



Kuaishou celebrates the Wuzhen Theater Festival with the creation of a new bazaar for artisans to revitalize traditional culture

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People's Daily : [Kuaishou celebrates the Wuzhen Theater Festival with the creation of a new bazaar for artisans to revitalize traditional culture](#)

From October 19 to 29, to celebrate the 10th anniversary of the Wuzhen Theater Festival, Kuaishou, in partnership with the festival organizer, created a large-scale immersive intangible cultural heritage bazaar – “New Bazaar for Artisans: Discovering Intangible Cultural Heritage in Wuzhen”. Artisans from all over the country specializing in intangible cultural heritage and excellent opera performers gathered in Wuzhen. Also featuring a mix of trendy elements like installations, games and graffiti, the event brought together the essence of traditional bazaar culture and modern art into Wuzhen. It enabled the audience to enjoy an immersive experience of the renewed charm of intangible cultural heritage and traditional operas in this new era.