




Huayi Brothers
Real Scene Entertainment

What is HB Real-Scene Entertainment?

Backed by the resources from HB Visual Entertainment and HB Internet Entertainment, HB Real-Scene Entertainment has established the very first interactive and cultural tourism projects which recreate the film scenes, historic moments and foreign cultural essence, combining the rich HB IP accumulated during the past 23 years with various local cultures and building platform and window for foreign culture in China. Visitors will be impressed by the film-themed interactive activities, performing arts, themed restaurants and accommodation, and high-tech devices.

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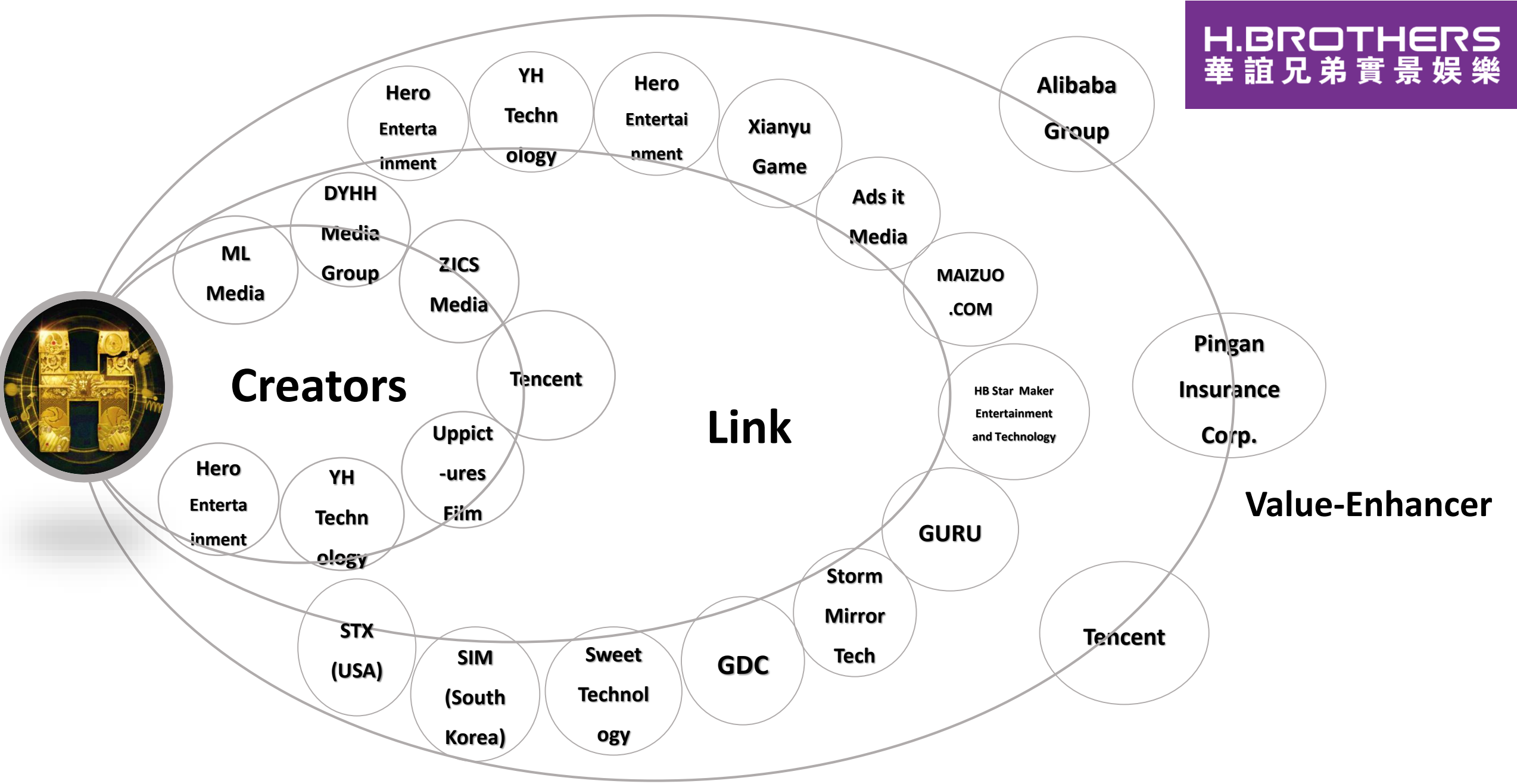
◆ National Layout

In four years, HB has initiated 20 Real-Scene projects, covering a population of more than **1 billion**, with the GDP of the located areas combined taking up **80%** of the total. The expected number of visitors is up to more than **100m**.

