



Reflections On the Establishment of "Music City" In Chengdu

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ABSTRACT

Chengdu proposes to take "Three Cities and Three Capitals" as the main starting point of a development stage, that is, to build a world famous cultural and creative city, a famous tourist city, a famous event city, an international food capital, music city and an exhibition capital, and to promote the construction of a world-famous cultural city. And "music city" should be regarded as the "golden signboard" for the construction of Chengdu. The author expounds the suggestions on the establishment of music city from three aspects. Promote Chengdu through better international cooperation.

Keywords: *Music City; Six Elements; International Cooperation; Tianfu Culture*

I. INTRODUCTION

Chengdu has been China's "music city" and "Performing Arts Capital" since ancient times. In the early period of the enlightened dynasty in ancient Shu, secular music, religious music for sacrifice and court music for royal etiquette were developed and formed, with rich musical forms. During the Spring and Autumn Period, Changhong, a Shu man, was highly accomplished in music, and he was known as the originator of the musical circle in China. In the Han Dynasty, Chengdu was the fertile ground for the development of Qin songs, and there were orchestras everywhere in the bustling downtown area. Common literati were singing on the piano, and the love story of Sima Xiangru and Zhuo Wenjun was also passed down as an eternal story. The Han Dynasty rap figurines and Qin figurines unearthed in Chengdu were also the most excavated areas in China. In the Tang and Song Dynasties, the creation of Qin poems and songs in Chengdu was extremely prosperous, and it was known as "Shu Opera was the best in the world". Twenty-four geisha music maps unearthed in Yongling were the only cultural relics found so far that fully reflected the combination of Tang Dynasty and former Shu court bands, and occupied an important position in the history of Chinese music. The famous musical and literary work Biji Manzhi is a commentary note of lyrics and songs written by Wang Zhuo of Southern Song Dynasty in Biji Square of Du Fu Cottage in Chengdu. The Seventy-two Rolling Water, written by Zhang Kongshan, a master of Guqin in Qing Dynasty, was widely spread overseas, recorded as a gold-plated record by the United States, and became one of the 27 world-famous songs that Spaceship Voyager 2 took into space. Since modern times, Wang Guangqi, a native of Chengdu, has made great achievements in musicology. In addition, from the historical point of view, the ancient Shu people left a precious cultural heritage of music and dance. The historical materials such as Tao Xun and Yu Cong in the pre-Qin period, Feitian geisha music in the Tang Dynasty, Zhao Tingyin's tomb in the Five Dynasties, Wasi Goulan and six dancers unearthed in the ancient tombs of the Song Dynasty prove that the land of West Shu with Chengdu as the center has a profound musical foundation. In terms of music, there are more than 300 related ancient poems written in Chengdu, including Du Fu's Gift to Flowers Qing and Wang Bao's Ode to Dong Xiao. The "Shu School Music Culture" represented by Zhuzhi Ci, Zhuqin Qingyin and Sichuan Opera is well-known.

II. RESEARCH METHOD

This paper is qualitative research (Marshall & Rossman, 2011); it is anchored on key documents that in this paper, Fan Ruiping, secretary of the Chengdu Municipal Party Committee, put forward at the founding conference of Chengdu "World Cultural City" that, looking at the creation of world music city such as Vienna, Nashville and Hamamatsu, there are usually "six elements" of masters, masterpieces, halls, streets, big groups and major events.

There are world-famous Philharmonic Orchestra, Symphony Orchestra and Children's Choir in Vienna, and a "trinity" music consumption scene of cultural brands, art institutions and landmark halls is built. Nashville owns four major record companies in the world. Hamamatsu has world-class piano competition music activities. These are all prerequisites for creating a music city. Below, the author combines the present situation and development opportunities of Chengdu music industry. This paper expounds and analyzes the "six elements" of music city.

IV. DISCUSSION

These splendid music cultures are the embodiment of people's thoughts and consciousness in this land, and also have a profound influence on people's lifestyle today. At the same time, they are also an important resource treasure house for Chengdu to build a "music city". At present, how to develop this treasure house of music resources is an urgent problem to be considered.

The first is how to make these resources appear more clearly and orderly.

