

02

Community | Global

A Future Where People Can Enrich Mind and Body Through Art and Sports and Envision a Hopeful Tomorrow Anywhere in the World

[Activity Overview]

- Bringing Intangible Cultural Heritage Into Daily Life in Jiangxia | AEON MALL Wuhan Jiangxia (Jiangxia District, Wuhan City, Hubei Province, China)
- Joint information session on employment in Ningxi Street | AEON MALL Guangzhou Xintang (Ningxi Street, Zengcheng District, Guangzhou City, Guangdong Province, China)
- Vietnam National Muay Thai Championship 2024 | AEON MALL Binh Duong Canary (Thuan An, Binh Duong Province, Vietnam)
- Initiatives to promote culture and the arts in collaboration with the Royal University of Fine Arts in Cambodia | AEON MALL Mean Chey (Mean Chey District, Phnom Penh, Cambodia)
- Community classes offering cultural learning and sports experiences | AEON MALL Jakarta Garden City (East Jakarta, Capital Territory of Jakarta, Indonesia)



Bringing Intangible Cultural Heritage Into Daily Life in Jiangxia

Fostering community love through culture and across generations
A center for rediscovering Jiangxia Traditions



Project Overview

In China, traditional culture passed down through generations is known as intangible cultural heritage. Jiangxia District is home to 96 representative examples, including the legends of Liangzi Lake, Chu-style iris landscaping, Jinkou grass-woven dragon dances, and traditional papermaking. AEON MALL Wuhan Jiangxia held events throughout the year to share the appeal of these traditions to our communities and build awareness around their preservation.



Lunar New Year Intangible Cultural Heritage Performance [Jiangxia District Cultural Center]

Jinkou Grass-Woven Dragon: A dynamic reenactment of a traditional ritual from the Jinkou area of Jiangxia, Wuhan, in the middle reaches of the Yangtze River. Participants crafted a dragon using rice straw from their farmland to celebrate hopes for a year of bountiful harvests.



Location: Jiangxia District, Wuhan City, Hubei Province, China

Jiangxia District is a newly developed urban area in the southern part of Wuchang, on the east side of the Yangtze River, which runs through central Wuhan. The district is known as the First County of Chu and possesses rich cultural tourism resources with over 2,300 years of history. Factories and R&D centers in the three core industries of Wuhan (i.e., the automotive, high-tech, and healthcare industries) continue to move into the district. Subway lines and other transportation infrastructure are also expanding in the district.

Unique Features

The Jiangxia District Cultural Center collaborated with 9 government departments, 8 local cultural organizations, and 24 universities.

Facility: AEON MALL Wuhan Jiangxia

AEON MALL Wuhan Jiangxia is located in the heart of the main urban center of Jiangxia, surrounded by three distinct zones. Three surrounding zones include a business area with banks and offices around a large park, a public service area with the district government, and a corporate R&D area with technology firms.

Basic market area	: 390,000 households and 1.43 million people (residents and workers combined) within a 20-minute drive
No. of stores	: 260 (specialty stores)
Land area	: Approx. 106,000 m ²
No. of parking spaces	: Approx. 4,500
Opening	: November 01, 2023



Jiangxia District Cultural Center × AEON MALL Wuhan Jiangxia

Life Design Developer



Jingxiang Xu
Director,
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Can Zhu
Sales,
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A Sense of Mission to Preserve and Share the Intangible Cultural Heritage of Jiangxia

Mr. Xu: I studied oil painting at an arts university and was active in the arts scene in Beijing. Later, I returned to my hometown in Jiangxia and began working at the Wuhan Jiangxia District Cultural Center. I began feeling a strong sense of responsibility to ensure more people discover the intangible cultural heritage of Jiangxia as I learned more about the history and traditions of the Yangtze River region. I also realized it wasn't enough to simply raise awareness. We also needed to collaborate with various industries to enhance the cultural value of these traditions, broaden their market reach through new consumer

experiences, and build economic support for the people who carry these traditions forward. I came to feel a strong desire to play a role in utilizing traditional culture to drive the creation of a positive cycle.
Ms. Zhu: Before the opening of AEON MALL, we had the opportunity to hear from the Jiangxia District Cultural Center and the local tourism bureau, who told us they were actively working to spread Jiangxia's intangible cultural heritage but were concerned that their message often wasn't reaching beyond those already involved or interested. We thought that we could help raise awareness among local residents and contribute to culture development by making AEON MALL a center to introduce the intangible cultural heritage of Jiangxia.

Xu: Your team at AEON MALL made a

few visits to the Jiangxia District Cultural Center and we had many thoughtful discussions while the construction of the mall was still underway. I felt that AEON MALL wasn't only focused on attracting visitors and promoting the mall, but also took its role in the community seriously and gave careful thought to how it could fulfill its social responsibilities. Establishing this relationship with AEON MALL allowed the center to move forward with the 2024 plan for the Bringing Intangible Cultural Heritage Into Daily Life in Jiangxia event. We submitted this plan to the local authorities and received immediate approval, which allowed us to move forward with the event.