Total Population of the located province:

- 9.11m
- 55.08m
- 108.49m
- 67.83m
- 94.80m





Huayi Brothers Strives to Forge a Comprehensive IP Chain of Chinese Films

Haikou HB Town

A leisure town based on HB films



Haikou HB Town

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Project: Haikou HB Town

Location: Mission Hills Haikou;
Holiday Resort; 20-minute
drive from Meilan Airport and
Downtown

Scale: 93 hectares (floor area:
60 hectares)

Movie Town 10ha

Movie Studio 6ha



海口观澜湖旅游度假区

这是一个宏大的梦想，
在沉寂了一万年的火山熔岩石漠地上，
建造世界级的生态休闲运动养生胜地，海南旅游的新地标。
海口观澜湖旅游度假区，观澜湖集团打造的新奇迹，
是观澜湖集团成功投资运营观澜湖·深圳、观澜湖·东莞之后的又一力作

1942 Street (a cultural street with ROC style)

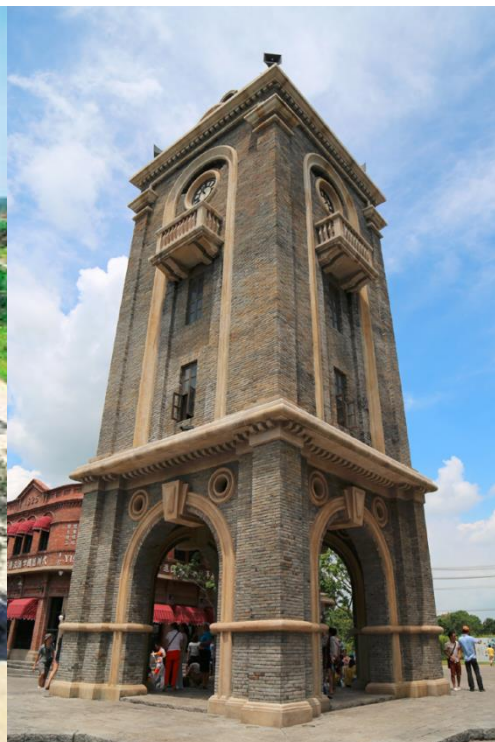


Based on the street view of *Back To 1942* directed by Feng Xiaogang, the 1942 street reproduced the buildings of Chongqing in the Republic of China Era. There are 91 different buildings with ROC style along the street, forming a feast for the eyes.



1942 Street

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Nanyang Street

Built on a 300-meter river bank, Nanyang Street is consisted of 70 buildings featured by typical South Asian style, of which the Chinese elements intertwined with Western style. Among them, there are appealing and intriguing ones like memorial arches, piers, bridges and churches, representatives of architectures in that period.



