

Research on the Construction of Shaoxing Public Art Festival

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Abstract: This study, guided by the "88 Strategy," explores the implementation of innovative, sustainable, and diversified strategies in the development of public art festivals in Shaoxing. By comprehensively considering cultural heritage, economic development, societal factors, and environmental elements, this research proposes a series of recommendations aimed at propelling greater success for Shaoxing's public art festivals in the future.

Keywords: 88 Strategy, Shaoxing, public art festivals, cultural heritage

1. Introduction

Shaoxing, as a city rich in cultural heritage, has long taken pride in its abundant cultural legacy and traditional arts. Public art festivals, as cultural activities, not only enrich the cultural life of its citizens but also contribute positively to the city's development and prosperity. However, how to continue advancing the development of public art festivals in Shaoxing amidst the evolving societal backdrop, adapting to new demands and challenges, remains an issue in urgent need of research and exploration.

The "88 Strategy," as Shaoxing's guiding development ideology, presents eight strategic directions, including cultural innovation and building a culturally strong city. Within this context, this study will delve into how to infuse new vitality and momentum into the development of public art festivals in Shaoxing, guided by the "88 Strategy." We will comprehensively consider cultural heritage, economic development, societal factors, and environmental elements, proposing a series of strategies and recommendations to promote the innovation, sustainability, and diversification of Shaoxing's public art festivals.^[1]

2. Current Status and Challenges of Shaoxing Public Art Festivals

2.1 History and Development of Public Arts Festivals in Shaoxing City

The public arts festivals in Shaoxing City originated in the 1980s and gradually evolved into significant cultural activities within the city. The following provides a detailed introduction to three major arts festivals:

2.1.1 Lanting Calligraphy Festival

Since 1985, the Lanting Calligraphy Festival has traversed nearly three decades of history. Initially co-organized by the Shaoxing City Cultural Bureau and Education Bureau, its primary purpose was to promote Lanting culture and propagate the art of calligraphy. Over time, the Lanting Calligraphy Festival has progressively developed into one of the most influential public arts festivals within Zhejiang Province.^[2]

2.1.2 Chinese "Yue Opera"

Yue Opera is one of China's five major traditional opera genres and holds significant cultural value in Shaoxing City. The Chinese "Yue Opera" Arts Festival, initiated in 1986 and held biennially, is a national-level cultural and arts festival. During the festival, Yue Opera troupes from various parts of the country engage in competitions and performances, showcasing the charm and latest achievements of Yue Opera art.

2.1.3 Chinese Folk Yue Opera Arts Festival

Shengzhou, the homeland of Yue Opera, contributes to the prosperity of culture. Shengzhou City,

the birthplace of Yue Opera, is also the host for the Chinese Folk Yue Opera Arts Festival. Since 1998, Shengzhou City has organized the Chinese Folk Yue Opera Festival every two years, aiming to exhibit the unique appeal and rich diversity of folk Yue Opera. Starting from 2002, this arts festival merged with the Zhejiang Shengzhou Necktie Festival, becoming a comprehensive cultural and arts festival.^[3]

2.2 Current Challenges and Issues

Despite the rich history and development of the public art festival in Shaoxing, it also faces some challenges and issues, as shown in Table 1 below.

Table 1: Current Challenges and Issues

Challenges and Issues	Description
Financial Challenges	Public art festivals require significant funding, including performance costs, venue rentals, promotion, etc., which can be challenging for smaller-scale festivals.
Organizational and Coordination Challenges	Art festivals involve various organizational and coordination aspects, such as venue arrangements, artist invitations, security, etc. Inadequate organization can affect the smooth progress of events.
Audience Attraction Challenges	The success of art festivals is closely related to audience appeal. Strategies for attracting more audiences, increasing festival visibility, and influence are crucial considerations.
Quality of Artistic Content Issues	The success of art festivals is closely related to the quality of artistic performances. Low-quality or unattractive program content can lead to audience loss and reputation problems.
Market Competition Challenges	Art festivals face intense market competition. Thus, differentiating strategies are needed to capture audience attention and participation.
Venue Selection Challenges	Appropriate venue selection is critical for the success of art festivals, including considerations of size, location, and facilities, all of which affect the audience's experience and safety.
Climate Factors Issues	Art festivals are often held in specific seasons, and climate issues can impact event proceedings and audience participation. Contingency plans and managing the weather's impact on the audience are necessary.
Cultural Conflict Issues	If art festivals involve participation from different cultures, they may face cultural conflicts and understanding barriers. Properly addressing these differences is essential for the smooth conduct of events.

Addressing these challenges requires comprehensive consideration of various aspects to ensure the successful organization of art festivals, providing the audience with a genuine cultural feast.

