

# CHINESE FEDERATION OF CULTURE AND ART

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Celebrating the 60<sup>th</sup> anniversary of the People's Republic of China, the 30<sup>th</sup> anniversary of the establishment of Sino-US diplomatic relations, and the Tulou-Echo Cultural Weekend.  
(09/26/2009-10/08/2009)

North American Culture Federation

## 1. Subject of Activity

As time passes by, and the each year is marked by certain events, such as Modern China passing through 60 years of reform. Therefore, we are prepared to celebrate the 60<sup>th</sup> anniversary of the People's Republic of China and the 30<sup>th</sup> anniversary of the establishment of Sino-US diplomatic relations.



**Honored as the "Hakkas musical culture epic poem", the symphony poem "Earth Building Echo" lands in the US for the first time.**

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The Fujian West province provides a various amount of the country's history, covering over more than 19,000 square kilometers of southern China's beloved places, which is rich with diversity and culture that differ in thousands of ways.

The symphonic poem "tulou echo" truly relates to the main theme of the Hakka peoples' mountain song, reflecting the Hakka peoples' thousand year long emigration from the north to the south. The poem has preserved the high-culture 曲风 of ancient han-minority, simultaneously also absorbing the modern music expression means of the revelation of the primitive subject, demonstrating 10 thousand different styles of Hakkas culture and character, the luxury of Yun Zheng Xia, and other characteristics.

**North American Cultural Federation will continue to plan this cultural weekend activity, simultaneously uniting the local Chinese civil organization to unite efforts and facilitate the activity to complete it together.**

## Introducion to San Francisco



San Francisco, located at the California West Coast peninsula, is the American and Pacification section of the main trade harbor. With an urban district area up to 119 square kilometers, all areas generally lead to the Pacific Ocean Basic and the Far East's gateway. The economy mainly takes place with service industry, trade, and financial industries primarily known as the west American financial center.

San Francisco has also gathered many great performers in their first-class theaters such as opera troupes, symphony orchestras, and a ballet dance company. In the theatre district of San Francisco is the frequent gathering of the Broadway play and different cultural exchange performances.

## 2. Population Tentative

**Introduction of Xiamen Philharmonic Orchestra director: Zheng Xiao Ying**



Zheng Xiaoying, famous for her passionate and delicate conducting style, is regarded as one of the most outstanding music directors in China. Born in 1929, her passion for music was lit in Jingling Women's University in Nanjing when she was 18. A year later, she joined the liberation war and worked in a song and dance ensemble in Henan province. According to Zheng Xiaoying, that was where she started her conducting career.

However, as Zheng Xiaoying had never received any professional training in conducting, she described her performance at that time as "blind". Then in the 1950s, Zheng Xiaoying had the chance to learn about professional conducting. When studying in the Central Conservatory of Music, she was chosen to join a special conducting class held by experts from the Soviet Union.

From then on, Zheng Xiaoying's skills in conducting kept improving and she became the conductor for many important concerts. In 1993, she also formed the Female Philharmonic Orchestra and performed around world. Her enthusiasm for music gained her respect from members of the orchestra. Situ Zhiwen is one of them.

"She is the kind of person who never gives up her dream. In 1995, it was through her effort that we got to perform in the World Conference on Women. After the performance, some audience members told us that we were the pride not only of Chinese women, but all women of the world."

Meanwhile, Zheng Xiaoying's elegant image also helped her gain a good reputation. She attaches great importance to her appearance as a conductor.

"The music director in an orchestra is just like the commander of a troop. So it is very important to have a graceful image. Some western female conductors like to dress like men, but I think that means they are not confident enough. So I always wear long skirts."

Because of her passionate conducting style and elegant looks, Zheng Xiaoying was nominated as the chief conductor of National Opera of China in Beijing. She has cooperated with many famous domestic orchestras for concerts and has won various awards both in China and in foreign countries. Her representative works include Chinese symphonies Song of the Grassland, Butterfly Lovers, as well as French opera Carmen.

After retiring from the National Opera of China in 1997, Zheng founded Xiamen Philharmonic Orchestra in Fujian province to continue her musical life.

