



礼乐新中国传统文化公司

**CULTURAL  
KEYS**

The Chinese Culture Company

# PRODUCT BROCHURE FOR EMBASSIES

Helping you, your team and your community learn, bond and grow through traditional Chinese culture



Helping you access, understand and appreciate  
modern life and traditional culture in China

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# About Us

## Cultural Keys

Cultural Keys, a registered company in Hong Kong, Beijing and the UK was founded in 2013 by three expats who were inspired to action by the difficulty of accessing authentic traditional culture in Beijing.

Over the years, we have developed a simple objective – making the beauty, wisdom and philosophy of traditional Chinese culture available to everyone. Today, through a variety of content, events and services presented by both local and native English-speaking experts, we believe we are able to offer authentic, accessible, unique and enjoyable experiences and services unlike anyone else in China.

## Our Mission Statement

**Cultural Keys builds bridges, creates dialogue and encourages understanding of China by promoting the value of traditional Chinese culture to the world.**

## Unique Features of our Products

- Culturally Rich

- Interactive & Engaging

- Highly Accessible

- Fun and memorable!



# Who are Cultural Keys' programs and events for?

## 1. Visiting VIPS & Newcomers

Offer VIPs a memorable Chinese culture experience during their visits. Offer new arrivals experiences and information to help them settle in, before or after they arrive.

Our specific product suggestions include:

- **'Beijing Newcomers' Orientation' presentation**
- **Traditional Chinese folk culture demonstration**
- **Chinese calligraphy or knotting workshop**
- **Traditional Chinese culture 'Round Robin' event**

## 3. Your Team

Team building through activities such as culture workshops, tours and presentations has been shown to be extremely valuable in the workplace. Help your team bond and grow through engaging cultural experiences.

Our specific product suggestions include:

- **Team building through Chinese folk stories workshop**
- **'Shaolin Temple' interactive presentation for team dynamics**
- **Exploration of Old Tianjin: A team scavenger hunt**
- **Traditional Chinese lion dancing**

## 2. Staff & Families

Understanding and experiencing Chinese culture helps with engagement in Chinese life. We have extensive experience of organising events such as cultural workshops, presentations and tours.

Our specific product suggestions include:

- **Events to celebrate festivals**
- **Chinese painting, calligraphy or taichi workshops**
- **A series of presentations, either in-person or online**
- **Wellness programs, including martial arts, talks and workshops**

## 4. Your Wider Community

Help your extended community go beyond the Great Wall and get deeper into Chinese culture to further enjoy their lives here by including us in your community events or sharing our private or scheduled events with them.

Our specific product suggestions include:

- **Cultural Keys' monthly public Chinese culture presentations**
- **Traditional Chinese life and culture: Pub Quiz Edition!**
- **Hire-a-craft-artist: A Chinese craft master for your community event**
- **Traditional Chinese festival celebrations**

# Overview of our Products

	Workshops	Presentations	Team Building	Festival Celebrations	Content Creation
<b>Our top 3 products</b> 	Calligraphy	Beijing Culture	Chinese Opera Face Painting	Lantern Festival	English-language culture and tourism articles
	Dough Figurine Workshop	Chinese Folk Arts and Crafts	Lion Dancing	Mid-Autumn Festival	Culture and Tourism Video Creation
	Ink Painting	Chinese Zodiac	Traditional Folk Story Workshop	Spring Festival	Culture and Tourism Photography
<b>Also popular</b>	Dragon Dancing	Beijing Newcomers' Orientation	Culture Round Robin	Chinese Valentines	Attending Culture and Tourism events
	Kite Workshop	Calligraphy	Dragon Dancing	Dragon Boat Festival	Joining podcasts, interviews and other media events
	Knotting	Chinese Festivals	Middle Kingdom Quiz	Halloween/Ghost Month	
	Lion Dancing	Chinese Gardens	Taichi		
	Opera Face Painting	Chinese Ink Painting	Tianjin History and Culture Walk		
	Taichi	Clothing of the Ming & Qing	Tianjin Scavenger Hunt		
<b>Hidden gems!</b>	Dragon & Phoenix Painting	Chinese Myths and Monsters			
	Fan Workshop	Dragon and Lion Dancing			
	Gourd Painting	Feng Shui			
	Paper Cutting	History of the Shaolin Temple			
	Pinwheel Workshop	Spring Festival			
	Rabbit Lord Painting				
	Weaving				

All our events are fully customizable, and can be tailored to the number of participants, location size, preferred length, specific objectives or participant English language level.

