

YI JING

CULTURAL PARK

A JOURNEY OF CULTURAL
DISCOVERY

CULTURAL, DONORS AND BUSINESS PLAN

Cristina Bertrand



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Personal Introduction



In 1985 I painted the first picture of Yi Jing, **Hexagram 1: Heaven, the Creative and Hexagram 2: Earth, the Receptive**. I painted them together on the same canvas because Heaven and Earth can never be separated.



Heaven and Earth
are united
in an infinite
line.

This painting was the first of the art collection which was part of my **Doctoral Dissertation** presented at the **Complutense University** in Madrid in 1986, about **The Meaning of Nature, The Yi Jing**, an interdisciplinary research in Occidental and Chinese philosophy, humanistic geography, geography, history, the art of China and Yi Jing. The doctoral dissertation has been digitalized by the Complutense University and is published on my website (in Spanish).

Ever since, I have been studying the Yi Jing, which I consider one of the most important books in universal literature. I have also shared the Yi Jing's wisdom in many cities in Europe, the United States and China. Shanghai Art and Literature Publishing House published my book in 2009, a bilingual edition in Chinese and English translated by Dr. Zhang Wenzi, Associate Professor, Editor of Zhouyi Studies Journal, and Director for the Editorial Board for Zhouyi Studies (English).

I have also published the book ***Yi Jing. Ancient Wisdom for Modern Times*** on my web in Chinese, English, and Spanish, as well as ***Yi Jing. Inner Transformation. The Nonagram***, which I presented at the International Conference on Taoism in Los Angeles. At present, I am writing a simplified Yi Jing version for children.

One of the **Missions** of my company **Cristina Bertrand (Shanghai) Trading Co. Ltd.**, is to contribute to the dissemination of knowledge of Chinese wisdom. Furthermore, my company's Social Responsibility platform supports the program "Not a School Without Chalk," which brings resources and volunteer time to Chinese rural schools.

I subscribe to the opinion of eminent Professor Zhang Liwen's regarding the Yi Jing:

“In sum, during the growth and development of the Chinese nation, the Zhouyi has been extremely significant and has exerted vital influence. It has permeated all layers of Chinese national culture and has profoundly affected Chinese national politics, economics, sciences, artistic and intellectual areas, axiology, ethics, and matters of the spirit, and ultimate concerns, among others.

For this reason, one who does not know the Zhouyi cannot really understand Chinese culture, or perceive the essence of Chinese culture, or correctly recognize its true features.

Therefore, the Zhouyi is a key to the door of Chinese culture.”

Zhang Liwen, Professor and Supervisor, Institute of Confucianism Studies, Remin University of China, Beijing.

Zhouyi Studies (English Version) 4:1 (2006) pp. 26-42

For all the reasons previously stated, I am calling this a **Cultural, Donors and Business Plan**, because it is more than a Business Plan. The main goals are described here.

1.1 Main goals of Yi Jing Cultural Park

❖ Cultural

To date, I have dedicated 36 years to the study of Yi Jing, research that I will continue. I now challenge the Chinese people to match my efforts and contribute to the creation of a **Yi Jing Cultural Park** where all Chinese people can learn about this most valuable book. One of the most important aspects of this project is that I will be donating my time to introducing the Yi Jing's wisdom to all those involved in the Yi Jing Cultural Park project. Participants will derive a valuable cultural benefit from their involvement in the project.

❖ Donors

I am soliciting from Chinese companies or private sponsors a donation of part of their resources allocated to cultural or social projects in support of the establishment of the Yi Jing Cultural Park. Their valuable contributions will be allocated, as described later, in the works of art—each one being sponsored by a different sponsor.

❖ Business

The essence of good business practices is that everyone involved--the local government and the city where the Yi Jing Cultural Park is placed, participating companies, along with their stakeholders and customers, as well as individual donors, will receive a fair return for their involvement and the funds invested. As is explained further in this document, all those involved will obtain economic benefits: the land owner for the proceeds of ticket entry, rentals, and activities in the Park; other participants from their activities in the Park (bookshop, conferences, symposia, selling of art and books); and the sculptors and architects for their work and ensuing publicity. In addition, companies funding the architectural, landscaping and sculptures will add to their Financial Statements the intangible asset of good will generated through sharing their business profits with society.

