

PART 4. MUSIC FESTIVALS

After decades of rapid expansion, the growth of music festivals in China has become slow down compared with the previous few years. In the recent day, it turns to a long period of slow growth under the macro economic environment. Music festivals now become a strategy to improve the brand building and audience development for many cultural and tourism areas in second-and-third-tier cities. The model of “Music Festival + Tourism” is greatly beneficial to the whole experience to the participants.

Here comes with the conclusion of the situation of music festival in China: 1) Most of the music festivals are in outdoor places, mainly in scenic spots; 2) Over 70% of the music festivals focus on Rock/Pop/Indie/Techno/Hip-hop; 3) The main period of the music festivals is in the 2nd-half of the year, mostly around October; 4) The length of the music festival is more about short-term period, over 50% of the music festival lasts for only 2-3 days.

Classical Music

Beijing Music Festival

<http://www.bmf.org.cn/>

The Beijing Music Festival is a large-scale music event approved by the Ministry of Culture of the People's Republic of China and the Beijing Municipal Party Committee. Founded in 1998 and held in the autumn annually in Beijing, Beijing International Music Festival invites famous musicians and music groups from China and overseas to participate in a variety of world-class artistic performances, including symphony concert, opera, solo concert, chamber music concert, classical jazz concert, musical and so on.

Meet in Beijing International Arts Festival

<http://www.meetinbeijing.org.cn/>

The Meet in Beijing Arts Festival is an international arts festival held yearly in Beijing. The festival aims at promoting cultural exchanges by presenting Chinese culture while introducing international arts. It happens from late April to the end of May annually. There are both indoor events such as opera, dance, music, drama and exhibition, and outdoor events such as music and dance.

China Shanghai International Arts Festival

<https://www.artsbird.com/en/>

The Shanghai International Arts Festival (CSIAF) consists of sections including stage performances, exhibitions and expositions, the “Art Space” Series, Arts Plus Program, performing arts fair, forums, themed festivals, and the young talents program called “R.A.W.!” (Rising Artists’ Works). With a galaxy of artistic classics and creative originals from home and abroad, CSIAF consistently presents the most fabulous and splendid art feast to the audience.

Shanghai Spring International Music Festival

<http://www.ssimf.org/renda/n27633/n27815/index.html>

The Shanghai Spring International Music Festival is a festival with the longest history in China. It is the culture mark of Shanghai music and dance culture. The festival has insisted the tradition of presenting new work and new talents, bringing music and dance activities to general public, and promoting vigorously the communication between China and overseas countries.

NCPA MAY Festival

<http://www.chncpa.org/subsite/wyyyj2019/index.html>

Based at National Centre for the Performing Arts (NCPA) in Beijing, the NCPA MAY Festival has been planned and launched since 2009 and is now in its 11th year. The festival presents high-level chamber music concerts in the flowery may of each year, combining with colorful "going out" public benefit activities to popularize chamber music for the audience in a multi-dimensional way. In the past 10 years, more than 150 wonderful performances and more than 140 public benefit activities have integrated once elegant and niche chamber music into the lives of more ordinary people, which has been accepted and loved by more and more people. Today, the NCPA MAY Festival has established its own extensive influence with its unique positioning, creative planning and first-class quality, which has become the fixed expectation of many audiences in May every year.

Music in the Summer Air

<http://misa.org.cn/home/index/en>

Since her birth, the Shanghai "Music in the Summer Air" (MISA) Festival has created an oasis of music for everyone in the city. As an annual cross-genre music festival centering on classical music, for as long as two weeks in every July, there will be outdoor concerts in parks all over the city. This will be an occasion where various cultural elements: movies, animations, folk music, country music, jazz, and even pop music...fusing with classical music.

Jazz

Nine-Gates Jazz Festival

<http://www.9gatesjazz.com/en/>

Established in 2005 by the China Jazz Association, Nine Gates International Jazz Festival is considered the most important jazz festival in China. Previous editions of the event hosted over 250 musicians from all over the world, including Herbie Hancock. The festival is organized by 8th Day Culture Communication, cultural enterprise planning and executing large-scale international cultural exchange activities. The 8th Day Culture Communication has been working on cultural exchange programs with governments and international enterprises, such as Disney, 20th Century Fox or Warner Bros. Entertainment for several years.

Shanghai Jazz Festival (JZ Festival)

Wechat Account: whereisjazz

Debuting in 2005, JZ Festival has been recognized as the biggest jazz festival in China and the second biggest jazz festival in Asia. It is always held during a weekend in October. The core of JZ Festival is jazz. But it covers many other music elements such as soul, blues, folk, pop, rock, electronic etc., which shows the spirit of jazz – improvisation and fusion. Plenty of international top

musicians performed in JZ Festival, including Joss Stone, John Scofield, Pat Metheny, Ron Carter, Kenny Garrett, Dianne Reeves, Dee Dee Bridgewater and so on. Chinese famous music artists include Sandy Lam, Karen Mok, Cui Jian, Chang Csun Yuk, Mavis Fan etc. Since 2013, JZ Festival has been held in Beijing, Guangzhou, Dalian and Chongqing not just in home court Shanghai.

