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Imagining a New China

In a time span of only a few decades, China has been thrown into the maelstrom of global capitalism. This process reached its zenith in the Olympic year of 2008. The refashioning of Beijing and China comes with *a rhetoric of the perpetual new*: promotion posters introduce a new Beijing to its visitors, the generation born in the 1980s is heralded as the new generation of China, and the Olympics were seen as a moment to put a new China on the global map. This panel aims to critically unpack the rhetoric of the perpetual new that dominates discourse in China by analyzing the Opening Ceremony of the Beijing Olympics, by scrutinizing the efforts of the authorities to raise the patriotic fever of Hong Kong citizens and by showing how the creative industries have become a playground for the government to experiment with national and urban imageries.