

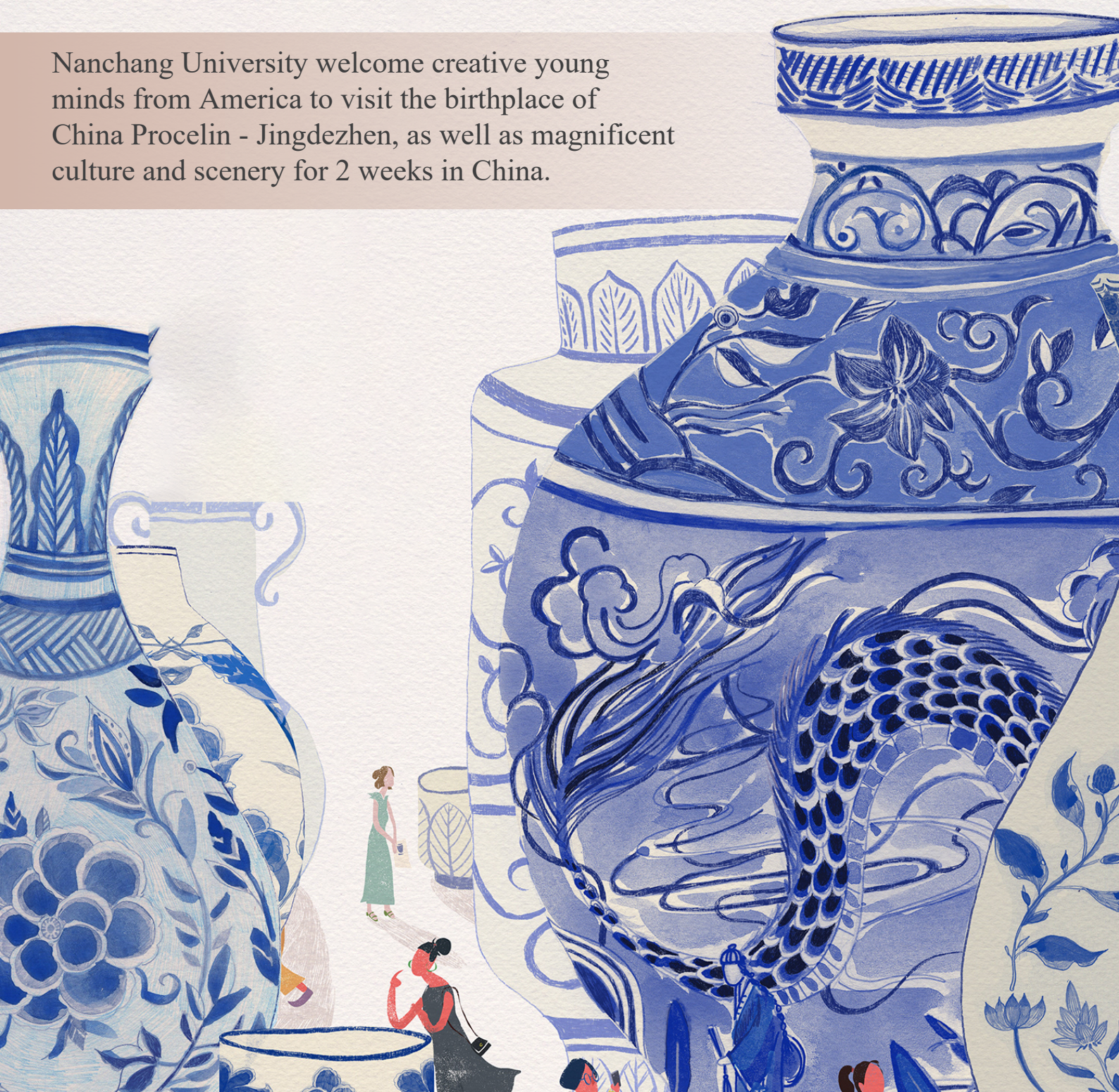


南昌大学
NANCHANG UNIVERSITY

“CHINA·china”

— A Journey to Explore Chinese Porcelain Art

Nanchang University welcome creative young minds from America to visit the birthplace of China Porcelain - Jingdezhen, as well as magnificent culture and scenery for 2 weeks in China.



Organizer:

Nanchang University

Time:

Group 1: July 1st - July 12nd 2024
Group 1: December 11st - December 22nd 2024

Place:

Nanchang City,
Jiangxi Province, China

Visiting places:

Beijing, Nanchang, Jingdezhen

项目简介

OVERVIEW

This program combines class teaching, cultural experience, visits and discussions, focusing on the theme of 'Digitalization Empowerment for the Development of Jiangxi's Culture and Tourism Industry'. It will research the current achievements in Jiangxi's digital economic development, how digitalization empowers Jiangxi's culture and tourism industries, fruits in rural revitalization, and delve into how Jingdezhen leverages its rich cultural ceramic art resources to digitally empower the high-quality development of the ceramics industry. The goal is to seize the digital industry trend, create a new path of industrial development focused on "digital + high-end handmade ceramics," and achieve deep integration between China's digital economy and its real economy. Through activities such as intangible cultural heritage tourism, company visits, cultural exchanges, and digital art, the program aims to deepen exchanges and mutual learning among young scholars and talents in the cultural and artistic fields both domestically and internationally. Using ceramics as a medium, it actively promotes interdisciplinary academic and artistic integration, showcasing the spirit and cultural responsibilities of young people in the new era. It aims to enable more international youth to understand Chinese culture, experience Chinese history, witness development changes, and tell the story of China and spread the Chinese voice from another perspective.