IMPORTANCE OF YI JING TODAY

The Yi Jing is one of the oldest books in the world and through the millennia its wisdom has shaped the core of Chinese culture and civilization.

It also constitutes a systematic ethical guide aimed at instilling in human beings moral values that are in harmony with nature.

Its principles and guidance are a gift from the Chinese sages to the world.

THE YI JING CULTURAL PARK WILL BE A GIFT
TO THE CHINESE PEOPLE AND TO THE WORLD.

2 Park Elements

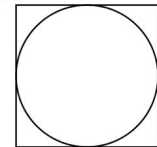


2.1 Flexible modular construction (FMC)

❖ Modular pavilions

Employing a modular building system allows for **organic expansion** of the Pavilions according to their functionality. An infinitely **flexible modular construction (FMC)** also facilitates multiple additions, as well as removal or replication on other sites.

The **Square** modular units draw their inspiration from the “Eighth Wonder of the World,” the **Monasterio of El Escorial**, in Madrid province, Spain. The square is also a ubiquitous feature in Ancient Chinese architectural buildings. The **Octagon** has its inspiration in the **Chinese pagoda** and in the **Baptistery of Firenze**, a jewel of architecture in Florence, Italy. Finally, the Circle is present as a symbolic creative principle in most of the countries in the world.



❖ Pavilions

The most important elements of the **Yi Jing Cultural Park** are the sculptures for appreciating and learning the **Yi Jing's** wisdom. For this reason, the pavilions must not occupy a predominant role. They will be simple and functional while s integrating with the rest of the elements.



Ying Family

The entrance Pavilion will be an octagon where paintings of the Yi Jing Family will be displayed.



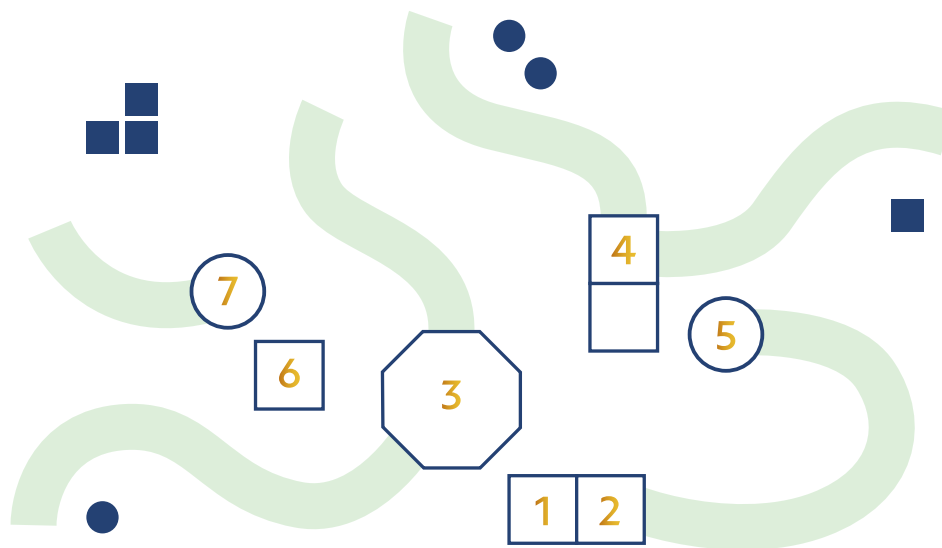
Heaven

There will be also circular pavilions, adapted to their functionality, such as the Library-Bookstore or other activities in the Park.



Earth

The square modular elements will allow a great flexibility for many kinds kinds of activities in the Park, while allowing for future expansion if needed.



- 1. Ticket office
- 2. Video Room
- 3. Main Pavilion (The Family)
- 4. Conference Rooms

- 5. Library / Bookstore
- 6. Art Gallery
- 7. Food & Services

❖ Entrance Pavilion

The entrance Pavilion will be an octagonal structure in which visitors will receive a brochure with a short introduction of the Yi Jing and description of the **Yi Jing Family**: Heaven, Earth, Thunder, Mountain, Water, Fire, Wind-Wood, Lake.

Reproductions of the painting of each element will be displayed on every side of the octagonal Entrance Pavilion.

A video introduction to the Yi Jing will be run every 20 minutes for visitors to watch.

