

# Re-Creation and Opportunities of the Post-Pandemic Arts Development Model

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**Impact of the Pandemic on Global Arts Development**



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**Diverse Re-Creation of Arts Development Model in Post-Pandemic Era**



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**Shenzhen's New Opportunities for Arts Development in Post-Pandemic Era**





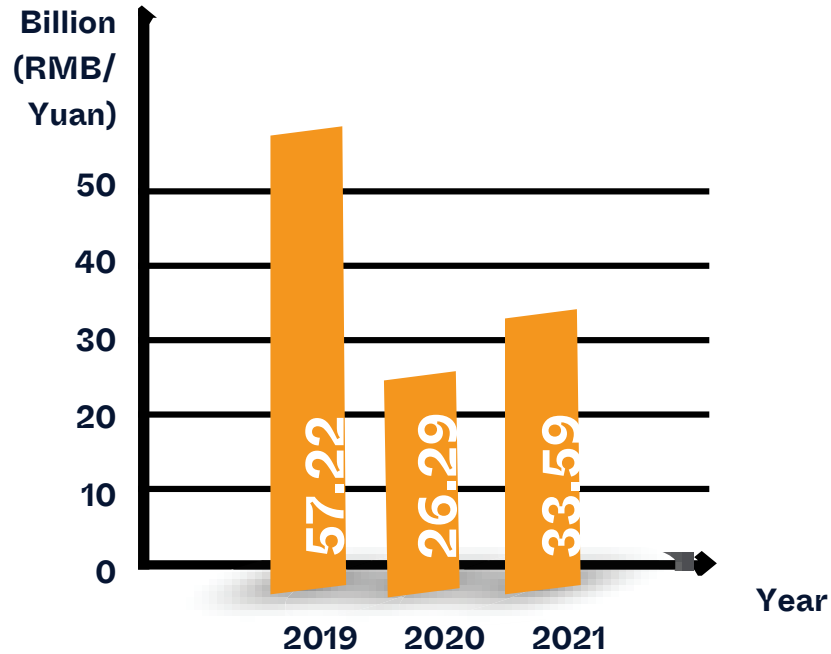
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# Impact of the Pandemic on Global Arts Development



## Total Income of National Performing Arts Market 2019-2021



Performing arts market in Mainland China generated an income of 33.5 billion Yuan in 2021, which marked an increase of 27.76% from 2020, but a decrease of 41.31% from 2019.

*\*Source: National Performing Arts Market Annual Report 2021, China Association of Performing Arts*

## Impact on Performing Arts in China and Worldwide



**Cirque du Soleil**

Laid off 4679 employees  
Filed bankruptcy protection in

June 2022

95%



2



**Diverse Re-Creation of  
Arts Development Model  
in Post-Pandemic Era**



# Innovation in Mode of Creation

## Online collaborations push artists to explore the diverse boundaries of the arts

- Case studies: collaborations conducted online



*Waiting for Godot,*  
Guangzhou Opera House (2020)



*The Plague,* Hong Kong Arts  
Festival (English Version) (2021)

# Innovation in Mode of Creation

## Diverse roles of content creators, Expansion of creative talents

- Case Studies: high growth of “home-made” short clips



\*Source: *Report on the Big Data of “Fighting Against Pandemic at Home”*, Bilibili  
Research and Analysis Period: 18 Jan – 18 Feb  
2022

In the theme of pandemic, content creators produced videos for over **61,200 hours**.

Science videos about COVID were played **360 million times**.

Self-made videos at home were played **1.3 billion times**,

While Cook-at-home shared **580 million views**, and gym-at-home for **120 million**.

Artistic and cultural contents, such as dancing, make-up, music practices, drawing and painting, received **390 million views**.

# Innovation in Mode of Creation

## Diverse roles of content creators, Expansion of creative talents

### ● Case Studies: innovative training programme for young artists



2020 Chinese Original Musical  
Incubation Program



*Chicago: The Musical*  
Cover Videos in Chinese



## Innovation in Mode of Creation

### Diverse roles of content creators, Expansion of creative talents

Case Studies: classic drama with cross-media production & collaboration

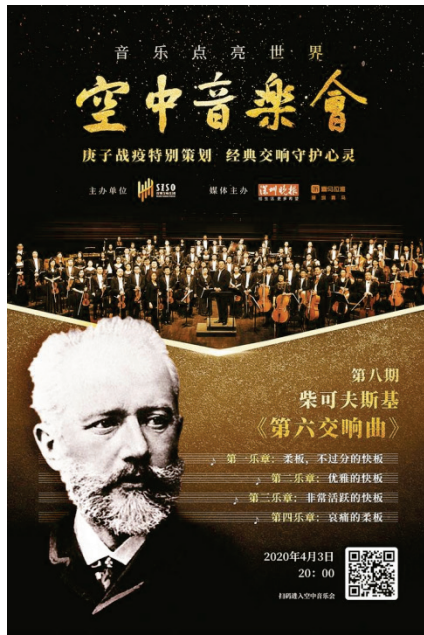


*White Snake*, a Cantonese Opera classic &  
China's first movie adaptation using 4K Dolby Atmos technology

# Innovation in Format

## Culture-in-Cloud as the latest trend

- Case Studies: Performance-in-Cloud, Publication-in-Cloud, Lecture-in-Cloud, Exhibition-in-Cloud



