



Welcome to

CHINA

中國有個 荷李活

環球電影業現正面向中國發展，但全國最有名的製片場，反而面對重重挑戰，需要業內人士竭力守護其王者地位。縱然如此，對於不少人來說，橫店的電影夢依然燦爛如昔。Jamie Fullerton 帶你走入片場，看個究竟



WOOD

The global film industry is tilting towards China, but the country's most famous studio faces a battle to keep its crown.

But on a recent visit, **Jamie Fullerton** learns that the Hengdian dream still shines bright for many of its residents and drifters

Additional reporting by **Paula Jin**
Photos by **Matjaž Tančič**

hear the Godfather of the Eagle before I see him. Or, rather, his motorbike – a white three-wheeler adorned with disco lights flashing in time to a cheesy sax ballad, emanating from the hog's speakers.

Wearing double denim on the edge of a sun-scorched field in eastern China's Zhejiang province, the Godfather – 60-year-old Ni Xuezheng – dismounts. He runs his fingers through his white beard with one hand while giving a firm handshake with the other. I feel like kneeling in reverence as I accept his BMX-glove-covered palm.

Ni and his eagle Qiqi are local legends in Hengdian World Studios – the enormous film studio complex that dominates the city of Hengdian. If one of the 300 film crews shooting here annually needs an eagle, then Qiqi – who Ni proudly tells me once perched on Jackie Chan's forearm in the 2015 film *Dragon Blade* – is dispatched.

Now, though, it's dinner time. Ni pulls a live pigeon from his bike's boot, opens a heavy door and chucks the small bird into Qiqi's red brick cage. The eagle's incessant high-frequency squealing stops as she enjoys her dinner.

The sight of feathers flying should be startling, but at Hengdian you quickly become acclimatised to the bizarre. Launched in 1996 by farmer turned Hengdian Group founder Xu Wenrong and, until recently, the largest film studio in China, the studio's uniqueness lies in it being a rare one-stop shop for filmmakers. Crews don't pay location fees, with the studio making money from tourism and providing equipment, actors



「鵬爺」未到聲先到——他駛著一輛白色三輪電單車，的士高閃燈隨著喇叭播放的老套情歌一閃一閃，旋律中夾雜色土風伴奏。

在中國浙江省一片飽受烈日曝曬的田地邊緣，現年60歲的「鵬爺」倪學增步下電單車，以全身牛仔布裝束示人。戴著BMX手套的他，一手摸著白鬚鬚，另一隻有力地跟我握手。我對他頓生敬意，霎時想向他下跪。

倪學增與他的隨身夥伴——大鵬Qiqi，可說是橫店影視城的傳奇人物。這個電影拍攝基地面積龐大，是橫店鎮的主要建設。片場內每年約有300個劇組工作，如果任何一個需要大鵬客串的話，Qiqi便會昂然出動。倪學增告訴我，Qiqi曾經參演2015年電影《天將雄師》，站在成龍的前臂上。

現在是晚餐時間。他從電單車車尾箱拿出一隻活生生的鴿子，打開紅磚籠子那扇重甸甸的門，將鴿子塞進去。原本不斷高聲鳴叫的Qiqi安靜了下來，享受牠的美味晚餐。

籠內羽毛亂飛的情景本來會令人大吃一驚，但在橫店影視城，你很快就會見怪不怪。片場由曾任農民的橫店集團創始人徐文榮於1996年開創，直至最近還是中國最大型的製片基地，其獨特之處在於為電影工

作者提供罕有的一站式地點。製片人員不用繳付場地費用，影視城從入場參觀該地的遊客賺取經費，同時提供拍攝器材、演員及其他所需服務。倪學增說，只有這個影視城能夠在一小時之內召喚大鵬到場。

但事實上，要召集整支軍隊也並非難事。在這裡，你可以從數以千計的待用演員中物色合適人選，他們懷著明星夢來到橫店，以一身塑膠盔甲和假鬚子的裝扮在街上一邊蹣跚，一邊滑智能手機。你也可以提早一日，在片場內的馬房預約使用馬匹。需要於北京紫禁城場景拍攝？沒有問題，橫店設有真實比例大小的紫禁城複製場景，還有大型塔樓城堡，以及另外11個主題拍攝場地。

