

the world, including the Genoa International Poetry Festival, the International Poetry Festival of Medellin in Colombia and the Struga Poetry Evenings in Macedonia.

"It is one of the most beautiful ways of human communications to exchange views and study from each other through poetry," Zhao said, adding that each poetry festival he attended is unique in its own way.

"Our Shanghai festival isn't the largest in scale, but we offer an extraordinary journey with impressive hospitality. Many poets visited China for the first time through our festival, which completely changed their impression about China," Zhao noted.

This year's festival invited poets to delve into the cultural side of Shanghai, not only from the literary perspective but also through exchanges with local residents. One featured event of the festival had the poets visit a local community and share their works with residents there.

"This festival is a microscope into how we have more exchanges with the world, in terms of literature, in the last 10 years or so, a very sharp change compared with 30 years ago," Zhao reflected.

When he visited the United States

and Mexico in 1985 with other Chinese writers, he couldn't find a single book of modern Chinese literature in the bookstores.

"For a long time, literary exchanges weren't equal to some extent. Chinese writers have read so many works from all over the world, in translations, but Chinese literature wasn't well translated. So we knew so much about the literature in the countries we visited, but their writers knew very little about modern Chinese literature, wherever we went," Zhao recalled.

"That has completely changed. Along with China's increasing significance in the world, Chinese literature is also getting translated and published around the world. More foreign writers and readers also get to know China and Chinese literature through literary festivals and writers' residency programs like this."

Zhao's own works have been published in more than 30 languages, including a recent French translation of his 700-page essay. He has also become a member of the European Academy of Arts and Sciences, and won various foreign literary awards, including most recently the 2025 Premio Montale Fuori di Casa (International Section), an Italian literary



Zhao Lihong's works have been published in over 30 languages. — Ti Gong

award named after 1975 Nobel laureate in literature Eugenio Montale.

Zhao hopes such exchanges between Chinese literature and the world, "unimaginable 30 years ago," will continue, as the world is curious about every aspect of China. He also desires that the vividly poetic Shanghai

would be better known through the poetry festival.

"As long as there is poetic sentiment, poetry is everywhere," he said. "The sacred flame of poetry can only be passed on by flesh-and-blood beings who have love, pain, ideals and emotions."

Listings



Harvesting the future from air: new AtmosWell system

AtmosWell Technology (Shanghai) Co Ltd, a tech venture commercializing cutting-edge research from Shanghai Jiao Tong University's ITEWA Team, recently launched its global All-Climate Air-to-Water Harvesting Solution at the operational "Future Garden" on the university's Minhang Campus. It is the industry's first to integrate three core technology pathways — Chilled-Condensation, Desiccant-Wheel and Heat Pump-Coupled Sorption. It is precisely engineered to address the three major global water-scarcity scenarios across different climates.



Aloft Shanghai Hongqiao's stylish accommodations

Aloft Hotels, one of Marriott Bonvoy's portfolio of over 30 extraordinary brands, has announced the opening of Aloft Shanghai Hongqiao. Nestled in the heart of Shanghai's West Hongqiao Business District, the new hotel is adjacent to the National Exhibition and Convention Center and close to the Hongqiao transportation hub. With public spaces brimming with energy, a relaxed and stylish social atmosphere, and tech-forward, design-savvy guest experiences, it offers modern travelers, who love to explore and share, a vibrant and inspiring travel hub that keeps energy levels high.



Nutcracker fireplace stories at Portman Ritz-Carlton

The Portman Ritz-Carlton, Shanghai, teams up with Orveda (well-being), Pip Studio (tableware) and Culti Milano (home fragrance) to turn the downtown city hotel into a living Nutcracker tale: ultra-premium facial retreats, Dutch-design afternoon tea and Italian scent pop-up offer guests a multi-sensory, fairy-tale Christmas.



Cordis sets a new pulse with global campaign, strategy

Langham Hospitality Group launched a new global brand campaign and positioning strategy for Cordis Hotels and Resorts ("Cordis"). Coinciding with the 10th anniversary of Cordis, the "Let Your Heart Rule" manifesto champions the pursuit of passions, the value of authentic connections and the freedom to live a life guided by what truly moves you. Established in 2015, Cordis — which is Latin for "of the heart" — built its identity as an upscale brand committed to the delivery of sincere guest servicing, genuine local experiences and comprehensive wellness offerings. The marketing refresh broadens that foundation to shape the brand into a symbol for living with purpose, embracing authenticity and seeking experiences of lasting personal significance.



City's V-Generation toasts to the launch of RED VORTEX Liqueur

On November 18, Shanghai's fashion-forward "V-Generation" gathered at the Pudong Art Museum's rooftop terrace for the launch of RED VORTEX Liqueur, signaling the rise of a new wave in the city's nightlife economy. This "V-Generation" — confident, rule-breaking and expressive — came together as the iconic "The Youth Power" of RED VORTEX Liqueur. The brand, produced by VIKYNE Industrial, emphasizes pure taste and clean ingredients. Made with authentic lychee juice from Lingnan and Russian vodka. Committed to transparency, RED VORTEX ensures every ingredient is recognizable and naturally sourced.