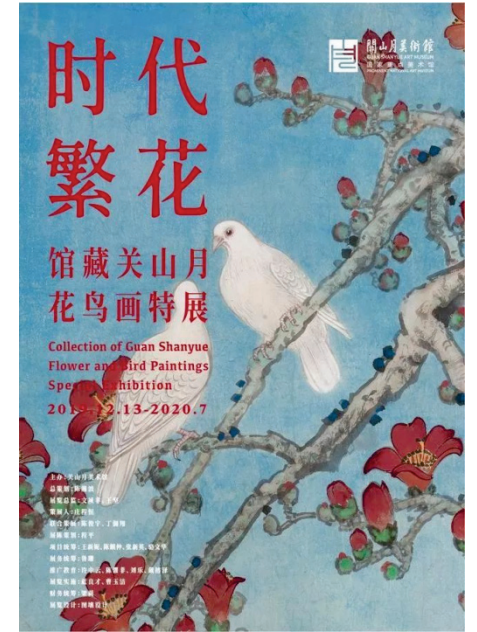
*The Art Concert,*  
Shenzhen Symphony Orchestra

*LOFTING,*  
OCT Loft, Shenzhen



*Wandering at Home,*  
Ping Shan Art Museum

*Exhibition-at-home,*  
Guan Shanyue Art Museum



## Innovation in Format

### Online-offline crossover as new arts development model



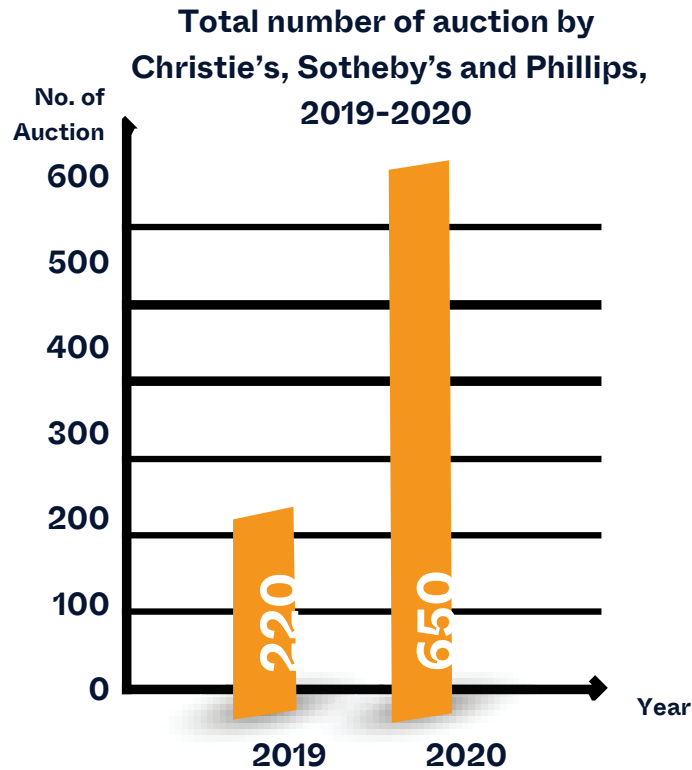
If live performances offline put emphasis on the synchronicity, and that the interaction between performers and audiences creates unique experiences and enjoyment; online events, on the other hand, open up possibilities to be developed in various scenes, spaces and platforms simultaneously. The synergy created in multiple media and channels will be beneficial for the future performing arts development.





## Online auction expands the arts market

- Online & offline auctions boost up arts market



Hong Kong Autumn Auction of the Christie's received 6.7 million online views in December 2021 and the online turnover has increased 4 times than in 2019.

# Innovation in Business Model

## “1 Yuan-ticket” of a semi-charitable performance brought phenomenal public feedback

- Case Study: Affordable live-streaming performance as a social benefit programme
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With the ticket price of 1-yuan, *Awakening Lion* by Guangzhou Song and Dance Theater was streamed from Sichuan Grand Theatre and the performance received over 3.4 million views



3



## Shenzhen's New Opportunities for Arts Development in Post- Pandemic Era



# Shenzhen's "Top Ten Cultural Facilities in the New Era"



Shenzhen Opera House



Shenzhen Reform and Opening-up Exhibition Hall



Shenzhen Creative Design Museum



National Museum of China in Shenzhen



Shenzhen Science & Technology Museum (New)



Shenzhen Maritime Museum



Shenzhen Nature Museum



Shenzhen Art Museum



Shenzhen's Institute of Innovation and Design



Shenzhen Conservatory of Music





# Artists Collaborations between Shenzhen and The Greater Bay Area



Online Symphony Concert for the 25<sup>th</sup>  
Anniversary of the Establishment of HKSAR



2022 Shenzhen-Hong Kong-Macao  
A Cappella Festival



## Continuous enrichment of arts development

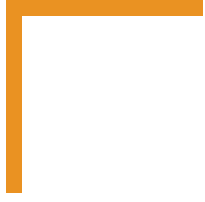
Crossover of  
Online and Offline

Synergy of  
culture and tourism

Diverse & in-depth  
model

On top of the case studies of arts development during the pandemic in China and worldwide, as well as the learnings from the past successful experiences, Shenzhen will aim to create a better future by fostering the crossover of online and offline arts events, the synergy of culture and tourism, and a diverse and in-depth development model.





**Thank You !**