故此，假如你曾在中國古裝劇中看過士兵互相廝殺的場面，那很有可能就是在橫店取景。影視城的管理層聲稱，多達三分之二的這類國產戲劇都是在這裡拍攝，而近年來，也有越來越多的網上現代劇於此處製作。

無論是歷史或現代劇，橫店幾乎所有出品都是為國內市場而設。環球電影業沒錯正在東移，以中國於2017年的票房為例，金額便高達86億美元（以當時的匯率計算），而《極悍巨鯊》等中美合拍片，票房亦橫掃全球。然而，橫店的影響

Left to right
A setup at a replica
of a temple;
Ni Xuezheng and his
eagle Qiqi

上圖及右圖：
電影製作組正於寺廟場景
裡架設拍攝器材；倪學增
與他的大鵬Qiqi



and other services. In other studios, Ni boasts, you can't summon an eagle at an hour's notice.

Or, indeed, an entire army. Here, you can recruit from thousands of Hengdian drifters – people who have come to work as extras, often seen strolling the streets tapping on their smartphones while wearing plastic armour and taped-on moustaches. You can also order a horse on a day's notice from the on-site stables. Need to depict Beijing's Forbidden City? There's a life-sized replica, not forgetting a massive turret-dotted fortress, and 11 other themed shooting areas.

Little surprise, then, that if you've ever watched soldiers mutilating each other in a Chinese historical drama, chances are it was filmed at Hengdian. Studio management claims that up to two thirds of such dramas filmed in the country are made here, although increasing numbers of contemporary online shows are shot here, too.

Whether historical or modern, almost everything produced at Hengdian is for domestic audiences. Sure, the global film industry is tilting east, with China's box office reported to have hit about US\$8.6 billion in 2017 (according to exchange rates at the time), and China-Hollywood co-productions such as 2018 shark romp *The Meg* proving worldwide hits. But Hengdian shows little sign of nudging its influence past China's borders. The studio's international successes, such as director Zhang Yimou's 2002 martial arts epic *Hero*, remain the exception rather than the rule.



For many of the tourists who visited the studios in 2017, this proudly Chinese style is part of the appeal. But as the industry moves closer to computer-generated imagery (CGI) technology and away from the physical sets that define Hengdian, challenges abound as the studio battles to stay on top of the country's film pile.

Since opening in 1996 to provide filming locations for *The Opium War*, a film about China's battle against Britain in 1842, the Hengdian complex has expanded to over 300 hectares. Production peaked in 2016, when 60 crews filmed there in one day, all working under strict guidance from the

State Administration of Radio, Film and Television (SARFT).

Under the government's rules, politics and racy stuff are out of bounds. "Anything violent, sexual or harmful to society will be asked to be corrected," says Zhan Bo, a director wearing aviator sunshades between takes. "After that, you get the 'dragon logo' permit to play your film."

Most directors here learn to make productions that need little amendment to get the coveted logo, steering clear of taboo subjects and focusing on positive virtues. "Hengdian is a comprehensive representation of Chinese spirit," actor



“Studio management claims that up to two thirds of Chinese historical dramas are made here”

影視城的管理層聲稱，多達三分之二的國產古裝劇都是在這裡拍攝

Miao Xiansheng says. A 55-year-old former soldier, Miao meets me on a Ming-dynasty-style outdoor set while wearing a wig, prosthetic moustache and a billowing gown. We dodge splashes from hoses simulating rain in a stone courtyard, where Miao is due to be mildly beaten up on camera. “I’m actually bald – my head was shaved for a part,” he says, letting me prod his fake thatch.

Miao came here because he was bored of retirement. Many younger drifters move to Hengdian to earn a living in an easier, more fun way than factory work. Others dream bigger. “There was a 2015 film called

Left to right Filming taking place in front of a green screen; choreographing an action sequence

左至右：
劇組運用綠色背景拍攝電腦特效片段；動作導演正在調度一場武打戲份

力卻似乎未有衝出國外的趨勢。張藝謀執導的2002年武俠鉅片《英雄》雖然名揚國際，但對於橫店來說，始終是一個異數。

不少在2017年參觀過片場的旅客，都被充滿自信的中國式風格深深吸引，但同時，業界不斷邁向電腦特效技術，摒棄橫店影視城那種實體場景。這個製片基地正面臨各種挑戰，但依然竭盡所能，守護其國內影業的頂尖地位。