Nanyang Street

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Events in HB Town

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Changsha HB Town

A leisure town based on HB films

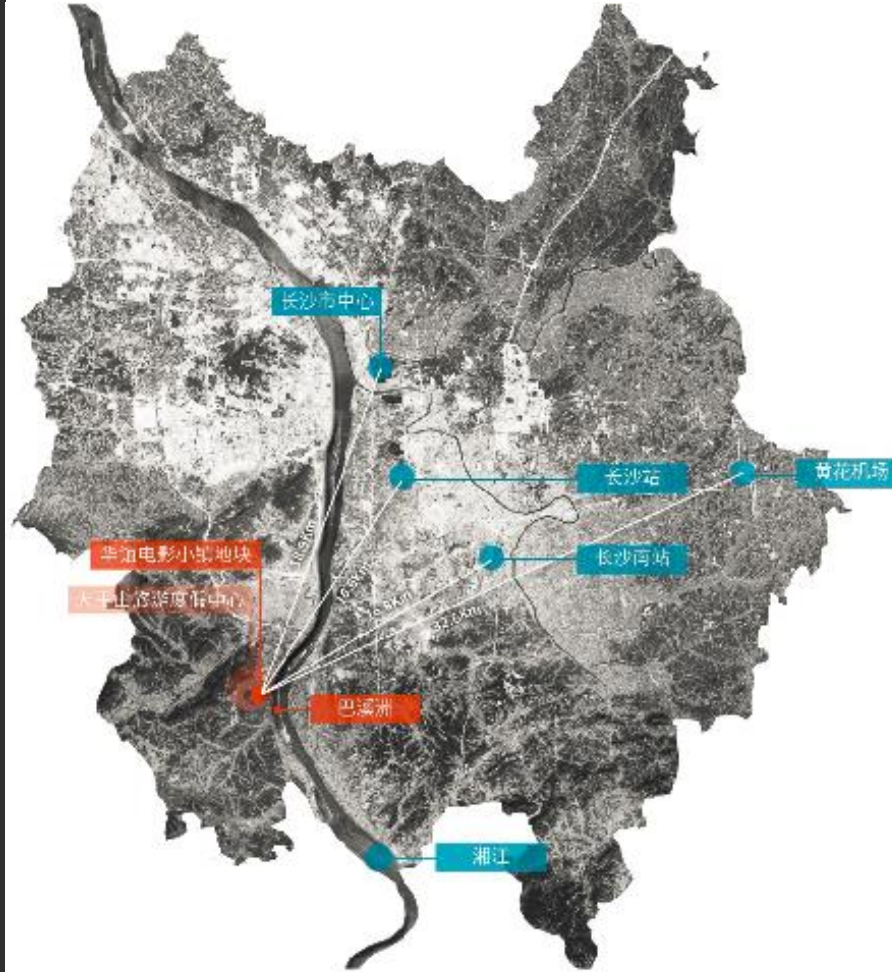


Changsha HB Town

Location: Dawang Mountain Resort in Hunan Province (it can be divided into HB Town and Baxi Island)

Floor space: 100hecters ,

Project Orientation: A commercial cluster that integrates tourism, leisure and entertainment, offering film-related experiences, interactive activities, exhibitions and intangible cultural heritages exhibition as well as special cuisines.



Changsha HB Town



It is the first film-themed tourism project in Hunan province. It boasts the local culture of Changsha and the Italian flavor, with special focus on HB films.

Stardust starburst starry starred starlit Square



A. Star Square
a square based on HB films



B. Italian Town
a town endowed with the original Italian style inspired by the HB film *Only You*



C. Old Changsha
a town designed in accordance with the history and traditional culture

Changsha HB Town Italian Water Town



Changsha HB Town Italian Mountain City

In the HB Town we reconstruct the buildings and sceneries of the famous Italian town Assisi.



Changsha HB Town Old Changsha Area

The Old Changsha Area is constructed with the local architectural style of Minguo time, integrating the famous historical event Changsha War.