Workshops, presentations and festival celebrations are all periodically offered as public, scheduled events as well as being available for private bookings. Follow us on WeChat at CulturalKeysCK, see [our website](#) for our event schedule or add CulturalKeysCCC on WeChat if you have any questions. We'll be happy to help!



# Presentations

Looking for a way to teach your community more about a subject related to Chinese culture, but without the hands-on experience? Our presentations are for you!

Our presentations are designed as beginner introductions, making them suitable for people with no previous knowledge of Chinese culture or history. They feature discussion points to help engage participants in a interesting and meaningful way. Ranging from broad subjects such as calligraphy to more niche topics such as Chinese gardens, Cultural Keys is likely to have a presentation that will appeal to your group.

Presentations can be either in-person or online events and all are given by native English speakers.

A standard presentation is 1.5 hours and can be tailored to your requirements. After the event, we will supply you with the presentation we gave, together with an audio copy of the presentation when given online.



## Team Building Presentations

- Beijing Culture
- Chinese Zodiac
- Beijing Newcomers
- Chinese Festivals
- Chinese Gardens
- Chinese Myths and Monsters
- Feng Shui
- History of the Shaolin Temple
- Spring Festival

## General Interest Presentations

- Beijing Culture
- Chinese Folk Arts and Crafts
- Chinese Zodiac
- Beijing Newcomers' Orientation
- Calligraphy
- Chinese Festivals
- Chinese Gardens
- Chinese Myths and Monsters
- Chinese Tea
- Dragon and Lion Dancing
- Feng Shui
- History of the Shaolin Temple
- Masters of the Ming Dynasty
- Painting
- Spring Festival



# Workshops

Our Chinese culture workshops allow participants to learn the culture and history behind a wide range of subjects, whilst also having the opportunity to try them out for themselves, guided by experts. All of our workshops are for beginners by default, but can be tailored to meet your requirements.

Our teachers are happy to come to your embassy, but the exact requirements of a venue will vary depending on the subject and if the participants are adults or children. Dragon and lion dancing, for example, need a much bigger venue than the other workshops with a floor suitable for vigorous activity.

Our teachers are available not only to teach workshops but also to attend events as vendors or to demonstrate their crafts. Please contact us for more details.

Event Name	Suitable For	Max. People	Event Time (Adult)	Event Time (Children)
<b>Calligraphy</b>	Adults	20	3 hours	-
<b>Dough Figurine Workshop</b>	Both	10	1.5 hours	1 hour
<b>TOP 3 Ink Painting</b>	Both	20	3 hours	1 hour
<b>Kite Workshop</b>	Children	20	-	1 hour
<b>Knotting</b>	Adults	10	1.5 hours	-
<b>Lion Dancing</b>	Adults	26	3 hours	-
<b>Opera Face Painting</b>	Both	20	3 hours	1 hour
<b>Taichi</b>	Adults	20	3 hours	-
<b>Dragon &amp; Phoenix Painting</b>	Both	20	1.5 hours	-
<b>Fan Workshop</b>	Both	20	3 hours	1 hour
<b>Gourd Painting</b>	Both	20	1.5 hours	1 hour
<b>Paper Cutting</b>	Children	20	-	1 hour
<b>Pinwheel Workshop</b>	Children	20	-	1 hour
<b>Rabbit God Painting</b>	Children	20	-	1 hour
<b>Weaving</b>	Children	10	-	1 hour

## Calligraphy

Learn the history of calligraphy, then write an auspicious phrase using traditional tools guided by an expert calligrapher.



## Dough Figurine Workshop

Make a traditional toy figurine on a stick, such as the Monkey King, from glutinous rice dough.



## Ink Painting

Paint a traditional subject such as birds or flowers using the ink-wash technique (using only black ink and water).



## Sample Itinerary: Calligraphy Workshop

- 0.00-0.30 Introductory presentation
- 0.30-0.40 The Qi of calligraphy
- 0.40-0.50 Introduction to the materials
- 0.50-1.30 Practice writing general characters
- 1.30-1.35 Introduction to today's phrase
- 1.35-2.30 Learn how to write today's phrase and practice
- 2.30 Write on the final paper

# Workshops

## Kite Workshop

Kids assemble and paint lucky designs onto kites, which have been flown in China for over 1,500 years.



## Knotting

Learn how to make a decorative infinity knot out of red cord - a famous lucky symbol in Chinese culture!