3. "Eight Eight Strategy" Analysis

3.1 The Cultural Concept of the "Eight-Eight Strategy"

The key elements of the "Eight-Eight Strategy" cultural concept are as follows:

- Leverage Zhejiang's institutional advantages to continuously improve the socialist market economy system.
- Leverage Zhejiang's geographical advantages to actively connect with Shanghai and actively participate in cooperation and exchange in the Yangtze River Delta region.
- Leverage Zhejiang's industrial cluster advantages to accelerate the construction of an advanced manufacturing base and pursue a new industrialization path.
- Leverage Zhejiang's coordinated urban-rural development advantages to accelerate the promotion of urban-rural integration.
- Leverage Zhejiang's ecological advantages to establish an ecological province and create a "green Zhejiang".
- Leverage Zhejiang's mountain and sea resources advantages to vigorously develop the marine

economy and promote leapfrog development in underdeveloped areas.

- Leverage Zhejiang's environmental advantages to actively promote key construction projects.
- Leverage Zhejiang's humanistic advantages to actively promote science, education, and talent development in the province^[4].

Among them, the key elements of the "Eight-Eight Strategy" cultural concept are the fourth and fifth items, namely, urban-rural integration and ecological advantages. Through initiatives such as the "Thousand Projects Initiative," Zhejiang Province has promoted urban-rural integration and ecological civilization construction, serving as a national model for sustainable development and ecological civilization construction. At the same time, the "Eight-Eight Strategy" cultural concept also emphasizes the development of the marine economy and underdeveloped areas, which is also one of the important future development directions of Zhejiang Province.^[5]

In conclusion, the "Eight-Eight Strategy" cultural concept is a forward-looking and practical development concept that provides direction for the development of Zhejiang Province and also serves as a reference for sustainable development in other regions of China.

3.2 The Importance of Cultural Innovation and a Strong Cultural City in the "Eight Eight Strategy"

The "Eight Eight Strategy" clarifies the important position of cultural innovation and a strong cultural city in urban development:

3.2.1 Cultural Innovation

The "Eight Eight Strategy" views cultural innovation as the driving force and source of urban development. It encourages innovation based on traditional culture, cultivates and supports local cultural creative industries, and promotes the integration development of culture, industry, technology, and innovation. Through cultural innovation, new vitality can be injected into the city, enhancing the city's cultural soft power.^[6]

3.2.2 Building a Strong Cultural City

The "Eight Eight Strategy" proposes the goal of building a strong cultural city. It believes that only by achieving a strong position in the cultural field can the comprehensive development of a city achieve further progress. A strong cultural city not only means the prosperity of the cultural industry but also includes the construction of cultural facilities, cultural services, cultural brands, and other aspects. By building a strong cultural city, it can enhance the cultural soft power of the city, increase the income of the cultural industry, attract more cultural and creative talents, and promote economic prosperity and social progress in the city.

The "Eight Eight Strategy" views cultural innovation and building a strong cultural city as important engines for urban development, proposing higher requirements and goals for Shaoxing City's public art festival and cultural activities. In the process of implementing the "Eight Eight Strategy", Shaoxing City will continue to explore cultural innovation paths, enhance the core competitiveness of the cultural industry, and create more favorable conditions for the development of urban cultural prosperity and art festivals.^[7]

4. Culture Inheritance and Public Art Festivals

4.1 How to Inherit Shaoxing's Cultural Heritage

Under the guidance of the "88 Strategy," inheriting Shaoxing's rich cultural heritage becomes a crucial task. The following are some recommendations on how to inherit Shaoxing's cultural heritage:

4.1.1 Promotion of Traditional Culture

Public art festivals should serve as a platform for inheriting Shaoxing's traditional culture. By organizing traditional opera, music, dance performances, the festivals can promote and preserve Shaoxing's traditional culture, enabling more young people to understand and appreciate local culture.

4.1.2 Cultivating Cultural Talent

Supporting and nurturing cultural and artistic talents is key to cultural inheritance. Initiatives such as cultural scholarships and art training programs can be established to attract young individuals to

learn and engage in traditional cultural arts, ensuring a continuous emergence of inheritors.

4.1.3 Cultural Venue Construction

Building cultural venues and museums for the display and preservation of Shaoxing's cultural heritage. These venues can also serve as locations for public art festivals and provide audiences with opportunities to learn more about cultural history.

4.1.4 Popularization of Cultural Education

Conduct cultural education outreach activities in schools and communities, including lectures, workshops, cultural experiences, etc. Cultivating the interest and understanding of the younger generation in Shaoxing culture is part of a long-term cultural inheritance plan.