Beishan Music Festival

<http://www.beishan.org.cn/en/>

The Beishan Music Festival was established in 2010 in Zhuhai - a southern coastal city near Hong Kong. There are Beishan World Music Festival (end of April each year) and Beishan International Jazz Festival (end of September each year). The festival has invited bands from America, Australia, Belgium, Brazil, Canada, Croatia, Cuba, Denmark, Ghana, Guinea France, India, Indonesia, Israel, Italy, Lithuania, Korea, Malaysia, Netherlands, Nepal, Norway, Serbia, Singapore, Sri Lanka, Switzerland and so on.

OCT-LOFT Jazz Festival

<https://www.facebook.com/octloftjazz>

The festival founded by OCT-LOFT (OCT stands for Overseas Chinese Town) since 2011, located in the OCT Creative Culture Park in Shenzhen. Hosted during the autumn every year.

Guangzhou Jazz Festival

<https://www.concerthall.com.cn/>

Guangzhou Jazz Festival vitalizes the city every Autumn. Over the past five years, the festival has hosted scores of Grammy Awards winners, including Victor Wooten, Dee Dee Bridgewater, Vince Mendoza, Randy Brecker, Patti Austin, Ron Carter, Wynton Marsalis, Mingus Big Band, WDR Big Band Köln, Jazz at Lincoln Center Orchestra, Randy Brecker, Patti Austin, and Branford Marsalis. Its primary goals: be professional, international and local.

Contemporary Music

Beijing Modern Music Festival

Wechat Account: gh_5cb175c32e84

The Beijing Modern Music Festival is founded by the Central Conservatory of Music in Beijing in 2002, it is the annual international music activities approved by the Ministry of Culture of the People's Republic of China, the Ministry of Education, and the Beijing Municipal Government. YE Xiaogang, as the artistic director, who is the member of the standing committee of the national committee of the Chinese people's political consultative conference, vice President of the Central Conservatory of Music, and vice chairman of the China music association. The Beijing Modern Music Festival is committed to promoting the development of modern music in China, promoting the cultural and artistic exchanges between China and overseas countries, and establishing a development platform for young music artists.

Shanghai New Music Week

Wechat Account: gh_c0b4c511fd33

Sponsored by Shanghai Conservatory of Music and co-organized by Shanghai Music Art Development Center For Collaboration Innovation, the Shanghai New Music Week is the yearly event in September, which aims to connect the audience with the latest contemporary music, emphasize its own cultural identity, promote the development of Asian contemporary music and international discourse, and build the bond of contemporary music creation and performance around the world.

Chinese-ASEAN Music Festival

<https://www.gxau.edu.cn/>

Sponsored by the Guangxi Arts University, Chinese-ASEAN Music Festival has invited Chinese and overseas well-known artists, performing groups. There are symphony concert of contemporary work, Chinese orchestra concert, chamber orchestra concert, Chinese orchestra concert of contemporary work in this festival, as well as summit forum, academic exchanges among music experts, graduate academic forum, composition competition, masterclass, lectures, etc.

Traditional Music

World Music Festival Shanghai

<http://www.worldmusicshanghai.com/en/>

From 2011, World Music Festival Shanghai has become a cooperative project launched by China Music Industry Park, Shanghai Synergy Culture & Entertainment Group and Shanghai H+M Communications Co., Ltd. As one of the core projects on World Music Publicity in China Music Industry Park, they aim to create the most wonderful and impressive world music festival in China.

World Music Days - Beijing Central Conservatory of Music

<http://zhuanti.ccom.edu.cn/2019worldmusic/>

World Music Days is a high-level academic event of world music research and cultural exchange organized by the Central Conservatory of Music in Beijing. It is held once a year or two years. Since its inception, it has held nine thematic music research and exchanges involving more than 20 countries in Asia, Africa, Latin America, Europe and Oceania. Since 2015, "World Music Days" has been more closely integrated with the strategic development of the "Belt and Road Initiative". The "Belt and Road Initiative-Southeast Asian Music International Symposium" discussed about many researches like the music research and teaching practice research of maritime Silk Road countries and the cross-border music research of Southeast Asia and China, etc.

Shenzhen Belt & Road International Music Festival

WeChat Account: szbrmf

Co-hosted by the government of Shenzhen and Chinese Musicians' Association, the Shenzhen Belt & Road International Music Festival festival aims to gather first-class art-troupes from countries and regions along the Belt and Road, and showcase the unique characteristics of their own music. Audience are able to enjoy diverse types of music, including classic music, folk music, pop music, as well as oriental music.