Co-Creation Partner Jiangxia District Cultural Center

Founded in 1951, the Jiangxia District Cultural Center focuses on preserving intangible cultural heritage and supporting community cultural activities. The center also offers free art education courses and evening programs for young people. These efforts give local residents opportunities to learn about and experience traditional Chinese festivals and culture.

Jiangxia District Cultural Center × AEON MALL Wuhan Jiangxia



Culture and Natural Heritage Day opening ceremony

Year-Round Participation, Including Online Attendance, Reaches 200,000 and Exceeds All Expectations

Zhu: There were three particular points that we considered for the Bringing Intangible Cultural Heritage Into Daily Life in Jiangxia event.

Xu: Yes. The first was to get young people interested in the event. We needed to reach younger audiences to pass down the intangible cultural heritage and create new value. The second point was to think carefully about measures to announce the event and expand awareness. We needed to make as many people as possible aware of the event. There was also the question of how we could utilize media coverage to draw more attention to intangible cultural heritage. Such media strategies were also a crucial aspect to consider. Our third point focused on creating economic value from intangible cultural heritage. Traditional culture needs to function as a viable market, and the people who carry these traditions must be able to achieve financial independence. That felt especially important to us.

Zhu: Through this event, we aimed to spread the visibility of Jiangxia as far as we could. We hoped to connect intangible cultural heritage with tourism

and increase the number of visitors to Jiangxia. Xu was thinking on this scale from the beginning.

Xu: We've collaborated with businesses before, but Bringing Intangible Cultural Heritage Into Daily Life in Jiangxia was our largest scale event related to intangible cultural heritage.

Zhu: About 60 percent of visitors to AEON MALL Wuhan Jiangxia are under the age of 36. We saw this as a great opportunity to introduce intangible cultural heritage to younger generation families and university students, give them a chance to interact with the culture, deepen their understanding, and raise awareness about the importance of cultural preservation. We held various events throughout the year, including exhibitions, the Peking opera, and traditional music performances during the Lunar New Year in February. In May,

we organized hands-on workshops. June featured large-scale event for China's Cultural and Natural Heritage Day. And in October, we held open classes for students.

Xu: The response was greater than we expected. More than 200,000 people took part throughout the year, including online participants. The event also received coverage from about 40 media outlets with government support, reached a total of over 4.5 million views.

Zhu: The event for Cultural and Natural Heritage Day was streamed live online and drew about 150,000 concurrent viewers. Starting that day, we partnered with the government and universities to host a nine-day exhibition featuring 50 booths showcasing design products inspired by intangible cultural heritage and traditional culture. The event was a hit.



Guest attending Culture and Natural Heritage Day



Children attending Culture and Natural Heritage Day

Jiangxia District Cultural Center × AEON MALL Wuhan Jiangxia

Seeing a Real Response From the Young Participants

Zhu: I was genuinely surprised to see how much young people enjoyed interacting with various forms of intangible cultural heritage. I had assumed they weren't very interested in traditional culture. I felt that the event was a meaningful step toward planting the seeds of cultural transmission in the next generation. The fashion show led by students studying fashion and children was also impressive. Some of the visitors were seen wearing traditional Chinese costumes.

Xu: I was also pleased with the reaction of the younger participants. Many were surprised to discover that Jiangxia has this kind of intangible cultural heritage, and several of them contacted the Jiangxia District Cultural Center after the event. The fashion programs also led to new connections. We also received support and participation from contacts in Yunnan as well through an introduction from a fashion photographer originally from Wuhan and now based in Yunnan Province. Yunnan is known for its forward-thinking approach to preserving, passing down, and evolving intangible cultural heritage. The region has launched many creative efforts, and I think there is a lot we can learn from. Discussions and exchanges with the Yunnan participants gave us fresh inspiration and helped spark new ideas. Such interactions also reinforced the potential of cross-industry collaboration. I personally have a strong interest in Japanese culture, and I've found



it helpful to look at examples where *ukiyo-e* and other traditional Japanese art is successfully integrated into the fashion industry. Appealing to younger generations will remain one of the most important challenges, so I hope to continue exploring new approaches that blend intangible cultural heritage with contemporary lifestyles. The relationships and partnerships developed with the surrounding wider areas like Yunnan Province are a byproduct of executing such a large-scale event. I hope to make use of this growing network to promote mutual exchange, support the preservation and growth of intangible cultural heritage in each region, and help share the traditional culture of Jiangxia with the world.

The Importance of Steady Efforts: Shaping New Ideas

Xu: Since AEON MALL opened, Jiangxia District feels like a more vibrant place that draws in more young people. I hope the mall continues to use its strong

pulling power to carry out a variety of initiatives. For example, it would be great to see a permanent exhibition or hands-on area for intangible cultural heritage inside the mall, along with regular events led by those carrying down the traditions. I also think we could see even more possibilities for further initiatives if we work together to establish a cultural development organization.

