



美巡探針

TCO進軍國際市場第一步

Testing Waters in US Tour

TCO Eyes Set on International Stage

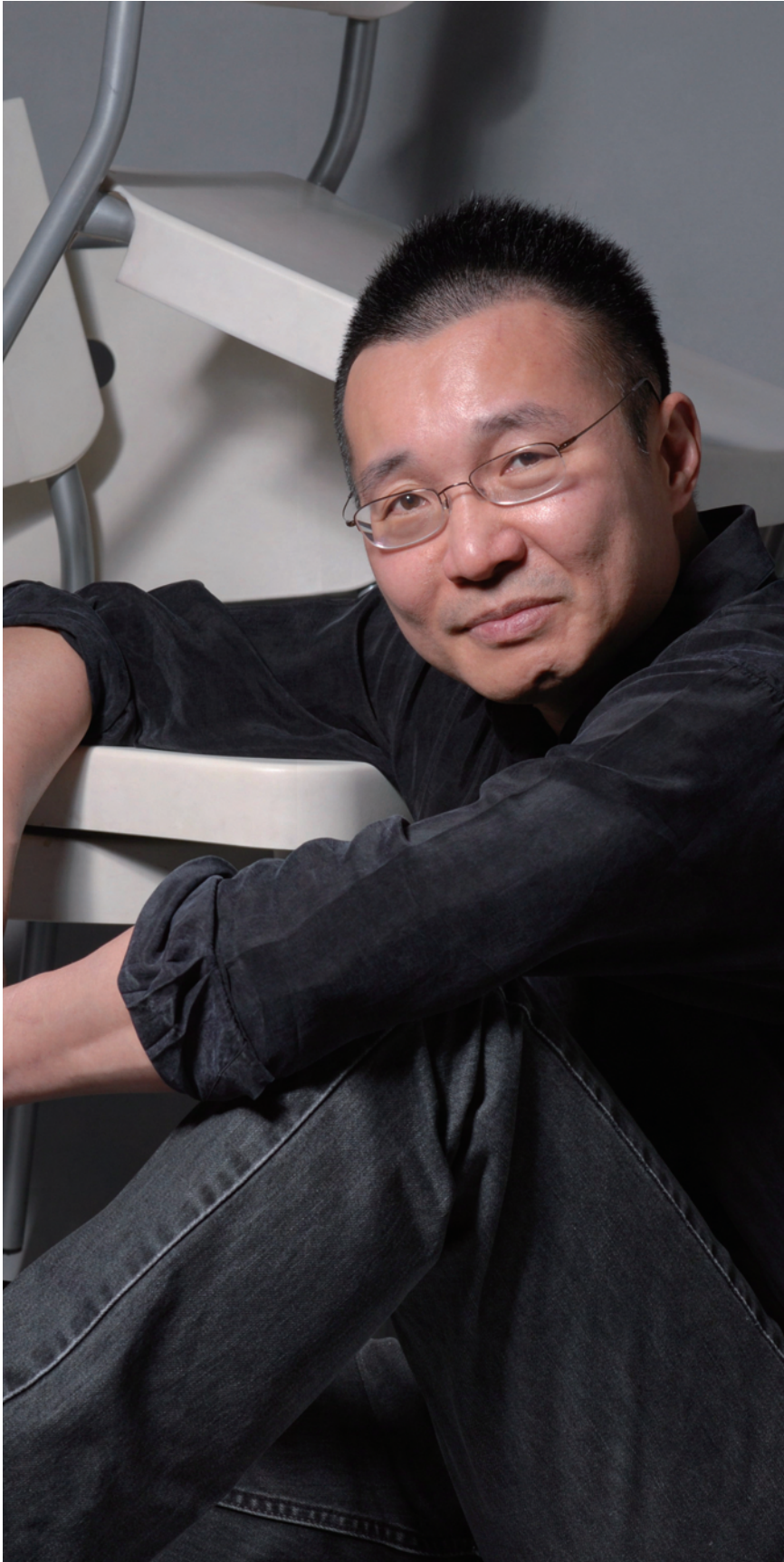
COVER STORY



文／王凌莉 圖／臺北市立國樂團

北市國明年2月赴美國路易斯堡、亞特蘭大及巴爾第摩等地巡演，行程由Opus 3公司全程安排，與世界知名交響樂團及獨奏家一樣，由國際經紀公司買節目的方式進行，對北市國而言是一大突破，同時也為公辦樂團登上國際音樂舞台開創新模式。

Next February will see TCO embark on a US tour under the international artist management of Opus 3 to Lewisburg, Atlanta and Baltimore. Following the pattern of world-class symphony orchestras and renowned soloists. International presenters buy a set of program of the performing orchestra. This is a breakthrough for TCO and also a new model for public orchestras looking to expand horizons on the international stage.



