



Empowering the preservation and inheritance of intangible cultural heritage: “Artisans in New Urban Areas: Our Hometown’s Intangible Cultural Heritage” themed activities launch online

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Guangming Daily (光明日報): [Empowering the preservation and inheritance of intangible cultural heritage: “Artisans in New Urban Areas: Our Hometown’s Intangible Cultural Heritage” themed activities launch online](#)

On June 10, 2023, in celebration of the “Cultural and Natural Heritage Day”, Kuaishou launched a series of activities to honor the rich traditional culture of China and preserve its intangible cultural heritage. These initiatives included online and offline exhibitions themed the “Artisans in New Urban Areas: Our Hometown’s Intangible Cultural Heritage (新市井匠人之我家鄉的非遺)” and “Intangible Cultural Heritage on Hand (手上的非遺)”, as well as product sales exhibition in the “Kuaishou Intangible Cultural Heritage Shopping Festival (快手非遺購物節)”. The goal of these events was to facilitate the seamless integration of intangible cultural heritage into contemporary life.