First, the arrangement and compilation of music literature. Establish the literature archives of music historical resources, collect and sort them out in different categories, and compile the "Si Ku Quan Shu" of music belonging to the land of abundance. The archives can be presented from three aspects: original, editing and publishing, and digital archives. These documents and archives will be a huge project, and also the embodiment of "music city".

Second, music research. Archives are the first original material. As a music culture, we need to re-recognize the splendid culture of the past from a contemporary perspective. Only the culture that is constantly rediscovered and reused by the contemporary era is a living culture. Therefore, in a sense, music research based on literature archives is to activate the past culture cognitively. On the research team, on the one hand, it cooperates with music associations and organizations; On the one hand, launch research awards or set up research foundations nationwide; Furthermore, it can also be combined with the teaching and research of the Conservatory of Music.

Third, establish a music museum. Music museums with different themes, such as musical instrument museums of different nationalities and piano theme museums, are jointly created by the government and the people. This is a visual presentation of music culture, and multi-faceted interactive experience is set in the museum.

The second is to activate and develop these music resources.

First, discover the classics: through sorting out, launch the classic art pieces in history. These tracks can be performed and played through concerts, TV and online media, etc., so that the audience can build their awareness of local (historical) classical music. Just like the Sichuan folk song "The Sun Come Out, Pleasure" is not only loved by Sichuanese as a local folk song, but also spread all over the country and become a classic folk song.

Second, interpretation of classics: re-interpretation of past excellent music works by famous musicians and creation of related TV music programs. These deductive and changed works can be juxtaposed and distributed with the original version.

Third, derivative products: build music brands around the classic music of the past, and develop derivative products of hearing, vision and even touch on this basis. The opening of this product can cooperate with cultural and creative enterprises. At this point, we can learn from the research and development and marketing of the Palace Museum series of cultural and creative products in recent years.

The long-standing music culture needs to be presented in a certain form, and it also needs to be activated and developed by appropriate means. The construction of "music city" is a rediscovery of culture, and it should be industrialized in combination with contemporary music culture and life philosophy. In this way, Chengdu can shape its own urban cultural image and promote the development of music economy.

Second, it is necessary to improve the "six elements" for Chengdu to create music city.

Music is not only an art, but also a kind of life. Music culture can improve the temperament and quality of a city and is an indispensable element of urban development.

Fan Ruiping, secretary of the Chengdu Municipal Party Committee, put forward at the founding conference of Chengdu "World Cultural City" that, looking at the creation of world music city such as Vienna, Nashville and Hamamatsu, there are usually "six elements" of masters, masterpieces, halls, streets, big groups and major events. There are world-famous Philharmonic Orchestra, Symphony Orchestra and Children's Choir in Vienna, and a "trinity" music consumption scene of cultural brands, art institutions and landmark halls is built. Nashville owns four major record companies in the world. Hamamatsu has world-class piano competition music activities. These are all prerequisites for creating a music city. Below, the author combines the present situation and development opportunities of Chengdu music industry. This paper expounds and analyzes the "six elements" of music city.

The first is a master, that is, a well-known musical and artistic talent. Start with Sichuan musicians, vocal music masters Liao Changyong and Li Danyang, composers Gao Weijie and He Xuntian, pianist YUNDI, violinists Ning Feng and Wen Wei, pop singers Chris Lee, Zhang Liangying, Tan Weiwei, Zhang Jie and Wang Zhengliang, etc. They are all musicians from Sichuan. The author thinks that the establishment of music city should attract talents from Sichuan music subdivision industry "Hui Rong", set up individual studios, register corporate legal persons, carry out project operation, strengthen special performances and release works, etc. Our government in Chengdu should also focus on music technology, industrial operation, performance creation and other industrial fields, and attract the elite Sichuan talents to return to Chengdu to start a business or invest in key industrial projects with good market prospects, high professional level and strong driving effect with relatively perfect supporting policies for talents and

appropriate support angles. In addition, Chengdu is rich in music resources. Chengdu is one of the four national-level music industry bases. At present, there are more than 10 music schools or colleges with music majors in the city, such as Sichuan Conservatory of Music and Sichuan Art Vocational College, which train 22,000 music and related professionals every year. With these convenient conditions, a large number of outstanding musical and artistic talents will emerge and grow in Chengdu.