## Lion Dancing

A unique opportunity to try this exciting and challenging traditional performance art for yourself!



## Opera Face Painting

Apply the ornate headpiece and paint your partner's face with make up for the dan character.



## Taichi

Learn the basics in a fun, challenging and mindful way and improve yourself mentally, spiritually and physically.



## Dragon and Phoenix Painting

Create a design in this special art style that uses only paint and tiny sponges as its tools!



## Fan Workshop

Paint an elegant design on a folding paper fan guided by an expert painter, then assemble it.



## Gourd Painting

Learn about why gourds are one of the most auspicious symbols in China and paint one under the guidance of an expert.



## Paper Cutting

Kids learn about paper cutting and cut simple designs from paper to mount on card to display!



## Pinwheel Workshop

Kids assemble this fun toy, traditionally made from paper and bamboo and sold at fairs.



## Rabbit Lord Painting

Kids learn about and paint a ceramic Rabbit Lord figurine, a beloved character in Beijing folklore.



## Weaving

Kids make a traditional toy grasshopper by weaving it from palm fronds.





# Team Building

Team building through cultural activities has been shown to be extremely valuable in the workplace. It aids development of Cultural Intelligence (also called Cultural Quotient / CQ) and Cultural Agility. These terms apply to an individual's ability to successfully blend into any environment and use more effective business practices by having a better understanding of their environment and the customers and colleagues they may be working with on a daily basis.

Group activities and team building events using the medium of traditional Chinese culture also offer an insight into Chinese culture that many people, both foreigners and Chinese, may not have experienced before, and helps develop understanding and appreciation for the culture at a deeper level.

Event Name	Children/ Adults	Max. No. of People	Event Time
<b>Chinese Opera Face Painting</b>	Both	20	2 hours
<b>Lion Dancing</b>	Adults	26	3 hours
<b>Traditional Folk Story Workshop</b>	Both	20	2 hours
<b>Culture Round Robin</b>	Both	Unlimited	3 hours
<b>Dragon Dancing</b>	Adults	27	3 hours
<b>Middle Kingdom Quiz</b>	Adults	Unlimited	2 hours
<b>Taichi</b>	Both	20	2 hours
<b>Tianjin Scavenger Hunt</b>	Both	40	3 hours



## Our team building activities are:

- Challenging
- Cooperative
- Culturally rich
- Engaging
- Fun



# Team Building

Group activities and team building events using the medium of traditional Chinese culture offer an insight into Chinese culture that many people, both foreigners and Chinese, may not have experienced before, and helps develop understanding and appreciation for the culture at a deeper level. All of our team building activities are fully customisable.

Please contact us to request our Team Building Services Brochure or with any questions about these programs.

## Traditional Folk Story Workshop



Participants first learn about a traditional Chinese folk tale. Then they work together to write their own version of the tale, which they rehearse and perform for their colleagues in full costume (additional charges may apply).



## Lion Dancing



Lion dancing is suitable for groups in a large venue or outdoors. Two people are required per lion (we recommend four people per lion for less fit groups). Participants learn about the history of lion dancing, then work together under the guidance of experienced performers to learn a simple routine.



## Chinese Opera Face Painting



This activity starts with a presentation on Chinese opera and face painting. Participants work in pairs to paint each other's faces under the guidance of an expert face painter. They then have the option to dress up in costumes (additional charges may apply) to complete the look!



## Culture Round Robin

Choose any two or more fun activities from our culture workshop list for participants to rotate between. You could choose to make the activities collaborative or competitive.



## Dragon Dancing

Dragon dancing is suitable for groups in a large venue or outdoors. Nine people are required for each dragon. Participants first learn about the history behind dragon dancing. Next they work together under the guidance of experienced performers to learn a simple routine which they can then perform to spectacular effect!



## Middle Kingdom Quiz

Teams work together to answer questions and complete physical and mental challenges. All questions are designed so that no overall advantage is given to locals, and they have to work together with their expat colleagues.



## Taichi

This activity offers an introduction to self-improvement, physically, mentally and spiritually, through non-combative martial arts, and includes pair training exercises to bring people together in a fun, challenging and mindful way. Suitable for participants of any fitness level!



## Tianjin Scavenger Hunt

Want something a bit different for your team building activity? This fun scavenger hunt is designed for mixed expat-local teams. Teams complete challenges then take photos as evidence, and the team with the most points wins!



# Festival Celebrations

Special occasions call for special celebrations!