❖ Children's Art and Reading Pavilion

In this Pavilion children and young students can paint and read books about the Yi Jing.

❖ Conference Rooms

Flexible conference rooms will be available for small meetings, conferences, or international symposia.

❖ Art Pavilion

An art gallery will display several reproductions of 64 Yi Jing Hexagrams from the art collection of Cristina Bertrand. A description of each hexagram will be available to consult and/or acquire in addition to the book "*Yi Jing: Ancient Wisdom for Modern Times*" in Chinese, English, and Spanish, and the book "*Yi Jing. Inner Transformation. The Nonagram*" in English and Spanish, as well as the forthcoming *Yi Jing for Children* in Chinese, English and Spanish.

❖ Yi Jing Library

A compilation of books selected and managed by Yi Jing scholars will be displayed for reading and/or purchase.

❖ Food Pavilions

Several pavilions will be placed along the park providing areas for resting and enjoying food.

❖ Service Pavilions

Service pavilions will be placed in several places of the park.

2.2 Landscaping design

❖ Near the entrance:

From the entrance there will be 8 pathways directing to each of the the 8 Family elements--Heaven, Earth, Thunder, Mountain, Water, Fire, Wind-Wood, Lake.

At the end of each pathway there will be a sculpture that displays the symbolic meaning of the Hexagram.

Each pathway will be designed to be in synchrony with the symbolic meaning of the Hexagram and the Sculpture.

❖ Around the park

A total of 56 more pathways will direct visitors to the other Hexagrams of the Yi Jing, totaling 64.

At the end of each pathway a sculpture will represent the symbolic meaning of the Hexagram.

Pathways must be in synchrony with the meaning of the Hexagram and the Sculpture.

2.3 Art

❖ Yi Jing paintings

In the Art Gallery there will be the reproductions of Cristina Bertrand's 64 Yi Jing paintings, as well as audio devices to listen to recorded messages explaining the meaning of each Hexagram.

The book "*Yi Jing: Ancient Wisdom for Modern Times*" (in Chinese, English, and Spanish), the book "*Yi Jing. Inner Transformation. The Nonagram*" (in English and Spanish) and the forthcoming *Yi Jing for Children* (in Chinese, English and Spanish) will be on display for consultation on meanings.

The books and Yi Jing paintings reproductions will also be available for purchase.



❖ Yi Jing sculptures

At the end of each pathway there will be a sculpture created by a Chinese sculptor. The sculpture will reflect the meaning of that specific Yi Jing Hexagram.

In the next pages there are some samples of sculptures based in the **Yi Jing Family**:

- 1. Heaven**, The Creative*
- 2. Earth**, the Receptive*
- 3. Thunder**, Commotion
- 4. Water**, The Profound
- 5. Mountain**, Quietude
- 6. Wind**, the Gentle; Wood, The Penetrating
- 7. Fire**, That Which Adheres
- 8. Lake**, The Serene

*Heaven and Earth are depicted in one painting because they cannot be separated.

Sculptors will have the freedom to create works of art in any style, size, and materials they choose.

Once the 64 sculptors are selected, they will have the opportunity of choosing the painting they wish to draw their inspiration from.

Dr. Bertrand will be available to provide an in-depth explanation of the chosen hexagram to facilitate each artist's interpretation of the deep meaning of the Yi Jing's wisdom through their sculptural art.