Changsha HB Town Groundbreaking Ceremony

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November 17th 2015

Changsha HB Town Groundbreaking Ceremony



Italian Delegation

November 17th 2015

Changsha Italian Street Business Types

No	Name	Location	No	Name	Location
1	火车咖啡 (Train Coffee)	Entry	26	意式餐厅——TESTONE 大头餐厅(Italian Restaurant: TESTONE; Big Head)	C19-101
2	灯塔咖啡 (del tare Coffee)	B3-101	27	DANDY会所 (DANDY Club)	C20-101
3	Bucciano意大利文化餐厅(Bucciano Cultural Restaurant)	B4-104	28	伦巴第BUBA'S意式餐厅 (Lombardia BUBA'S Italian Restaurant)	C20-102 , 202
4	咖啡吧 (coffee bar)	B4-105	29	意式餐厅——优生活运动餐 (Italian Restaurant: YouLife Sports Meal)	C20-103
5	米兰餐厅 会所 (Milan Restaurant & Club)	B4-107\108\109	30	意式餐厅——苏菲的店(Sophie's Italian Restaurant)	C20-105
6	俏披萨(Pizza Qiao)	B4-110\111\112	31	咖啡吧 (caffe bar)	B5-201
7	咖啡吧 (coffee bar)	B5-102	32	马尔凯披萨店 (Pizza Marche)	C2-201
8	星光餐厅(Star Restaurant)	B6-101 , B6-201	33	DOLCE VITA冰激凌巧克力 (DOLCE VITA Ice Cream & Chocolate)	C3-201
9	GADDI托斯卡纳宫殿餐厅 会所 (GADDI Tuscany Palace Restaurant&Club)	C1-101\102	34	微乐多咖啡&烘焙 (Wei Leduo Coffee & Bakery)	C4-201\202
10	PASTICCI甜品 (PASTICCI Dessert)	C2-101	35	GIOITTI甜品 (GIOITTI Dessert)	C6-201
11	LOVE IT披萨餐厅 (LOVE IT Pizza)	C2-102	36	时光之尘 (Dust of Time)	C8-202
12	巧克力工坊 (DULCIINEA Chocolate)	C6-101	37	MANDI 繁趣 (MANDI)	C9-201
13	甜品 蛋糕 咖啡 (Dessert Cake Coffee)	C9-101\102	38	广场小天使 (ANGEL INO AI FORI)	CA3-204
14	意式餐厅 (WALD Restaurant)	C10-101\102	39	意式餐厅 红酒餐吧 (Italian Restaurant; Wine Bar)	C12-203
15	PASUCCI咖啡&烘焙 (PASUCCI Coffee & Bakery)	C10-103	40	时尚甜品(Fashion Dessert)	C12-204
16	小天鹅公馆(Mansion Cygnet)	C12-101/102,201/205	41	DANDY VELLUTO餐厅 会所 (DANDY VELLUTO Restaurant & Club)	C20-201
17	伊莉维尔咖啡&烘焙 (AGRICAFFE Coffee & Bakery)	C12-105	42	冰激凌巧克力 (Ice Cream & Chocolate)	C3-301
18	GRIGI意式餐厅 (GRIGI Italian Restaurant)	C14-101	43	异域风情餐厅(Exotic Restaurant)	C20-B101\B102\B103\B104\B105 , C20-B201\B202\B203\B204\B205
19	M GELATO冰激凌 (M GELATO Ice Cream)	C14-103	44	咖啡 甜品 (Coffee & Dessert)	C20-B106
20	简餐——ECASH热狗、NICOLA海鲜简餐 (Cafe: ECASH Hotdog; NICOLA Seafood)	C15-107	Food & Drink		
21	CLAUDIO GELATERIA冰激凌 (CLAUDIO GELATERIA Ice Cream)	C15-105			
22	CRISTINA甜品&烘焙 (CRISTINA Dessert & Bakery)	C16-105			
23	伦巴第BUBA'S意式餐厅 (Lombardia BUBA'S Italian Restaurant)	C17-103			
24	PUCCINO'S 冰激凌店 (PUCCINO'S Ice Cream)	C17-107			
25	简餐——桃园眷村 NICOLA餐厅(Cafe: Taoyuan Village; NICOLA Restaurant)	C18-101\102			

Changsha Italian Street Business Types

Leisure	No	Name	Location
	45	美食培训——Hangar 78西点学校 (Cooking Training: Hangar; 78 Dessert School)	B3-102\104\105 , 201\202\203
	46	MAREGA面具和威尼斯服装 (MAREGA Masks & Venice Clothes)	B4-101\102\103
	47	手工作坊(Manual Workshop)	C5-203
	48	SPA	C8-201
	49	主题足球吧(Football Theme Club)	C9-202
	50	弘道书店 (Hongdao Book Store)	CA3-215 , 304
	51	每天都是星期五(SevenFriday Watch)	C19-201
Huayi Brothers IP	52	华谊衍生品 (Huayi Brothers Derivatives)	B1-101 , 201
	53	星梦奇缘 (Star in My Heart)	B7-102 , 201
	54	剧场 (Theatre)	B5-101
	55	巨星养成馆(Star Forming Pavilion)	C2-102 , 302
	56	VR体验馆(VR InfoSpace)	C2-104
	57	匹诺曹的勇敢世界(Pinocchio Adventureland)	暂无
	58	失恋收容所(Harbor for the Heartbroken)	C18-107
	59	华谊衍生品(Huayi Brothers Derivatives)	CA3-211
	60	电影工坊(Movei Studio)	CA3-213 , 302
	61	失恋收容所(Lovelorn Shelter)	C18-201
	62	遇见文艺复兴(Meet Renaissance Art Exhibition Hall)	C11-201
	63	解密达芬奇(Decrypt the Da Vinci Code)	C08-B201
Inns	64	客栈门厅(Hall)	B3-103 , 301
	65	客栈 (Inn)	B4-106 , 201 , 301
	66	客栈首层 (First Floor)	C1-104,C1-201
	67	客栈 (Homestay)	C16-104 , C16-301
	68	客栈入口 (Entry)	C17-104 , C17-301
	69	客栈入口 (Entry)	C18-104 , C18-301
	70	客栈门厅 (Hall)	C20-104 , 203 , 301
	71	客栈 (Inn)	C2-202 , 301 , 401
	72	客栈入口 餐饮(Entry & Restaurants)	CA3-201 , CA3-301
	73	客栈(Inn)	C12-202 , 301 , 401