项目安排

SCHEDULE

Date	Time	Activities	Location
Day 1	8:00-20:00	Arrival and check-in	Nanchang University
Day 2	9:00-9:45	Opening Ceremony	Nanchang University
	9:45-10:30	Exchange between Chinese and American teenagers	Nanchang University
	10:30-12:30	Lecture: the History and Development of Jiangxi's Digital Economy	Nanchang University
	14:00-16:00	Enterprise Visit: Tour of Jiangxi Province's Digital Economic Cluster Zone of Nanchang High-tech Digital Valley	Nanchang
Day 3	10:00-12:00	Lecture: Digital technology empowers to introduce Jiangxi's Culture and Tourism Industry well	Nanchang University
	14:00-17:00	Exploring how digital technology empowers the development of the Jiangxi Provincial Museum in Nanchang, Jiangxi Province	Nanchang
Day 4	9:00-11:00	Lecture: The digital economy empowers rural revitalization	Nanchang University
	14:00-17:00	Visiting the picturesque rural scenery of Xihu Mr. Li's Village, exploring how the digital economy drives Xihu Mr. Li's Village to become a popular rural tourist destination, attracting visitors to experience its beautiful natural scenery and rich folk culture	Nanchang
Day 5	9:00-11:30	Visiting Badashanren Memorial Hall	Nanchang
	14:00-16:30	Experiencing the Nanchang VR Theme Park	Nanchang
	18:00-20:30	Visiting Tengwang Pavilion	Nanchang
Day 6	9:00-12:00	Travelling from Nanchang to Jingdezhen and checking in	Jingdezhen
	14:00-17:30	Lecture: Tradition and Future of Jiangxi Ceramic Art--How Do Traditional Crafts Board the Digitalization Express Train?	Jingdezhen
		Immersive Porcelain Crafting Experience at the China Light Industry Ceramic Research Institute	Jingdezhen
	19:30-21:00	Night tour of Taoxichuan	Jingdezhen

项目安排

SCHEDULE



Date	Time	Activities	Location
Day 7	9:00-12:00	Visiting the Ancient Kiln Scenic Area	Jingdezhen
	14:00-16:00	Visiting the Jingdezhen China Ceramic Museum	Jingdezhen
	16:20-18:00	Exploring Jingdezhen International Ceramic Exhibition and Trading Center (Ceramic Expo City)	Jingdezhen
Day 8	9:00-12:00	Visiting and Exploring Taoyangli - Imperial Kiln Scenic Area and Imperial Kiln Museum	Jingdezhen
	14:00-15:30	Visiting Home of Sanbao Jingpiao (driftage)	Jingdezhen
	16:00-17:00	Exchange sharing session of the study tour	Jingdezhen
	18:00	Back to Nanchang and check-in at the Qianhu Hotel of Nanchang University	Nanchang University
Day 9	09:00-10:30	Exchange Activity - China Tour Photography Exhibition	Nanchang University
	10:45-12:00	Exhibition and broadcast of short videos and mini- interviews on China's trip	Nanchang University
	14:00-17:00	Closing Ceremony	Nanchang University
Day 10	06:30集合 Gathering	Travel from Nanchang West to Beijing West (G892) 07:20-13:25	Nanchang
	13:00-17:00	Cultural Experience in Beijing: The Forbidden City	Beijing
Day 11	09:00-12:00	Cultural Experience in Beijing: National Museum of China	Beijing
	14:00-18:00	Cultural Experience in Beijing: The Great Wall	Beijing
Day 12	09:00-11:30	Cultural Experience in Beijing: Tian'anmen Square	Beijing
	Evening	Back to America	Beijing

申请要求

REQUIREMENTS APPLICATION

PARTICIPANTS SHOULD MEET THE FOLLOWING REQUIREMENTS:



Students of American
universities



Non-chinese nationality



18-30 years old, in
good health, suitable
for international travel



申请方式

HOW TO APPLY



PLEASE CONTACT NANCHANG UNIVERSITY TO SIGN UP

CONTACT:
MS GUO & MS YU

E-MAIL:
idmo@ncu.edu.cn

I. Application Documents

- scanned copy of passport(photo page)
- ID photo with white background(electronic version)
- Information form(see the attachment)

II. Application Method

Please send the application documents to the following e-mail address: idmo@ncu.edu.cn.

III: Application Deadline

Group 1. May 11st -June 10th

Group 2. October 1st - October 30th

费用安排

FEES ARRANGEMENT

Participants shall undertake the cost of the international flight, while the rest fees including the courses, accommodation, food, domestic transportation and insurance during the program will be covered by the organizer.

All the other personal consumption shall be covered by participants themselves.