Heaven



Heaven

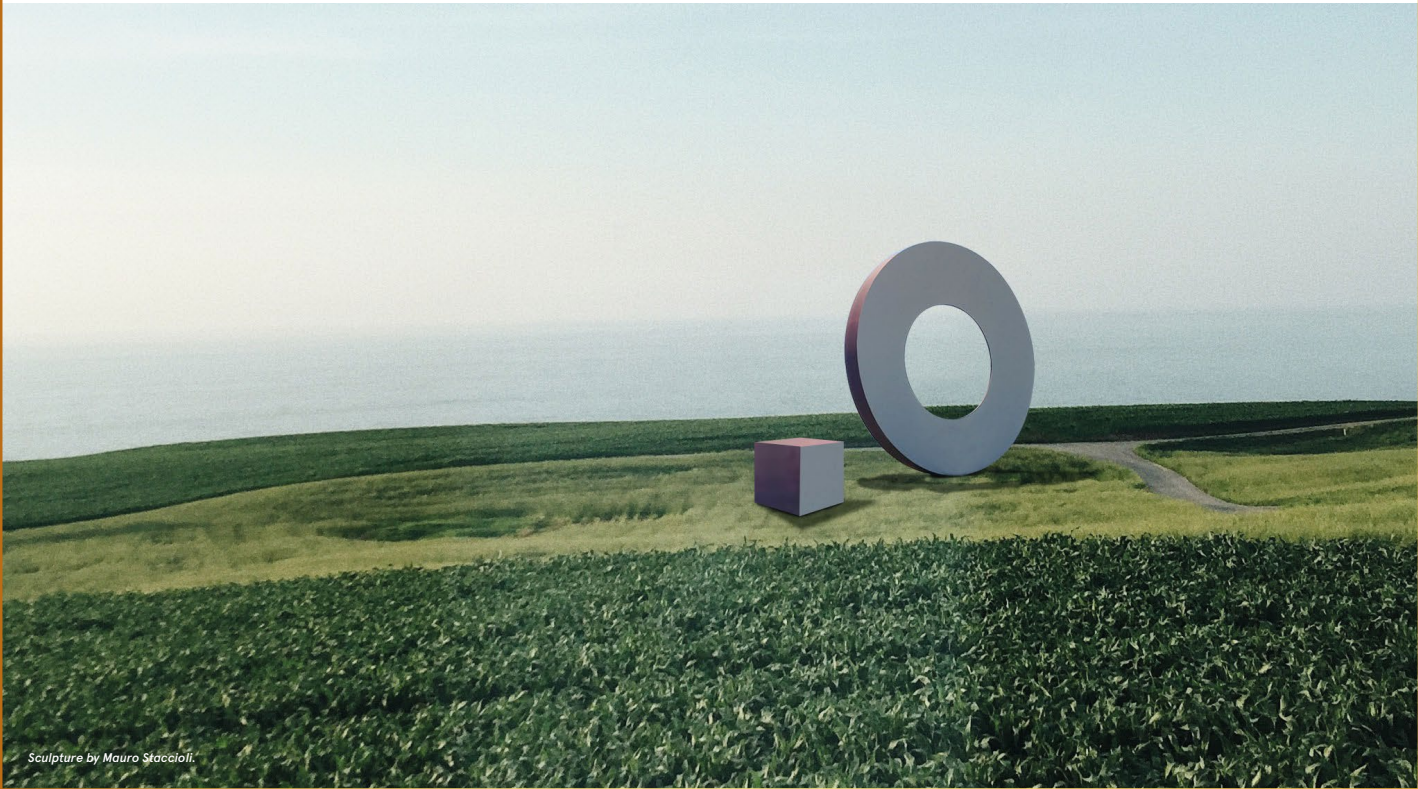
Earth



Earth

HEAVEN, THE CREATIVE - EARTH, THE RECEPTIVE

Heaven and Earth unite in an infinite line. The nature of Heaven is ascendant, and the nature of Earth is descendent. United, their forces converge and this union generates life.



Sculpture by Mauro Staccioli.

Thunder



Thunder

THUNDER, COMMOTION

Thunder erupts from the heart of the earth with awesome power. But as the herald of spring, it is a cause for rejoicing. Thunder is manifested in its splendor by the mountain, which resounds with echoes, and the mountain, in turn, grows more powerful, almost touching the sky.



Sculpture by Richard Arfsten.

Water



Water

WATER, THE PROFOUND

Water adapts to all obstacles, filling hollows and overflowing them. Neither the abyss nor the falls can slow its progress. It occupies the most inferior level, but its constancy erodes even powerful mountains and its force is invincible. Nothing can alter its nature, because water accepts without resistance.



Sculpture by César Manrique.

Mountain



Mountain

MOUNTAIN, QUIETUDE

Two mountains are united. The mountain is powerful because it represents quietude. If two mountains unite, the force of quietude becomes invincible.



Sculpture by Jesús Hernández.

Wind



Wind

WIND, THE GENTLE; WOOD, THE PENETRATING

Wind follows wind, ceaseless and gentle. So it is with wood, emerging from the earth in the form of trees. Invisible winds stir the waters, melt the ice and whisper through the trees of the forest. Such is its power.



Sculpture by Ricardo Cardenas.