4.2 Integration of Culture Inheritance and Public Art Festivals

Public art festivals can be a powerful tool for cultural inheritance. The following are recommendations on how to integrate culture inheritance with public art festivals, as shown in Table 2 below.^[8]

Table 2: Recommendations for Integrating Culture Inheritance with Public Art Festivals

Cultural Heritage Approach	Description
Traditional Cultural Displays	Arrange traditional cultural performances, such as Yue opera, guzheng performances, traditional dances, etc., to showcase and preserve the cultural heritage of Shaoxing.
Traditional Craft Exhibitions	Organize exhibitions of traditional handicrafts, invite traditional artisans to demonstrate their skills, and set up hands-on craft making areas for the audience to actively participate in the preservation of traditional crafts.
Cultural Lectures and Workshops	Schedule cultural lectures and workshops to explore the history, characteristics, and value of Shaoxing culture, thereby enhancing the audience's cultural knowledge.
Cultural Experience Activities	Conduct cultural experience activities, such as tea ceremonies, calligraphy exhibitions, traditional clothing trials, etc., allowing the audience to personally engage in traditional cultural experiences, fostering a deeper understanding and appreciation of the culture.
Cultural Heritage Conservation Projects	Utilize the platform of public art festivals to raise funds and gather resources to support the preservation and restoration of cultural heritage, ensuring the continuity and safeguarding of cultural treasures.

5. Innovative Strategies

In response to the current status and future development of public arts festivals in Shaoxing City, the following innovative strategies can be implemented:

5.1 Enhancing Brand Awareness

Taking the "Lanting Calligraphy Festival" as an example, this arts festival already enjoys a certain level of brand recognition but still has room for increased national influence. Specific measures include:

Strengthening Brand Image: Carefully designing and packaging the brand image of the "Lanting Calligraphy Festival" using visual elements, slogans, and other means to enhance brand recognition and identity.

Multi-Channel Promotion: Utilizing both traditional media such as television, radio, newspapers, and magazines, as well as new media platforms like social media, WeChat official accounts, and short video platforms, for extensive promotion of the "Lanting Calligraphy Festival" to increase its national visibility.

Hosting Calligraphy Competitions: During the festival, organizing nationwide calligraphy competitions to attract more calligraphy enthusiasts and professionals, thereby enhancing the festival's impact.

5.2 Improving Quality and Expanding Influence

Using the "Chinese 'Yue Opera' Arts Festival" as an example, as a national-level cultural arts festival, efforts should be made to improve its quality and expand its influence. Specific measures include:

Strengthening International Exchange and Cooperation: The "Chinese 'Yue Opera' Arts Festival" can invite international Yue Opera performance groups and artists to participate, fostering exchanges and showcasing Yue Opera art on the international stage, promoting its global dissemination and development.^[9]

Innovative Performance Formats: Encouraging and guiding participating groups to innovate in their performance styles by incorporating modern elements into traditional Yue Opera performances, such as modern stage design and sound effects, to attract a younger audience.

Expanding Audience Base: Through promotion and outreach efforts, the "Chinese 'Yue Opera' Arts Festival" can attract more general audiences and opera enthusiasts to participate, thus broadening the festival's audience base.

5.3 Breaking Boundaries for Traditional Art Forms (Calligraphy, Yue Opera)

Taking the "Chinese Folk Yue Opera Arts Festival" as an example, as a distinctive cultural festival in Shengzhou City, it should maintain tradition while innovating and breaking boundaries. Specific measures include:

Introducing Modern Elements: While preserving traditional Yue Opera performance forms, introducing modern elements such as contemporary stage design and sound effects to present a novel Yue Opera performance experience that blends tradition with modernity.

Innovative Promotion Methods: Utilizing new media platforms like TikTok and WeChat official accounts for the promotion and outreach of the "Chinese Folk Yue Opera Arts Festival" to capture the attention and participation of a younger audience.

Combining with Pop Culture: Integrating Yue Opera elements with popular music, dance, and other elements to create more contemporary and visually appealing performances that can attract the younger audience.

Organizing Interactive Experience Activities: During the festival, setting up areas for Yue Opera performance viewing and interactive experiences, allowing the audience to personally experience the charm of Yue Opera and increase participation.

Through the implementation of these innovative strategies, arts festivals in Shaoxing City, including the "Lanting Calligraphy Festival," "Chinese 'Yue Opera' Arts Festival," and "Chinese Folk Yue Opera Arts Festival," will be able to enhance brand awareness, improve quality, expand influence, and simultaneously break boundaries and innovate traditional art forms, making a greater contribution to the city's development and cultural prosperity.^[10]

6. Conclusion

This paper has explored the history, challenges, and diversified strategies for Shaoxing's public art festivals under the "88 Strategy." The "88 Strategy" emphasizes cultural innovation and the development of a culturally strong city, which can mutually benefit Shaoxing's cultural industry. The integration of culture inheritance with public art festivals can deepen the audience's understanding of Shaoxing culture. Additionally, innovative strategies such as the integration of technology and art, cross-disciplinary collaboration, and data-driven management can inject new vitality into the festivals. Shaoxing should proactively address challenges, embrace opportunities, and achieve sustainable development in cultural endeavors.

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