明年2月，臺北市立國樂團在知名的Opus 3 公司安排下，前往美國路易斯堡、亞特蘭大及巴爾第摩等地巡演，演奏曲目除了譚盾的《西北組曲》及鍾耀光所作的《楊家將》琵琶協奏曲外，還將世界首演周以謙的《歌仔風情畫》及演奏盧亮輝原住民風味的《祭樂歡舞》、臺灣民謠組曲《桃花過渡》、《望春風》、《丟丟銅》等具本土風情的作品。此外，為了豐富舞台上的視覺效果，也推出打擊樂合奏曲《新雞同鴨講》，透過黑光手法呈現音樂劇場張力。

Next February will see TCO embark on a US tour under the international artist management of Opus 3 to Lewisburg, Atlanta and Baltimore. The program consists of a dose of Taiwan flavor for the American audience with Tan Dun's *Northwest Suite*, Yiu-Kwong Chung's *Pipa Concerto The Yang's Saga*, the world premiere of Yi-Chien Chou's *Portrait of Taiwanese Opera*, some aboriginal flavor of Leung-Fai Lo's *Ceremonial Music and Joyful Dance*, and a medley of Taiwanese folksongs, *Taohua Crossing the River, Longing for Spring Breeze and Old Trains Through the Caves. Quarreling Chickens and Ducks for Chinese Percussion Ensemble* is a visually stimulating piece to the evening's program, bringing music theatricality with blacklight theatre presentation.

北市國團團長鍾耀光將於明年2月帶領樂團至美國巡演。

COVER STORY

黑光手法強化擊樂劇場張力

《新雞同鴨講》是由李慧根據《鴨子拌嘴》和《錦雞出山》二首樂曲重組。安志順的《鴨子拌嘴》用擊樂來模擬鴨子衝破黎明時的寧靜引頸鳴叫，以及鴨子拍著翅膀嬉戲情景；《錦雞出山》則是湖南地區的民樂，表現錦雞在春光明媚好景下嬉遊情形。舞台上運用黑光手法設計螢光效果，讓觀眾透過視覺融入逗趣的音樂表演中。此行樂團胡琴聲部長王銘裕擔任大廣弦及板胡獨奏，知名琵琶演奏家吳巒擔任琵琶獨奏。

Blacklight-theatre Intensify Percussion Theatricality

Quarreling Chickens and Ducks for Chinese Percussion Ensemble is a new arrangement weaving together two popular folk ballads, *Quarreling Ducks* and *Prancing Chickens*. *Zhishuen En: Quarrelling Ducks* utilized percussion to simulate ducks quacking at dawn and the flapping of wings in play. *Prancing Chickens* is a Hunan folk tune depicting chickens prancing in Spring sun. The performance will employ blacklight theater's fluorescent effect to engage the audience in the fun-filled music. TCO's Huqin principal Ming-Yu Wang will be performing *Da Guang Xian* and *Banhu*, while renowned pipaist Wu Man will guest as *Pipa* soloist.

北市國音樂總監邵恩在美國巡演中扮演稱職的指揮角色。



登上國際音樂市場第一步

北市國此次赴美演出行程由Opus 3公司全程安排，與世界知名交響樂團及獨奏家一樣，由國際經紀公司買節目的方式進行，對北市國而言是一大突破，同時也為公辦樂團登上國際音樂舞台開創新模式。Opus3原是全球知名的唱片公司，其錄製的唱片素來以自然傳真聞名，堪稱發燒唱片翹楚。5年來，該公司所經營的藝術經紀已為知名獨奏家或顯赫樂團青睞，包括吳蠻、馬友友和夏漢都在Opus 3安排下，開展特色的演奏旅程。

