

## **The Grand Opening of Qingdao Oriental Movie Metropolis**

The 50-billion-yuan Oriental Movie Metropolis located in Huangdao District, Qingdao West was finally completed after four years and seven months of ongoing construction. A formal launching ceremony was held on 28 April 2018 and attending guests included: officials from Shangdong Provincial government, Qingdao Municipal government and SAPPRFT; WANG Jianlin, Chairman of Dalian Wanda Group, the biggest investor of the project; SUN Hongbin, Chairman of the board of directors of Sunac China Holdings; many Chinese film industry representatives; and CEOs from Hollywood's top film studios such as Twentieth Century Fox, Warner Bros., Columbia Pictures, Universal Studios, Disney and Paramount.

In his speech at the opening ceremony, WANG described the Metropolis as the "milestone of movie industrialization in China, leading Chinese cinema to go international. He said, "We are confident about bringing together film resources from around the world and turn Qingdao into a new hub of global film production."

The Oriental Movie Metropolis covers a land area of 166 hectares. According to plans, its production zone will have 52 high-tech studios, including 30 completed in the first phase and 10 under construction in the second phase. There will be the world's largest studio measuring 10,000 sq. m., the world's only integrated outdoor and indoor underwater studio, a comprehensive costumes and props workshop, and a world-leading post-production workshop, among others. The outdoor filming zone which covers an area of 60 hectares is home to a wide range of scenes spanning from the Old Shanghai cityscape to the Continental European streets.

The Oriental Movie Metropolis also features luxury hotels, a grand theatre and a cineplex with 30 screens.

The capital which supports this project comes from a RMB 5 billion "film and television project fund" funded by Qingdao Municipal-Huangdao District and Wanda-Sunac at a 50:50 sharing ratio. The fund promised a 20-40 percent production subsidy to qualifying productions made at Oriental. The Qingdao municipal has also set up an aiding fund from which companies registered to operate at Oriental could receive subsidies of up to 10 percent of their annual revenue.

The Oriental Movie Metropolis actually started recruiting collaborations in Los Angeles in October 2016. Contracts were signed with 9 major film studios to shoot and produce 11 Hollywood films at Oriental, summing to a total investment amount of RMB 3 billion. Films produced at Oriental include "The Great Wall" and "Pacific Rim Uprising". With a shooting plan spanning over 2 years' time, "Fengshen Trilogy" is currently being filmed at Oriental.

The Oriental Movie Metropolis is situated in the south-western part of Qingdao, approximately 50 kilometers away from the Qingdao city centre. The area lied within the Huangdao District before it was merged with the city of

Jiaonan and some other areas to form the West Coast New Economic Area in 2014.