In master building and talent training, let's look at the experience of Los Angeles, USA. Los Angeles, which is close to Hollywood, has unique conditions for the development of music industry. It is regarded as the music center on the west coast of the United States and one of the world-famous music cities. In terms of talent training, the United States relies on the renowned Los Angeles Conservatory of Music at home and abroad to gather world-renowned artists and professionals, and let musicians, singers, composers, producers, film producers and music brokers take classes, perform and record records together, so as to cultivate students' diversified music skills such as musical instrument application skills, vocal music, recording, performance, movies and even guitar manufacturing, lyrics and composition.

The second is masterpiece, that is, well-known music works, that is, repertoire construction. Said, we have 5,000 years of Chinese culture, and we have so many epic stories to write. During the construction of Chengdu music city, the author thinks that several musicals, musical dramas and operas with national influence can be produced. We can combine the unique Jinsha culture, Sanxingdui culture, giant panda culture, Li Bing's water control, "Three Soviet cultures", Taoist culture, Red Long March culture, Tibetan, Qiang and Yi culture and Three Kingdoms culture in Sichuan province to create original music plays. The first five-year plan can be established. We have several large plays with international influence. For the creation of our whole plays, the cultivation of talents and the attraction of talents, we will attract all good talents to Chengdu, which is an industrial base. Come here to build a group of talents and then push them to the market, the whole country, and then these countries along the belt and road initiative, and influence these countries with our culture.

We can learn from Hangzhou in Chengdu. Hangzhou Song Cheng is a gathering place of Chinese intangible cultural heritage, and its large-scale song and dance romance of the song dynasty is the soul of Song Cheng. There is also the brand of "Eternal Sorrow" in Xi'an, which is an ambition to promote the activity of hotels, restaurants, commodities and other related industries and develop music city.

In addition, in the creation of music city plays, we should learn from the practices of Hangzhou Impression of West Lake, Guilin Impression of Third Sister Liu, Lhasa Princess Wencheng and other cities in creating music business cards, and make Chengdu original music a regional music symbol, or build a music theme park to enhance the artistic taste of the city and enhance its attraction.

The third is the hall, which is an international landmark performance venue.

Chengdu has built 38 theatres. The eastern part of the city will focus on "Memory of the Eastern Suburb", Fannu Creative Arts District, Weiran Flower Sea, Chengdong Cultural Activity Center, etc., the southern part will rely on performing arts facilities such as Chengdu Performing Arts Center and Tianfu Cloud Concert Hall, the western part will rely on Shaocheng Shijing Cultural Creation Park, International Intangible Cultural Heritage Expo Park, Jinsha Performing Arts Complex, etc., and the northern part will rely on Sichuan Conservatory of Music (Xindu Campus), Chengdu Outdoor Music Park and Poly 198 Music. However, there is a general lack of landmark cultural facilities with international influence and high energy level.

After the official operation of Chengdu Concert Hall, it will comprehensively promote the in-depth cooperation between schools and places, vigorously develop music education, music creation and music industry with the goal of building an international music city, and cooperate with Chuanyin to operate concert hall projects with international standards. Although there are hardware conditions, the next step of operation still needs to know the connotation and concretization of the "new" operation of Chengdu City Concert Hall seriously, and actively explore new development paths of concert halls with new scientific methods, so as to maximize the operation benefit of city concert halls, make the functional layout scientific and orderly internal organization, practice "new ideas, new systems and new methods", strengthen artificial intelligence and responsibility, and strive to create more operation models and models for the whole city, the whole province, even the whole country and the whole world.

Internationally, the Sydney Opera House in Australia, the Golden Concert Hall in Vienna, the Joachim Stadium in Barcelona and other urban cultural landmarks have become important city business cards. In terms of facilities construction, Los Angeles has the largest open-air theater in the United States, the Hollywood Open-air Theater. The Congress Record Building was the first circular building in the world at that time. The paladin Concert Hall in Hollywood has a dance floor of 11,200 square feet, which can accommodate 4,000 people. The Grammy Museum has an interactive exhibition of 30,000 square feet, which comprehensively displays the history of rock, country, hip-hop and other types of music.

