

英国艺术与人文科学研究理事会 (AHRC) 牛顿项目:

### 创意经济在中国的发展

——新城市观众的流行表演，重新连接 M50 创意产业聚集区与上海越剧



图 1 1937 年 莫干山路 50 号上海信和纱厂



图 2 2000 年 莫干山路 50 号 成功转型为 M50 创意园

英国艺术与人文科学研究理事会 (AHRC) 牛顿项目“创意经济在中国的发展:新城市观众的流行表演，重新连接 M50 创意产业聚集区与上海越剧” (Popular performance for new urban audiences: reconnecting M50 creative cluster with Shanghai All-Female Yue Opera) 与 2019 年 3 月 1 日正式开始，为期三年。

该项目由上海戏剧学院黄昌勇教授和英国利兹大学马海丽教授联合主持。除中英研究团队外，业界合作方包括上海越剧院、上海王宠艺术工作室，M50 上海洛川美宸文化传播有限公司，充分体现文创经济产学研结合的研究方式。

通过电子媒体方式进行时间和空间的维度对接，此项目重新展演越剧作为上海纺织女工特有的文化品味，还魂M50这一棉纺厂改建的世界知名中国文化创意园区，调研历史和当下上海女性文化生产和消费。



图 3 1947 年 越剧名伶“十姐妹”合照



图 4 1959 年 上海纺织女工



图 5 2019 年 M50 纺织女工涂鸦

在传统艺术和现代呈现方式展演磨合中，此项目探究如何加强与中小艺术企业和国家事业单位或公共部门的合作,并在此过程中建立“创意产业链”，从而增强上海城市创意经济的多元化和可持续发展。

该项目不仅将开展一系列的调查研究和工作坊,构建现场表演装置,也将通过多元方式就研究成果进行出版和传播。这些方式包括 M50 以及英国利兹两地多媒体项目展演，中英举办学术研讨会，为中国文化与旅游部，上海市人民政府，英国艺术与人文科学研究理事会提供研究报告，以及编辑中英书籍《通过上海传统戏曲创建创意城市及创意产业链》(Creating Creative Cities and Creative Industry Chains through Traditional Operas in Shanghai)。

Arts and Humanities Research Council (AHRC) Newton Project:

The development of creative economy in China——Popular performances by new urban audiences, reconnecting M50 Creative Park and Shanghai Yue Opera



Figure 1: 1937 - 50 Moganshan Road Shanghai cotton and yarn factory



Figure 2: 2000 - 50 Moganshan Road Successfully transformed to M50 Creative Park

The Arts and Humanities Research Council (AHRC) Newton Project "Creative Economy in China: Popular Performances by New Urban Audiences, Reconnecting the M50 Creative Industry with Shanghai Yue Opera" officially commenced in March 2019 for a period of three years.

The project is co-chaired by Professor Huang Chang of the Shanghai Theatre Academy and Professor Ma Haili of the University of Leeds, UK. In addition to the Sino-British research team, the industry partners include the Shanghai Yue Opera Theatre, Shanghai Wang Chong Art Studio, M50 Shanghai Luochuan Meiyu Culture Communication Co., Ltd., fully reflecting the combination of creative economic production and research.

Through mixed reality performance of past and present M50 creative cluster heritage site, this project



Figure 3: 1947 Shanghai Yue Opera "Ten Sisters" photo



Figure 4: 1959 Shanghai textile women workers



Figure 5: 2019 M50 Textile Women Graffiti Art

re-exhibits Yue opera as the unique cultural taste of Shanghai textile women workers, and the soul of M50, a cotton spinning factory remodeled to a world-renowned Chinese cultural creative park. Research examines the historical and current Shanghai women's cultural production and consumption.

In the exhibition of traditional art and modern presentation, this project explores how to strengthen cooperation with small and medium-sized art enterprises and state institutions or the public sector, and in the process establish a "creative industry chain" to enhance the diversity and sustainable development of Shanghai's urban creative economy.

The project will not only conduct a series of research and workshops, build live performance installations, but will also publish and disseminate research results in a variety of ways. These include the M50 and the Multimedia Project exhibition in Leeds, UK, academic seminars in China and the UK, research reports for; the Ministry of Culture and Tourism, the Shanghai Municipal People's Government, the British Council for the Study of The Arts and Humanities, and the editing of the Chinese-British book "Creating Creative Cities and Creative Industry Chains through Traditional Operas in Shanghai".