團長鍾耀光表示，樂團過去也曾有赴美巡演經驗，但由演出當地付演出費及落地旅費的模式卻是第一次，而這種規格是國際知名樂團或獨奏家表演的常規，北市國經過數年的努力走到這一步，相當不容易，初步達到登上國際音

樂市場的目標，也讓北市國「真正稱得上與國際職業樂團相提並論」。

First Stride Into International Music Stage

TCO's 2011 US tour is our first engagement with Opus 3, and follows the pattern of world-class symphony orchestras and renowned soloists. International presenters buy a set of program of the performing orchestra. This is a breakthrough for TCO and also a new model for public orchestras looking to expand horizons on the international stage. Opus 3 is a world-famous recording company. Its recordings are known for their high quality and represent the leading brand in the music field. For the past five years, Opus 3's artist management has been widely recognized

by famous artists and represents those as Wu Man, Yo-yo Ma and Gil Shaham in unique tours. General Director, Yiu-Kwong Chung remarked that this is not TCO's first US tour, but it is indeed the first for which performance fees and travel expenses are covered by the presenter. Although this is the norm of world-class artists, TCO has finally arrived at this stage with hard endeavors. This benchmark officially places TCO "on the par with professional international orchestras."

北市國將在美國演出譚盾的《西北組曲》。



COVER STORY



胡琴演奏家王銘裕將展現身為北市團團員的演奏實力。

行銷北市團 提高國際知名度

因應北美行的演出規格較往年不同，鍾耀光在排練時特別加強團員在舞台上的形象素質與職業禮儀。他認為，讓樂團符合國際職業樂團形象和素質有其必要性，而這正是除了專業演奏水平外，國際經紀公司考量能否持續合作的因素之一。他對團員們有信心，他說，經過與葛蘭妮等國際巨星多次合作後，團員無論演奏素質或專業形象都提升不少，這也是樂團近來獲國際經紀人矚目的原因。

International Branding for TCO

For the upcoming US tour, Yiu-Kwong Chung stressed the importance of orchestra's persona and etiquette on stage. Chung thinks it is impertinent that the orchestra fulfills the image and quality of an international professional orchestra. It is what international presenters value in addition to performance quality. Chung expressed his confidence in the orchestra and that the experiences working with artists such as Evelyn Glennie have increased both the orchestra's quality as well as brand image. This is why TCO has caught the attention of international presenters and agents.

從路易斯堡到亞特蘭大再到巴爾第摩，由於經紀公司安排及作業的時程只有9個月，確實太短，這次美巡的地點多在大學裡的音樂廳，但鍾耀光強調這與國內的校園巡演大不相同，Opus 3仍為了顧及票房需要市場行銷。他表示，

First stop, Lewisburg, then Atlanta and Baltimore, this tour will mostly see TCO in university concert halls due to the limited 9 months preparation Opus 3 had to work with. However, it is unlike local campus tours, Opus 3 needs to market TCO for good box office performance. Chung said the tour is testing waters for the new

北市國此行試探市場性質大些，也藉此行銷北市國，提高國際知名度，實為後年計畫的可行性鋪路。

在曲目安排上，樂團基本符合經紀公司需要，但也兼顧北市國的義務和責

market and raising awareness for TCO, in other words, setting stones paving for future tours.

In regards to programming, TCO has to meet the needs of Opus 3 as well as sustain our own responsibilities. Chung pointed out that Tan Dun and Wu Man

任。鍾耀光指出，譚盾作品和吳蠻表演是以票房考量的節目核心，推銷臺灣樂曲及提供團員曝光率，則是不能放棄的目的，「我盡量讓樂團及團員們的付出受到重視」，他有信心讓樂團在華人國樂發展上樹立典範。

are market grabbers, while promoting Taiwanese compositions and shaping a star-performer are TCO's ambitions. "I try to put the orchestra's efforts in the spotlight." Chung feels confident in setting an example for the development of Chinese music.



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《TCO美國巡演 / TCO US Tour 2011》

2011/2/11

路易斯摩

Weis Performing Arts Center, Bucknell University, Lewisburg

2011/2/13

亞特蘭大

Emory University, Atlanta

2011/2/15

巴爾第摩

Strathmore Hall, Baltimore

