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HK Bellawings Jet inflight magazine
香港麗翔公务航空机上杂志

安全 高效 尊贵 私密
香港麗翔客户服务之道
HK Bellawings Jet: Provide Safe, Efficient, Noble, and Privatized Services

PROMISING
GENERAL AVIATION
卡拉宝
绿色能量
给你更多
正宗配方
泰国原装进口
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Market
Promising General Aviation

Market Trend
Bombardier’s Global 6500

Leadership
Never Following the Beat Track and Reviving towards Art

Art
Xu Bing: Exploration for the Effectiveness of Contemporary Social Context and Art
炎炎夏日，能量倍涨，四年一度的世界杯正在如火如荼地进行。全球 75 亿人口聚焦俄罗斯，齐看顶级球星挥汗淋漓，在青青草地上一决高下，争夺终极冠军宝座。

同时，香港麗翔亦迎来一个能量满满的夏天。我们忙于筹备一系列公务机的业务扩张，我们将超越香港，登录各地，务求为您提供更全方位的升级服务。

在本期《翼》杂志，我们深入讨论航空界的焦点话题，一起进入未知领域，认识最新的航空科技，亦分析客户服务对整个行业及经济体系的影响。最后，最新的翡翠热潮，为各位资深收藏家带来更多元素的选择。

希望大家好好享受晴空明媚的好天气。让我们一起为绿树成荫、百花齐放的夏天举杯吧！

Energy is up to fever pitch as FIFA World Cup is in full swing this summer. Spurred by national pride and sportsmanship, all eyes are on Russia where the world’s finest teams battle each other until a winner is crowned.

Here at Bellawings, we are also gearing up for a hot summer. We have been busy preparing for a series of aircraft-related business expansion that will take us beyond Hong Kong. It is our hope to provide more integrated and enhanced service experience to you all wherever you are in the world.

In this issue, we delve into the hottest issues of the industry. We discover together the latest technological advancement in aviation. We will also look at the unwavering role customer service plays in the ever-changing economy and industry. Finally, we introduce to you the latest obsession with jade in the collectors’ world.

As Ralph Waldo Emerson said, let us “live in the sunshine, swim the sea, drink the wild air” together this summer!
Museum
A National Treasure With Eternal Miracles
Collection
Jadeite Collection in Full Swing
Travel
Films Shine in Florida
Automobile
A Perfect Car Travel on Road in Summer
Timepiece
How Deep Can Your Diving Watch Endure in the Depths of the Sea?
Yacht
Sensory Experience of Visual Art Enthusiasts on the Yacht
EXPLORATION FOR “BLACK TECHNOLOGIES” IN THE AVIATION SECTOR

NEW INSIGHTS INTO “INTERCONNECTED AIRCRAFTS”

A lot of “Black Technologies” have been applied in the passenger cabin of aircrafts so as to achieve high speed and stable on-board internet access and safe flight of aircrafts, and allow passengers to enjoy their air travel more comfortably and reassured and arrive at their destinations safely.
探索航空领域“黑科技”
“互联飞机”新认知

为了实现高速、稳定的机上网络，飞机的安全驾驶，客舱中出现了很多“黑科技”，为的就是乘客更舒心、更放心的体验旅程，平安抵达目的地。
Focus on Air

WINGS
阿联酋豪华公务飞行服务公司 Royal Jet 选择为其全新 34 座定制波音公务机安装霍尼韦尔用于 Ka 波段卫星网络的 JetWave 硬件设备和 GoDirect 客舱连接服务。

与美国最大的飞机改装公司之一的 GDC Technics 签署协议，将在波音和空客现役公务及商用飞机中安装霍尼韦尔 JetWave 卫星通信系统。
跑道安全解决方案

跑道侵入和偏出是所有飞机运营商面临的主要安全问题，整个行业每年在受伤、损坏、修理和检查方面的耗费达 10 亿美元以上。

霍尼韦尔最新的 SmartRunway™ 和 SmartLanding™ 产品系列专为切断催生跑道事件的链条而设计，它们通过改善飞行员和机组在进近、着陆、滑行和起飞中的情况意识来实现更安全的飞行。新一代解决方案以现有霍尼韦尔技术为基础，扩展了警报数目，添加了视觉信息，同时支持“平视”和“静音”两种驾驶舱，使性能进一步增强。

SmartRunway™ 和 SmartLanding™ 均可用于配备霍尼韦尔增强型近地警告系统 (EGPWS) 的商业和公务航空平台。

减少跑道侵入

霍尼韦尔 SmartRunway™ 旨在解决跑道侵入问题——国家运输安全理事会 (NTSB) 所列的全球十大安全问题之一。全世界每天均有一起跑道侵入事故发生，整个行业因乘客伤害、飞机修理和检查每年耗费约 1 亿美元。

作为现在常用的跑道意识和咨询系统 (RAAS) 的下一代解决方案，SmartRunway™ 可在滑行、起飞、五边进近、着陆及滑出跑道时向机组成员发出定位建议和图形警报，从而改进情况意识，大大降低跑道侵入可能性。

通过稳定进近改善飞行安全性

飞机进近跑道时过高、过快，或者未准确完成着陆配置（不稳定进近的常见因素），就会导致跑道偏出，进而发生硬着陆或目视高。

霍尼韦尔最新的 SmartLanding™ 可在着陆过程中提醒机组成员飞机是否过快、过高或违反着陆规程，有助于降低跑道偏出危险。

SmartLanding™ 是对霍尼韦尔 MK V 和 Mark
VII 增强型近地警告系统 (EGPWS) 的简单软件升级，仅需一小时飞机停飞时间，商业和公务机飞行员培训时间最短。

**SmartTrafficTM TCAS**

霍尼韦尔 SmartTrafficTM 系统采用广播式自动相关监视技术 (Automatic Dependent Surveillance–Broadcast, 简称 : ADS–B)，能够为飞行员提供更加清晰的视角以便其观测飞机周边的情况。此外，该技术可令飞机在临界能见度条件下仍然能够及时着陆，还可以帮助长途飞行的飞机提高燃油使用效率。

**陆基增强系统**

*Ground-Based Augmentation System, GBAS*

目前，许多机场仍采用传统的仪表着陆系统 (ILS) 来确定一架飞机是否偏离跑道，或者进近时是飞得过高还是过低。该技术要求每条跑道终点需要一个独立的 ILS 和两个子系统用于侧方向定位，同时还需要一个位于跑道侧方提供垂直方向的下滑道天线。当飞机进近时，这些天线共同向安装于飞机上的 ILS 接收器传送信号，帮助飞行员确定飞机位置。自上世纪 60 年代以来，该项标准一直是商用机场中飞机进近及着陆的主要方法。值得一提的是，ILS 是建立在上世纪 30 年代的技术理念之上。虽然自此以后技术迅猛发展，但基于 ILS 理念所带来的运行局限性却阻碍了机场的发展，并限制了机场处理更大空中交通流量的能力。

GBAS 克服了 ILS 在面临飞行交通高峰期的局限，提高了飞机精准进近及降落期间全球导航卫星系统 (GNSS) 的准确性及安全

GBAS 克服了 ILS 在面临飞行交通高峰期的局限，提高了飞机精准进近及降落期间全球导航卫星系统 (GNSS) 的准确性及安全性，尤其适用于当前或预期空中交通流量繁忙的机场。GBAS 地面设备包括 4 个全球导航卫星系统 (GNSS) 参考接收器、1 个 GBAS 计算设备和 1 个甚高频 (VHF) 数据广播发射器。此外，这些地面设备由机载 GBAS 航电设备加以辅助。GBAS 运行时，地面设备接收来自 GNSS 卫星的定位数据，计算出误差校正值和卫星健康信息，并以 0.5 秒
的频率向所有从航线驶向目标空域且配备这套设备的飞机发布信息。因此，无论地形、障碍物或气候条件如何，GBAS 的定位精度均小于 1 米，低至 200 英尺，满足 I 类进近标准。

未来的世界将是“黑科技”的世界，我们也希望有更多有实际意义的“黑科技”来改变我们的生活，提高我们生活的质量和便捷性。我们对“黑科技”将不再陌生，它正在改变着世界，改变着我们周围的一切。
UAE Luxury Business Flight Service Company Royal Jet chose to install Honeywell’s JetWave hardware units for Ka Waveband satellite network and GoDirect passenger cabin connection service on its brand-new 34-seat customized Boeing business jets.

