

非遗春节江南文化

江南古镇

品年味 石桥楼阁喜迎春

Ancient towns celebrate Chinese New Year

岁暮清欢，新春将至，欢迎来到上海各大充满特色的江南古镇。让我们一起在石桥流水、亭台楼阁间，品味不一样的中国年韵味！

As Spring Festival nears, Shanghai's ancient towns burst with festive charm, offering cultural activities, heritage experiences, and delectable treats.



【枫泾古镇】

**跨吴越结界
游不夜枫泾**

农历新年的钟声渐行渐近，枫泾古镇旅游区已经披上了节日的盛装，等待着游客的到来。

2025年1月28日至2月12日（除夕至元宵），枫泾古镇诚挚地邀请您来参与“跨吴越结界·游不夜枫泾”活动，在枫泾古镇旅游区欢度春节。在这个充满喜庆与祥和的时刻，相约枫泾古镇，一起感受浓浓的春节氛围吧！

**Fengjing
Ancient Town**

With Chinese New Year drawing closer, Fengjing Ancient Town has adorned itself in festive attire.

From Jan 28 (Chinese New Year's Eve) to Feb 12 (Lantern Festival), Fengjing will host the Sleepless Fengjing event, creating a rich festive atmosphere for visitors celebrating Chinese New Year.



【七宝古镇】

**聆听穿越
600年的钟声**

七宝镇传因有金字莲花经、神树、余来钟、飞来佛、金鸡、玉篦、玉斧“七宝”而得名。是留存至今距上海市区最近的古镇之一。

在春节期间，“我们的中国梦——文化进万家活动”主题活动将入驻七宝古镇钟楼广场，精心推出迎新春节系列活动，营造欢乐、喜庆、祥和的中国年氛围。

**Qibao
Ancient Town**

Named after the seven treasures – a golden lotus scripture, sacred tree, drifting bell, flying Buddha, golden rooster, jade chopsticks, and jade axe, Qibao Ancient Town is one of the closest preserved historic towns to Shanghai's urban center. During Spring Festival, various Chinese New Year-themed activities will be held at the town's Bell Tower Square, creating a festive and harmonious atmosphere and letting visitors hear the bell that resonates.



【泗泾古镇】

**从“泗泾笼”开启
新年的仪式感**

四水会波，街巷纵横，桥梁相望，代表了松江地区传统水乡民居的特色风貌。泗泾古镇不仅融合了深厚的文化底蕴，地道的美食享受，还有适合亲子、充满趣味的创意手工体验，等待着大家一起来探索。

古镇韵味，自一笼“泗泾笼”悠然启幕，来千年泗泾古镇，一键开启乙巳年的仪式感吧。

**Sijing
Ancient Town**

Characterized by intersecting waterways, crisscrossing streets, and picturesque bridges, Sijing Ancient Town embodies the traditional charm of Songjiang's water villages. Visitors can explore its rich culture, indulge in local delicacies, and enjoy creative and family-friendly craft experiences perfect for all ages.



【南翔古镇】

**带你热气腾腾、
蒸蒸日上**

南翔镇是中国历史文化名镇，是上海四大名镇之一，距今已有1500余年历史。今年南翔古镇双塔处布置了一组活灵活现，充满萌趣的蛇形灯彩，还融入了南翔小笼元素的特色设计，寓意着新的一年生活热气腾腾、蒸蒸日上。而位于解放街入口的龙门架灯组更是宛若星光瀑布，一条条形态各异的锦鲤灯也在空中首尾相接、摇曳生姿，呈现出锦鲤嬉戏追逐的热闹情景。

**Nanxiang
Ancient Town**

Nanxiang Ancient Town, with over 1,500 years of history, is one of Shanghai's four major ancient towns. This year, its iconic twin pagodas will be illuminated with snake-shaped lanterns featuring Nanxiang's famous steamed bun motifs, symbolizing prosperity and vitality for Chinese New Year. Additionally, the lights at Jiefang Street's entrance resemble a starry waterfall, while koi-shaped lanterns dance overhead, creating a lively and joyous scene.



【朱家角】

**巳巳如意
启新春**

正月初五也叫“破五”，是春节期间“送穷”的日子，人们也是从初五开始恢复开市贸易。2月2日正月初五当天，朱家角古镇将举办“巳巳如意启新春”——角里过大年活动，包含喜乐角里闹新年、舞龙丝竹巡演、瑞狮采青吐福、“财神”巡游送福、“蛇”尖上的非遗文创市集等内容，欢迎大家来朱家角欢度春节。

**Zhujiajiao
Ancient Town**

The fifth day of the first month on the Chinese calendar, known as powu, is traditionally celebrated as the day to drive away misfortune and resume trade. On Feb 2, Zhujiajiao will host a celebration featuring festive performances, dance and music parades, lion dances, blessings from the God of Wealth, and a creative marketplace showcasing intangible cultural heritage.