Changsha Italian Street Business Types

Retail and Handcraftsmanship Experience	No	Name	Location
	74	时尚商店(Fashion Shop)	B2-101
	75	旅游纪念品(Souvenir Shop)	B7-101
	76	刺绣旅游纪念品(Embroidery Souvenir Shop)	C1-103
	77	手作创意品——喜糖作坊 植物记 (Creative Handicrafts: Wedding Candy Workshop; Plant Workshop)	C1-105
	78	创意商品——FEDRICO 家用摆件 (Creative Products: FEDRICO; Household Decoration)	C4-101
	79	ANDREA 手工定制衬衫(ANDREA Shirt Custom Shop)	C4-102
	80	COLLOVA红酒坊 (COLLOVA Wine Workshop)	C5-101
	81	时尚商品——NOTO IN THE WORLD 手工皮鞋 (Fashion Shop: NOTO IN THE WORLD Handmade Leather Shoes)	C5-102
	82	旅游纪念品(Souvenir Shop)	C14-102
	83	MASCHERA时尚商店 (MASCHERA Fashion Shop)	C14-104
	84	时尚商店 BARTOCCINI珠宝 (BARTOCCINI Jewellery Fashion Shop)	C14-105\106
	85	VERONICA刺绣旅游纪念品 (VERONICA Embroidery Souvenir Shop)	C15-101
	86	WALD陶瓷工艺品 (WALD Ceramic Handicrafts)	C15-102
	87	花石间手作创意品 Between Flowers and Stones Creative Handicrafts	C15-103
	88	手作创意品 (美甲、古代战争用品、红酒零售) (Creative Handicrafts: Manicure; Ancient War Equipments; Wine Retail)	C16-101\102\103\106
	89	时尚商品(Fashion Shop)	C17-102
	90	DIS意大利手工皮鞋定制(DIS Italian Handmade Leather Shoes Custom Shop)	C17-105\106
	91	旅游纪念品——MURANO玻璃工坊 (Souvenir Shop: MURANO Glass Workshop)	C18-105\106
	92	TILI红酒坊 (TILI Wine Workshop)	C18-108
	93	杏仁酥小屋 (Almond Crisp Cabin)	B2-201
	94	旅游纪念品——SUGARS、PEPINO、TUODI食品铺子(Souvenir Shop: SUGARS、PEPINO、TUODI food shop)	C5-201\202\C6-202
	95	花冠珠宝(Crown Jewellery)	C7-202
	96	旅游纪念品 (Souvenir Shop)	CA3-209\210\212
	97	手作创意品(Creative Handicrafts)	CA3-202\203

Changsha Italian Street Business Types

	NO.	Name	Location
Other Services	98	婚庆周边——造梦师(Dreammaster Wedding and Peripherals)	C4-103,204
	99	婚庆类——大象映画 (P-pictures Wedding)	C7-101 , 201
	100	婚庆配套——丹宁定制(Wedding Peripherals: DenimCouture)	C7-102
	101	咖啡博物馆（Coffee Museum）	CA3-103
	102	艺术展厅(Art Exhibition Room)	C11-101
	103	秘雪入口(Secret Snow)	C14-107 , 201
	104	莫奈花园 (Monet Garden)	C7-202
	105	咖啡博物馆 (Coffee Museum)	CA3-214 , 303
	106	会议中心 (Conference Center)	C15-201、 C17-201
	107	教堂（婚礼堂）(Church <Wedding House>)	C11-301
Bar	108	酒吧 (Bar)	C19-B101/B201
Warehouse	109		C09-B201