GX Aviation and JetWave™ Satellite Communication Devices

Honeywell and International Maritime Satellite Organization cooperate for GX Aviation Project: International Maritime Satellite Organization is responsible for launching satellites, and Honeywell is exclusively responsible for manufacturing JetWave on-board terminals. Honeywell’s JetWave hardware allow aircrafts to connect to Global Xpress Satellite Network of International Maritime Satellite Organization, and adopt Ka Waveband global on-board Wi-Fi service provided by GX Aviation satellite network. Honeywell’s latest JetWave interconnection hardware provides Falcon 7X operator with the one and only high-speed broadband connection solution that provides global coverage.

UAE Luxury Business Flight Service Company Royal Jet chose to install Honeywell’s JetWave hardware units for Ka Waveband satellite network and GoDirect passenger cabin connection service on its brand-new 34-seat customized Boeing business jets.

Moreover, an agreement has been signed with GDC Technics, one of the largest aircraft modification companies in the world, to install Honeywell JetWave™ satellite communication system on Boeing and Airbus business jets and commercial aircrafts currently in service.

Runway Safety Solutions

Runway intrusion and excursion is a major safety problem that all aircraft operators face. Therefore, the expense of as much as over USD1 billion is earmarked for personal injury, damage, repair and inspection every year.

Honeywell’s latest SmartRunway™ and SmartLanding™ series are specially designed for the purpose of severing the chain that gives rise to runway incidents. They are designed to help achieve safer flight by improving pilots and crews’ scenario awareness during approaching, landing, sliding and taking off. Based on the current Honeywell technology, the new generation of solution increases the number of warnings, adds visual information, and supports both “head up” and “mute” pilot types of cockpits, which further enhance its performance.

Both SmartRunway™ and SmartLanding™ can be used on commercial and business
aviation platforms that are equipped with Honeywell Enhanced Ground Proximity Warning System (EGPWS).

**Minimization of Runway Intrusion and Runway Excursion**

Honeywell SmartRunway™ is designed to solve the problem of runway intrusion - one of ten major safety problems revealed by the National Transportation Safety Board (NTSB). On average, one runway intrusion incident occurs every day in the world, and the whole industry spends about USD100 million for passenger injury, aircraft repair and inspection on an annual basis.

As the next generation of solution of the currently used Runway Awareness and Advisory System (RAAS), SmartRunway™ can send crew members positioning advice and graphic warning during sliding, taking off, final approach, landing and sliding off a runway, which can help improve scenario awareness, and greatly minimize the possibility of runway intrusion.
Improvement Flight Safety by Means of Stable Approaching

If an aircraft flies too high or too fast at the time of approaching a runway or fails to correctly complete landing configuration (common factors for unstable approaching), runway excursion, hard landing or high visual level may occur as a result.

Honeywell’s latest SmartLanding™ System can remind crew members whether an aircraft is flying too fast or too high, or is violating landing code during landing, which can help reduce the risk of runway excursion.

SmartLanding™ is a simple software upgrade to Honeywell MK V and Mark VII Enhanced Ground Proximity Warning System (EGPWS), and it only requires one-hour grounding time of aircrafts and the shortest training time for pilots of business aircrafts.

SmartTraffic™ TCAS

Honeywell SmartTraffic™ System adopts
Automatic Dependent Surveillance-Broadcast (ADS-B), which can provide pilots with a clearer visual angle so that they can better observe surrounding situations of their aircraft. Besides, this technology allows aircraft to conduct timely landing in critical visibility conditions, and help aircraft serving long distance flight to improve fuel use efficiency.

**Ground-Based Augmentation System (GBAS)**

Currently, many airports still adopt traditional Instrument Landing System (ILS) to determine whether an aircraft is drifting off the runway, or is flying too high or too low during approaching. This technology requires that an independent ILS system and two sub-systems are installed at the end point of each runway for positioning at lateral directions. Besides, it also requires a glide path antenna on the lateral side of the
runway to provide vertical azimuth. When an aircraft is approaching, these antennas jointly send signals to the ILS receiver installed on the aircraft so as to help pilots determine the aircraft position. Since the 1960s, this standard has always been a primary means of aircraft approaching and landing in commercial airports. What should be mentioned is that ILS System was built based on the technology concepts in the 1930s. Although the technology has achieved much development since then, the operation limitation, imposed by ILS Concept, has hindered development of airports, and has limited airport capability to handle higher air traffic.

GBAS says goodbye to limitations of ILS during peak hours of air traffic, improves the accuracy and safety of the Global Navigation Satellite System (GNSS) during aircraft's precise approaching and landing period, so, it is especially suitable for airports that currently have busy air traffic or are expected to have busy air traffic in the future. GBAS ground-based unit consists of 4 GNSS parametric receivers, 1 GBAS calculation
device and 1 Very High Frequency (VHF) data broadcasting emitter. Besides, these ground-based units shall be supplemented by on-board GBAS Avionics. When GBAS is operating, the ground-based units shall receive positioning data from GNSS satellites, and calculate error correction value and satellite health information, and send information at a frequency of 1 time/0.5s to all aircrafts that are flying from the flight course to the target airspace and are equipped with this set of devices. Therefore, whatever the topography, barrier or weather conditions, positioning accuracy of GBAS can always be smaller than 1m and as low as 200 feet, thereby reaching the criteria for Category I Approaching.

The future world will be dominated by “Black Technologies”. More “Black Technologies” with practical use are expected to change our lifestyle, improve our living quality and convenience. “Black Technologies” will not be unfamiliar to us any more, since they are changing the world, and changing everything around us.
HK BELLAWINGS JET: PROVIDE SAFE, EFFICIENT, NOBLE, AND PRIVATIZED SERVICES

安全 高效 尊贵 私密 香港麗翔客户服务之道
近些年来，随着经济状况的持续改善，个性化高端飞行需求的不断增加，公务机市场也将迅猛增长。企业利润作为商务飞机需求的一个重要指标，也在不断攀升。公务机对于客户而言，具有省时、高效、安全、隐私性强、彰显尊贵等优势。目前，我国公务机需求不断增加，客户更务实，更理智。行业逐渐迎来了快速发展时期。

2014 年，在全球公务机市场的波动和成长中，香港麗翔公务航空有限公司抓住机遇，逆势而起，成为了在香港地区公务机运营托管的新秀。4 年来托管机队规模呈倍数级增长，从一间默默无闻的公司起步，发展到现在拥有 26 架公务机的行业新星。在香港运营商中，香港麗翔的规模和业务量已经名列前茅，并大有继续赶超之势。

在全球公务机市场中，欧美国家的公务机占有量远高于亚洲，而中国公务机发展还处在初级阶段，非常需要丰富的资源和配套设施支持。在经济贸易全球化的时代，依托香港灵活的市场和规范的体系，以及香港的地区优势和更国际化、更先进的人才储备，香港麗翔立足香港，放眼全球，
将公司的初始定位在专注于公务机运营托管业务上。

国内公务机用户在金融、房地产等传统公务机消费领域之外，逐渐出现了一些新的用户群，如球队、演艺群体等，市场发生了很大的变化。用户在出行过程中有着非常高的要求，很多用户非常注重细节。为了保持客户黏性和良好口碑以及吸引更多潜在的消费群体，麗翔将以最优质的服务呈献给每一位客户。

从飞行计划申请到航机落地后的地勤和保障服务，麗翔通过专业有效的沟通和协助，以及专人组成的应变小组，为客户提供高效的服务保障。

麗翔制定出一系列尊享服务计划，用以服务格外注重服务品质的高净值客户，服务团队提供24/7无间断咨询服务，多元化的高端生活解决方案，以及不断创新的服务内容，在香港麗翔这里所有问题都能迎刃而解。

麗翔十分注重对客户隐私的保护。麗翔了解每一位客户的需求，并为每位客户量身打造了不同的服务方案。从机舱布置到服务流程，麗翔将为客户打造专属的“空中办公室”和“空中之家”。

麗翔飞机托管部总经理薛勇认为：“一个成熟的、有效的客户服务体，离不开三个要素：完善的制度和工作流程，优秀人员的储备、配置和培训，以及个性化的服务内容”。

麗翔的客户服务部有着自己完善的工作流程
ALL POTENTIAL CUSTOMERS
和手册，客服手册的内容也随着公司的发展而不断补充完善，每一位新晋员工都能根据手册知晓大部分工作内容。有了成体系的工作流程，才能让客服团队有条不紊地处理客户日常的飞行事宜，并且在遇到紧急事件时能沉着应对。

人员配置方面，香港麗翔拥有全行业独一无二的分组配置。不同于其他公司的专人一对一、一对一地对接客户服务，麗翔的专人分组配置则有效的避免了专人请假或离开造成客户事宜无人了解和跟进的问题。客户服务人员直接对接客户服务人员，再由客户服务人员从中统筹把关并与实际操作部门对接，这样更容易使信息集中、各部门配合更全面。

