

Old site reconstruction

In 1992, the company invested 4.5 million yuan to build the Changyu Wine Culture Museum near the Changyu Old Factory site. At that time, the exhibition hall was small and only used for administrative reception. In 2002, the company invested nearly 100 million yuan to relocate the production workshop of the old factory area. On the basis of restoring the architectural style of Changyu in the early days of its establishment, the Changyu Liquor Culture Museum was designed, renovated, and expanded by the Institute of Architectural Design and Research of Tsinghua University, forming an important window for showcasing the history and culture of Changyu Company. The new building is built against the sea, facing back to Zhifu Bay, diagonally facing Yantai Mountain, and facing the coastal square to the east. It has a unique concept and a grand momentum, with rich content and rich historical materials, which is thought-provoking.

The courtyard of the museum is intricately arranged and has a unique charm, covering an area of about 30000 square meters. It seems "deep" and "quiet", with winding paths and secluded entrances and openings, and the sound of falling leaves at the intersection of flowers and trees. The four seasons are different, and the four directions are different. The architecture in the courtyard blends Chinese and Western elements, seamlessly connected to flower corridors, winding paths, and water pavilions. The green bricks, black tiles, green trees, and grape corridors complement each other, creating a unique coastal city charm and a fresh and natural elegant atmosphere in the ancient simplicity. The courtyard features a garden style landscape consisting of screen walls, ancient wells, vaults, boundary stones, fountains, bronze statues, sculptures, and precious flowers and trees such as magnolia, osmanthus, and ginkgo. There is a circular grape corridor about 400 meters long, filled with a romantic atmosphere. Under the careful cultivation of horticulturists, various precious grape varieties such as black pearl, white rose, bottle, autumn black, and black chicken heart have also settled in the corridor. In the splendid summer and autumn seasons, one can feel the sea breeze and the mellow aroma of grapes in this fruitful atmosphere. The beautiful scenery in the rain can be described in one word: "Grapes pass through the new marks of the rain, patting the light gulls and gracefully swallows."

The exhibition hall is dignified and elegant, showcasing the profound historical and cultural themes of Changyu. It is permeated with a rich flavor of wine culture and attracts people's attention with extensive and profound knowledge of wine. The inscriptions of Mr. Sun Yat sen and people from all walks of life, the certificate of the 1915 Panama Pacific International Exposition, the yellowed old photo, and the rusty winemaker... all reflect the rich and elegant history of Chang Yu, whether it is rich and elegant or full of ancient charm; Celebrities leaving ink and bronze inscriptions... either flowing freely or unrestrained, blooming the unique culture of wine; In the art hall of calligraphy and seal carving, there is not only the taste of calligraphy and ink, but also a strong smell of "thousand bells of qujiu". Precious cultural relics, complemented by carefully designed texts, images, and charts, are meticulously crafted with exquisite models and lifelike statues, interpreting the ancient and prosperous historical process. The launch of personalized photo wine and the operation of brewers in DIY (self-service) breweries have become a scenery in the eyes of viewers. Museums integrate functions such as collection, exhibition, research, service, science and education, tourism, and exchange, serving as a base for wine technology knowledge, patriotic education, and the dissemination of wine culture; It is a collection and exhibition venue for material and intangible cultural heritage related to politics,

economy, culture, and social life in the development process of China's national wine industry, and can be regarded as a temple of wine culture and art. On June 12, 2014, Zhang Bishi, founder of Changyu Company