

The giant snowman in Harbin became a symbol of the 2025 winter tourism season, attracting global attention at the International Ice and Snow Festival

In Harbin, China's northeastern city, the 2025 edition of the International Ice and Snow Sculpture Festival unveiled a refreshed version of its beloved "Big Snowman," capturing the spirit of the season.

Standing approximately 19 meters tall at Qunli Music Park, the sculpture was crafted from over 3,500 cubic meters of snow. This year's design features a "healing" expression — a warm smile, a bright red hat, and a scarf adorned with heart-shaped buttons.

Located along the scenic banks of the Songhua River, the snowman has become more than a photo attraction — it's a cultural symbol. While Harbin is renowned for its intricate ice palaces, this cheerful figure has gone viral, reinforcing the city's status as China's "Ice Capital."



Engineered to withstand sub-zero temperatures, the sculpture will remain a centerpiece throughout the winter season.

Harbin continues to shine as a global hub for winter art, culture, and tourism.

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