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After about 10 years of development, Xiamen Philharmonic Orchestra has become China's leading orchestra with world-wide recognition. The success can be attributed to Zheng Xiaoying's personal charisma as well as the growing number of young musicians in the orchestra who love what they do. Huang Tiwen, the lead violinist, said they have learnt a lot from their strict but kind-hearted conductor.

Led by Zheng Xiaoying, musicians from Xiamen Philharmonic Orchestra have given hundreds of performances in about 30 cities in China. Recently, the epic work called "The Echoes of Hakka Earth Buildings" has won world-wide acclaim. "The Echoes of Hakka Earth Buildings" is a classical example of the fusion of the west and the east. The work combines Chinese traditional music and Kejia dialect and western musical style.

Nowadays, some Chinese conductors prefer to perform western classical works abroad to show that they are of the world-class standard. However, Zheng Xiaoying says although symphony in China is still quite young there are many outstanding works.

## Introduction of the Xiamen Philharmonic Orchestra

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Established in 1998 the Xiamen philharmonic orchestra is strongly supported in Xiamen city and Gulangyu district by the adoption of a professional philharmonic orchestra under the supervision of the Chief inspector of the arts. The present Chief inspector of the arts, and head conductor, is the famous conductor: professor Zheng Xiaoying. The orchestra currently has 80 members and has attracted top talents of all sorts.

Xiamen Philharmonic orchestra is receiving support from the Xiamen city government, as well as aid from Fujian electric and Xiamen electric. Like Xiamen Hong Kong is also getting contributions from all walks of life. Our country has adopted the professional philharmonic orchestra managed by the people and subsidized by the state under the responsibility of the chief inspector.

During performances, the "Zheng Xiaoying System" of explaining while performing, helps people become familiar with the symphony and become more receptive, and to understand more about the music. They

also have made short tours to 19 cities in seven provinces to spread the seeds of philharmonic music more widely. The orchestra actively advocates composition of symphonies with background stories or musical content of concern to China or Fujian for advancing Chinese symphonic achievement. This they view as a duty of Chinese orchestras. As a result of their idea, through promotion and recording, the symphonic poem "Echo of Hakka Earth Buildings," composed by Liu Yuan, was glorious in receiving the only Golden Prize of the First Chinese Music "Golden Bell Awards" for instrumental compositions.

In April 2002, the orchestra successfully toured three cities in Japan with "Echo of Hakka Earth Buildings," the newest accomplishment for Chinese symphonic music. In May, it took part in the opening and closing concerts of the Gulangyu International Piano Festival. In preparation for the Fourth International Tchaikovsky Competition for Young Musicians, which was held in Xiamen October 18-31, the young orchestra played 77 concertos in cooperation with more than 70 musicians over the preceding four years. They received high praise from world-class juries and were presented an Award for Outstanding Contribution from the Xiamen Government. The orchestra was the only local orchestra to be invited to perform for the opening of the 16th Communist Party Congress in Beijing in November and its program was of Fujian subjects. Xiamen Philharmonic Orchestra was warmly welcomed by the capital's audience, and was called "an orchestra with creativity."

In April 2003, the orchestra began holding its weekly concerts in the Music Island Philharmonic Hall, a new music hall with superb acoustics, designed and constructed on the premises of an Electrical Power Bureau facility, which is now the permanent home for Xiamen Philharmonic Orchestra. More than 70 artists in the orchestra have come from across China to devote their efforts toward building Xiamen and Gulangyu into "Music Islands of the Orient" which can live up to this name.

## Part 1: Tulou Echo Performance

<<Tulou Echo>> by <<Work Song>>, <<Boat of the Sea>>, <<Tulou Language>>, <<Starting of the day>>, five songs of the musical movement framed by the Hakkas have transformed from having a fugitive and guest move together the an area south of the Yellow Sea, living together as one ethnic group in one community in the past with a great southern experience. Together, they work as one to open up virgin soil in constructing a new home to display an incisively, industrious life course. Simultaneously, they also display the life style to fondly remember their hometown's earth and building emotion for the Hakkas children. Until now, this chief offender and accomplice, Toulou will spread the symphony with much "echo" in the world.