橫店影視城於1996年成立，當時為有關1842年中英之戰的電影《鴉片戰爭》提供拍攝場地，其後面積擴展至300公頃。橫店的製作於2016年達到巔峰，試過在同一日內有60隊製作人員進行拍攝，全部團隊嚴格遵照國家廣播電視總局的指引。

「任何有關暴力、性愛和危害社會的東西，都需要經過調整。」導演詹博（音譯）於拍攝空檔時段跟我說。他戴著機師款太陽眼鏡，正在拍攝一齣哈利波特式校園戲劇，角色是一班身穿白袍的美麗神仙。

「然後，你會獲得綴以龍形圖

標的公映許可證。」

大部分導演都懂得避重就輕，繞過禁忌題材和聚焦正面訊息，務求在不用多作修改的情況下獲得公映許可證。「橫店全然展現了中國精神。」現年55歲的演員苗憲生（音譯）說。曾經當兵的他，跟我在明朝外景場地會面，他當時戴著假髮假鬍鬚，身穿飄逸長袍。我們身處石庭院，閃避大水喉噴灑的雨幕，而苗憲生將會在下一場戲挨打。「其實我是光頭的——因為要演出另一個角色而剃光了頭髮。」他邊說邊讓我觸摸其濃密假髮。

苗憲生來到這裡演戲，是因為厭倦了退休生活。很多年輕的待用演員，都放棄了工廠的工作，移居橫店，希望能夠輕鬆好玩地賺取生計。而有些人則抱持更遠大的夢想。「2015年電影《我是路人甲》就是關於一班橫店臨時演員的追夢故事。」紐約大學人類學博士生Shayan Momin說。他專程拜訪橫店片場，研究中國民工的生活。「那齣電影鞏固了橫店的身分：不懂演戲的人都來到這裡，實現他們的夢想。」

現年26歲的張勝文（音譯）就屬於這個類別。他曾在新疆當礦工，也在北京派過傳單，看過電影《我是路人甲》後突然開竅。「我的家人不是特別支持我當演員。」他身處平平無奇的辦公室裡，側著頭，讓

I Am Somebody about Hengdian extras trying to achieve their dream,” says Shayan Momin, a New York University anthropology PhD student who visits the studio to study migrant work patterns. “That film cemented this idea of Hengdian as a place for people who don’t know how to act, [a place] to go and achieve that dream anyway.”

Twenty-six-year-old Zhang Shengwen falls in this category. He worked as a miner in Xinjiang and a flyer distributor in Beijing, then watched *I Am Somebody* and something clicked. “My family wasn’t always in favour of my dream to become an actor,” he says, tilting his head as gets his photo taken in a nondescript office. “The people in that film didn’t experience what a real Hengdian drifter does. For the first few years my parents couldn’t see me on TV. I’ve had to wait for opportunities.”

Good-looking but considered too short to be leading man material by many directors, Zhang’s potential was noticed by drama teacher Wei Jinsong after a series of bit-part roles. His faith paid off – Zhang has just landed a big role in a forthcoming TV drama show. “Most people showing up to Hengdian aren’t thinking, ‘I want to be the next Harrison Ford,’” says Momin. “It’s more like: ‘Performing is fun and I don’t want to work.’ But Zhang has real aspirations.” Wei says that in China only Hengdian has the kind of pull to attract dreamers such as his protégé: “Only Hengdian is called the ‘Oriental Hollywood’.”

Zhang and Wei are fiercely loyal to the concept of the Hengdian dream in an industry environment threatening to tarnish it. Recent crackdowns on tax fraud in the sector have placed a lot of pressure on Chinese filmmakers and stars, most notably Fan Bingbing, who was recently forced to stump up for missing tax payments.

There is more competition in the country now, from studios such as the nearby Xiangshan Film and Television City. Wanda Studios’ Qingdao Oriental Movie Metropolis, which officially opened last April, is now the biggest film studio in China but has allegedly failed to attract as much business as projected.

