

new industries, and invigorating the regional economy.

Guangzhou

“Building Multi-cultural system, promoting Development of city culture”

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As the political, economic and cultural center of Guangdong province, Guangzhou is located in the southern China, along the coast of the South Sea, adjacent to Hang Kong and Macao, occupying a land area of 7434 sq. kilometers with population more than ten million.

As a famous cultural and historical city with more than 2000 years history, Guangzhou is rich in cultural resources. During the process of reform and opening up as well as socialism construction, a city culture of Guangzhou with distinct local characteristic and time feature integrated with west culture and east culture has been formed. How to maintain the unique characteristic of Guangzhou's city culture and promote the charm of its special culture is a key subject in city cultural construction. For many years, we have integrated with city culture and modern city construction so as to uphold the idea of people orientation in city culture construction. We are brave in innovation and make great efforts to create cultural brand, make cultural undertaking prosper and meet the demands of mass cultural life by providing multi-culture and creating climate of city culture. Now the city culture of Guangzhou blends in well with all aspects of city life. The city culture construction of Guangzhou is running on a new track.

1. Elaborately creating the culture brand, continuously enhancing the grade of city culture

In order to enrich cultural content and enhance cultural grade, great efforts have been made on cultural construction. In recent years, our city take advantage of a number of high rank cultural activities with great influence to create cultural brand by the aid of the whole country and reinforce radiating and cohesive strength of the city culture.

We persistently organized a number of State-level and international cultural activities in our city. By the concern and support of the city government, "Golden Bell Prize", the highest prize in Chinese music circle, has permanently settled in Guangzhou that will deeply influence the city culture of Guangzhou. We also successively held "Golden Lion Prize" for the Second National Puppet and Shadowgraph Tournament, "Golden Lion Prize" for the Sixth National Acrobatics, Tournament, Guangzhou International Arts Exhibition, Yangcheng New Singer Competition, Yangcheng International Guangdong Opera Festival, and other international or national cultural festivals.

Various kinds of important cultural activities enriched cultural life of the city and build a new image of Guangzhou.

"The Night of Guangzhou" Series activities were contrived successfully. Since 2000, a hundred performances of elaborate works, named "the Night of Guangzhou" series performance activities were promoted. By the support and guide of government, by the means of market operation, a number of elaborate works of modern arts such as Guangdong Opera, ballet, Peking opera, and acrobatics appeared on the stage of Guangzhou. The producers include not only the local professional art ensembles, but also famous troupes of artists from U.S., Germany, U.K., Russia and other provinces of China. On the one hand, we make efforts to push forward art popularization of foreign arts; on the other hand, we also tried to promote the local cultural tradition. Among "the Night of Guangzhou" series performance activities, more than 800 performances in various kinds were held which provided the stage for excellent dramas and artists both from home and abroad and effectively enhanced the cultural grade of Guangzhou performance market.

We created a brand of "City Hot Weave" mass square cultural activities that provided abundant public cultural service for masses. We also organized "Guangzhou Holiday Culture Week", "5.18 International Museum Day", "Summer of Guangzhou", teenager holiday cultural activities, "Library Promotion Week" and etc.. Various kinds of cultural activities created a colorful cultural life of Guangzhou. Further more, building cultural brand becomes an important measure for all districts of Guangzhou and county-level cities in the culture construction. Such as "Dongshan Happiness Festival" sponsored by Dongshan District, "Golden Autumn of Yuexiu" by Yuexiu District, "Xiguan Opera" and Liwan's Spring" by Liwan District, "the Light of Haizhu" by Haizhu District, "Happy Baiyun" by Baiyun District, "Splendid Tianhe" by Tianhe District, "the Rhythm of Flowers" by Fangcun District, "Xinghai Art Festival" by Fanyu District. These cultural and art brands nicely meet the demand of cultural life of local mass.

2. Strengthening construction of cultural facilities, reinforcing the foundation of city culture

Cultural facilities are symbol of city culture and its culture grade, as well as carriers of excellent culture inheritance and promotion. The government of Guangzhou city brings the construction of cultural facilities into the overall planning of the city construction and puts it into practice step by step in accordance with the requirement of city's development and people's demand. Several years ago, the major of Guangzhou firstly put forward a concept that the city culture should be a key standard of metropolis construction. In the past year, "2003-2007 cultural facilities infrastructure construction plan of Guangzhou" was passed by the government of Guangzhou that determined 20 key projects in cultural infrastructure construction of Guangzhou in several years to come, total investment of 10.5 billion yuan by the government and society. Guangzhou now has an unprecedented opportunity of great investment in cultural facilities.

A series of symbol art and cultural facilities with time feature and complete functions such as Guangzhou Opera House, New Guangzhou Museum, the Second Children's Palace, and Taigu Cultural Square will be built in accordance with international-advanced standard. Great efforts will be made to collect, rebuild, upgrade the scale and grade of present cultural facilities. Guangzhou Beilei Opera

House will be rebuilt an important ballet performance base; one hundred-year Haizhu Grand Theater will be built a tourism theater; in addition, Shaheding Literature and Arts Center will be built.

At the same time, construction of cultural facilities at grass roots, such as cultural centers (station) and libraries of districts and county-level cities will also be strengthened. Now, 51 street cultural stations of Guangzhou were appraised as the special grade cultural station of Guangdong province, 41 street cultural stations the first class cultural stations of Guangdong. 83.7% of cultural stations reached the standard. Guangzhou has 10 first-class libraries, accounting for 87% of the total; and 2 second-class libraries. All districts and county-level cities of Guangzhou city has paid attention in the construction of cultural facilities by increasing investment and remarkable achievement has been obtained.