Fire



Fire

FIRE, THAT WHICH ADHERES

Fire produces brightness and attaches to the things it burns, assuming their shapes. Hence, fire adapts and illuminates at the same time. It can be the sun or lightning. It is the light that illuminates every corner of the land, and it ascends from the earth. Fire symbolizes transformative nature.



Sculpture by Gidon Graetz.

Lake



Lake

LAKE, THE SERENE

The lake lies serene, but evaporation can send its waters to the heavens. Two lakes united retain their water, and waves of blue caress their shores.



Sculpture by Henry Moore.

3

Organizational Development



3.1 Development Stage I

❖ Land

The land will be provided either by a local government or by a business company or private sponsor. The land needed is around 80 Ha.

- 64 Ha for each of the sculptures and pathway of the 64 Yi Jing Hexagrams.
- 16 Ha for the several pavilions along the park.

Since the project depends entirely on the donation of my time in teaching Yi Jing, and organizing and directing the park's development, the project cannot commence without a commitment of the land provider stating the land will be dedicated to the construction of the **Yi Jing Cultural Park** as described in this document.

The Land provider will be posted on the Cristina Bertrand website.

3.2 Development Stage II

❖ General

- Announcement by government and public entities about the **Yi Jing Cultural Park** through TV presentations, newspapers, web media, art associations, universities, etc.

❖ Specific

Modular architecture

- Announcements in architectural firms, architects' journals and associations requesting portfolios to be submitted to Dr. Bertrand
- Once an architect firm is chosen, it will be posted on the Cristina Bertrand website

Landscape design

- Announcements in landscape design firms, landscape design journals and associations. Those interested will submit portfolios to Dr. Bertrand.
- Once a landscape design firm is chosen, it will be posted on the Cristina Bertrand website.

Art

- Announcements in art associations, university departments of art, etc. Chinese sculptors interested will submit CV and portfolio to Dr. Bertrand to be considered for the project.
- Once 64 sculptors are chosen, their names will be posted on the Cristina Bertrand website.

Donors

- Specifically tailored announcements and invitations to companies and private donors.
- A list will be created of prospective interested donors.
- Once a list of 64 donors is obtained, their names and companies will be posted on the Cristina Bertrand website.
- Donors may choose the specific sculpture they wish to sponsor according to the estimated budget of their donation. The landscape designer and sculptor costs will be posted on the web to facilitate their choices.

3.3 Development Stage III. Matching

❖ Practical approach

Since the scope of this project is large, involving many participants, a practical, feasible and affordable approach is essential. Therefore, the Park plan should proceed in 3 phases:

• Building phase I

Initial pavilions

Entrance Pavilion
Art Gallery
Conference Rooms
Library/Bookstore
Food Pavilion
Service Pavilion

• Building phase II

Art and space

The Family
8 pathways
8 sculptures

The Yi Jing Cultural Park could have an initial opening with these elements. The initial opening and publicity will help toward the development of the rest of the park.

• Building phase III

Art and space

56 hexagrams
56 pathways
56 sculptures

Pavilions

Resting
kids' paintings
Food and services

This phase can proceed gradually in accordance with the donor participation until all the sculptures in the Park are completed.

4

Financial Structure



As this project is donor based, each section will be completed as soon as donors are paired with each specific part of the project.

❖ **Matching process**

I will oversee and facilitate the complex matching process by posting on my website all the sculptors' artwork, the architects' work and the landscape designers' work, along with cost and time estimates.

Sponsors can go to the web and choose the project best suited to the size of their projected donation. Artists are expected to contribute by keeping cost estimates reasonable.

A step by step approach will result in an effective and progressive buildout of the Park.

❖ **Donors' funding**

Once a Donor (X) confirms that he/she wishes to fund a certain Sculptor (X) and Landscape Designer (X), the Donor will contract the work with them to negotiate terms and the work can begin. This negotiation will be done independently to avoid intermediaries and to assure the fairness of the donation. Dr. Bertrand will not participate in these financial negotiations, nor will she receive any proceeds from the agreements.

❖ **The initial park elements**

Because the initial building construction and the first 8 sculptures of the Park represent the origin of all the rest of the hexagrams of the Yi Jing, and are essential to understanding the rest, construction work must start with the initial buildings and the 8 sculptures.

