



HD Chinese Culture-Themed Theme Parks Set to Compete With Disney, Hollywood

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[The Wanda Movie Park complex in Wuhan City, part of a Dalian Wanda Group project bookending a 1.5 kilometer long 'street of culture'](#)

MOSCOW, December 22 (Sputnik) - **Chinese** conglomerate Dalian Wanda Group has opened a 7 **billion** yuan (\$1.13 **billion** US) **Chinese**-culture-based theme park and performance theatre in Wuhan as part of a grandiose series of entertainment projects set to rival Disney, DreamWorks and Universal, the Sydney Morning Herald reported.

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The complex, inaugurated by **company** head and **Chinese** property mogul Wang Jianlin over the weekend, features a 1.5 kilometer street of culture, bookended by the Wanda Movie Park on one end and the Han Show Theatre on the other.

"The Han Show theatre and Wanda Movie Park are first of their kind, unique projects which will undoubtedly become new symbols of **Chinese** culture as well as leading new global entertainment brands," Wang said.

The Wanda Movie Park, a 100,000 meter **wind**-chime-shaped complex, features world class cinema screens and six interactive attractions. These include a ride dedicated to **Chinese** space exploration, an interactive spectacle inspired by the **Chinese** novel Journey to the West, and a futuristic 5d show entitled "Ultimate **Energy**", featuring 3D projection, live actors, props, stunts and other special effects, the Sydney Morning Herald explained.

The Han Show theatre, shaped like a giant red lantern, features an eclectic mix of **Chinese**-themed performances featuring light displays, death-defying aerial and aquatic stunts, and interpretive dance.

Both projects were designed the late British architect Mark Fisher, who served as the art director of the opening and closing ceremonies of the Beijing and London Olympic Games, and at the Guangzhou Asian Olympic Games, Screen Daily explained.

Dalian Wanda Seeks to Create World Class Entertainment and Cultural Facilities

Wang, whose property-based Dalian Wanda conglomerate has made him one of the richest men on mainland **China**, has been expanding into the sphere of mass culture recently, following **Chinese** President Xi Jinping's urging of **Chinese** businessmen to "enhance **Chinese** culture as the country's soft power tool" as part of the "great rejuvenation of the **Chinese** dream," the Sydney Morning Herald explained. "**Chinese** people today have strong demand for culture, but we need effective supply and **China** [needs] innovative cultural products," the Wang noted.

Wang's ambitions plans include over \$32 **billion** in spending on cultural and entertainment projects across **China** up to 2020, the South **China** Morning Post explained. Among them is a \$9 **billion** "**Chinese** Hollywood" in the port city of Qingdao, which will feature 20 movie studios, an indoor theme park and yacht club. Plans also include multi-**billion** dollar theme parks in Guangzhou and Wuxi, the former set to compete with Disneyland **Hong Kong** and the latter with Shanghai-based projects by Disney and DreamWorks. Dalian Wanda expects its entertainment and cultural division to increase its annual revenues from \$4.1 **billion** last year to nearly \$16.1 **billion** by 2020, the South **China** Morning Post explained.

Mr. Wang Wants **Chinese** Mass Culture to Compete With the West at Home and Globally

At the opening of the Wuhan complex, Mr. Wang revealed the reasoning behind his **company**'s grandiose plans in the entertainment sphere: "The reason I'm investing 50 **billion** yuan to build a Wanda City in Guangzhou is to compete with **Hong Kong** Disneyland. Many people have the stereotype that what comes from foreign countries is always better than our own." Wang noted that "once our projects are completed, you can compare our visitor numbers and sales revenue [with Disneyland]. If we can do a good job, we may go to the US to build them parks there as well."

Over the last several years, Wang's **company** has been expanding internationally, purchasing US theatre chain AMC Entertainment holdings in 2012, and entering into talks to **purchase a stake** in entertainment companies Metro-Goldwyn-Mayer and Lions Gate Entertainment. Wang has stated that he seeks to control 20 percent of the global film market by 2020.

Sydney Morning Herald journalist Philip Wen has explained that Wang's plans are part of an effort by **Chinese** mass culture to expand worldwide, and ultimately to rival the powerful Hollywood mass culture machine. "Much like Hollywood blockbusters and American pop culture has its extensive reach around the world, the likes of Mr. Wang aim for **Chinese** celebrities, film, music, and art to be instantly recognizable globally," Wen explained.

CO dwgrcl : Dalian Wanda Group Company Limited

IN i974122 : Amusement Parks/Arcades | i97412 : Theaters/Entertainment Venues | ilea : Leisure/Arts/Hospitality | i8396 : Diversified Holding Companies | ibcs : Business/Consumer Services

NS gmovie : Movies | gcat : Political/General News | gent : Arts/Entertainment

RE china : China | austr : Australia | dalian : Dalian | guang : Guangdong | liaon : Liaoning | apacz : Asia Pacific | asiaz : Asia | ausnz : Australia/Oceania | bric : BRICS Countries | chinaz : Greater China | devgcoz : Emerging Market Countries | dvpcoz : Developing Economies | easiaz : Eastern Asia

IPD business

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