



## **Kuaishou expanded the platform for intangible cultural heritage performers by organizing a unique water-based performance in Chengdu**

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Zhoudao Shanghai

In the evening of February 25, an exceptional water-based performance showcasing intangible cultural heritage took center stage at Dongmen Pier along the Jijiang River in Chengdu. The event, initiated by Kuaishou's We Studio, received massive support from the Night Cruise on Jinjiang River project and the Chengdu government. Kuaishou organized live performances on the Jinjiang River, which were broadcasted through the social media accounts of intangible cultural heritage performers. This captivating event offered a mesmerizing glimpse into China's intangible cultural heritage, with a particular focus on the rich traditions of Sichuan. The Korean director, Bai Peicheng, who participated in the project, was full of praise for China's intangible cultural heritage, and was deeply impressed by the enthusiastic response of the audience. He expressed his amazement multiple times.