在与客户的日常沟通中，麗翔更注重提供基于不同客户的个性化服务，对客户的每一次查询，公务机的每一次安排，都从时效性、经济性和质量三方面考量。从客户的实际需要出发，从专业的角度提供最适合客户的解决方案。成为客户飞机的大管家。

客户服务人员会根据经验和客户需求，为客户多想一步，实际的解决客户的问题。比如客户飞机外观脏了需要清洁，这个需求客户从经济型考虑也许觉得不必要，但客户服务专员会从长久的保值角度来建议客户是否需要清洁，如果飞机外观不及时清洁，脏污的印记可能造成金属腐蚀或零件损坏，导致飞机需要维修，引发不必要的花费，而这对飞机的保值来说也不好。

一间资源丰富，各部门协调顺利的公司，也是一个好的客服团队成型的必要基础。
In recent years, as the economic conditions continue to improve and the demand for personalized high-end flights increases ceaselessly, the business jet market has also been growing rapidly. As an important indicator of business aircraft demand, corporate profits are also rising. For business customers, business jets have the advantages of being time-saving, efficient, safe, private, and nobly distinctive. At present, the demand for business jets in our country is continuing to increase and customers are getting more pragmatic and sensible. The industry is gradually ushering in a rapid development.

During the fluctuation and growth of the global business jet market in 2014, HK Bellawings Jet seized opportunities to rise up against the trend and became a new star for the business jet trusteeship operation in Hong Kong. In the past four years, the size of the managed fleet has seen a multiplied growth, making the company grow from a nobody into a prominent star with 26 business jets. Among the Hong Kong operators, HK Bellawings Jet has already ranked in the top three in terms of scale and business volume, and is continuing to overtake.

In the global business jet market, the number of business jets in Europe and America is much higher than in Asia, while the development of Chinese business jets is still in its infancy. It is very much in need of rich resources and supporting facilities. In the era of globalization of economy and trade, relying on Hong Kong’s flexible market and standardized system, as well as Hong Kong’s regional advantages and more internationalized and more advanced...
talent pool, HK Bellawings Jet has established itself in Hong Kong with a global outlook and positioned the company’s initial business on trusteeship operation.

In addition to the traditional business jet consumptions such as finance and real estate, the domestic business jet industry has gradually ushered in a number of new user groups, such as soccer teams and performing arts groups, resulting in great changes in the market. Users have very high demands during the travels, and many users pay much more attention to the service details. In order to maintain customers’ loyalty and good reputation and to attract more potential consumer groups, HK Bellawings Jet will present its best services to every customer. From the application of flight plan to the ground service after jet landing, HK Bellawings Jet provides efficient services to customers through professional and effective communication and assistance, as well as a dedicated response team.

HK Bellawings Jet has stipulated a series of exclusive service plans to serve high-net-worth customers who pay special attention to service quality. Its service team provides 24/7 consulting services, diversified high-end living solutions, and innovative service contents all the while. Thus, all problems can be resolved here.

HK Bellawings Jet pays much attention to the protection of customer privacy, and knows the demands of each and every customer and
strives to offer customized services for them. From cabin layout to service process, HK Bellawings Jet is ready to create privileged “office in the air” and “home in the air” for its customers.

Mr. Ethan Xue, General Manager of Aircraft Management, HK Bellawings Jet, said, “A mature and effective customer service system cannot do without the three elements: perfect mechanism and work flow, reserve & allocation & training of outstanding personnel, and personalized service content.”

HK Bellawings Jet’s Aircraft Management has its own matured working flow and manual, and the contents of the customer service manual are constantly updated to the company’s development. Every new employee can know most of the work contents according to the manual. With a systematic work flow, the customer service team can orderly handle the daily flight matters of the customers and keep calm in the event of an emergency.

In terms of staffing, HK Bellawings Jet has a unique industry-wide grouping assignment. Unlike other company’s one-on-one customer service, HK Bellawings Jet’s grouping assignment can effectively avoid the problem of non-follow-up of services for customers due to the one-on-one staff’s absence from work. The customer directly gets access to the customer service personnel, and then the customer service personnel checks the overall control and docks with the actual operation.
department. This makes it easier for the information to be centralized and the relevant departments can cooperate with each other more comprehensively.

In the daily communication with customers, HK Bellawings Jet pays special attention to providing personalized services based on different customers. Each time a customer’s inquiry is lodged, the business jet arrangement would be considered in terms of timeliness, economy, and quality. HK Bellawings Jet provides the most suitable solutions to customers in a professional perspective, based on the customers’ actual demands. Therefore, HK Bellawings Jet is providing a genuine butler service for all customers.

The customer service personnel will give more considerations for the customers and provide pragmatic solutions based on experience and customer needs. For example, if the customer’s aircraft needs to be cleaned, this requirement may not be considered by the customer in person in the perspective of economy. However, our customer service personnel will advise the customer to clean or not from the perspective of long-term value preservation. If the exterior of the aircraft is not cleaned in time, the dirty marks might cause metal corrosion or parts damage, resulting in the need for major maintenance of the aircraft, which would cause unnecessary costs. And this is also not good for the value preservation of the aircraft.

A resource-rich company with harmoniously coordinated departments is also a necessary foundation for the formation of a good customer service team.
PROMISING
GENERAL
AVIATION
你好！通航

随着低空开放的脚步越来越近，通航市场的热度也渐渐升温了，越来越多的企业申请建立通航公司，一片火热景象。但在这火热的表面下却有更多的通航从业者认真的反思中国通航应走的路和如何发展？

As deregulation of low altitude flight is approaching, the general aviation market becomes more dynamic. More and more enterprises have applied for establishing general aviation branches, making the market more prosperous. However, how many professionals in the general aviation industry carefully reflect on the ways and future development of the industry in spite of the booming market situations?
中国的通航市场

中国的通航产业被称为建国以来，唯一没有发展起来的产业，中国通航飞机保有量预期节节下调。从飞机数量上看，根据2017年民航有关部门统计共有近200家通航企业，近2000架飞行器。如果再加上没有正式注册的所谓社会“黑”飞行器，在国内市场上大约有2700架左右通航飞行器。还不到美国23万架的1%。但从飞行业务量上来看已经有了很大的发展，其中私人性质的飞行进行了13000多个小时。

从产业规模上看建设或者声称要建设通用航空产业园区或产业基地国内达到了数百家。然而，
外表上光鲜靓丽的通航产业还存在着很多令人担心的问题：安全形势严峻，安全意识淡薄；审批严格，周期长，环节多；基础设施落后；通航企业大多在亏损状态，目前盈利的企业凤毛麟角，而且由于市场太不成熟，业务单一，赚不到钱的“四不”现状依然没有得到根本改变。从通航发展的整体情况看，中国通用航空的现状是，旧机型多，机型杂、小企业多，保障设施少、专业人才少，产值与利润小、整体产业规模小，支撑通用航空发展的基础体系薄弱。这都是目前通航市场上反映出的问题所在，在业内专家看来，目前通航市场的表现还处于一个非常初级的阶段，真正要快速进展还需时日。

对于通航企业来说，除空域外，通用航空企业的管理主体众多也是产业发展受阻的重要原因。国家空管委、空军、民航局、发改委、工信部、工商、公安，这些部委都能够管理通航企业，这造成管理效率低下，要跑航线、跑执照等手续也让企业行政成本非常高。除此之外，我们的通航企业还存在着在引进机型时对市场了解不够，机型相对较旧等问题，销售价格高也是量产前主要的问题。资金投入大、产出小、效益不好是目前整个通航产业的特点，如果单纯以通航为主营业务的企业几乎没有，都要靠其他业务补血，这不能不说是一条可以走的路，
但从此以往对通航企业特别是对以通航为名的产业园的发展是不利的，但现实是残酷的，先生存下来是目前很多企业考虑的首要问题。通航企业的业务相对单一，也是目前存在于业内的一个比较大的问题，首先与整个低空管理政策有关，企业只能在规定的区域进行飞行，飞不高，更别提远了，虽然有些地区已经实行了点对点的航线试点飞行业务，但对于这么大空域和企业的热情来说是远远无法满足的。所以企业的飞行作业也就仅限于空中观光，运动甚至就是自娱自乐而已，收入远远小于支出，亏损是必然的。

迎接挑战
美国作为最大的通航市场，发展到今天也经历了诸多曲折，从上世纪 50 年代的起步，经过 60 年代的腾飞过程，再到 70、80 年代的低谷期，到现在的基本稳定阶段，都是在不断完善和解决问题中进行的。中国已经开始成为全球通用航空的一个新兴市场，正在迈入航空大国的行列，离航空强国近在咫尺。
China’s General Aviation Market

In China, general aviation industry is regarded as the one and only underdeveloped industry since the founding in 1949, and the expected reserves of general aviation airplanes in China have been lowered step by step. In terms of the number of airplanes, 2,000 flight vehicles were owned by nearly 200 general aviation enterprises according to the statistics provided by civil aviation authorities in 2017. If so-called “illegal” flight vehicles without official registration are included, there are about 2,700 general aviation flight vehicles in the domestic market, which are less than 1% of 230,000 in the USA. However, in terms of the volume of flight business, the development has been quite satisfying and the duration of flights for private purposes has totaled more than 13,000 hours up to now.

