经济前景寄托在其推销产品市场中，尤其在高速发展的亚洲市场中，在亚洲中心我们告诫我们的商业伙伴说：如



果不透彻了解他们亚洲伙伴的期望和天性，他们就别想在这些令人振奋的市场上胜出。经验证明赞成这种做法的大有人在。中小型公司尤其得利。我们想让普天下都了解这个事实，尤其是采取措施接近旅行的人群和下一代。渐渐地欧洲人越来越多地了解在合理认知的基础上与亚洲伙伴打交道是多么开心，回报是多么丰厚。在这边大陆的两端，困难存在，但可以通过共同的努力克服。最近一名《金融时报》的专栏作家问道：“有多少人能肯定地说我们已经改变了其他文化思考的方式？”我会回答：“欧洲和中国需要下决心彼此深刻影响。”聆听彼此的心跳，审度彼此的心念可不仅仅是个学术癖好。清楚了解彼此的创造力指的是我们应该不仅仅满足在厨艺、穿着、喜好方面互相小修小补，尽管这样的修补有着重要的意义。

我祝愿这本书取得成功。它为将来提供了指引。其人性的观察和影像让主旨更加血肉丰满，让读者了解到行为上的点点滴滴也能因汇聚而形成价值，了解到我们梦想栖身的环境无限复杂，了解到解决严峻的全球问题不仅要靠稳定的政策，还要靠在正确理解之上培养起的积极合作的习惯。

Sir John Boyd (约翰·博伊德勋爵) 曾任英国剑桥大学丘吉尔学院院长及大英博物馆主席。他两次任职香港 (第二次作为总督政治顾问) 和两次任职北京。担任英国驻日大使之前，在英国国防部和外交部工作。还曾常驻波恩、华盛顿，是英国常驻联合国代表团成员。他是梅纽因国际小提琴信托基金及 RAND (欧洲) 英国基金会的信托人，现同时担任位于伦敦的亚洲之家和剑桥 Joseph Needham 研究院的主席。



## 引言

# 以梦为马

我非常喜欢诗人海子诗词中的那句——以梦为马。

以梦想当作马匹，骑着梦想的骏马驰骋，看遍大千世界。浩瀚苍穹、天马行空，谁曾想这匹骏马来到了欧洲，且这一看就是十多年。而今年，又逢马年，更是感慨。

临近中国的春节，在英国改完最后一遍稿子时，正值中法建交五十周年的喜庆日子。法国朋友打来电话邀请我去参加巴黎的庆祝活动。想起十年前是在巴黎度过的第一个异乡的春节。那时中法文化年刚开启，法国政府为庆祝中法建交四十周年，特意让巴黎的标志埃菲尔铁塔披上吉祥的中国红，从除夕开始闪亮，让我很激动。每当我想家的时候，傍晚就去铁塔脚下的长椅上，独自静静地坐着，时而还会用相机从各角度记录下不同以往的埃菲尔铁塔影像。最令人难忘的是看到闪灯铁塔散发着的特有红色光晕，就如同看到儿时奶奶家门前除夕挂上的大红灯笼，心顷刻就飞回了家。

春节时在伦敦市中心广场，我看到洋人们披着舞狮行头在跳中国传统的节庆飞狮舞，金发碧眼的孩子们穿着中国小旗袍，戴着生肖面具，京剧脸谱，手里拿的全是我小时过节举着玩的小纸龙、大风车，还在往地上摔炮，周围是对联条幅……又见一片红色海洋。置身其中，我在恍惚，仿佛沉浸在老北京的庙会里——越来越多的中国元素在欧洲出现。“十年前你可能不知道这个节日的存在，而现在很多欧洲人都知道了自己的生肖属相，还有的取了中国名字”，在欧盟工作的朋友这样总结。

世界很大，却正变得越来越小。工作之余我曾被法国公司请去做跨国文化的讲座，让欧洲人慢慢了解东方文化和中国人。东西方的人们都渴望了解对方的生活。中国人也渴望知晓欧洲人的世界。欧洲生活工作经历使我收获很多朋友同事，聊天时爱问的一个问题是——What is the meaning of life? (什么是人生?) 巴黎的时尚设计师娜塔莉说人生是创意和感受的过程。伊朗的工程师 Amir 告诉我，人生是一个舞台，每个人扮演不同的角色，丈夫、父亲，演得好需要用心。马耳他的 Paul 认为人生是一段旅程，途中要帮助他人，可以让自己快乐。他当时作为志愿者正在帮助阿富汗难民重建。如此等等，答案很多。于我，人生的意义是体验、尝试与感悟。