Strengths of HB Real-Scene Entertainment

- The very first company to launch the “films and TV series IP oriented” cultural industry projects in China
- Enjoy Large flow of tourists and enormous market
- Offer abundant space for culture publicity with more than 20 projects around China
- Multiply the cultural influence with HB brand and share the benefits

Cooperate with Huayi Brothers = Cooperate with China's Market



COME TO JOIN US IN HB PROJECTS!

- **Companies are welcomed to open and operate their own stores here.**
- **Local handicrafts and culturally-loaded products are welcomed to exhibit and sell here.**
- **Handicraftsmen are welcomed to present the producing process and their excellent skills here.**
- **Performing arts troupes are welcomed to give performance here.**
- **Historic and world-famous cultural festivals are welcomed to be held here.**



Our Goal

We wish to create an authentic European-style street for the Chinese visitors. In the street, they will find every shop a window of culture, every clerk a story-teller of his hometown, and every craftsman an inheritor of a time-honored artistry.

**“When the visitors travel around the European streets,
they will feel the genuine history and experience the genuine culture”**

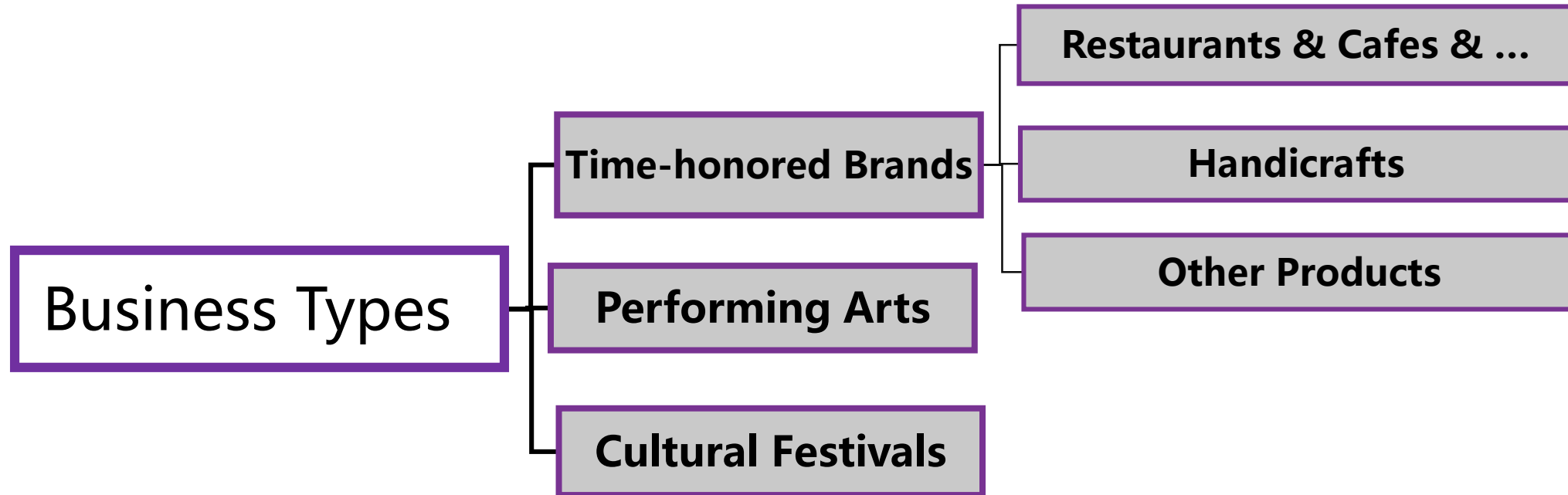
How to Cooperate?