In terms of industry scale, several hundred general aviation industrial parks or industrial bases will commence construction or will be established across China. However, there are many serious problems despite the booming general aviation industry: The safety situation is severe and the awareness of safety is insufficient; the examination and approval procedures are stringent in time-consuming manner, and the steps are multiple; the infrastructures are backward; most enterprises in the industry are money-losers, whereas only a few enterprises have been profitable. The terrible situations of unprofitability haven’t been fundamentally reversed due to the immature market and single business type. According to overall situation of general aviation development, currently there are many old and miscellaneous airplane types, most enterprises are at small size, the support facilities are insufficient, professionals are in
shortage, the output and profits are low, the overall industry scale is small, and the basic system for the industry development is weak. All these are the current problems of the general aviation market. According to the experts in the industry, China’s general aviation market is still in its primary stage and it will take time for this market to enjoy rapid development.

General Aviation Enterprises

For general aviation enterprises, besides airspace, there are multiple authorities in charge of such enterprises, which is also an important reason for restricting the development of the industry. All of the National Air Traffic Control Committee, air force, CAAC, NDRC, Ministry of Industry and Information Technology, Industry and Commerce authorities and Public Security authorities can exert administration for general aviation enterprises. This leads to poor administration efficiency and high administrative costs of such enterprises due to such procedures as applications for flight routes and licenses. In addition, such enterprises still have inadequate information on the market when introducing aircraft models, the models are relatively obsolete, and high selling prices before volume production are also major problems. Currently the industry is characterized by huge investments, low returns and inadequate profits. There is hardly any enterprise engaged in general aviation as its main business. Most enterprises need to supplement general aviation by utilizing the funds from other business lines. Undoubtedly

This leads to poor administration efficiency and high administrative costs of such enterprises due to such procedures as applications for flight routes and licenses.
this is a way out, but it is unfavorable for general aviation enterprises and especially those industrial parks in the name of general aviation. However, the realities are cruel, as survival is a top priority for most enterprises. The single operation of general aviation enterprises is a major trouble of the industry. First of all, it is related to relevant low altitude administration policies. The enterprises have to conduct low altitude flights within specified areas, let alone long distances. Although point-to-point trial flights have been implemented in some regions, they are far from enough for the vast airspace and enthusiastic enterprises. As a result, the flight operations of the enterprises are confined to air sightseeing, sports and recreation for themselves. Revenue is far lower than the expenditure, and losses are inevitable.

Addressing the Challenges

As the largest general aviation market in the world, the United States has undergone many setbacks as well. The market constantly undergoes improvement and troubleshooting from the startup stage in the 1950s, the rapid development stage in the 1960s, the slack stage in the 1970s and 1980s and basic stable stage nowadays. As an emerging general aviation market, China has been an important player of aviation industry and will be an influential backbone in the near future.
BOMBARDIER'S GLOBAL 6500
庞巴迪公务机在日内瓦欧洲公务航空展（EBACE）上推出两款新型公务机——环球 5500 与环球 6500 飞机，它们具备同类别飞机中领先的航程。

Bombardier Business Aircraft launched the Global 5500 and Global 6500 with class-leading ranges during the European Business Aviation Convention and Exhibition (EBACE).
这款新机型基于环球 6000 飞机，航程较后者增加 600 海里（1111 千米），燃油效率亦提高达 13%，运营成本更受人们青睐——仅相当于航程更短、机型更小的竞品。

得益于增加的推力和提升的燃油效率，新机型整体性能提升至新高度，如在高温高原条件下运营，航程增加多达 1300 海里（2407 千米）。与最接近的竞品相比，这款飞机还拥有骄人的灵活性，能够在其他机型无法起降的机场运营，如伦敦城市机场。

环球 6500 飞机将配备获得专利的 Nuage 座椅，这是公务机业 30 年来的首个新型座椅构造。Nuage 座椅采用独家技术，专为最大程度的舒适性和随心所欲的轻松调节而设计，是远程飞行的完美配置。

两款新机型均拥有庞巴迪先进的视景驾驶舱，引入了公务航空业业界首个真正的组合视景系统（CVS），是唯一能够将增强与合成图像无缝整合到单个视窗上的系统。

环球 6500 飞机预计将于 2019 年底投入市场。
The Global 6500 is Bombardier’s newest member of the Global family. It boasts the longest range in its class, with a stunning 6,600 nautical miles (12,223 kilometers) and a maximum speed of Mach 0.9. It also offers Bombardier’s iconic smooth ride. It can connect Hong Kong or Singapore to London, and Toluca to Madrid.

This new aircraft is built on the success of the Global 6000 by offering 600 nautical miles (1,111 kilometers) of additional range, coupled with fuel efficiency increased by 13%, contributing to highly favorable operating costs versus smaller competing aircraft with less range.

Thanks to the increased thrust and improved fuel efficiency, the total performance of the new model will be taken new heights, such things as to deliver a range increase of up to 1,300 nautical miles (2,407 kilometers) when operating out of hot-weather and high-altitude conditions. This aircraft also boasts superior agility compared with its closest competitors with the ability to access airports that others can’t, such as London City Airport.

Rolls-Royce Pearl engines and a new wing tailored for the Global 6500 make it cleaner and more efficient.

The Global 6500 will be equipped with the patented Nuage seat - the first new seat architecture for business jet industry in 30 years. Nuage seat uses exclusive technology, engineered for maximum comfort and effortless movement, which is called the perfect asset on a long flight.

Both new models feature Bombardier’s advanced visual cockpit, introducing the industry’s first real combined vision system (CVS) which is the only system to seamlessly merge enhanced and synthetic vision images in a single view.

The Global 6500 is expected to enter into service by the end of 2019.
Since investing in the heartwarming films for the Chinese New Year holiday directed by Feng Xiaogang in the late 1990s, Wang Zhongjun has risen to the prominence in domestic media industry with unprecedented business success. However, alongside his status as a successful businessman, Mr. Wang also stands out in artistic attainment as both a low-profile oil painter and an art collector with the distinctive taste and vision. In 2017, he received the Montblanc de la Culture Arts Patronage Award at Song Art Museum founded by himself. It’s not only the recognition of his accomplishment in arts, but also the compliments for his role as an arts communicator and a patron of arts.

不落窠臼，向艺而生

从上世纪末开始投资冯氏贺岁片，一路高歌猛进成为国内传媒界的领头羊，他在商业上的成就可谓前无古人。但除了“成功商人”这一重身份之外，王中军先生在艺术方面的造诣也称得上是登峰造极。他不仅是一位低调的油画家，同时也是独具慧眼的艺术藏家。去年，王中军荣膺“万宝龙国际艺术赞助大奖”，颁奖地点就位于他亲自打造的松美术馆。这既是对他艺术成就的肯定，也是对其为艺术传播、收藏所作贡献的褒奖。
“艺术能走到今天，靠的是艺术爱好者们无形之中形成的赞助和支持。现阶段大家理解的赞助就是公益事业，实际上商业行为，也可以起到很好的赞助作用。”

万宝龙在艺术传承上做出的努力，世人有目共睹。国际艺术赞助大奖已经举办了 25 年，有近 280 位杰出艺术赞助人荣获这一奖项。而且他们每年都会推出一款艺术赞助人系列的限量新笔，用以表彰那些在艺术传承上起到重要作用的风云人物。从这一点来看，王中军和万宝龙也有着很多的共通之处。他们都把艺术的传承、推广和赞助视作自己的社会责任，借助于自己强大的社会影响力，为艺术领域勾勒出一个更为美好的明天。

在国内诸多的收藏家中，不论是量级还是手笔，王中军都绝对是第一梯队的中坚力量。在他看来，藏家和艺术家之间的关系非常微妙，是一种类似于情侣的情感羁绊。有时是藏家追着艺术家求画，三顾茅庐；有时候是艺术家婉转表达囊中羞涩寻求资助，以画会友。但不论双方谁会占据主动，都有一种心照不宣的契约精神在左右着彼此，告诫双方“君子相交，静水流深”。

对于“拿奖拿到手软”的王中军而言，这个奖让他觉得非常走心。过去他听到的说法往往是“投资艺术”，但是在他看来，艺术更需要的是赞助，这样才能走得健康、长远。
A Unique Personality

Most people came to know the name of Wang Zhongjun through the media mogul Huayi Brothers. In his modest tone, Mr. Wang billed himself as the layman of movie industry. However, with such hugely popular blockbusters as If You Are the One, Cell Phone and Mountain Patrol, he, along with his younger brother, co-founder of Huayi Brothers, has made it into a public-listed company.