<<Tulou Echo>> Plans to invite the American Stanford Student Symphony Orchestra to three places across the shore to join the American Chinese People Chorus with a Taiwan performance.

## Place of Performance

Louise M. Davies Symphony Hall (Holds up to 2000 people)





## Part 2: Chinese Folk Customs Cultural Art Exhibition

The North American Cultural federation includes into this cultural week several exchanges: musical exchange, folk customs exchange, the common people residence also constructs an exchange, the tea art exchange, and even the Weifang kite display. The cultural week plans to express the same implications as the Sino-US culture gather with the US for mutual study.

### 4. Tulou Echo Cultural Week's Partners

Chinese Ethnology  
Fujian Travel Agency  
Channel Satellite TV  
CCTV  
American Architect Association  
US and Other countries associations  
Yongding city and other city's magistrates

### 5. Tulou echo cultural weekend activity information plans

Commercial information plans:

Phase one (Starrting on July 1st):

1. Print 5000 copies of the Tulou echo weekend invitation, plan the delivery and deliver using different means to the municipal councilman, state congressman and senator.
2. Print 10 000 information pamphlets, have a plan for newspaper advertising and entrus he local service company to provide information to the local residents.
3. Print 5 000 VIP pamphletes and distribute to enterprises and wealthy individuals in order to ensure that this exhibition is joined by the quality personnel in the 30 years of diplomatic ties between the US and China, this will increase turnover.
4. On August 8<sup>th</sup>, putting up posters on prime locations at the center of various publishing houses.

Phase two (August 1st):

1. The North America Cultural federation organizers will broadcast information about the performance on local TV-stations on evening primetime (The specifics of the plan are to be completed by the arrangement group by July 1st)
2. Starting two weeks earlier, an advertising campaign will be started in "World News", "Xingdao Daily", "Chinese press", Xinhua news agency and China news website.
3. On July 10th there will be a large-scale press conference (With a special performance for the journalists)

## 6. Tulou Cultural Week supports several back couplings

Sole Financial sponsor - - will attain the entire concert's naming rights and so on, the concrete term is discussed in person.

Special Sponsor - - \$20,000 will attain:

In the playbill back cover or the title page, color advertising (to sign a time sequence permutation); newspaper included, all performance planes of the television, tendency and network advertisement optimum position; as well as the website links; propagandizes two of the best; concert distinguishes 20 guest admission tickets.

Diamond Sponsor - - \$15,000 will attain:

In the playbill page colored with full page advertisement; newspaper included; all performance planes of the television; tendency and network advertisement optimum position; as well as the website links; only one propaganda stall; concert distinguishes 15 guest admission tickets.

Platinum Sponsor - - \$10,000 will attain:

In the playbill page black and white full page advertisement; newspaper included; all performance planes of the television; tendency and network advertisement optimum position; as well as the website links; only one propaganda stall; concert distinguishes 10 guest admission tickets.

Gold Sponsor - - \$8,000 will attain:

In the playbill page black and white half page advertisement; ; newspaper included; all performance planes of the television; tendency and network advertisement optimum position; as well as the website links; concert distinguishes 8 guest admission tickets.

The Enterprise published playbill (8x11) advertisement price tag:

\$3000: Color in page, presented with 8 VIP admission tickets

\$2000: Black and white full-page advertisement, presented with 5 VIP admission tickets