European Street gathering the classic businesses

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Reference: Disney Land in Florida



Cooperation Format -- Time-honored Shops Cultural Products + Interactive Cultural Experience

We build windows of cultures instead of
retail stores of imported goods

We invite craftsmen of great cultural
artistries instead of salesman

We convene narrators of culture and
history instead of commentators of
stylized information

We sincerely invite time-honored shops to join us, bring along their culture,
their history and their story, and provide interactive cultural experience
with European characteristics



We expect: Distinct restaurants



e.g. “Sir Lancelot Knights’ Restaurant” With an antique medieval flavor, it’s a place to taste delicious local dishes and enjoy shows and performances at the same time.

https://www.tripadvisor.co.uk/Restaurant_Review-g274887-d808798-Reviews-Sir_Lancelot_Knights_Restaurant-Budapest_Central_Hungary.html

**We expect:
Distinct restaurants**

e.g. “Wine Vault Restaurant”

**Rebuilt from a 100-year-old wine
cellar, the place is revitalized by its
exotic renovation, providing an
exhibition of wine culture and
vantage history.**



<https://www.maistra.com/things-to-do/restaurant-wine-vault>

We expect: Distinct restaurants



e.g. “Fortnum and Mason”

With a history of three hundred years, this is the place to taste Her Majesty’s beloved desserts and authentic British afternoon tea—an experience of British diet culture.

We expect: Handicraft shops with a history



e.g. century-old Italian shop of handmade leather products

A place to gain first-hand experience of the manufacture of handmade leather products
and its history

Video: <https://v.qq.com/x/page/t0509qr9ibc.html>

We expect:
Handicraft shops with a history

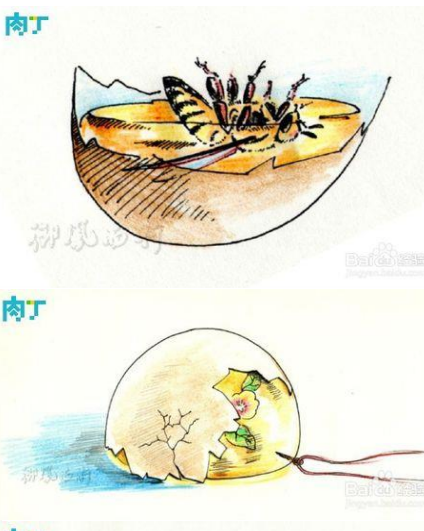
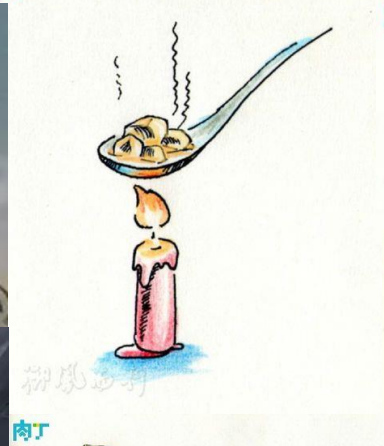
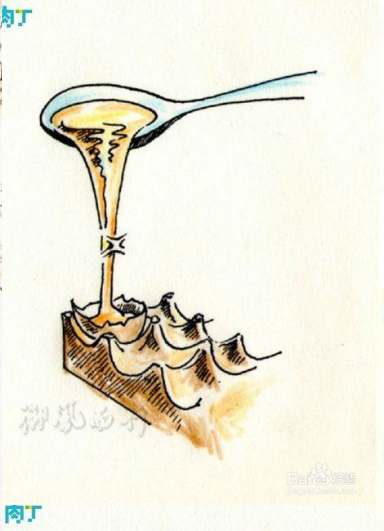
e.g. century-old shop of handmade
essential oil

A place to learn about and participate in
the manufacture process. The essential
oils here can be customized according to
personal moods, personalities,
preferences, and even experiences.



We expect:
Handicraft shops with a history

e.g. amber handicrafts shop
A place to experience the
manufacture process, to design
and make a unique amber
product of one's own "artwork".



We are expecting various handicrafts and practiced handicraftsmen to join us!



We expect: Unique shows and performances



Street Art



Musical Activity



Drama



Chorus



Dance

Let's bring European culture to life!

We expect: Arts festivals



Street Art Festival



Film Festival



Carnival



Music Festival



Folkways Festival

To create an carnival of European cultures in the east!

Thanks !