Like other people under the spotlight, he often only represents his one side to the public. In private, he is an outright art connoisseur. Mr. Wang started his arts collection at early as the end of the 1990s. In the course of over two decades, he has developed his own collection system with personal collection featuring works of masters including Vincent van Gogh and Pablo Picasso, and domestic contemporary artists like Zeng Fanzhi, Fang Lijun and Yue Minjun. On November 8, 2017, the 26th Edition of the Montblanc de la Culture Arts Patronage Awards was awarded to Wang Zhongjun in recognition of his important contribution to the art development, popularization and exchange.

Sitting on heaps of laurels, this award generated particular resonance in his mind. Despite prevailing concept of "investment in arts," he stresses that arts need patronage to have a healthy and enduring development. "Arts lasting to this day depends on the invisible patronage and support by lovers. At present phase, patronage perceived by the people is public welfare undertaking; however, in fact, business practice can also play the great role of patronage."

The commitment to arts inheritance and development by Montblanc is known to all. The Montblanc de la Culture Arts Patronage Award has held for 25 years, with nearly 280 outstanding arts patrons have been laurelled. Each year, one version of the limited edition pen is unveiled as a tribute to the individuals’ unfailing commitment to arts patronage. On this front, Wang Zhongjun and Montblanc share many commonalities: they all treat the inheritance, popularization and patronage as ones’ own social responsibility, and herald in a more promising future for the arts field by leveraging their powerful social influence.

In the circle of domestic arts collectors, in terms of stature or size of collection, Wang Zhongjun stands in the top league. In his eyes, a subtle interconnection exists between collectors and artists, akin to the emotional bond of lovers. Sometimes, collectors in quest for the works make keen solicitation with artists; on other occasions, artists in financial straits seek support in a circuitous manner, developing acquaintance with their works. However, no matter who takes the initiative, a tacit mutual understanding/the contract spirit governs their behavior, cautioning each other. “The friendship between men of virtue is like tranquil flowing water, free of harmful substances.”
XU BING
EXPLORATION FOR THE EFFECTIVENESS OF CONTEMPORARY SOCIAL CONTEXT AND ART
徐冰：探索当代社会语境与艺术的有效性

人人身上都是一个时代，徐冰不仅仅是艺术史中的艺术家，更是大时代中的艺术家。寻找一种与当代文明发展相匹配的工作方法，是徐冰用艺术方式回应时代的方式的一个方面。

Everyone represents an era.
Mr. Xu Bing is not merely an artist in the history of art, but more of an artist in the great era.
Looking for a working method that matches the development of contemporary civilization is one aspect that Mr. Xu Bing responds to the times.

时代中的艺术家

徐冰不仅仅是艺术史中的艺术家，更是时代与社会中的艺术家——他用敏感的作品回应时代进程中每一个当下的变化，在不同社会文化之间庖丁解牛游刃有余，不论在思想、媒介和技术层面。

回顾历史，一百年前乃至更早的西方艺术史是线性发展的因果循环，在时间序列中呈现递进状态。如今，社会的复杂程度不同于以往，信息以爆发式涌入人们生活的方方面面。在时代中如何推进艺术综合向前，已经成为问题。

人人身上都是一个时代，文化的物质遗存都体现在艺术家具有时代感的工作中，在徐冰身上，这种时代感与生俱来，没有对抗也不顺从，在思考中用艺术的方式向时代发问。

作品存在之外的思考

2017年12月在武汉合美术馆举行的“徐冰”同名大展中，系统性地回顾了徐冰不同阶段的艺术创作，当然不仅有作品本身，更利用场地空间、建筑、武汉城市生活说明了作品有效的原因和方式。更偏重方法论阐释的方式，使徐冰的艺术思考不仅以作品存在，更使未完成的部分和作品之间的逻辑关系如草延灰线，伏延千里。

“徐冰”展览包含了相当全的作品系列，首先是包括《五个复数系列》、《鬼打墙》、“文字系列”（《天书》、《英文方块字》、《文字写生》、《地书》、《木林森计划》等）、“动物系列”（《一个转化案例的研究》、“蚕”系列等）、《烟草计划》、《何处惹尘埃》、“背后的故事”系列、《芥子园山水卷》、《汉字的性格》、《蜻蜓之眼》。据悉，徐冰还将在今年，于北京 UCCA 和墨斋画廊分别举办两场展览，笔者认为同样值得期待。

形与意的文化链接

单独提出“文字”这个问题，是因为徐冰在这个领域的作品绝对达到了他的预期，即后人钩沉中再多着墨也不为过。几个系列作品各成体系，各有指向；基于文化判断的考量的作品，在不同文化中均找到了支撑点。
An Artist in the Era

Xu Bing is not only an artist in the history of art, but also an artist in the era and society. He responds to every contemporary change in the course of the era with his sensitive works, and flexibly accomplishes with skilled and magical craftsmanship between different cultures from the perspective of ideology, media and technology.

In retrospect to the history, the history of Western art one hundred years ago and even earlier presented a causal cycle of linear development, and showed a progressive state in time series. Nowadays, social complexity is discrepant from that before. Information bursts into all aspects of people’s daily life. Approach to advancing the art in an all-round manner in the era has been a hot issue.

Everyone represents an era, and the material legacy of culture is mirrored in the artist’s work with sense of the era. Xu Bing is born with this sense of the era. Without confrontation or obedience, he artistically asks questions to the era in his thinking process.

Thoughts beyond the Existence of the Works

A grand exhibition, entitled with the same name “Xu Bing” at United Art Museum (Wuhan) in December 2017, systematically reviewed Xu Bing’s artistic creations at different stages. Of course, not only the works, but also venue space,
architecture and urban life in Wuhan justify the reasons and modes for the effectiveness of his works. With more emphasis on methodological interpretation, Xu Bing’s artistic thoughts exist in the way of works, while indistinct logical relationship between the unfinished part and the works are partly hidden and partly visible.

Exhibition of “Xu Bing” contains a fairly complete series of works, including Five Series of Repetition, Ghost Pounding the Wall, “Character Series” (The Book from the Sky, Chinese Characters in English, Landscape Landscript, The Book from the Ground, Primer for 木，林，森 Project, etc), “Animal Series” (A Case Study of Transference, “Silkworm” Series, etc), Tobacco Project, Where Does the Dust Itself Collect?, Background Story Series, Mustard Seed Garden Landscape Scroll, The Character of Characters and Dragonfly Eyes. It is reported that in 2018, Xu Bing will also hold two exhibitions at UCCA and Ink Studio in Beijing, respectively, which are also worthy of looking forward to.

Cultural Links of Shape and Meaning

The issue of “characters” is raised separately because Xu Bing’s works in this field definitely live up to his expectations. In other words, it is not too much for future generations to expound on this issue according to the compiled lost materials. Several series of works form individual systems and forge ahead towards different directions. These works, based on cultural judgments, are endorsed in different cultures.
In 2015, an archaeological discovery, made in Tomb of Haihunhou (Marquis of Haihun) of the Western Han Dynasty in Nanchang, Jiangxi Province, was like a thunder, which not only amazed the Chinese and foreign relics, museology and archeology circles, but also excited the general public. In echo with the launch of a series of conferences, seminars and exhibitions, the highest-ranking tomb cluster of the Han Dynasty is gradually unveiled under the witness of the people worldwide.
南昌汉代海昏侯国遗址（紫金城城址与铁河古城群）为国务院第七批全国重点文物保护单位，位于南昌市新建区东北部大塘坪、铁河两乡境内，由刘贺墓园、历代海昏侯墓园、贵族和平民墓地为核心的一系列重要遗存构成，遗址内涵丰富，规模宏大，是我国目前发现的面积最大、保存最好、内涵最丰富的汉代侯国聚落遗址。

海昏侯国遗址的考古发掘历时 6 年，共出土文物 1 万余件（套），这些文物的出土，对于研究汉代的政治、经济、文化具有突出的历史价值、艺术价值和科学价值。2015 年考古发掘成果经公布，即囊括了中国社会科学院“中国考古六大新发现”、中国考古学会 2011—2015 年度田野考古奖、国家文物局 2015 年度“全国十大考古新发现”、首届中国考古大会“考古资产保护金尊奖”等中国考古四大奖项。

在中国考古研究水平不断提高并走向精细化、公众化与国际化的今天，或许大家更好奇这项重大考古发现的后续研究与保护。我们特邀南昌西汉海昏侯墓考古发掘项目负责人杨军与南昌汉代海昏侯国遗址管理局党委书记叶明和这两位专家学者，请他们来介绍一下海昏侯墓考古发掘与保护的现状。
Museum
Haihunhou Historic Site (Zijin City Site and Tiehe Ancient Tomb Cluster) of the Han Dynasty in Nanchang is included in the seventh batch of key cultural relics under the national protection by the State Council. Located in Datangping Township and Tiehe Town in the northeastern part of Xinjian District, Nanchang City, it consists of a series of important relics with Cemetery of Liu He, Cemeteries of Successive Marquises of Haihun and burial grounds of aristocrats and civilians at the core. It is rich in connotation at a large scale. Up to now, it is the largest and the best preserved marquis settlement site of the Han Dynasty in China, with the most abundant connotations.

