



Kuaishou and Wuzhen Theatre Festival Launch "Intangible Cultural Heritage National Style Show," Entering the New Craftsmen's Modern Marketplace for a Wonderful Tour

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CNR(China National Radio) : [Kuaishou and Wuzhen Theatre Festival Launch "Intangible Cultural Heritage National Style Show," Entering the New Craftsmen's Modern Marketplace for a Wonderful Tour](#)

The 11th Wuzhen Theatre Festival will be held from October 17th to 27th. Kuaishou, in conjunction with the Wuzhen Theatre Festival, will jointly initiate the "Craftsmen's Modern Marketplace · Wuzhen Intangible Cultural Heritage National Style Show." The entire event will revolve around the interactive theme of "Opera Characters," and will be carried out through three major content: "Entering Wuzhen, Exploring the Life of the Theatre Town," "Coming to the modern market, Experiencing the Wonderful Craftsmanship of Intangible Cultural Heritage Craftsmen," and "Listening to a Good Play, Feeling the Prosperity of National Music." Gathering intangible cultural heritage craftsmen and opera characters from all over the country, it will bring the concentrated traditional modern marketplace culture into Wuzhen, leading the audience to immerse in the intangible cultural heritage and appreciate the charm of traditional opera. In future, Kuaishou will continue to act in creating a good atmosphere for protecting intangible cultural heritage and expanding the influence of intangible cultural heritage inheritors, with the spirit of craftsmen, to create a modern marketplace culture full of the atmosphere of life.