The fourth is the main street, that is, the neighborhood where characteristic music gathers. Chengdu is speeding up the construction of Chengdu Music Square. Relying on Sizhu Road, create a music avenue; Create three music industry clusters: education and training area, creation and production area and folk music area; Create five music characteristic streets: musical instrument exhibition and sales, creative experience, education and training, music culture and bar entertainment; Create 7 street performers' performance points, and form a world-class music theme culture zone and music culture industry chain. Build a music industry cluster development zone. Relying on Sichuan Conservatory of Music, the Music Square takes the city concert hall and Chengdu Music Square as important

carriers, and takes the exhibition, research, education and entertainment as the core, making great efforts to build a music industry cluster development area around Conservatory of Music, focusing on developing five leading industries: original music incubation, musical instrument marketing, education and training, performing economy, music culture exhibition and copyright. Chengdu's central city deeply digs the historical and cultural connotation of Chengdu music, and strives to create music theme parks, characteristic blocks, music squares, maker spaces and other characteristic music projects, so as to realize the misplaced development of regional music industry.

The Luogu Lane near the Central Academy of Drama in Beijing has a history of nearly a thousand years, but there are many snacks in online celebrity, lacking the flavor of old Beijing. After the transformation, we will enter more shops with more cultural connotations, such as kneading dough figurines, blowing sugar figurines, folk cultural centers, etc. And through holding various cultural activities, highlighting the creation of cultural business cards, enhancing the cultural influence of Nanluoguxiang.

The fifth is the big group, that is, world-class performing groups and first-class music colleges. The advantage of Chengdu music city lies in the famous national music institute, Sichuan Conservatory of Music. Chengdu has 12 specialized music colleges and universities with music departments, among which Sichuan Conservatory of Music is one of the 11 major music colleges in China, with the number of colleges in the forefront of the country, training more than 35,000 music and related professionals every year. Sichuan Music is also the largest music college in the world with more than 13,000 teachers and students, which has trained a large number of music and art talents for the country. Chuanyin has 30 teaching departments and 18 research centers. There are levels of education including the affiliated middle school, junior college, undergraduate and postgraduate. As the only comprehensive art college in Southwest China, Chuanyin will focus on the implementation of the strategy of original ability of art category, the strategy of excellent music discipline, the development strategy of Sichuan music characteristic think tank, the strategy of international expansion of art education, etc., so as to improve the position, make clear positioning, deeply integrate and adapt to the transformation and upgrading of Chuanyin's characteristics. Sichuan Conservatory of Music also has domestic first-class performance groups such as symphony orchestra, dance company, folk orchestra and chorus.

In recent years, Chengdu has also initiated the establishment of the original music development alliance of China's professional music colleges, bringing together more than 47,000 high-tech music talents and more than 6,000 professional teachers in China's professional music colleges every year into the overall situation of Chengdu's music industry development. Chengdu Orchestra has conducted exchange performances in Morocco, Dubai, Seoul and other places for many times. Chengdu Children's Choir and Chengdu University Choir are being set up one after another. The "Oriental Jasmine" women's national orchestra has held special concerts in Sydney Opera House and Vienna Golden Hall, which won great praise.

Internationally, Vienna, known as the "music city of the world", attaches great importance to showing the charm and affinity of its national culture through cultural soft power. Vienna, Austria has created a number of world-class art institutions such as Philharmonic Orchestra and Children's Choir.

The sixth major event is the festival of music brand events.

The 12th-14th China Music Golden Bell Awards will be held in Chengdu. Hosting the Golden Bell Award for Chinese Music is not only highly compatible with Chengdu's goal of building an international music city, but also of great significance to the formation of the brand effect of Chengdu's music development, the gathering effect of music resources and the driving effect of music industry. Innovative hosting forms will be adopted. Besides organizing various events with high standards and high levels, it is planned to plan and implement various main activities and supporting activities according to the large-scale activity modes such as well-known festivals and festivals at home and abroad, highlighting the characteristics of music festivals, in-depth media promotion and extensive public participation, and ensuring that the Golden Bell Award will become the most authoritative national-level event and the most influential art festival in the Chinese music industry in the new era.