The archaeological excavation campaign of Haihunhou Historic Site lasted for six years, while a total of more than 10,000 pieces (sets) of cultural relics were unearthed. These unearthed cultural relics are of outstanding historical value, artistic value, and scientific value for researches on politics, economy and culture of the Han Dynasty. After this archaeological excavation outcome was announced in 2015, it immediately won four major Chinese archaeological awards, i.e., “Six New Chinese Archaeological Discoveries in China” (The Chinese Academy of Social Sciences), “Field Archaeology Award 2011-2015” (Archaeological Society of China), “Top Ten Archaeological Discoveries in China 2015” (The State Administration of Cultural Heritage) and “Jinzun Award for Archaeological Asset Protection” (The First China Archaeological Congress).

As Chinese archaeological research constantly gains ground and moves toward sophistication, publicization and internationalization, perhaps everyone will be more curious about the subsequent research and protection of this significant archaeological discovery. Mr. Yang Jun, the person in charge of this archaeological excavation project, and Mr. Ye Minghe, Secretary of the CPC Working Committee of Haihunhou Historic Site Administration of the Han Dynasty in Nanchang, are especially invited to introduce the current situations of archaeological excavation and protection of Tomb of Haihunhou (Marquis of Haihun) of the Western Han Dynasty in Nanchang.
JADEITE COLLECTION IN FULL SWING

翡翠收藏 热潮来临

收藏的概念有两方面含义，即收集与保藏。
收集是第一步，也是最重要的一个环节。
行话说：“没有卖赔的，只有买赔的”，就是说如果购买翡翠的时候价格不合适，那收藏都无从谈起了。

The concept of artistic collection has two meanings, i.e., collection and preservation.
Collection is the first and the uppermost step.
As a jargon goes: “Buyer will never be more shrewd and calculative than seller”.
In other words, if the buying price of jadeite is not appropriate, artistic collection is out of the question.
在最近几年的拍卖市场上，翡翠经常作为焦点拍品呈现在大众眼中。邦瀚斯的亚洲主管汤格澧先生也认为未来翡翠的价格也会只升不降。因为翡翠的数量有限，现在已经开发到一定程度，近几年翡翠的原产地缅甸因为战争，受影响翡翠的价格也直线上升。并且翡翠本身材料名贵，若把它打造成首饰将会浪费大量材料，所以翡翠的首饰藏品更为珍贵。

原料优
翡翠的原料无外乎首先要种老、水好，这也是评价玉石之“首德次符”之标准要求的。其次就是色多、色艳，毕竟翡翠是用来美化生活，陶冶收藏者情操的大自然之精华，所以颜色种类越丰富、越鲜艳就越好。再次就是要肉细、块大，因为只有质地细腻的翡翠才能给人以美感，而且同样质量的块度越大也就越稀少、越珍贵。当然如果翡翠原料能有自己独特的味道就更值得收藏了。

创意新
对于一件真正的翡翠藏品来说，雕琢的寓意是否美好、是否深刻、能够引起收藏者的共鸣是很关键的，这要求藏品要有与众不同的创意，也许在不经意中已经深深地打动收藏者的心了。归结起来进行雕琢创意时首先要量料取材，之后再因材施艺，最后选用适合的雕刻题材以体现美好的祝愿。知名的玉雕大师可以挖掘出很不起眼的翡翠原料的内在美，通过自己独到的创意，完成出一件件神来之作。

雕工精
雕工的精细除在于精雕细刻外，也还在于巧色、俏色、分色、描金、嵌宝、压金银丝等特殊工艺的运用上，如果能最终达到“无工不细，无巧不施”的境界才可谓是雕刻工艺的最高境界。
In recent years, Myanmar, a producing area of the jadeite, is often plagued by regional wars. As a result, price of jadeite skyrockets greatly.

Excellent Raw Materials

Firstly, the quality criteria of raw material of jadeite are nothing but well-knit texture and high transparency, which are also jade evaluation standards and requirements for “priority over moral quality instead of appearance beauty”. Secondly, raw material of jadeite should present multiple and gorgeous colors. After all, as quintessence of the Nature, jadeite is used to beautify life and cultivate the collectors’ sentiments. The more colorful jadeites with more varieties are the better ones. Thirdly, fine block and large size are preferred.
because only fine jadeite can impress people with sense of beauty. Under the same quality, the larger jadeite is rarer and more valuable. Of course, if raw material of jadeite has its own unique features, it is more worth collecting.

**New Creativities**

For a real jadeite collectible, it is crucial to imply good wish and profound content of carving and arouse the resonance from collectors. In this regard, unique creativity is required, as it may inadvertently penetrate into every collector’s innermost world. To sum up, with a view to carving creativity, it is necessary to firstly select materials according to dimensions, individualize jadeites in view of material conditions, and finally adopt the proper carving themes to convey the good wishes. Well-known jade carving masters can cast light on the intrinsic beauty of the inconspicuous jadeite materials, and create delicate masterpieces to demonstrate their own unique creativities.

**Sophisticated Carving Techniques**

In addition to the refined carving, sophisticated carving process also depends on application of special techniques, such as ingenious color, natural luster, separate color, gold design outlining, gemstone embedding, gold and silver thread pressing, etc. Eventual realm of “fine workmanship and superb skills to the utmost extent” can be said to be the perfect state of the carving process.
LET THE MOVIE SHINE INTO FLORIDA
一部深刻的历史可以由一部思想激荡的电影留下深刻的印象。无论是枪战片还是爱情片，这里的景色都是独一无二的。

Scenery in Every Frame

A city with a deep-rooted history can leave a deep impression on people by a thought-provoking film. Whether it’s for a shoot-em-up or a romance, the scenery here is unique.
二十世纪五十年代的美国，正经历着第二次世界大战之后的经济复苏与冷战的渐起，与欧洲的渐渐亲密，也使得很多美国人萌发了到欧洲淘金的热潮。1955 年的美国有一处名为“革命路”的住宅小区，这个小区坐落在城市的近郊，小区内的居民生活安稳，经济富裕，正是标准的“美国之梦”的象征。其中住着一对中产阶级夫妇，家庭中的妻子爱普莉（凯特·温丝莱特饰）是一个追求事业的女人，渴望去更好的环境享受生活；而她的丈夫弗兰克（莱昂纳多·迪卡普里奥饰）则是一个平庸的职员。两人还在恋爱的时候，弗兰克骗了爱普莉便出了自己在巴黎的奇妙旅行，这使得爱普莉对法
国产生了种种幻想，她渴望迁居到巴黎。

电影的结局是悲惨的，然而世界仍进行着它残酷的轮回，不管有多少人在痛苦中挣扎着——他们的房子在等着另一个租住的人。在影片中有一个镜头，Frank 与 April 在最后的争吵中，April 独自跑入山林之中，Frank 在后面急追，抖动的画面已经告诉我们 April 心中那波澜起伏的内心状态，暮色中，April 身后是浓色的山林，那个场景很忧郁，让人一下子就能知晓女主人公 April 的内心想法。下一个场景，斑驳的月光中，Frank 独自饮酒，起身去望正要回家的 April，那个镜头如果不足以引起你内心的共鸣，那 April 独自斜靠大树，点一根烟的画面，肯定早已触动了你压抑多时的神经。但又把佛罗里达的景色运用的恰到好处。

佛罗里达州不仅盛产电影，还有个全球知名的迪士尼乐园。在这里，又能让你体验一番动画电影的乐趣。《卑鄙的你》讲述的是一个披着黑暗系外衣的奶爸和三个可爱小姑娘的温馨故事。电影上映后剧中最有话题的“小黄人”也迅速窜红。在迪士尼乐园里你可以和真正的小黄人坐刺激的过山车，也可以和黑暗系奶爸沟通一下育儿的话题。总之在这里，总有一种年轻时的梦那种感觉，仿佛这一天就在我正青春那年。
The United States in the 1950s was recovering from the economic recession and confronting the increasingly intense cold war after the Second World War, and became increasingly intimate with Europe. Therefore, the idea of seeking fortunes in Europe occurred to many Americans. In 1955, there was a residential district called "Revolutionary Road" in the United States. It was located in the outskirts of the city. The residents in the community lived in peace and prosperity, which was the symbol of the standard "Dream of the United States". There was a middle class couple, April (by Kate Winslet) and Frank (by Leonardo DiCaprio) in the community. April was an enterprising woman who was eager to enjoy life in a better environment, but her husband Frank was a mediocre clerk. Frank lied about his wonderful trip to Paris before they got married, which made April fascinated with France and longed to move to Paris.

