



Creative sector adds charm to city

DJS IN E-SPORTS GAMES COSTUMES perform at the Bougainvillea Music Festival in Chengdu on Oct 15. SHENG MENGSHU / FOR CHINA DAILY

By ZHUAN TI
zhuanti@chinadaily.com.cn

Chengdu, a mega-city in western China, is striving to develop its cultural industry and transform itself into western China's creative cultural center.

A key step in this plan is to introduce first-class music events from around the world.

The Umbria Jazz Festival, one of the world's most important jazz festivals that originated in Italy, was introduced to Chengdu this month.

The event was held in the city from Oct 17 to 23. Chengdu was the fifth city on the Chinese mainland to hold the festival, but the Chengdu version was the largest held in China.

The Chengdu event was similar to the winter edition of Umbria Jazz, with resident artists performing every day.

During the festival, eight bands from Italy and the United States gave 62 performances at the main venue as well as at landmarks in Chengdu such as Tianfu Square, Kuanzhai Alley, Chunxi Road and Park 321.

The main venue was at the Eastern Suburb Memory, a cultural park in the east of the city.

Stefano Mazzoni, vice-president of Umbria Jazz Foundation, said the Chengdu festival is a new stop for the promotion of Italian jazz around the world after many initiatives carried out in recent years at international level.

"China is a country that offers the greatest opportunities for development, and for jazz it is an almost unexplored terrain. We will continue to impress the Chinese with Umbria Jazz and throw ourselves into this new adventure with great enthusiasm," he said.

Bougainvillea Music Festival, one of the largest outdoor music events in Asia that features electronic music, was held in Chengdu on Oct 15 and 16.

The festival, which originated in Shenzhen, Guangdong province, attracted



AN ITALIAN JAZZ BAND performs at the Umbria Jazz Festival on Oct 17. PROVIDED TO CHINA DAILY

some of the world's top DJs, including DV&LM, Diego Miranda, Vicetone, Wolfpack, Anti-General and Da.

Qiu Feng, the festival's founder and vice chairman of Electronic Music Alliance of China, said he had been planning to introduce the festival to Chengdu for a long time.

"As a city with rich cultural resources and fertile ground for music, Chengdu has great potential in the development of music industry," he said. "So I chose Chengdu as the first place to expand our presence across the whole country."

Qiu said he will set up the Southwest China headquarters of his company in Chengdu. The Chengdu operation will include the music industry's full industrial chain of music. As well as the music festival, his company will develop a series of programs in Chengdu, including an electronic music label and a live platform for original music.

The city played host to the fourth Bailu•French Classical Music Festival from Sept 28 to Oct 2 in Bailu township, Pengzhou, with famous musicians from China and France performing there.

Several forums and salons on the development of the music industry were held during the festival.

The China final of the Nice International Piano Competition was also held in Chengdu, with 39 of the 200 competi-



We will continue to impress the Chinese with Umbria Jazz and throw ourselves into this new adventure with great enthusiasm."

STEFANO MAZZONI
VICE-PRESIDENT OF UMBRIA JAZZ FOUNDATION

tors chosen to compete in the world final in France.

In August, Chengdu officials released a policy to boost the development of the music industry. The city plans to develop several industrial parks to host leading companies in the music sector, and form a high-end modern music industrial system. The annual output value of its music industry is expected to reach 100 billion yuan (\$14.8 billion) by 2025.

Chengdu is also upgrading its infrastructure to support the development of its creative and music industries. It is planning to build major cultural and sports facilities, including a music hall, a grand theater, an Olympic sports center and a natural history museum.

Construction of the music hall started on Oct 18, and the venue is expected to open to the public in 2018. It will be a complex building featuring classic design and complete functions

"The music hall will be world-class in its exterior design, scale, functions and technology. It will be a new cultural landmark for Chengdu," said Shi Jiang, director of the city's bureau of culture, broadcasting, television, press and publications.

He said the hall will be used as the main venue for world-class musical performances and as a platform to provide high-quality public services to citizens.

Cultural scene to undergo robust redevelopment

By ZHUAN TI

As a city with a history stretching back 3,000 years, Chengdu is rich in cultural creativity and is the birthplace of a great number of creative cultural companies.

The Station Three Quarters art block was opened on Sept 29 at the Jinzhan shopping center at Tianfu Square, the center of the city's urban area. Covering 3,000 square meters, the block will incubate a range of creative cultural enterprises.

It currently has 31 studio offices that are offered to creative cultural people and teams at very low rent. The venues mainly make and exhibit handcrafted artworks.

"We will provide creative people and teams with a professional and comprehensive incubation service, and we try to cultivate leading talents and enterprises in the cultural industry," said Xie Min, investment promotion manager for Station Three Quarters.

He said the Jinzhan shopping center has specially established an incubation management organization to ensure support to the creative talents and teams.

"The successfully incubated programs will be moved into a grade A office building for further development. They will also receive a special development fund," Xie said.

A growing number of creative cultural parks similar to Station Three Quarters have been established in Chengdu in recent years. The best-known include Redstar 35, Blue Roof Art Center, Eastern Suburbs



EASTERN SUBURB MEMORY, a former TV cathode tube factory in the east of Chengdu, is now a cultural park.

CHEN QI / FOR CHINA DAILY

Memory, Ming Tang Creative Center, and Nongyuan International Art Village.

Since 2014, the city has held the annual Chengdu Creative Design Week, which encourages museums, galleries, creative cultural parks and art organizations to open to the public and hold creative design activities. This year, the event will be held in November.

During the 7th Chinese Museums and Relevant Products and Technologies Exposition held in Chengdu in September, the city signed an agreement with the State Administration of Cultural Heritage, under which the two organizations will build a national-level cultural museum creative industrial park.

The added value of Chengdu's cultural industry reached 56.7 billion yuan (\$8.4 billion) in 2015, which represented about 5 percent of its GDP.

Experts said the increasing number of international cultural activities and the fast development of the cultural creative parks will further help the city build into a cultural creative center in western China.



INTERNATIONAL ARTISTS visit Eastern Suburb Memory. PROVIDED TO CHINA DAILY