



中英音樂家協會

<http://b-cms0.wix.com/ukmusician>



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London Chinese Spring Concert 2015

倫敦新春音樂會

計劃書

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Host Cross-Strait China Culture Communication Foundation
主辦 海峽兩岸中華傳統文化交流基金會

Promote British & Chinese Musicians' Society
承辦 中英音樂家協會

Name London Chinese New Year's Concert 2015
名稱 倫敦新春音樂會

City London
城市 倫敦

Date 5 April
日期 4月5號

Venue Royal Albert Hall

場地 皇家艾爾伯特音樂廳

Leading Soloists

主要獨奏家

Julian Lloyd Webber (Cellist UK)

Lang Lang (Pianist China)

Soloists

Yin Cheng Zong (Pianist China/ Who is composed the “Yellow River”)

Yu Li Na (Violinist China/ Who was the first violinist to played "Butterfly Lovers")

Takako Nishizaki (Japanese Violinist /Who named "Butterfly Lovers" for this violin concerto and promoted it to the world.

Cho Liang Lin (Violinist Taiwan)

Warren Mok (Opera Singer Hong Kong)

He Hui (Opera Singer China)

朱利安 勞埃德 韋伯 (大提琴家 英國)

朗朗(鋼琴家 中國大陸)

殷承宗 (鋼琴家 中國)

俞麗拿 (小提琴家 中國/第一位演奏《梁祝》)

西崎崇子 (小提琴家 日籍/ 第一位把《梁祝》介紹給世界)

林昭亮 (小提琴家 台灣)

莫華倫 (歌劇歌唱家 香港)

和慧 (歌劇歌唱家 中國)

Orchestra

樂團

The Philharmonia Orchestra

皇家愛樂樂團

Conductor Pending

樂團指揮 未定

Featured of the concert

音樂會的性質

Charity Concert, will donate a portion of ticket revenue to “Prince Charles Foundation,”

慈善音樂會，將捐贈給一非牟利國際機構。建議“查爾斯王子基金會”，查爾斯王子建立的非牟利慈善機構，主要包括的領域有：教育，衛生，環境建設，生態保護和藝術家發展等，還有對中國的項目，農村建設等。

VIP 邀請貴賓

Royal Family
Politicians of Chinese and British
The Counsellor of Chinese Embassy
Some important Musicians

將邀請皇室，首相，市長，政要，音樂界重要人士，安德魯 勞埃德 韋伯，華人重要嘉賓，BBC 逍遙音樂會的總監羅傑 懷特

Repertoire 曲目

Pieces of British and Chinese composers' works. The following repertoire are just the initial idea, still need to discuss specific with the musicians.

Sir Edward William Elgar,
Elgar Cello Concerto (1st movement)

Julian Lloyd Webber *Cello*

Yin Cheng Zong
Yellow River Concerto (1st movement)

Yin Cheng Zong *Piano*
Lang Lang *Piano*

Chen Gang & He Zhan Hao
Butterfly Lovers Violin Concerto (part)

Yu Li Na *Violin*
Takako Nishizaki *Violin*
Jiafeng Chen *Violin*

John Ireland
Summer Wood

Julian Lloyd Webber *Cello*
Jiaxin Lloyd Webber *Cello*

Constant Lambert
The Rio Grande

The Preparatory Committee
籌備委員會

Chief Executive Officer

Terrie Tai
戴莉

Consultant
顧問

Julian Lloyd Webber
朱利安 勞埃德 韋伯

PR
Karen Pitchford 凱倫 皮契佛

Paper Work
Terrie Tai
John Beeston

Coordinator
Simon Liu

Treasurer
Gloria Cheung

Marketing Plan
宣傳

Will be divide into three stages

July 2014 Start to some soft promotion as interviews the artistes and repertoire

November 2014 It is the second part, will be to launch the news about the concert, date, venue, and all relevant information.

March 2015 The third part is to selling tickets at the box office, and also unite the Chinese groups to partnership to distribute the tickets.

Advertisement

Will be put at some tube station (such as Leicester).
 Timeout (full page in Classical and opera)
 Newspapers, TV and BBC 3

Posters/Flyers

Will requires to RAH to Design and printing, and discuss the quantity

Media Partners

CCTV
 PCNE
 Chinese Newspapers
 (Some UK's media list, Karen will provide soon)

Distribution/ mailing lists

This concert is supported by the Chinese Embassy, will appeal to all Chinese societies to distribute tickets, which is not in doubt.

BUDGET

The sponsors will invest £ 300,000 to this project

Venue

Venue cost Rental £13,300
 Commercial TV/DVD recording £15,000
 Lighting, Sound, Screen £12,000
 Ticket Commission 1 2 % (minimum ticket commission £5,000)
 Broadcast £2,5000

The leading musicians £ 3,000 per person
 Other musicians will negotiate

Promotional costs

Poster, Flyer and Programme design and printing costs £ 20000

Basic Staff Part-time salaries (Negotiate)

Estimated expenditure £ 170,000

金額預算

場地

皇家艾爾伯特的租金 £13,300

電視錄影或 DVD 錄影 £15,000

燈光，音響，屏幕£12,000

票房佣金百分之十二（最低£5,000）

電視轉播車 - 鳳凰衛視台可以和中央台合用器材，價錢待商議。加上人工預計£ 25,000

合共約 7 萬

藝術家演出費

獨奏家每人£ 3000 友情價 2-3 位，大約 £9000

交響樂團 £ 50000

指揮視乎是不是有名，£ 500 - £ 3000

合唱團（如果要請皇室，皇室進場必須要唱英國國歌 - 天佑女皇。我們將組織專業歌手的合唱團，不需費用。但是如果唱里約大河，須請專業合唱團費用 5 千 - 1 萬）

其他名氣不高的音樂家，可以商量不付費用，或另找個人贊助商，可以在節目單上放贊助人的 Logo.

費用可以盡量控制在 7 萬鎊左右

宣傳費用

海報，傳單，節目單的設計印刷費用 約 £ 20,000

基本工作人員費用

Karen Pitchford（英方宣傳） £ 1,000

其他工作人員按臨時工資需商議

皇家艾爾伯特音樂廳的技術人員的費用包括在場地費用裡

其他台前幕後工作人員的費用需商議

基本最低支出： 15 萬

根據基本資金，靈活修改計劃，盡量做到用最少的錢來收取最大的效果

Tickets Price

£ 10 - £ 180 each

票價

暫定 10 鎊（站票）至 180 鎊。另附詳細座位價錢分佈圖。

Some Chinese associations will bear part of the ticket, the estimated revenue £ 300,000