


2010

Reading Round-Up, 7/10/10

Follow this and additional works at: <https://digitalcommons.unl.edu/chinabeatarchive>

 Part of the [Asian History Commons](#), [Asian Studies Commons](#), [Chinese Studies Commons](#), and the [International Relations Commons](#)

"Reading Round-Up, 7/10/10" (2010). *The China Beat Blog Archive 2008-2012*. 732.
<https://digitalcommons.unl.edu/chinabeatarchive/732>

This Article is brought to you for free and open access by the China Beat Archive at DigitalCommons@University of Nebraska - Lincoln. It has been accepted for inclusion in The China Beat Blog Archive 2008-2012 by an authorized administrator of DigitalCommons@University of Nebraska - Lincoln.

Reading Round-Up, 7/10/10

July 10, 2010 in [The Five-List Plan](#) by [The China Beat](#) | [Permalink](#)

- Apple is opening its first Shanghai location this weekend, the kickoff to what one analyst describes as a planned “major invasion” of China (Apple projects that it will open twenty-five stores on the mainland in the next eighteen months). Read a *New York Times* article on the new store [here](#); see [here](#) for pictures of the store up at Shanghaiist. The *Wall Street Journal's* China Real Time Report blog has an account of the store’s launch party [here](#).

- Sarah Wessler writes about the failed theme suburb Thames Town for [Assembly Journal](#) (h/t Shanghaiist):

Luodian, an ancient village slowly being absorbed into Shanghai’s sprawl, was chosen as the site of a Scandinavia-themed town. Other developments are modeled on Spain, England, Italy, the Netherlands, Germany, and North America, with architects from those countries leading the designs. (Foreign designers were also awarded the commissions for the only two towns based on traditional Chinese architecture.)

Despite the plan’s Disneyesque quality, its underlying goal—steering Shanghai safely through a massive long-term growth spurt—is extremely serious. With its population ballooning to around twenty million in recent years due to a massive influx of migrants from rural areas, Shanghai is now one of the largest and most densely packed cities in the world. The city must add new housing for around 400,000 people each year to keep up with demand. As a result, the city has been gobbling up surrounding farmland over the past two decades, encrusting its core with layer upon layer of anonymous high-rise apartment complexes.

In 2000, mayor Ju Huang, inspired by the celebrated Western-style neighborhoods built in Shanghai’s city center throughout the nineteenth and twentieth centuries by French, British and American colonizers, decided to export this international model to the suburbs. By providing unique architectural identities for some of the new satellite communities, the government hoped to lure wealthier residents to expensive, exotic new homes, and, for the less well-off, to provide recreational centers that would serve as community anchors and tourist attractions.

- At the *Financial Times*, Matthew Garrahan and Annie Saperstein report that Disney will be expanding the number of English-language schools it operates in China. The schools are aimed at children between one and eleven years of age; students study a curriculum that incorporates Disney characters like the Little Mermaid in its lessons. Two hours of class time per week will set parents back \$2,200 a year in tuition.

- Xujun Eberlein of Inside-Out China has been following a Chinese matchmaking show, *If You Are Not Sincere, Don’t Bother Me* (非诚勿扰), also translated as *If You Are the One*. Her first post on the show, explaining its recent surge in popularity among Chinese television viewers, is [here](#); two follow-up posts ([here](#) and [here](#)) have explored the “matchmaking censorship” sparked by the show. Explaining new rules imposed by the State Administration of Radio, Film, and Television, which prohibit guests on the show from discussing their incomes, Eberlein writes:

Rumor has it that Ma Nuo, one of the earlier female guests in “If You Are Not Sincere,” triggered the shot. Ma Nuo’s most infamous quote circling on the internet is “I’d rather cry in a BMW” – her reply to a male guest, a cyclist, who asked if she’d like to ride a bike with him. (But Baidu has a post that says what she actually said was “a BMW is rather cool.” In Chinese, “cry” (哭) and “cool” (酷) sound pretty much the same.) Because of this, Ma Nuo’s name has become a synonym of “mammonism,” and been attacked by numerous netizens. And this, apparently, became the motive to restrict “the second generation of the rich” to participate in matchmaking shows.

See [here](#) for a Washington Post story on how new rules for If You Are Not Sincere relate to a widespread government push against vice and immorality that’s been intensified since the beginning of the year.

- First the Olympics, now the Expo . . . will the World Cup be the next global event to be held in China? Not anytime soon, certainly (World Cup locations have already been set through 2022), but there are reports that China might make a bid to be host of the 2026 event. See [here](#) for a *China Daily* article about the possibility; see [here](#) for a short opinion piece that argues strongly against the prospect:

The \$50 billion or so required to host the World Cup can instead be used to solve more pressing livelihood problems of the people. Aren't the lessons of the Beijing Olympics and the Shanghai World Expo eloquent enough to persuade us to move away from playing host to such galas?