Studios such as Wanda’s, though, are equipped with super-modern technology

Top to bottom
Filming an action sequence at Hengdian World Studios; a life-sized replica of the Forbidden City

上至下：
橫店影視城內正在拍攝動作場面；真實比例大小的紫禁城複製場景

designed for CGI-focused productions and have ambitions to attract foreign crews. On the other hand, Hengdian is still known for its enormous physical sets, simultaneously its main selling point but also viewed by many as holding onto the past. The studio is tackling this perception by building around 40 new high-technology zones equipped with CGI-ready production facilities.

Stirred by this investment, Hengdian veterans don’t seem worried about being left behind. Zhang Xiaming, a 50-year-old actor and photography studio owner, has been working here for 13 years. He points out that more attention from authorities could actually help raise studio production standards. With the government recently capping fees for star actors, there is greater potential for funds to be distributed more evenly between the productions.

“Things might be temporarily affected,” he says, chatting in his studio by a wall plastered with photos of actors dressed as soldiers and zombies. “But things will

“For the first few years my parents couldn’t see me on TV. I’ve had to wait for opportunities”

我出道最初幾年是播種期，爸媽在電視上都不曾看到我的蹤影



recover. Hengdian already has vivid historical sets, and it’ll be amazing when the new high-tech studios arrive.”

He grins warmly as he recalls playing a eunuch alongside Chow Yun Fat and Jay Chou in Zhang Yimou’s 2006 film *Curse of the Golden Flower*. “The scale of the contribution of this place can’t be replaced. There is a saying: ‘A dead camel that starves to death is still bigger than a horse’.”

Hengdian’s management might not appreciate the cadaver comparison, but the sentiment is one of pride and affection. This place is indeed a special old beast: if not a dead camel, then perhaps a majestic eagle – hopefully never a CGI megalodon.

**GET THERE**

Trains from Shanghai Hongqiao station to the city of Yiwu depart regularly through the day and take between an hour and a half to five hours. From Yiwu, it's a 40km drive to Hengdian World Studios.

起程吧！

來往上海虹橋站和義烏市的列車車程介乎一個半小時至五個小時。橫店影視城距離義烏市約40公里，需從義烏火車站再轉乘的士前往。

hengdianworld.com/en

我們《+852》雜誌的攝影師拍照。「那齣電影的人物，都未曾真正感受橫店待用演員的滋味。我出道最初幾年是播種期，爸媽在電視上都不曾看到我的蹤影。」

張勝文外形不錯，但不少導演都覺得他太矮小，不適合當男主角。飾演過一些小角色後，他的努力終於獲得回報：其潛質受到演技導師魏勁松賞識，還在一齣全新電視劇中擔當重頭角色。「大部分到橫店碰運氣的演員，都並不在意會是否成為下一個夏里遜福。」Shayan Momin說。「他們通常只想『演戲很有趣啊，而我又不想打工』，但張勝文是一個確實擁有理想和抱負的演員。」

現年50歲的魏勁松認為，對於追夢者來說，全中國只有橫店擁有如此吸引力，他的徒弟就是其中之一：「只有橫店能夠稱得上是『東方荷李活』。」

現今的業界環境，對橫店的電影夢構成一種威脅，其競爭者包括附近的象山影視城。而萬達集團旗下的青島東方影都亦於去年四月開幕，現已成為中國規模最大的製片廠，但業績卻未如理想。

不過，萬達影視產業園區等製片基地，均配備頂尖現代化科技，集中發展電腦特效，並有意吸引國外電影人才加入。

橫店依然以大型實體場景為主要賣點，不少人都認為有點過時。為了改變這個形象，橫店決定建造約40個高科技製作區，提供電腦特效設施。

面對斥資興建新設施，橫店的演藝界人士似乎都不怕被遺棄。現年50歲的張夏鳴（音譯）是一位演員兼攝影工作室老闆，在此工作了13年。他指出，得到當局注視其實有助提升製作水平，近日政府限制了影星的片酬上限，有機會令製作資金分配更平均。

「業界或會暫受影響。」張夏鳴身處其攝影工作室，牆上貼滿打扮成軍人或喪屍的演員照片。「但事情總會恢復過來。橫店已經擁有栩栩如生的古代佈景，當全新的高科技片場落成後，它將會非常了不起。」

