

Tap4Fun looking to tap into global market

By HAO NAN
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Tap4Fun is one of the few Chinese game developers that makes products for a global audience, said Charlie Moseley, creative director of the company.

Formed as a developer of iPhone applications, the company made the switch to online games in 2011 and has since done quite well, he noted.

"Tap4Fun is among the top three in market share in China, with online games sold to such countries as the United States, Canada and Japan, in which they all have received good responses," he explained.

In the beginning, its development team consisted of only eight people, but now the company has about 180 employees,

including artists, developers, programmers and marketing specialists.

Though it comes from humble origins, the company has big ideas. Its goal is to create competitive online games that connect players from around the world, Moseley said.

In 2011 and early 2012, the company's innovation team led by Moseley released a strategy game series called Empire Trilogy, which can unite players worldwide to compete over resources and territory in online worlds, he said.

It consists of three entries — Island Empire, Galaxy Empire and King's Empire.

And, later in 2012, they added a new mythological game called Spartan Wars to their product portfolio.

"We are now developing new

games that will be launched in the coming months," Moseley said.

And, in addition to iOS versions, they are also coming out with Android editions of existing titles as well as new titles for that operating system.

"The gaming industry is growing fast in Chengdu," he said.

"About three or four years ago, the Tianfu Software Park where the company is located was a vast wasteland. But now many of our counterparts are headquartered here," he noted.

However, Moseley also said China still lags far behind some other countries in the industry. "The biggest problem lies in ideas," he continued.

"We have many smart programmers here, but we need more efforts to improve their

game creativity."

The company has a large and open office that accommodates the employees and most of the company's senior executives.

It also has a wide space for leisure, including billiard and tennis tables as well as a coffee house.

The 31-year-old creative director told China Daily that the company's founder may set up a branch in San Francisco in future.

"I have lived here for years and designed a website called chengduliving.com," he said.

"There are few cities in China that can provide good job opportunities and a comfortable life at the same time, and Chengdu is one of them," he added.



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CHARLIE MOSELEY
CREATIVE DIRECTOR OF THE TAP4FUN



The new gate of Kuanzhai Xiangzi. A grand banquet will be held here during the upcoming Fortune Global Forum.



PHOTOS PROVIDED TO CHINA DAILY

IF YOU GO:

Sansheng Village
Address: Jinjiang District, Chengdu

Eco-Tour Loop Line
Driving from the southern side of Chengdu, you will see sign for the Loop Line. It is a 10 km avenue.

Escape city life with rural tourism

By ZHUAN TI
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Chengdu is the birthplace of Happy Farmhouse tourism, one of the city's signature forms of entertainment.

Sansheng Flower Village, 5 kilometers away from the southeastern part of Chengdu, is an Eden of rural tourism and is widely known as the "Five Golden Flowers".

There are five gardens in Sansheng Village — Hetang Yuese, Jiangjia Caidi, Hua Xiang Nongju, Dongli Ju and Xingfu Meilin.

Each of them has some enchanting views, and a number of Happy Farmhouses are located around that area.

In the gardens you can taste tea and go sightseeing. There are also some creative studios hidden in the village.

In addition to Sansheng Village, the Eco-Tour Loop Line is another weekend getaway option for urbanites.

There are a couple of towns around the loop line. Dalin is known for its pear blossoms. Hejiang has three cherry seasons a year, and Xinglong is famous for its rose garden.

Because the majority of the nation's residents live in the countryside, the government has endeavored to boost the economy there. This style of rural tourism that started in Chengdu has become a symbol of urbanization in China.



LIFE IN CHENGDU

Quiet alleys hold hidden charms for visitors

By ZHUAN TI
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In many Chinese cities, life is hectic and fast paced, but Chengdu is a rare exception.

Despite its rapid development, the Sichuan capital is known for its laid-back lifestyle. Visitors are often amazed by the essence of leisure that permeates every corner of the city.

Kuanzhai Xiangzi contains a collection of old architecture, is one of the best examples of how a free and easy lifestyle can co-exist with the hustle and bustle of a growing city.

The alley is the only area featuring the rich architectural and social characteristics of the Qing Dynasty (1644-1911).

It consists of three traditional streets and courtyard houses —

Kuan Xiangzi, Zhai Xiangzi and Jing Xiangzi. Each of them has a different style.

One can spend an afternoon in an open-air teahouse or having some traditional snacks at Kuan Xiangzi. There are also folklore exhibits as well as Chengdu-style courtyards in Zhai Xiangzi. Jing Xiangzi combines the best of Chinese and Western culture,

IF YOU GO:

Kuanzhai Xiangzi
Address: Jinhe Road, Qingyang District, Chengdu
Fare: free to enter

Xiaotong Xiangzi
Two blocks away from Kuanzhai Alley.

with Western food, bars and café.

Just a few minutes from Kuanzhai Xiangzi by foot you will find a peaceful alley called Xiaotong Xiangzi hidden in this crowded area.

It is a top spot for young people and backpackers.

Maintaining the same look it has had for the past 20 years, this is an ordinary alley with-

out any renovation.

Despite its plain appearance, here one can find a lot of interesting hostels, cafes and restaurants.

Just relax and lay on the sofa with a cup of coffee and a book.

Experiencing a laid-back afternoon by oneself is definitely an important part of any trip to Chengdu.

Huanglongxi offers journey to the past

By ZHUAN TI
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Featuring well-preserved architecture of the Ming (1368-1644) and Qing (1644-1911) dynasties, Huanglongxi is one of China's top 10 water towns.

In the millennia that have passed since citizens of the State of Shu (1046-316BC) first took up residence here 2,000 years ago, the town has developed into a tourism hot spot that attracts travelers, researchers and filmmakers from around the globe.

Visitors will feel as if traveling through time as they walk on stone floors and marvel at houses made of wood pillars and green tiles decorated with delicately carved windows and railings.

Six banyan trees that are more than 1,000 years old decorate the town, providing dense shade and vitality.

Three ancient temples in immaculate condition are located down winding roads.

Teahouses are a ubiquitous feature of the scenery. Located along the roads, on riverbanks or nestled among bamboo forests, teahouses are an integral part of social life in Sichuan.

During Spring Festival, the town holds a range of traditional activities, including temple fairs, to bring tourists on a journey to the past.



The town of Huanglongxi offers picturesque views.



A cook displays how to make dingdingtang, a local snack.



Tourists at Huanglongxi.