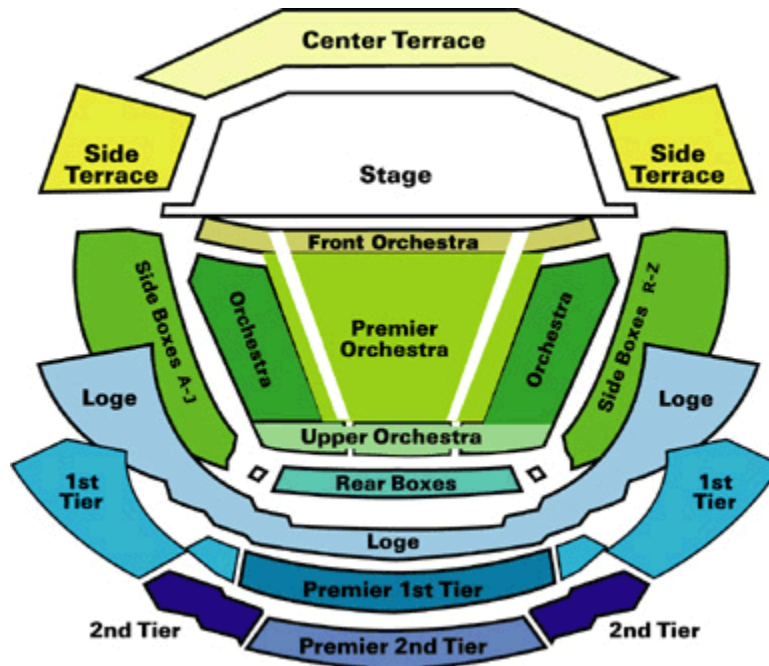
\$1200: Black and white half-page advertisement, presented with 3 VIP admission tickets

## 7. Booking

### Davies Symphony Hall in San Francisco

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## Internet Booking:

All concert admission tickets do not additionally receive service fees. On the same day as the concert please (2 hours ahead of time) go to the locus concert ticket office known as the WILL CALL OFFICE to receive your ticket.

2. When ticketing, please carry name-tags and ticket information with you.

3. If you want the admission ticket as soon as possible in hand, add \$3 when buying the ticket, this is a one-time charge. We will use PRIORITY shipping to get it to your place as soon as possible. If in 5 days it still has not arrived please call 925 997 7410 in order to inquire, otherwise the regards has received the processing.

4. 7 days previous from buying the tickets, they will not accept the tickets being sent from mail, in such a case you will need to call the WILL CALL OFFICE to receive the tickets.

5. If you bought it online you must be aware that it is chosen to be sold to you from both sides.

6. The American Border does not accept mail in tickets so you must come on the performance day for ticketing or receiving your ticket.

7. Please note: After you buy your tickets online successfully and wish to trade, you cannot switch for a later ticket, or return a ticket.

8. Please contact the ticket server to better help you at [www.ticketmaster.com](http://www.ticketmaster.com) or [www.sellingticket.com](http://www.sellingticket.com) in order for the process and then you can simply pick it up at the Box Office.

9. Have issues with booking? Please call 925 – 997 – 7410

Ticket Prices: \$28, \$38, \$48, \$68, \$88, \$108, \$128, \$148, \$168

7. Tulou cultural weekend tours the US

California (San Francisco) → Los Angeles

8. Tulou cultural weekend budget



Table 1, Performance budget

9. Tulou echo cultural weekend local reception.

San Francisco reception

10/5 Visit San Francisco, stanford university and a common rehearsal

10/6 Breakfast, head to the Montrie peninsula, tour California's 17 MILE famous seascape paradise, at the same time of the driving you will feel the gentle sea breeze from the wind on the seacoast, rush to the spray of water and the view of unusual reef rocks. By afternoon, we must return to the performance preparation by car.

10/7 Travel to the largest sites of California, this is american cinema's <<Roaming in the Clouds>> photography location, with fine scenery, decimating the fine fragrance from the soil.

10/8 Leave San Francisco

10. Tulou Echo Cultural Weekend Performance Arrangement Group Personals

JingJian Yu (North American Cultural Federation Presidents)

Lifeng Deng (North American Cultural federation executive chairman)

Deborah Zhao (North American Cultural federation routine vice-president)

Ken Zhang (North American Cultural federation vice-presidents)

Jingdong Cai (music direction major)

Xiao xiao (PR, chorus contacts, location contact)

Marcy Chen (PR, visa)

Oriana. Halevy (PR)

Liu Zhuo (propaganda)

Hong wei (ticketer)

Bonnie Liu (ticketer)

Ge Xiaojian (display photography)