Qingdao making Olympic cultural effort

By Du Shu

During the Olympic sailing competitions in Qingdao, athletes and tourists from home and abroad will enjoy local cultural activities and feel the ardent Olympic atmosphere.

"The Olympic competitions play an active role in promoting Qingdao's cultural development," Jiang Zhengxuan, director general of Qingdao Municipal Cultural Bureau (QMCB) told China Daily.

Jiang said a range of Olympic-themed artistic works have been produced including symphonies, songs, dances, dramas and movies.

"More than 20,000 Olympic cultural activities have been held in 20 city squares and parks since 2007. Most of the performers in these activities are Qingdao citizens," Jiang said.

"We have more than 200 elderly people who are all good at singing and dancing. We have staged choruses, short plays and instrumental music performances more than 20 times since the beginning of 2008," said Wang Nongcun, leader of Qingdao elderly art group.

Qingdao also places importance on international cultural exchanges. "Our art groups have given performances

in about 18 countries including France, Japan,

Russia and the South Korea," Jiang said. "We also invited international counterparts to Qingdao to boost cultural exchanges.

More than 30 Olympic-themed exhibitions have been held in the city including photography, folk arts, calligraphy and painting.

On May 9 to 16, rural folk Yangko dancing troupes gathered in Qingdao to welcome the

The city also held a paper-cutting competition that attracted about 500 competitors. A 17-m-long cut by craftsman Wang Yunchang called *Qingming Shanghe Tu* – or The Scene at the Upper River during the Qingming Festival was packed away by the Chinese National

At the 100-day countdown to the opening of Olympics, 63-year-old calligrapher Zhang Ruigin created a 100-m-long work of calligraphy and donated it to Qingdao Olympic Sailing

According to the QMCB, a series of activities such as singing and dancing, a singing competition, knowledge quiz on the Olympics and fitness workouts will be held in Huiquan Square in August.

"The performances held during Paralympic sailing competition will hail the hard working spirit of disabled athletes and show the society's care for them," said Jiang.



Performances by Qingdao locals to welcome the coming Games

Ju Chuanjiang

Music among the many charms of coastal city



Rural folk Yangko dancing at May 4th Square in Qingdao

By Huang Yanhong

Olympic songs can be heard throughout Qindao as the city prepares for the 2008

"Greeting the Olympic Games has been the main tune for the entire year's performances in Qingdao", said Lian Xinguo, chairman of the Qingdao Musician Association.

From February to April this year, 100,000 Qingdao residents attended events, while 33 groups gave performances on the 100-day countdown to the Olympics

Chorus members themselves composed dozens of songs such as "Raise the Olympics Sail". Lian said that Qingdao is

making efforts to build a culture brand called "Island of Music" Qingdao, a coastal city in east of China, is known

as Qin - violin-shaped - Island. It is also known as a cradle of violinists.

Tan Shuzhen, the first Chinese professor of violin, was born in Qingdao and the very first violin in China made its appearance in Qingdao. A number of famous vio-

linists, including Lü Siqing and Liu Yang, studied in Qingdao before they became widely known. Art groups and troupes

in the city number more than 100. Some 1,000 universities, high schools and elementary schools offer music courses. With 100,000 pianos in

have become popular courses among the elementary students. Traditional plays, Peking opera and Liu opera are popular among ordinary

residents. As many as 500

the city, music and dance

concerts were held in the first five months of this Qingdao has invested more than 32 million yuan since 2005 to remodel the Qingdao People's Hall and

the Qingdao University

Music Hall. Qingdao Great Theater, a public cultural facility designed to be a symbol of the city, will be finished in 2009 when it will meet the needs

of large performances. Qingdao has also established itself as a center of communication for music associations from both home and overseas. Since 2005, the annual

Chinese International Violin Competition has attracted violinists from countries all over the world.

Every year, more than 70 contestants from 20 countries and regions gather to compete in Qingdao.

In the past three years, many grand performances and competitions have been held in the city, including the Eighth National Violin Performance Competition, the International Piano Summer Training Camp, the Qingdao International Music Festival & Academy, the International Master of Piano Tours, the Qingdao Music Festival, Hisense Symphony Orchestra and the Qingdao Symphony Orchestra.

As well, a youth folk music festival has a large number of performers. Sheng Zhongguo, one of the most acclaimed violinists in China, said "a great number of musical activities held in Qingdao show the city's charm."

Economy animated by arts

By Zhao Ruixue

"Qingdao's culture industry has become a new engine driving the city's economic development," Jiang Zhengxuan, director general of Qingdao Municipal Cultural Bureau, said.

By the end of 2007, Qingdao had more than 200,000 people working in the culture industry, which was valued at 18.76 billion yuan, accounting for 4.9 percent of Qingdao's GDP.

Wang Wei, head of Qingdao Municipal Information Office, predicted that Qingdao's culture industry is expected to increase in value by 20 billion yuan

Six culture industry clusters are to be built, including a culture creation park, the culture-featured street, a Laoshan Mountain culture tourism area, a musical instruments and art crafts export area in Chengyang district and an artwork production and export base in Jiaonan, a satellite city of Qingdao.

A software industry center, a digital animation industry base and a national animation and internet games industry base have contributed to development of the city's animation industry.

The city is expected to have at least 50 animation companies by 2010, which are projected to yield a production value of 1 billion yuan a year.

The development of digital animation in Qingdao has attracted a number of companies. At present, more than 30 companies have settled in the city to make games, video cartoons and multimedia designs. Another 10 companies specialized

in game development have also settled in Qingdao. With thousands of people working in animation, an industrial chain has evolved that includes production, research and operation of animated Universities such as the Beijing Film

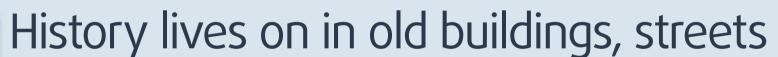
Academy and Qingdao University of Technology and Science train animation professionals in Qingdao. Another highlight of the city's culture

industry is the "Creative 100" park home to more than 50 creative enterprises.

"Qingdao aims to develop the Creative 100 into a nationwide famous park in three years and worldwide in five years by introducing fashion design enterprises from South Korea, Japan and Europe,"

The 275-meter long culture street features tourism, fashion, arts and other cultural trade.

"In the year of 2008, Qingdao will give more support to the culture industry and enhance culture exchanges between China and international counterparts," Jiang added.





Ju Chuanjiang

nicipal historic cultural city protection committee was established in 2002 that promulgated statutes for the protection

The local government published 313 books on historic architecture with illus-

Special protection is given to Taiging Palace of Laoshan Mountain and Langy-