3. Adhering to principle of people orientation, constantly enriching cultural life of the city

To strengthen strategy of elaborate works, flourish the stage of literature and art. During the Tenth "Five-Year Period", a number of excellent works with high ideological level, artistic quality and recreation, including 251 drama programs in various kinds, 61 works of the fine arts were created by artists of Guangzhou. Among them 35 obtained international prize, 284 obtained State-level and province-level prizes. We have made attempt to explore performance market, having organized 13732 performances with 10.27-million person/time audience. The cultural exchange between China and foreign countries is flourished. More than 302 times, the organizations of literature and arts were organized to give performance abroad.

To make cultural function perfect and improve the level of cultural service. Advanced city culture can imperceptibly influence mass; it not only improves their cultural attainment, but also generates a good feeling of the city so they will be attached to the city. In recent years, on the principle of people orientation, Guangzhou has made efforts to build a cultural platform to serve masses and attract their participation. For instance, "the Night of Guangzhou" performance activities which mainly provided presentations of excellent drama both from home and abroad persists by the principle of "Low ticket price, high quality performance", by the means of combination of government procurement and market operation, it plays a important role in performance market promotion and enriching masses cultural activities. The cultural center of the city has held 7 free arts training courses for children of the poor families. We carried out a series of convenient services for people, such as the free pass of "Golden Bell Prize of Chinese Music" ceremony, low-priced thicket of "Golden Lion Prize" and Guangdong Opera performance; we have also organized college students to watch Guangdong Opera, and introduced ballet performances on campus, as well as free exhibition one day a month in museum. These provide opportunities for common people approaching high arts.

Through establishing branch library and mobile library' Guangzhou library and Guangzhou Children's Library extended their service space. Efforts have been made to carry out the project of sharing cultural and information resources; "Guangzhou Center of the National Project of Sharing Cultural Information Resources" was established. More than 95 cultural centers (stations) and libraries of the whole city have access to the project. Through computer network, information of books, periodicals and others can be transferred to communities.

4. Making efforts to flourish cultural market and meeting cultural demands at various levels.

According to the principle of grasping both prosper and management of the cultural market, we continuously try to make the cultural market management and operating mechanism perfect. A market system with complete varieties, reasonable structure, and balanced relationship between supply and demand has been established and is controlled both by the government and market mechanism. Leading by brand performance activities, excellent organizations of literature and arts both from home and abroad as well as famous artists were introduced to Guangzhou that activated the market. The markets of arts performance in Guangzhou saw a great change from small-scale, disorder, and scattering to large scale, order and concentration. Now Guangzhou becomes one of the three biggest markets of performances next to Beijing and Shanghai. In audio and video industry, measures have been made to reduce quantity, adjust structure, normalize operation and achieve scale development. Infrastructure of the audio and video market has been strengthened to give full play of Guangzhou's advantages. Audio and video products business by the large-scaled department stores, bookstores is supported. Modern modes of business operation such as chain stores, supermarkets, E-commerce are encouraged to make the audio and video industry run on the track of scaled operation, modernization, integration and intensivism. Area and system barriers of film industry are broken up in order to allocate cultural resource based on market demand and attract investors from various circles to promote the development and prosper of film industry. According incomplete statistic, till the end of 2004, the whole city has 482 recreation places; 68 organizations of literature and arts for business; 257 performance places for business; 32879 showings of art performances a year, with total audience of 2.8276 million persons /year. The number of cinemas came to 162, number of annual showings of films reached 80 thousand, with audience of 2.2 million person/time a year. The number of sales of points for audio and video products amounts to 2010; cyber bars 590. The cultural market of Guangzhou with complete varieties and standard management nicely meets various cultural demands of citizens at different levels.

5. Strengthening protection and utilization of historical culture, giving prominence to meaning of city culture

The long historical cultural resources with intensive meaning are important treasures for culture construction of Guangzhou. The government of Guangzhou sticks to the "principle of three integrations", namely, integrated with construction of ecological city and protection of historical cultural city; integrated with development of historical cultural resources and environment construction of city; integrated with protection and reasonable utilization of cultural relics, so as to completely protect, integrate and utilize the historical cultural resources of the city.

To integrate historical culture resources, build the city protective system. Importance has been attached on the protection of 217 key cultural relics and historical remains at the State, province and city levels; we carried out the fourth general investigation of the city's cultural relics and have found out over 3000 valuable clues of cultural relics; the historical remains of the South Yue State, the historical remains of silk road on the sea, and the historical remains of modern history are effectively

protected and integrated; a number of culture scenic zones such as Shanmian European Style architecture scenic zone, Huangpu Military Academy scenic zone and South Sea mortuary temple scenic zone are well protected and developed. A protective system for history and culture of Guangzhou has been formed which will fully show the intensive cultural meaning of the city.

To accommodate with the city construction, we make efforts to advance environment treatment of the surrounding areas of cultural relics protection units. In recent two years, by the opportunity of great change in construction of Guangzhou city, a batch of key cultural relics protection units and their surrounding area were improved. The Chenjiaci Square (ancestral temple of Chen family) was built based on Chenshi Academy of Classical Learning, one of national key cultural protection units.

A beautiful scenic belt based on modern historical building along the causeway of the city was formed. The large cultural relics protection units such as Shanmian, Shangjiu road and Xiajiu Road, Beijing Road, also show their historical feature as well as promote development of business and trade since treatment.

Sustainable development of museum enriches culture life of the city. Now the city has built 40 museums and memorials that nicely display Guangzhou's long history, rich resources and development of modern science and technology from different angles by providing exhibitions of their abundant cultural relics and samples with distinct subject and rich content. We also encourage museums to provide free pass for children and make itself the second class for teenagers; the life-long school for adults. Now they play a positive role in enriching content of city culture, promoting good reputation of Guangzhou as a famous city in history and culture, as well as improving cultural attainment of Guangzhou's citizens.