



Hanggai. Photo: Liu Rendi

Tan Dun conductor

Hanggai traditional-meets-rock band

Steve Reeves double bass

Audience participation mobile phones

Guest of Honour – Consul General of the People's Republic of China in Melbourne, Mr Long Zhou

Presenting Partner – Arts Centre Melbourne

Visionary composer and MSO Artistic Ambassador Tan Dun returned to Melbourne in the Year of the Pig for the MSO's sixth Chinese New Year concert to conduct a thrilling rock-symphony concert featuring Inner Mongolian rock legends, Hanggai.

The first in the MSO's 2019 East meets West concert program, the capacity audience enjoyed Hanggai's traditional folk rock sung in Mongolian and Mandarin, as well as Tan Dun's Australian Premiere of his double bass concerto *Wolf Totem*, inspired by the Chinese novel *Wolf Totem* by Jiang Rong and featuring a solo by MSO Principal Double Bass, Steve Reeves. Maestro Tan's Passacaglia: *Secret of Wind and Birds*, also known as the *Cellphone Symphony*, required audience participation via a specially created mobile phone app which had concertgoers joining the performance to fill Hamer Hall with digitally created birdsong.

 **95% CAPACITY AUDIENCE**
2158 live audience

 **8 CHINESE ARTISTS**

 **4 BROADCAST PARTNERS**
ABC Classic, Foxtel Arts, UNITEL, CCTV

 **20 PROGRAM PARTNERS**
3 International | 17 Local

 **59 INTERSTATE VISITORS**

 **87 REGIONAL VISITORS**

TICKETS FROM AUD **\$28 to \$145**

TOP 3 LANGUAGES SPOKEN BY CONCERTGOERS

普通话 **MANDARIN**

广东话 **CANTONESE**

ENGLISH

REVIEWS

“The audience's response was unequivocal, and rare for such experimental art music: the entire concert hall was in raptures.”

– Maxim Boon, Sydney Morning Herald 14 Feb 2019

WHAT THE AUDIENCE HAD TO SAY

“A great night with a mixed audience and music that truly represented east meeting west.”

“An absolutely wonderful night demonstrating a real capacity for music and the arts to build bridges internationally.”

“Fabulous. Tan Dun – cultural genius building bridges. Privilege to hear Hanggai. The MSO is so impressive.”

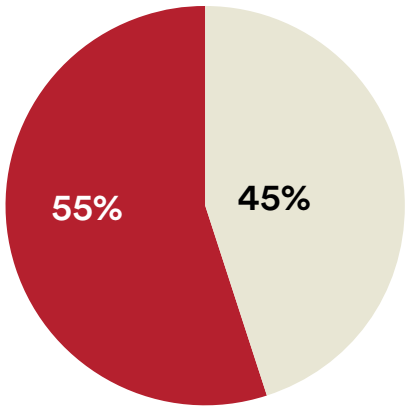
“It was possibly one of the best concerts (rock or classical!) that I've been to. After visiting Mongolia last year, we're very taken by the music and of course, the MSO is just the best.”

“Great work for bridging cross cultural by using music language that bind people together to celebrate such an auspicious festival.”

“Please keep bringing new and exciting concerts to the audiences!”

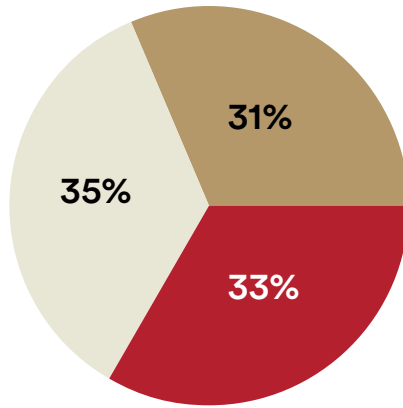
A CULTURALLY DIVERSE AUDIENCE

BIRTHPLACE



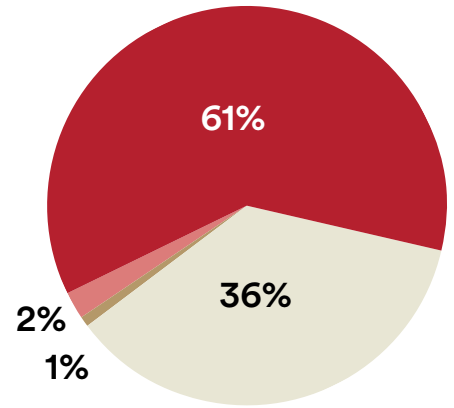
- Born in Australia
- Born overseas (Predominantly China, Malaysia, UK and Hong Kong)

AGE



- Under 45 years
- Aged 45 to 65 years
- Aged 65+

GENDER



- Female
- Male
- Other
- Prefer not to say

Results based on responses to post-concert survey

MEDIA ENGAGEMENT



FACEBOOK REACH

300,492

(18,608 through Chinese language advertisement)

WEBSITE (MSO CONCERT WEB PAGE)

20,248

 TOTAL PAGE VIEWS

INTERNATIONAL COVERAGE THROUGH:

- Ministry of Culture and Tourism, People's Republic of China
- Xinhua News Agency
- CCTV
- CNC News
- Phoenix TV
- China News
- CRI Online

Melbourne
Symphony
Orchestra



Ministry of Culture and Tourism of the People's Republic of China

Consulate General of the People's Republic of China in Melbourne