



A millennial who makes filigree inlaid jewelry (new national trend)

2022.02.25

People's Daily

Gu Guoqiang, a millennial from Chongqing, created his style of traditional "filigree inlay" technique. For years, he has uploaded more than 180 short videos about filigree inlays on Kuaishou, with the highest number of views exceeding 7.4 million. Gu Guoqiang said that the new media has greatly bolstered the promotion and inheritance of traditional skills as it not only drew the attention of more people to him and his studio, but also narrowed the distance between traditional skills and the public. He actively participated in Kuaishou's "A World of Intangible Cultural Heritage" (非遗江湖), "Art Creation for the Winter Olympics" (艺起助力冬奥) and "Knowledge about Winter Sports" (冰雪新知) and other activities. "Whether it is traditional skill or the Beijing Winter Olympics, they are the pride of China. More people should know about them and be proud of China," he said.