

# COLLAGE

## SINO CELEB

### Jiang Yilei (AKA Papi Jiang)

If you see a 20-something laughing at their phone screen while listening to the apparent titterings of a chipmunk, they are likely watching web celeb Papi Jiang's (Papi酱) latest video.

2016 was the year of Papi – real name Jiang Yilei, 29 – who went from irregular work directing stage plays and voice acting to being the one-woman-show behind dozens of viral videos joking about white collar concerns.

The Jiang-ster was born in 1987 and raised in Shanghai, where her parents originally discouraged her artistic tendencies, though she found a creative outlet via saxophone.

After graduating from Beijing's Central Academy of Drama, Jiang remained a relative unknown until October 2016, when her now-iconic style was first employed: sped-up video, a high-pitched voice, jokes about trending topics and jump cuts. Lots and lots of jump cuts.

By April 2016, just seven months after launching the Papi Jiang character, her Weibo followers numbered 10 million, catching the attention of investors who handed over RMB12 million for a stake in the Papi phenomenon. Jiang also caught the attention of authorities, and almost all of her videos were scrubbed from the net until coarse language was removed.

Papi Jiang soon returned, however (though slightly toned down), and is as popular as ever with more than 20 million fans on Weibo.

**Kind of like:** YouTube's Lily Singh.

**Famous for:** white-collar comedy in a chipmunk voice.

**See her next in:** literally almost any video site.



## STAGECRAFT

### Ghost the Musical

Beginning as a farfetched romantic fantasy thriller, *Ghost* went on to become America's highest-grossing film in 1990 and is still rated among the top 100 highest-grossing movies of all time in the US. Its success – due largely to the magnetism of Patrick Swayze, Demi Moore, Whoopi Goldberg and a fantastic plot – resulted in five Academy Award nominations and, in 2011, a musical adaptation on West End followed by a premier on Broadway one year later.

Now touring worldwide and in Guangzhou this February, *Ghost the Musical* shares the timeless story of lovers Sam and Molly, who, after they are attacked one night on their way back to their apartment, find themselves caught between this life and the next, communicating only through an amateur psychic with dubious powers.

Since 2011, the musical has been performed more than 2,500 times in 11 countries worldwide in English, Korean, Hungarian, Italian, Filipino and Czech. There's plans to create Chinese, German, Japanese, Swedish and



Portuguese versions in the near future, but the show this month will be performed in English with Chinese subtitles.

Relive the surreal storyline of *Ghost* performed live by an international cast and featuring the award-winning original songs 'Overture,' 'Unchained Melody' and 'The Love Inside.'

Tue-Fri Feb 21-24, 8pm; Sat-Sun Feb 25-26, 2.30pm and 8pm; RMB180-980. Guangdong Performing Arts Centre, 1229 Guangzhou Dadao Zhong, Tianhe District, Guangzhou, 广州市天河区广州大道中1229号 广东演艺中心大剧院 (020-3727 6300)

## HAO BU HAO

### Hao

Viacom has thrown its hat into China's booming amusement park market, breaking ground on the Nickelodeon Cultural Resort in Foshan. While details are still under wraps, the park promises that families will be able to interact with characters like SpongeBob SquarePants, Dora the Explorer and Teenage Mutant Ninja Turtles. It is expected to open in 2020.



### Bu Hao

The Force is not so strong in China. While *Rogue One: A Star Wars Story* won the opening box office weekend of 2017, its USD32.2 million was a major disappointment. The film earned USD20 million less than 2016's *The Force Awakens* for its opening, despite the presence of Chinese stars Donnie Yen and Jiang Wen.