

Creating Heritage Demand: A Protection Way Based on Conference Event

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Conference for the Revival of Chinese Villages

- Organization: A conference organization jointly initiated by five units
- Purpose: Rooting in the countryside, activating its development
- Strategy: Conferences are only held in villages
- Characteristic: rich + cross-border + link + interesting = An excellent experience
- Objective: Catalysts for rural revival industry, catalysts for host village's revival

The First Conference

Xihe Village, Xin County, He'nan Province, April, 2016



新县宣传

conference was held in a sedate village



45 speakers from 6 countries



A group photo with more than 600 people



A France expert



Villagers



The Second Conference

Zhongguan Village, Zunyi, Guizhou Province, November, 2016



The Third Conference

Taijiang County, Guizhou Province, June, 2017



A Grain Mill Coffee Shop in
Jiaogong Village



Landscape Lighting of Sacrifice Bridge in Hongyang



Becoming more and more professional





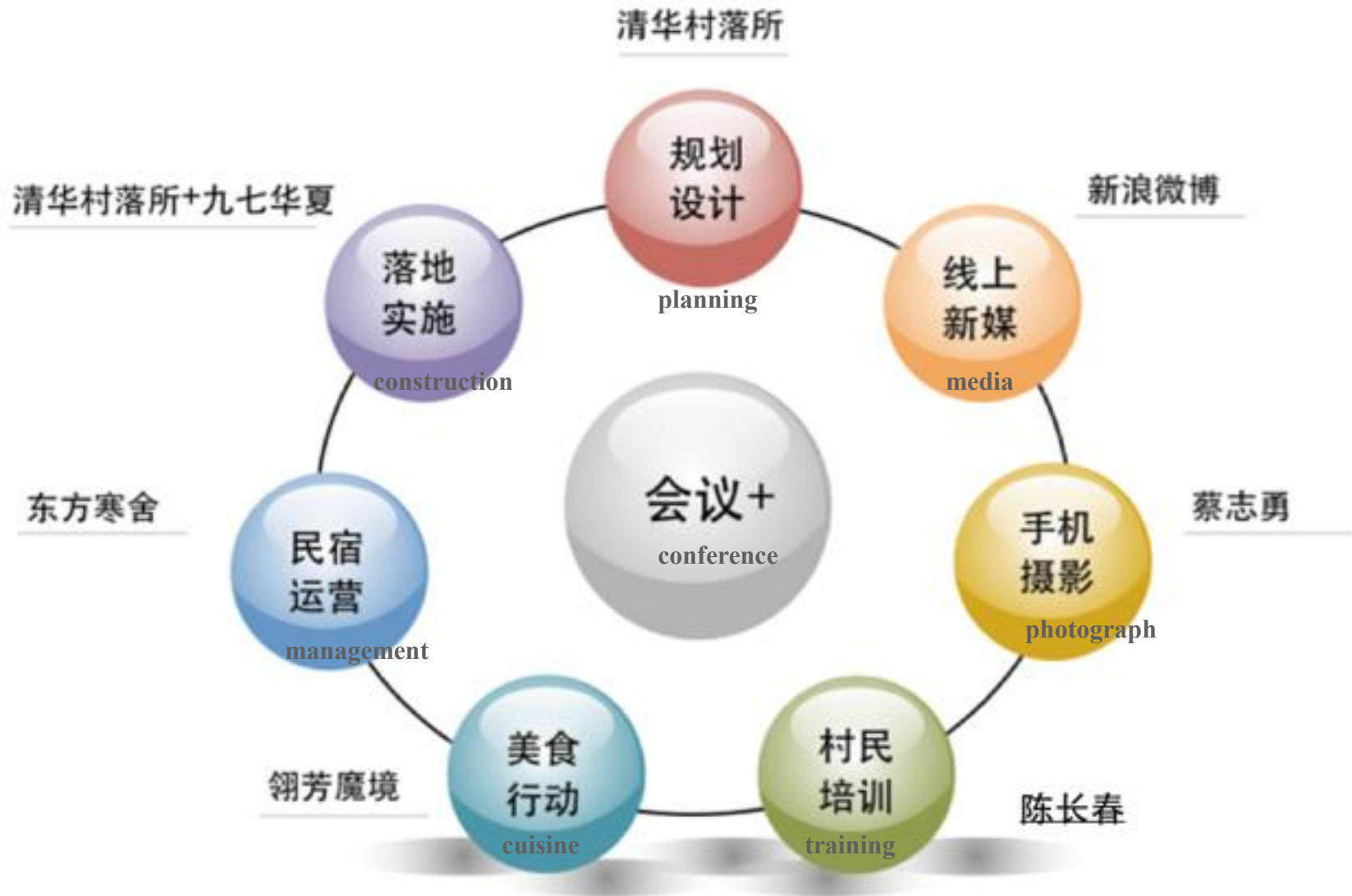
The Fourth Conference

Rizhao, Shandong Province, September, 2017






Deepening and Modularizing the Content of Conference



Lohas become the annual organizer of the conference



“9 Photos Plan” of Cai Zhiyong



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2018新年刚过就#下雪啦# 我在西安的大雁塔和安徽蚌埠的湖上升明月两个景区拍摄的雪景，跟着#蔡蔡手机拍# 拍雪，#你也可以拍的这么美#哟@华为手机 #蔡蔡手机拍#——追逐2018的第一场雪



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中国乡村复兴论坛九图计划

梅县峰会·松口古镇

咏松口 廖晓鹏
千年古镇话沧桑
三妹山歌松口出
宝塔雄姿映水长
孤帆只影赴南洋



“Lingfang banquet” becomes the standard meeting meals of the conference

大愛麗絲王翎芳

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王翎芳，翎芳魔境创始人，作家及旅游观察家、制作人及主持人

台湾 台北市

公司 作家

简介：旅游观察家及作家、翎芳魔境创始人、文化旅游视频制作人及主持

图书作品

台湾自助游

类型：地理

《台湾自助游》是第一本台湾同胞为台湾自由...

5 分享

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“pork with salted vegetable” hamburger



境魔若鋼

“Fire Plan”: training courses for rural managers



Conclusion

- From design to event
- From event to long-lasting
- The conservation of villages is just like a football team. Delimiting conservation area and developing protective strategies equal to guards in the football team, they are used to control the damage to villages. Improving infrastructure and landscape are the midfield, making preparation for the development. Several successful cases are the strikers, they should play a positive role in the football contest.

预告



2018.4

广东·梅州·梅县



2018.9

浙江·萧山·河上镇



2018.12

福建·福州·永泰

The Fifth Conference

Mei County, Guangdong Province, 16-19, April, 2018