In addition to the Golden Bell Award, Chengdu can create one or more music awards different from the Golden Bell Award by type, and create one or more music highlands. In this way, on the one hand, Chengdu will become a platform and market open to musicians all over the country, and the brand awards will have a stronger adhesion with the city's brands; on the other hand, after the social effect of this brand is formed, it can also be exported to other cities to form a linkage with other cities. This can be considered and implemented from the following aspects:

First, create original music brands. Strengthen cooperation with well-known music companies at home and abroad, strive to build a general rating list of Chinese original music based in Chengdu and covering the whole world, and hold a large-scale award ceremony to enhance the influence of Chengdu original music; Support the creation of original music list in Chengdu, and strive to build excellent original music distribution center at home and abroad.

Second, build the brand of music festival. By purchasing services from the government, we will regularly hold high-level music theme festivals such as outdoor concerts and music and poetry seasons, and carry out the original music "Heart to Heart" condolence performance in the city area, so as to create a music brand with Chengdu characteristics and popular with the masses.

Third, build a music competition brand. Learn from the practice of music columns such as CCTV's Avenue of Stars, integrate the resources of Chengdu Music and Art College, hold original song contest, music dream factory and other events in Chengdu TV station, and cultivate local music stars in Chengdu; Strengthen the contact with well-known domestic media such as CCTV, and strive for major domestic original music events, programs and other

activities to set up sub-venues and sub-competition areas in Chengdu.

Fourth, build a music forum brand. Chengdu TV Station, Minjiang Music Radio Station, Jinsha Forum and other media are used to hold famous interviews, original music master classes, original music figures, music forums, music stories and other activities, and strive to create a rich atmosphere to accelerate the development of the music industry.

Internationally, Vienna, Austria, known as the "music city of the world", attaches great importance to showing the charm and affinity of its national culture through cultural soft power. In terms of artistic brand building, give full play to the advantages of profound historical and cultural heritage, numerous cultural celebrities and so on, and create world-renowned cultural brands such as Vienna New Year Concert. Vienna New Year Concert is broadcast live all over the world through more than 60 TV stations and more than 100 radio stations every year. As the world's top music hall, artists from all over the world flock to Vienna State Opera. Through these famous cultural brands, Austria has established a good image as a country of music and art internationally.

Third, we should carry forward Tianfu culture and strengthen international cooperation.

Peng Qinghua, secretary of Sichuan Provincial Party Committee, said in his speech at the Economic and Trade Cooperation Forum of "Sichuan-Hong Kong-Macao Cooperation Week Entering Hong Kong": When I was in Hong Kong, I sang "Pearl of the Orient", when I came to Guangxi, I sang "Sister Liu", and when I came to Sichuan, what did I sing? Sing the song of abundance. I want to use the "39th National Congress" to express Tianfu culture. What is the 39th National Congress? Three are Sanxingdui, nine are Jiuzhaigou, and the big ones are giant pandas. This is the concentrated expression of Sichuan's long history, culture and rich resource endowment.

To build music city, we should dig and inherit the unique resources of Tianfu culture, such as ancient Shu culture, water conservancy culture, Three Kingdoms culture, poetry culture, San Su culture, panda culture, Sichuan cuisine culture and so on. We should vigorously develop museum culture and display the profound connotation of Tianfu culture with cultural relics and achievements.

Chengdu held the "Autumn of Rongcheng" international music season and Arab Art Festival before, and achieved good results. We should make use of artists to do a good job in urban publicity and marketing. We should encourage and support "going out", integrate government resources and social forces, and carry out international marketing of cities with Tianfu cultural communication as the core content. We should encourage and support "Please come in", actively bid for various international organizations and national brand competitions, brand exhibitions and cultural events, and strive to introduce brand enterprises, major projects and advanced management models to run international events and events well. We should encourage and support "linking up", strengthen cooperation with international organizations such as UNESCO, the United Nations World Tourism Organization, international competition organizations and industry associations, and actively promote the international spread of Tianfu culture.

Music is the memory of a city and the name card of a city. Hearing Casablanca, people naturally think of Morocco; When I heard "Night outside Moscow", people remembered Moscow firmly. Not long ago, the musician Zhao Lei performed a song "Chengdu", which widely spread the musical cultural image of Chengdu in China in the most universal way. I believe that with the correct choice of Sichuan provincial party committee and provincial government, Chengdu's "music city" will be in full swing, making due contributions to Sichuan's strong cultural province.

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