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Nota di contenuto	Introduction -- Chapter 1: Keep the Living Practice Alive: Calligraphy, Commodification, and Postliterate Culture -- Chapter 2: From Rehabilitated Factories to Cyberspace:The Migration of the Art Ecosystem in Shanghai -- Chapter 3: Addictive Technologies? The Moral and Normative Dynamics Shap-ing the Chinese Gaming Culture -- Chapter 4: Mediatization in Fashion: A focus on the rise of reflective emotions within China's digital ecosystem -- Chapter 5: Shanghai Fashion and Post-1990s Youth through the Phygital Lens -- Conclusion -- Index.
Sommario/riassunto	As China gains momentum in economic terms, its technological transformation, cultural confidence, and creative influence also grow steadily. This book explores socio-cultural context, in which new trends, enabled by the power of digital technology, emerge. Focused on the urban context, in China's large cities like Shanghai, and through the lens of art, design, fashion, gaming, and media industries, this book highlights innovation processes in the making, as well as ongoing

shifts in Chinese identities and narratives. This collaborative work written by European authors based in China offer new insights from within. Their shared, yet multi-faceted, engagement with China and its creative industries culminates in this book written for international scholars, students, and industry players. Sabine Chrétien-Ichikawa is a French researcher based in Shanghai since 2012. She started her career in the fashion industry as a designer in Italy and moved into managerial positions in large and small companies, in New York, Tokyo, and Paris. She holds a PhD in Business History, from EHESS (Ecole des Hautes Etudes en Sciences Sociales), and an MBA in International Luxury Brand management from ESSEC. She currently runs a Master program in luxury marketing between Shanghai and Paris. Karolina Pawlik comes from Poland. She holds a PhD in Cultural Studies. She is an anthropologist and a scholar of Chinese visual culture. Based in Shanghai since 2012, she taught and supervised students in a number of international university programs related to design, creative economy and cultural heritage. Her main research interests include calligraphy, graphic design, Chinese modernization, and urban lighting.

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