Once the construction is completed on these initial elements, the **Yi Jing Cultural Park** can open to the public and will be advertised in various media. This will encouraging companies and private donors to step forward to sponsor the rest of the sculptures. This gradual progress will assure the success of the project.

Every phase of the project and those participating will be posted on the Cristina Bertrand website.

LIST OF PARK ELEMENTS AND ITS DONORS

Land: The Yi Jing Cultural Park land will be provided by: _____

Pavilions: The Yi Jing Cultural Park Pavilions will be donated by: _____

YI JING SCULPTURES & LANDSCAPE DESIGN

Donors may choose the Sculpture/Landscape Design according to their donation budget.

Yi Jing hexagram	Landscape design	Sculpture	Donor
Heaven/ Earth			
Thunder			
Mountain			
Water			
Fire			
Mountain			
Lake			

5

Cultural and Financial Rewards



5.1 Chinese and foreign people

Chinese and foreign people will gain an understanding of the deep roots of Chinese culture, all beginning with the Yi Jing.

As Professor Zhan Liwen has stated:

For this reason, one who does not know the *Zhouyi* cannot really understand Chinese culture, or perceive the essence of Chinese culture, or correctly recognize its true features. Therefore, the *Zhouyi* is a key to the door of Chinese culture.”

5.2 Donors

Donors will be compensated through:

- **Knowledge of the Yi Jing** and its wisdom as presented by Dr. Bertrand. This will make them cultural ambassadors for Chinese culture in their business dealings with other countries and other companies.
- **Participating companies** will gain an intangible asset for their companies, making their business more appreciated by customers, employees, other Chinese companies, and foreign companies. A cultural asset is as important as an economic asset, enriching the culture of a country and all of humanity.

5.3 Architects, landscape designers, sculptors

Compensation to architects, landscape designers and sculptors will be:

- Knowledge of the Yi Jing book explained by Dr. Bertrand. This cultural knowledge will inspire them to create unique works of art which will be visited and enjoyed by thousands of people from China and from over the world. The knowledge gained from work on the Park project will help them later in other creative projects.
- Because they will devote time to the creation of their work, they will receive a fair economic reward from the Sponsor they will be paired with. They can contribute further by pricing their works of art at rates more affordable to the donors.

5.4 Participants

Other participants in the management and administration of pavilions for food, recreation, services, etc. will derive economic compensation from the sale of their services to the Park visitors. Landowners will receive the proceeds from entrance fees and other fees from the rent of park pavilions, etc.

5.5 Yi jing scholars

Yi Jing scholars will be rewarded with:

- The creation of a Library of Yi Jing with publications from all over the world about Yi Jing. These books will aid in disseminating the wisdom of Yi Jing through making it more accessible to both the academic and general populations.
- The celebration of symposia, conferences, seminars and workshops about the Yi Jing where professors and scholars of Yi Jing from China and other countries can participate.
- Management and organization by Yi Jing scholars will assure that library and events maintain the intellectual rigor with which the book must be treated. The Library can also sell Yi Jing books, with the proceeds distributed according to the Yi Jing scholars' decisions.

ROLE OF DR. CRISTINA BERTRAND IN THE PROJECT

Dr. Bertrand will donate all the time needed to:

1. Finding participants for the project.
2. Teaching the Yi Jing to all the participants in the project.
3. Directing all the phases of the development and construction of the project. Everything must be done according to her expectations to assure the success of the **Yi Jing Cultural Park**.

As a compensation for her work, she will manage and run the Art Gallery which will have the reproductions of all her Yi Jing paintings. She will be able to sell the reproductions and her Yi Jing books.

ESSENTIAL REQUIREMENT:

Dr. Bertrand will require that everything sold in the **Yi Jing Cultural Park** will be respectful of the Yi Jing. This means that only books, magazines, art, or reproductions with a cultural value can be sold, in addition to postcards of the park or brochures, etc.

No “touristic” items such as t-shirts, cups, pens, keyrings, etc., can be sold, because they will trivialize the wisdom of the Yi Jing. **Dr. Bertrand**, having dedicated many years to acquiring knowledge of the Yi Jing, will always demand the respect of its wisdom.