The Chinese calendar is full of festivals and opportunities for themed events and Cultural Keys has itineraries for all major occasions. Each themed event has its own itinerary and all can be tailored to meet your specific needs. A typical event includes a presentation introducing the history behind the festival, a related activity, and traditional foods if applicable.

A small group (1-10 people) can be hosted at the CK Culture Centre, while a larger event can be held at a location convenient for you. Celebrations are 3-4 hours long and suitable for adults and families with children 8+.

## Sample Itinerary: Spring Festival Celebration

- 0.00-1.00 Introduction to Spring Festival
- 1.00-2.00 Learn to write the character for blessings, 福 (fú) and couplets (auspicious phrases stuck around the front door).
- 2.00-3.00 Make dumplings
- 3.00-4.00 Learn about this year's animal, the rabbit!



## Sample Itinerary: Lantern Festival

- 0.00-0.30 Introduction to the origins of Lantern Festival and the customs of the festival
- 0.30-2.15 Lantern painting with guidance from an expert painter
- 2.15-3.00 Make and enjoy yuanxiao (small boiled dumplings with sweet fillings)



## Sample Itinerary: Mid-Autumn Festival Celebration

- 0.00-0.30 Introduction to the Mid-Autumn Festival with tea and mooncakes.
- 0.30-1.30 Learn to make a dough figurine of Chang'E.
- 1.30-3.00 Learn to paint lanterns with an autumn design



## Sample Itinerary: Chinese Valentine's Day

- 0.00-0.20 Prepare qiaoguo (sweet bread) and leave to rise
- 0.20-0.50 Introduction to Chinese Valentine's Day
- 0.50-1.10 Finish qiaoguo and bake
- 1.10-2.30 Learn to paint magpies
- 2.30-3.00 Enjoy the qiaoguo with other snacks and tea while listening to traditional love stories



## Sample Itinerary: Dragon Boat Festival Celebration

- 0.00-0.30 Make zongzi (steamed rice wrapped in banana leaves)
- 0.30-1.00 Introduction to the Dragon Boat Festival
- 1.00-2.50 Paint dragons / Excursion to see dragon boat racing in Tongzhou Canal Park (if available).
- 2.50-3.00 Enjoy our zongzi!



## Sample Itinerary: Halloween / Ghost Month

- 0.00-0.40 Introduction to ghosts and monsters in Chinese folklore
- 0.40-1.40 Take turns to paint each other's faces like a Chinese ghost
- 1.40-2.20 Write a good luck charm to keep zombies away.
- 2.20-3.00 Do festival crafts while listening to Chinese ghost stories



# Other Ways CK Can Work With You

All of Cultural Keys' products can be fully tailored to meet the requirements of your event. But even if you aren't planning your own event, there are several ways you can work with us to benefit your embassy or wider community and help them better access Chinese culture news and events. If you're interested in the ideas below, or you have other ideas about how we might benefit your community, please contact us for more information.

Share details of our upcoming cultural events via your website, newsletter etc.

Invite your community to join our WeChat Chinese culture news, information and events group

Get discounts for your community on our scheduled events and activities

Share our cultural content articles with your community



# Why choose Cultural Keys?

Cultural Keys believes more than anything that to truly understand something, you must not only learn about it, but actually experience it. It is through this combination of knowledge and experience that real understanding is gained, and the true beauty and value of something can be appreciated. This is what Cultural Keys stands for and represents to others. If you give us the opportunity, we will open the doors for your company and your staff by giving them the knowledge and insight they need to learn about and engage with China on a level few other companies can offer! We have...

- 1) A long history in China, enabling us to comfortably saddle the line between western and Chinese culture
- 2) A deep understanding of and interest in Chinese culture and in promoting the life and culture of China to others
- 3) A level of business understanding and professionalism developed over the past 13 years of running our own cultural education company and consulting for other companies across a wide range of industries
- 4) Experience with working with iconic brands (such as the Shaolin Temple and Feiyue Shoes), large organisations (such as AIBB, Kempinski Hotel and the US Embassy) and small community organisations
- 5) A 5-star rating and reputation for honesty, reliability, professionalism and quality of the programs we offer
- 6) The protection and guarantees afforded by working with a legal entity in China (Cultural Keys is a legally operating WFOE, with registered offices in Beijing, Hong Kong and the UK.)

## Project Partners & Clients





科艺新中国传统文化公司

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# Thank you for reading!



CulturalKeysCN



CulturalKeysChina



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@culturalkeys



Cultural Keys

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