Zhu: I would love to explore those efforts together. Many local residents who joined the event said they hope to see it continue. Efforts like these help local residents take pride in their region and I hope these efforts in turn build a stronger attachment to AEON MALL. We have already started developing new ideas, including local booths offering traditional foods tied to Jiangxia intangible cultural heritage and joint programs with the other three AEON MALL locations in Wuhan to introduce and offer ways to explore such cultural heritage. AEON MALL already sets trends, giving us a position to potentially help people rediscover tradition. We plan to keep working closely with the Jiangxia District Cultural Center and other regional partners to support this role.



PROJECT | CASE 02

China Joint Information Session on Employment in Ningxi Street

AEON MALL Guangzhou Xintang | Ningxi Street, Zengcheng District, Guangzhou City, Guangdong Province, China

The area where the mall has been designated as a national-level economic and technological development zone and continues to attract companies, particularly in the high-tech sector. Visitors come not only from Ningxi Street, but also from Zengcheng District, Huangpu District, and Dongguan City.

Connecting Companies and Job Seekers to Support Local Economic Growth

Project Overview

We provide a space for communication between companies and job seekers to encourage employment, address hiring challenges faced by businesses, and support local economic growth. In 2024, we partnered with the Ningxi Sub-District Office to host three large-scale employment information sessions in shared areas of the mall. Around 360 total companies offered over 9,400 job listings and provided job-hunting guidance and information on related government policies.



Key Points

Multiple departments collaborated to advertise the information sessions through mall channels and social media services. Many enthusiastic young adults, especially those within a few years of graduating from university, took part and formed long lines in front of booths. We will continue to work closely with the Ningxi Sub-District Office and other government departments to higher quality hold employment information sessions to meet the needs of companies and job seekers.

PROJECT | CASE 03

Vietnam National Muay Thai Championship 2024

AEON MALL Binh Duong Canary | Thuan An, Binh Duong Province, Vietnam

AEON MALL Binh Duong Canary is located in a rapidly urbanizing area, surrounded by residential neighborhoods, business zones, and educational institutions. The mall holds various cultural events for local residents and tourists, helping to showcase the unique appeal of the region.

Hosting a National-Level Tournament to Support Sports Development

Project Overview

AEON MALL Binh Duong Canary hosted the Vietnam National Muay Thai Championship in partnership with Binh Duong Province to share the appeal of Muay Thai and support athletes training across the country. Approximately 400 athletes from 29 provinces and cities participated, attracting over 184,000 attendees to the mall during the event. The venue was filled with energy, excitement, and a strong sense of cultural pride.

Key Points

We worked in collaboration with external partners and specialty stores to successfully host the national-level tournament. Outstanding athletes from the event were selected for further support as they prepare for international competitions and continental tournaments. AEON MALL Binh Duong Canary will continue working with Binh Duong Province to host nationwide sporting events that offer new experiences and excitement for both local residents and visitors.



PROJECT | CASE 04

Cambodia Initiatives to Promote Culture and the Arts in Collaboration With the Royal University of Fine Arts in Cambodia

AEON MALL Mean Chey | Meanchey District, Phnom Penh City

AEON MALL Mean Chey is located in a rapidly developing area positioned as a secondary center of Phnom Penh, where the population is expected to grow. The mall serves as a hub for traditional culture to provide entertainment and educational content for the local community.

Expanding the Reach of Performing Arts From a Hub for Traditional Culture

Project Overview

Young people in Cambodia have few opportunities to experience their own traditional performing arts. Professional performers also face challenges, with few platforms available to showcase their talents. In response, AEON MALL Mean Chey partnered with the Royal University of Fine Arts, Cambodia's leading government-run institution for the arts. We work together to host monthly performances featuring students presenting traditional Khmer culture through dance, theater, and other artistic showcases.



Key Points

We aim to be the first place that comes to mind for anyone wanting to experience Khmer culture. The mall holds a different performance each month, with some visitors lining up for seats near the stage two hours before shows begin. We will continue to strengthen these efforts and help pass traditional culture on to the next generation under our concept of "edutainment" (education + entertainment).



PROJECT | CASE 05

Indonesia Cultural Learning and Sports Experiences

AEON MALL Jakarta Garden City | East Jakarta, Capital Territory of Jakarta, Indonesia

AEON MALL Jakarta Garden City is located in an extremely densely populated area undergoing residential development and road infrastructure improvements. The mall prioritizes creating a welcoming environment and supports local community engagement through a variety of activities and programs.

Partnering With the Community to Support Local Culture and Healthy Living

Project Overview

We provide opportunities for cultural learning and sports experiences to explore Indonesian culture and promote healthy lifestyles. Our programs include traditional dance, Pound Fit full-body workouts, inline skating, and Pencak Silat, a traditional martial art. Around 1,500 people take part in these activities each month.

Key Points

We built strong partnerships with local communities and instructors to offer creative and passion-driven programs. Many participants have expressed their excitement, with some saying the programs helped them rediscover their interests and talents. We will continue to develop new programs that provide memorable experiences for the local community.