RECOMMENDATION

I think your idea is very good. There isn't any park like your design in China. It is really interesting and helpful for people to enjoy and learn from nature. I think it will become a lightspot in China. It is my hope that the Yi Jing wisdom is accessible to more and more people, both Chinese and foreigners.

Prof./Dr. Zhang Wenzhi

Deputy Director of the Center for Zhouyi (Yijing) and Ancient Chinese
Philosophy, Shandong University
Director of Editorial Board of the Zhouyi Studies (English Version)

I started this Cultural, Donors and Business Plan with my first painting of the Yi Jing, **Heaven, the Creative/Earth, the Receptive** painted in 1985, which is part of my personal collection. Let me now finish this Plan with other of the Yi Jing paintings, also painted in 1985, called:

53. GRADUAL PROGRESS

The single tree on the mountain is visible from afar, and its lonely aspect spreads its influence over the land. The tree has grown slowly, sinking deep roots, which gives it great power. People in the valley below look up to the tree and carry its image in their hearts.

36 years have passed since I planted the tree's deep roots which have grown into a powerful tree trunk.

I am now asking Chinese people to add the branches.



The lonely tree
on the mountain
belongs to the soul
of the people.

PEOPLE WHO HAVE KNOWN MY WORK OF TEACHING YI JING WHILE I WAS IN CHINA

CONSULATE OF SPAIN IN SHANGHAI

Gonzalo Ortiz

Consul General of Spain
cog.shanghai@maec.es

Magdalena Rossell

Cultural Manager
Miguel de Cervantes Cultural Center
Magdalena_rossell@hotmail.com

CONSULATE OF ARGENTINA IN SHANGHAI

Francisco M. Ferro

Consul General of the Argentina Republic
consuargensh@gmail.com

Felipe A. Gardella

Deputy Consul General of the Argentina Republic
argen_cshan@mrecic.gov.ar

CONSULATE OF COLOMBIA IN SHANGHAI

Felipe Muñoz

Consul-Consular Affairs
cshanghai@cancilleria.gov.co

SHANGDONG UNIVERSITY-CENTER FOR ZHOUYI AND ANCIENT CHINESE PHILOSOPHY

Prof./Dr. Zhang Wenzhi

Deputy Director of the Center for Zhouyi (Yijing) and
Ancient Chinese Philosophy, Shandong University
Director of Editorial Board of the Zhouyi Studies
(English Version) sdzhangwz@126.com

EAST CHINA NORMAL UNIVERSITY

Prof. Pan Wenguo

President, China Association for Comparative Study of
English and Chinese Council Member, China Association
for Phonological Studies, Vice President, Shanghai
Linguistic Society Council Member, Shanghai Translator
Association Director, Institute
of Applied Linguistic, ECNU wgpan@hanyu.ecnu.edu.cn

Wu Yongyi, Ph.D.

Professor, Dean
International College of Chinese Studies
wuyongyi@hanyu.ecnu.edu.cn

Liu Zhong Yu

Director of the Chinese Association of Religious Studies
Head of East China Normal University
Centre of Religion and Culture Studies
lzy46851@sohu.com

PEOPLE WHO HAVE KNOWN MY WORK OF TEACHING YI JING WHILE I WAS IN CHINA

Dr. Zhu Zhenghui

Prof. Department of History, College of Humanities
Director of Center for China Studies Abroad
Vice-President, Society of Historical Philosophy
zzhu35@yahoo.com.cn

Dr. Shi Yanping

Professor, Department of Philosophy Secretary
General, Shanghai Association of Comparative
Study on Chinese and Western Philosophy and
Culture
ypshi@philo.ecnu.edu.cn

Dr. Yingzi Wang

Professor of Linguistic Institute of Applied Linguistic
yingziwang2003@yahoo.com.cn

SHANGHAI JIATONG UNIVERSITY**Dr. Tom Gu**

Deputy Dean
Overseas Education College
glaifeng@sjtu-oec.com

Gil Zhou

R&D Consultant
Program Manager
zhoujie@stju-oec.com

Zhang Guang Yi

Director of Programme
Center Overseas Education College
guangjian@stju-oec.com

Yuan Jin

Assistant Dean Associate Professor
School of International Education
jyuan@sjtu.edu.cn