張夏鳴回憶起自己參與過張藝謀2006年作品《滿城盡帶黃金甲》，不自覺地微笑起來。他當時飾演一名太監，片中還有巨星周潤發和周杰倫。「這個地方的貢獻無可取代，正所謂『瘦死的駱駝比馬大』。」

橫店的管理層，或許不會喜歡這個比喻，但其實它是出於自豪和歸屬感。這片地方像是一頭獨特的古獸：若非死駱駝的話，那也許是一隻英偉的老鷹——只要不是一條電腦合成的巨齒鯊便是。



Hong Kong Airlines flies to Shanghai daily. For more information, visit hongkongairlines.com

香港航空每日均設有航班往來香港與上海。查閱更多訊息，請瀏覽hongkongairlines.com



An at-a-glance look at Shanghai's top places to wine and dine, shop and rest your head

上海熱門美酒佳餚與購物住宿的精簡指南



Stay 住宿

Shanghai Edition

Newly opened last autumn, the Shanghai branch of the luxury boutique Edition chain has become a hotspot on Nanjing Road East in Puxi – a central buzzing zone of the city. Enjoy Pudong skyline views from the roof terrace.

上海艾迪遜酒店

奢華精品連鎖酒店品牌艾迪遜 (Edition) 剛於秋季落戶上海南京東路，旋即成為城中最時尚地區浦西的熱門下榻地。其頂層平台盡享繁華的浦東天際線。

199 Nanjing Rd East;
editionhotels.com/shanghai

Eat 美饌

Together

This inventive Asian-French fusion restaurant is helmed by Bina Yu, a respected name in the Shanghai food scene who has also worked with famed French-American chef

Jean-Georges Vongerichten. From sweet unagi and glazed salmon to spicy octopus, everything here wows.

Together 愚舍

這間富有創意的亞洲法式融合餐廳由上海餐飲界名人Bina Yu主理，她曾與法國名廚Jean-Georges Vongerichten合作。無論是甜鰻魚、蜜汁三文魚以至辣味章魚，這裡所有菜式都叫人拍案叫絕。 **546 Yuyuan Rd**

Drink 酒吧

La Social

This trinket-adorned Colombian-style cocktail bar is the hot new spot on the popular Wuding Road bar strip, but is far enough from the buzz to feel comfortably secluded. Funky Latin music keeps the party vibe going until late.

La Social

雞尾酒吧La Social綴滿小飾品，洋溢哥倫比亞風格，為備受歡迎的武定路酒吧街熱門新焦



點。這裡舒適幽靜，儘管如此，響亮的拉丁樂曲仍然燃起熾熱派對氣氛，直至夜深。

2/F, 1101 Wuding Rd

Brew Bear

Located in the hip new Columbia Circle F&B hub, this branch of the popular craft beer tap house serves over 100 bottled and draught beers and has a stunning poolside spot.

Brew Bear

深受歡迎的精釀啤酒吧Brew Bear於全新時尚餐飲熱點「Columbia Circle上生·新所」開設了分店，在迷人的池畔環境下供應過百款瓶裝啤酒、生啤，以及滋味酒吧小食，而附近亦有大量國際美食選擇。

1262 Yan'an Rd West



Culture 文化

HOW Art Museum

Billed as Shanghai's first "night museum" because it's usually open until 10pm, this venue focuses on contemporary art and has featured works by Damien Hirst and Ai Weiwei.

昊美術館

這裡稱為上海首座「夜間美術館」，因其開放時間通常直至晚上10時。這裡主打當代藝術，展出Damien Hirst和艾未未的作品。美術館現正舉行已故德國雕塑家兼裝置及平面藝術家Joseph Beuys的作品展。展期至2月28日。

Lane 2277,
1 Zuchongzhi Rd;
howartmuseum.org

Shopping 購物

Feiyue

These sneakers have gained a cult following in China and this small showcase store in the leafy former French Concession is a great place to pick them up before exploring the rest of Wulumuqi Road's superb boutiques and vintage stores.

飛躍鞋

飛躍帆布鞋在中國越來越受到追捧，其受歡迎度足以媲美Converse。品牌在綠樹成蔭的前法租界開設了一間小型展示店，選購心儀鞋履後，更可繼續在烏魯木齊路探索其他非凡的精品店和古董店。 **206 Wulumuqi Middle Rd**