

《张艺谋将参与执导2018年平昌冬奥会闭幕式“8分钟表演环节”》

“8分钟的首要任务是完成奥林匹克会旗的交接，很可能还包含升国旗、奏国歌等环节，真正的表演时间或许只够一两个节目。”张艺谋、沙晓岚透露，虽然节目时间很短，但也要“用世界的语境讲中国故事”，充分表达“2022，北京见”的核心理念和中国热情。平昌冬奥会闭幕式举办时间为2018年2月25日，恰逢中国农历新年（正月初十），“中国年”的元素是否会成为“8分钟表演”的主打？“我们在申冬奥宣传片中就一直强调‘欢迎来中国过年’的信息。

The hospitality and charm of Chinese culture will be the core value communicated in China's eight-minute closing ceremony performance at the 2018 Pyeongchang Winter Olympics in South Korea, said director Zhang Yimou.

Zhang, who wowed the world with his opening and closing ceremonies for the Beijing Olympics in 2008, has been appointed to direct China's contribution to the pageantry next year.

"We will show the world the passion of Chinese people and offer the greatest welcome to all the guests," Zhang said.

Beijing has been named host city for the 2022 Winter Olympics, beating Kazakhstan's Almaty in a two-horse race and becoming the first city to host both the summer and winter events.

At the closing ceremony in 2018, China will take possession of the Olympic flag, as Beijing and neighboring Zhangjiakou in Hebei province will co-host the 2022 Games. The host city generally presents a preview of the next Games to be held four years later.

Apart from completing the flag-taking ceremony, Zhang said the performance will convey two messages: "Welcome to Zhangjiakou" and "See you in 2022 in Beijing".

"We will stick to Chinese culture, with a combination of different cultural elements," Zhang said. "Culture is always the toughest part."

A netizen named Yansuochonglou complimented the video interview with Zhang, saying: "Zhang impressed the world at the 2008 Beijing Olympics. We are looking forward to the amazement he will bring to Pyeongchang."

Sha Xiaolan, the stage design team leader, said the 2022 Winter Olympics will provide a good opportunity for foreigners to experience Chinese Lunar New Year and people's passion for family gatherings.

"To show the world what they've never seen or heard before will be our top mission during the eight-minute performance," Sha said.

Directed by Zhang, a TV reality show featuring winter sports in China - The King of Kanone - premiered earlier this year, and is expected to boost the popularity of such sports in the country.

In 2015, the Beijing municipal government issued a plan to accelerate the development of winter sports from 2016 to 2022 - the first in China to be made by a local government.

Under the plan, Beijing will build 16 public indoor and 50 outdoor skating rinks, and 30 small ski areas by 2022. It will also improve 22 existing ski resorts.

Beijing has also set a city goal of 40 billion yuan (\$5.8 billion) in revenue for the winter sports industry by 2022.