Ding Yaping

Associate Professor
School of Foreign Languages
dingyaping@sjtu.edu.cn

FUDAN UNIVERSITY**Professor Gu Daxi**

Shanghai Institute of Visual Arts
gudazi1945@hotmail.com

Lu Yi Li

Associate Professor
Shanghai Institute of Visual Arts
yili_lu@hotmail.com

PEOPLE WHO HAVE KNOWN MY WORK OF TEACHING YI JING WHILE I WAS IN CHINA

SHANGHAI UNIVERSITY

Wo Guocheng

Vice Dean
College of International Exchange
woguochen@staff.shu.edu.cn

Dr. Shen Haiyan

Associate Professor
Dept. of Philosophy Shanghai University
hyshen86@yahoo.com.cn

Yang Jing

Vice Dean
College of International Exchange
barley@shu.edu.cn

Zhang Xijiu

Senior Advisor, Professor
College of International Exchange
xjzhang@mail.shu.edu.cn

CEIBS (CHINA EUROPE INTERNATIONAL BUSINESS SCHOOL)

Prof. Juan Antonio Fernandez

School of Management
fjuan@ceibs.edu

Henri-Claude de Bettignies

Distinguished Professor of Globally Responsible
Leadership
Founder & Director, The Euro-China Center for
Leadership and Responsibility (ECCLAR)
debettignies@ceibs.edu

Dr. Katherine Xin

Professor of Management & Associate Dean
Bayer Chair in Leadership
katherinexin@ceibs.edu

Dr. Mike Thompson

Visiting Professor of Management Practice
mthompson@ceibs.edu

Nicoleta Radoi

Corporate Relations
nicoleta@ceibs.edu

SHANGHAI INTERNATIONAL STUDIES UNIVERSITY

Dr. Lu Jingsheng

Dean School of Spanish Philology
jshlu@shisu.edu.cn

Wang Yan

Vice Dean
School of Western Philology
wangyanisa@sina.com

PEOPLE WHO HAVE KNOWN MY WORK OF TEACHING YI JING WHILE I WAS IN CHINA

Katie Ye

SISU Study Abroad Center
Executive Supervisor
Chief Consulting Officer
katieyyh@hotmail.com

TONGJI UNIVERSITY**Margarita Quan**

International Exchange & Cooperation Office
margarita0228@gmail.com

**SHANGHAI LITERATURE AND ART PUBLISHING
HOUSE****Jia Zongpei**

Professor of Editorship
Editor-In-Chief of Shanghai Literature & Art
Publishing House
jiazongpei@126.com

Litt.D. Ts'ao Yuanyong

Deputy Chief Editor
Director of Editorial Departments
neruda1211@yahoo.com.cn

**HANBAN / CONFUCIUS INSTITUTE
HEADQUARTERS****Zhang Huijun**

Officer
zhanghuijun@hanban.org

CONFUCIUS INSTITUTE MIAMI**Dr. Xuejun Yu**

Director
xyu@mdc.edu

CONFUCIUS INSTITUTE MADRID**Paula Ehrenhaus**

Coordinator
info@confuciomadrid.es

Lina Hao

Chinese Professor
info@confuciomadrid.es

**ROYAL ASIATIC SOCIETY- Branch of the Royal
Asiatic Society of Great Britain and Ireland****Peter Hibbard**

President (Honorary)
peter.hibbard@royalasiaticsociety.org.cn

YI JING

CULTURAL PARK

A JOURNEY OF CULTURAL DISCOVERY

CULTURAL, DONORS AND BUSINESS PLAN

CRISTINA BERTRAND, LLC

5700 Collins Ave. #11G
Miami Beach, Florida 33140
+1 310 704 5475 (English, Español)

United States

cristina.bertrand@protonmail.com
+34 644 001 633 (Español, English)

CRISTINA BERTRAND (SHANGHAI) TRADING CO., LTD.

Room 106, Unit 6, Building 2066
Wangyuan Road, Fengxian District,
Shanghai 201499
+183 8223 7533 (Chinese, English)

China

cristina.bertrand@protonmail.com
+34 644 001 633 (Español, English)

CRISTINA BERTRAND LIMITED

4/F Enterprise Building
228-238 Queen's Road Central
Sheung Wang
+852 9273 0371 (English, Español)

Hong Kong

cristina.bertrand@protonmail.com
+34 644 001 633 (Español, English)

cristina.bertrand@protonmail.com
<https://cristinabertrand.com>