The film ended with a tragedy, with their house waiting for another person to rent, for the world will never cease its movement, no matter how many people are struggling in pain. In a scene in the film, April ran alone into the mountains after having a quarrel with Frank, while Frank chased her in anxiety. The shaking of the picture revealed the inner mood swings of April. The blue-toned picture that behind April were dark mountains in the twilight made it easy to tell the inner thoughts of the heroine, April. The next scene was that Frank was drinking alone in the mottled moonlight, got up and looked at the April that was about to go back. Even though a cinemagoer is not touched by that scene, he/she will definitely be deeply moved by the scene that April leaned against a tree alone and lit up a cigarette. Besides, the scenery in Florida was appropriated unfolded in this scene.

Florida not only is productive in film-making, but also is home to a world-renowned Disneyland. You can enjoy the fun of animated films. Despicable M is about a warm story of a new daddy seemingly despicable with his three lovely girls. "Minions", the most heatedly discussed topic, also became popular in a short period after the film was released. You can not only ride with the real Minions on the roller coaster, but also communicate with the seemingly despicable Daddy about child rearing in Disneyland. In short, this is a place where you remind of the dream in the prime of your life and feel as if you regained young vitality again.

In short, this is a place where you remind of the dream in the prime of your life and feel as if you regained young vitality again.
A PERFECT CAR TRAVEL ON ROAD IN SUMMER

夏日完美公路之旅

夏天，又是一年夏，匆匆多少度，留不住不再留，盼来年盼不回。
夏天总是来的这么快，如果起得早，清晨会有凉爽微风。长长的白昼不容易黑，傍晚的暮色过渡的特别漂亮，淡蓝，艳红。
夏天有太多美景，何不开着你的跑车去追逐那些渐渐淡去的回忆。

Every summer elapses in a hurry.
Summer never stays or returns despite people's good wish. Summer always comes so quickly. If you get up early, a cool breeze shrouds you in the early morning.
The long daylight slowly goes black, and twilight transition at dusk is particularly beautiful, light blue and bright red.
So many wonderful sceneries feast your eyes in the summer. Why not drive your sports car to revive the valuable memories that gradually fade away?
出发之时

我们常常在电影中看到男女主角驾着车就来了 一场说走就走的公路旅行，那我们何必要羡慕 他们，准备一辆舒服的座驾，自己喜欢的歌单， 一段美好的旅程怎么能少了音乐做伴。开上车， 让我们暂离这个填满欲望的都市吧。

野性诠释

公路之旅怎能少的了速度？兰博基尼 Huracán Performante 敞篷版 0-100 公里 / 小时加速 仅需 3.1 秒，0-200 公里 / 小时加速则为 9.3 秒。 当然，外观与实用性也很重要。因为夏天的阳 光正午很晒，这时候就需要把你的跑车关上顶 棚了。

随心所驭

驾驭 GranCabrio 敞篷跑车，唤醒畅快淋漓的 感官享受。这款四座敞篷跑车内外均彰显出无 可挑剔的优雅格调，流畅自然的曲线勾勒出动 感身姿和奢华气质。GranCabrio 为敞篷跑车 的发展历史谱写了全新篇章。ZF 六速自动变速器 可提供超凡流畅的换挡体验，恰到好处地 匹配 V8 发动机的强劲动力。开着它去海边吧， 去听听大海的浪声醒醒神。

豪放不羁

全新的敞篷车顶设计无疑是 DB11 Volante 敞篷 跑车最具标志性的特色。其车顶结合迷人的经 典织物顶篷以及最新的隔音材质，8 层隔音材料 组成的可折叠软式车顶确保用户免受风噪干扰 并在任何恶劣天气情况下均能畅享无忧驾乘体 验，车顶收起后的高度达到同级领先的 260 毫 米，保证了收起敞篷后的车尾轮廓依然优美。
The Time of Departure

In movies, the female and male leading actors go on a road trip by driving their cars. We do not need to envy them. Prepare a comfortable car, and a list of your favorite songs (you cannot have a great trip without the accompanying music), and then hop up onto the car, and let us leave this city drenched with desires for a short while.

Annotation for Untamed Character

How can a trip by road be called as a trip without exciting speed? Lamborghini Huracán Performante Convertible version sports car with 0-100 km/hour acceleration takes only 3.1 seconds. Lamborghini Huracán Performante Convertible Version Sports Car with 0-200km/hour acceleration takes only 9.3 seconds. Of course, appearance and practicability are also very important. In summer, the sun shine is scorching at noon, you need to close the canopy of your sports car.

Drive at Will

Drive GranCabrio Convertible Sports Car, and get a fantastic sensuous experience. This 4-seat convertible sports car displays an impeccably elegant style in both interior and exterior, and its smooth and natural curve outlines its sporty figure and luxury quality. GranCabrio opens a new chapter in the development history of convertible sports car. ZF six-speed automatic transmission offers extremely smooth gear change experience, and it perfectly matches with the strong power of V8 Engine. Drive the car to seaside to appreciate the sound of raging sea waves, and get a waking up call on your soul.
In this summer, you don’t need too much air conditioning, but rather need more sunshine and ray. Brave, exciting, adventurous, weird, unconstrained, special, many types of lifestyle, which do you choose?

**Bold and Unrestrained Style**

The brand new design of the convertible canopy is undoubtedly the most singular feature of DB11 Volante convertible sports car. The canopy combines the fantastic classic fabric canopy and the most advanced sound insulation materials. The foldable soft canopy made of 8 layers of insulation materials can protect users from wind noise disturbance, and you can get a great driving experience in all bad weather conditions. When the canopy is retracted, the canopy’s height reaches 260mm, which is a leading height in the same category of sports cars, and ensures that the tail’s outline is still very beautiful when the canopy is retracted.
Introduction: In contemporary era with focus on lifestyle, travel on the sea, land and air are accepted and experienced by more people. Outdoor sports are irreplaceable in our daily life. However, diving has become an outdoor experience item sought after by sports enthusiasts. The world in the depths of the sea describes the magic of another world. Then, when you diving in the seabed, embrace the seawater and race against time to stay in the underwater world, the existence of time makes you feel safer. At this time, a professional diving watch can add fun for you in abysmal sea.

HOW DEEP CAN YOUR DIVING WATCH ENDURE IN THE DEPTHS OF THE SEA?

