



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

Submitted by: Terrie Tai  
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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** (1<sup>st</sup> movement)

Julian Lloyd Webber *Cello*

**Yin Cheng Zong**  
**Yellow River Concerto** (1<sup>st</sup> 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