深渊大海里，你的腕表游多深？

注重生活的当下，海陆空的游玩被更多的人接纳与体验，户外运动更是生活中不可替代的，然而潜水也成为了运动爱好者热衷的一种户外体验，大海深处的世界，描述着另一个世界的神奇之处。那么，当你神游海底之时，怀抱海水，争分夺秒的停留在海底世界时，时间的存在也会更让你有安全感，这时，拥有一枚专业的潜水腕表更能在深海增添乐趣。
宇舶 HUBLOT
深海度 4000 米

4000 米的防水深度，经过了 18 个月的研发和测试。为确保其防水性以及极限状态下的抗压能力，蓝宝石表镜也仅有 6.5 毫米厚。虽然较厚于普通腕表的镜面，但对于承受 4000 米水下巨大的压力而言恰到好处。此款腕表拥有 48 毫米直径的超大表壳，其材质采用极轻且科技感十足的碳纤维，外观强悍佩戴却依然轻便、舒适。为确保在深海黑暗的环境下，25 厘米距离内阅读表盘仍然清晰可见，该腕表的表盘、数字时标以及指针都大面积地采用具有白色荧光的 SuperLuminovaTM 夜光涂层。

劳力士 ROLEX
深海度 3900 米

蚝式恒动 Rolex Deepsea 于 2008 年问世，在保留蚝式腕表美学特色的同时，亦满足了专业潜水员在坚固、精准和可靠方面最严格的要求。Rolex Deepsea 为新一代潜水表，得益于劳力士独有的创新技术，如 Ringlock 系统。劳力士的尖端防水技术可算权威，此款表壳结构可使腕表承受 3,900 米水深的压力，镜面相当于承受了 3 吨力。配用自动上链机械机芯劳力士 3135 型机芯，单向旋转 60 分钟渐进刻度外圈，同时配有抗刮损 Cerachrom 字圈和 Rolex Glidelock 系统蚝式保险扣。
百年灵 BREITLING
深海度 3000 米

百年灵深潜海狼腕表 Avenger Seawolf，为了拥有 300 个大气压 (10,000 英尺) 的超凡抗压性能，深潜海狼腕表配备了完全符合人体工程学要求的坚固表壳，利用数字电脑模拟技术研制出最理想的形状，在功能设计上取得了成功。腕表配有安全减压阀，可以平衡表壳内外的压力。当表壳离开深海，内部压力达 3 个大气压左右时，减压阀会自动将表内积聚的氦气释放出来，避免表壳爆破。配用百年灵 17 型机芯，直径 45 毫米的精钢表壳，并且配以超大指针和夜光时标，即使潜入黑暗的万尺深海仍清晰易读。

万国 IWC
深海度 2000 米

HUBLOT
Waterproof Depth: 4,000 meters

With waterproof depth of 4,000 meters, Hublot Model witnesses 18-month research, development and testing. In order to ensure its waterproofness and extreme pressure resistance, the sapphire watch glass is only 6.5 mm thick. Although it is thicker than watch glass of any other ordinary watch, it properly withstands the enormous pressure of 4,000 meters under water. This watch model has a large watchcase of 48-mm diameter, and it is made of extremely light carbon fiber with technology content. It looks bold, but it is still lightweight and comfortable. In order to ensure that watch dial is still clearly visible within a distance of 25 cm in dark deep sea environment, the watch dial, digital timing marks and pointers are extensively applied with Super Luminova™ luminous coating with white fluorescence.

ROLEX
Waterproof Depth: 3,900 meters

“Rolex Oyster Perpetual Deepsea” was unveiled in 2008. While maintaining the aesthetic features of Oyster Watch, it also meets the most stringent requirements for professional divers in terms of sturdiness, precision and reliability. Rolex’s cutting-edge waterproof technology can be considered authoritative. This watch model is characterized by case structure withstanding the pressure of 3,900 meters in deep sea and watch glass pressure equivalent to 3-ton force. It is equipped with a self-winding mechanical movement Rolex Model 3135 Movement, progressive-scale outer bezel for 60-minute rotation in one direction, anti-scratch Cerachrom Lettering Circle, Rolex Glidelock Oyster Safety Catch.

BREITLING
Waterproof Depth: 3,000 meters

With a view to superb pressure resistance of 300 barometric pressures (10,000 feet), “Breitling Avenger Seawolf” is equipped with fully ergonomically sturdy watch case and the most ideal shape developed with digital computer simulation technology, which meets with great success in functional design. Breitling Avenger Seawolf is attached with a safety pressure-reducing valve that balances the pressure inside and outside watch case. When watch case leaves the deep sea and the internal pressure reaches about 3 barometric pressures, pressure-reducing valve automatically releases the helium accumulated in the watch so as to avoid the explosion of the watch case. Consisting of Breitling 17 Movement, stainless steel case with a diameter of 45 mm, oversized pointer and luminous timing marks, it is easily visible even if it dives into the dark abysmal sea.

IWC
Waterproof Depth: 2,000 meters

The success history of the first diving watch of IWC Schaffhausen began in 1967. In 1982, IWC Schaffhausen started to produce Sports Diving Watch “Ocean 2000” with rotating outer bezel. Up to now, “Ocean 2000” watch has become a classical design. IWC Aquatimer Automatic 2000 submersible not only carries forward the classic, but also adopts the brand-new and advanced internal and external rotating bezel system, with 80110-type self-made movement. Its watch case, as always, results from complex processes. This model shows polished and brushed surface, on which the black dial carries the vividly three-dimensional texture to neutralize the large size of the watch case, thereby creating visual equilibrium sense.
Nowadays, against the backdrop of the rapid development of yacht industry, reliable quality, high-quality materials and superior services seem ordinary and become standard features on every yacht. However, in the yachting industry, there is still a pivotal segment which is sometimes overlooked, i.e., interior design of the yacht.

SENSORY EXPERIENCE OF VISUAL ART ENTHUSIASTS ON THE YACHT
视觉动物的游艇感官体验

在游艇产业飞速发展的今天，可靠的质量、优质的材料和上等的服务，这些似乎都已经并不稀奇，它们似乎是每一艘游艇的标准配置。然而在游艇产业中，还有一个举足轻重的部门有时会被人忽视，那就是游艇的内饰设计。
内饰用料

目前在国外 30% 以上的车船内饰都选用皮纺装饰材料，特别在日本、韩国等国家几乎轿车、游艇、轮船作为装饰材料，涂料的使用反而很少。因为涂料中的化学成分比较多，环保性较差，色彩单一，且视觉不够饱满，所以多用于大众装饰。在轮船中使用由于本产品耐腐蚀耐潮湿的特点，非常适合于轮船游艇上高档套房、客房使用。随着人们环保意识的增强，皮纺装饰材料将会成为车船内饰的主选材料之一。国外丰田、宝马、奔驰轿车，国内一汽轿车、上海通用轿车、比亚迪轿车、吉利轿车及江南造船厂客船和法拉帝游艇都有应用。相信皮纺内饰材料必将给人们一个耳目一新的生活空间，引导高档内饰材料的新潮流。随着装饰技术本身的发展，皮纺装饰材料的种类和质量也处在不断的变化更新之中。

皮纺材料打破传统纺织皮革内饰理念禁锢，采用独特皮纺工艺及特殊处理技术，使车船装饰理念实现一次新的变革，使功能皮纺材料走进人们的生活，打造和谐自然的全新生存空间；倡导“爱护家庭、贴近自然、彰显生活品质”健康生活新理念很适用于软装饰，由皮纺装饰材料制成的内饰材料可使空气储存于夹层中，车船内保持恒温进而起到节能的作用，同时具有洁净空气、阻挡细菌的抗菌防霉性能，对人体起到保健作用。独特的隔热功能，并有很好的吸音功效。其制成品经防污防静电处理，易清洁。经高温处理，不会变形。不含八大重金属，是现代环保新产品。
Interior Materials

At present, more than 30% of interiors in foreign vehicles and vessels are made of leather spinning decoration materials. Especially in Japan, South Korea and other countries, leather spinning decoration materials are adopted by almost cars, yachts and ships, whereas paint is rarely used because of the chemical composition, poor environmental protection function, single color and insufficient visual effect of paint. So paint is mostly used for public decoration. Due to the corrosion-resistant and moisture-resistant characteristics, the paint is very suitable for use in high-end suites and guest rooms on vessels and yachts. With the people’s higher awareness of environmental protection, leather spinning decoration materials will become one of preferred materials for the interior decoration of vehicles and vessels, which are applied in cars produced by Toyota, BMW, Mercedes-Benz, domestic FAW, Shanghai General Motor, BYD and Geely, passenger ships produced by Jiangnan Shipyard and yachts produced by Ferretti. It is believed that leather spinning decoration materials will give people a refreshing living space, and steer the new trend of high-end interior decoration.
With the development of decorative technology itself, the types and quality of leather spinning decoration materials are also constantly changing and updating.

Leather spinning decoration materials break through traditional concept of textile and leather interiors, adopt the unique leather spinning process and processing technology, launch a new revolution in the concept of vehicle and vessel decoration, sweep functional leather spinning materials in people’s daily life and create brand-new natural and harmonious living space. “Care for family, friendliness for the Nature and demonstration of life quality” is advocated, and such concept of wholesome life is very suitable for soft decoration. The interiors, made of leather spinning decoration materials, can store air in the interlayer, maintain constant temperature in the vehicles and vessels for the purpose of energy conservation, purify the air, block bacteria, present anti-microbial and anti-mold properties, and keep good health. Unique heat-insulation function and good sound absorption effects are demonstrated. Finished products are under anti-fouling and anti-static treatment, which are easy to clean. After high temperature treatment, such products never deform. Products free of eight types of heavy metals, is the new trend of Eco-products.