

Discussion on the Feasibility of the Construction of Chengdu "Music City" Against the Background of Chengdu-Chongqing Twin City Economic Circle

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ABSTRACT

In recent years, gratifying achievements have been made in the construction of Chengdu "Music City", but problems and contradictions such as administrative short boards, resource short boards, and thinking short boards have become more and more prominent. Chengdu Music City is an urban strategy, Chengdu-Chongqing Twin-City Economic Circle is a national strategy, and the approval department of UNESCO City of Music is an international organization. Using the power of one city to promote and influence a globalized international organization will inevitably bring about problems such as weak administration, lack of resources, and weak influence. This research group starts from raising the construction of Chengdu Music City to the construction height against the background of the Chengdu-Chongqing Twin-City Economic Circle, starting from the policy basis, music resource basis, and feasibility basis, discussing and proposing a new construction path.

Keywords: Chengdu, The capital of music, Chengdu-Chongqing Twin-City Economic Circle.

1. INTRODUCTION

Chengdu and Chongqing, as two mega cities in the west, geographically close and sharing the same culture. Both places have rich music resources. Both places attach great importance to the development of the music industry and have a unified plan for the development of urban music. The Chengdu-Chongqing Twin-City Economic Circle was presided by president Xi Jinping and approved by the Political Bureau of the Central Committee of the Communist Party of China. It is the fourth largest economic circle in the country after the Yangtze River Delta economic circle, the Pearl River Delta economic circle, and the Beijing-Tianjin-Hebei economic circle. It belongs to the national strategy. Elevating the construction of Chengdu Music City to the height of the Chengdu-Chongqing economic circle will bring many benefits such as greater promotion, multiplied music resources, stronger industrial integration, wider scope of influence, and more output value.

2. FEASIBILITY BASIS

Since ancient times, Chengdu and Chongqing have been separated, combined, and intertwined. The Sichuan and Chongqing regions covered by the Chengdu-Chongqing Twin-City Economic Circle were previously referred to as "Bashu". There are countless connections in terms of history, culture, geography, transportation, music resources, etc.

2.1 History and Humanities

Li Houqiang, a doctoral advisor at the Sichuan Academy of Social Sciences, believes that Bashu is not only a geographical concept that integrates into one, but also a cultural concept that is contradictory and cannot exist in isolation. These two regions and cultural forms have gone through a long history, sometimes friendly, sometimes at war. The long-term integration and exchange between Sichuan and Chongqing had already integrated into one during the Qin and Han dynasties. What is talking about here now is the unique Sichuan people and Sichuan culture in China, which is the result of the integration of ancient Shu people and Ba people.

After the establishment of the People's Republic of China, Chongqing has long been under the jurisdiction of Sichuan Province. From 1950 to 1952, the East Sichuan Branch was established under the jurisdiction of the Southwest Bureau of the Central Committee of the Communist Party of China; In 1952, it was merged into Sichuan Province; In July 1954, it was changed to a city under the jurisdiction of Provincial city; On June 18, 1997, the government agencies of Chongqing municipality were officially established.

Chengdu and Chongqing are mutually integrated and highly homologous in terms of history, culture, and other aspects. In addition, they are adjacent to each other, with convenient transportation and close exchanges. During the seventh population census, 1.1294 million people from Sichuan flowed into Chongqing and 805500 people flowed into the 9 districts of the main city of Chongqing; Chongqing has an inflow of 558500 to Sichuan and 319900 to Chengdu. These are the destinations with the largest influx/outflow of people from both Cites, respectively.

2.2 Transportation

From Chengdu to Chongqing, there are many expressways such as Yurong Expressway and Chengdu-Chongqing Ring Expressway. The fastest Yurong Expressway (Cheng'an Yu Expressway), 253.56 kilometers, can be reached in about 2.5 hours. There are 56 two-way trains per day, 36 trains per day from Chongqing West Station to Chengdu East Station, and 20 trains per day from Chengdu to Chongqing. The fastest high-speed train from Chengdu East Station to Chongqing Shapingba Station only takes 1 hour and 2 minutes. In addition, there are 6 railways, 13 expressways, and 3 waterways between Sichuan and Chongqing, and 2 railways, 7 expressways, and 1 waterway are under construction. The transportation is convenient and the communication is convenient. There is no traffic obstacle for music activities such as the mobilization of music resources between the two places and the exchanges and visits of scholars.

2.3 Technology Empowerment

In the network era, big data, cloud computing, blockchain, 5G communication, mobile cloud VR... The development of science and technology has made the mobilization of music resources in Chengdu and Chongqing can be achieved "without leaving home and sending music home". In

Chongqing, the number of base stations per 10,000 people has reached 16.4, and the 5G network arrival rate in towns and villages has reached 100%. The city has promoted the industry to implement more than 200 various 5G convergence application projects, and promoted the construction of 32 5G industry virtual private networks. As of November 2021, the total number of 5G mobile phone terminal users in Chongqing has reached 11.4441 million, which is equivalent to 1 out of every 3 people are 5G users. Chengdu has now become the country's first "5G network super coordination" pilot city, to achieve 5G township access, even in the most remote towns in Chengdu, villagers also have 5G signals on their mobile phones, can quickly access 5G network. The 5G+F5G education metropolitan area network built by Chengdu High-tech Zone has been officially released, and the first batch of 5G future schools in the country have been unveiled in Chengdu. At the same time, more than 40,000 mobile 5G base stations have been built in Sichuan and Chongqing, achieving full coverage of mobile 5G in main urban areas and urban areas above the county level, benefiting nearly 100 million people in Sichuan and Chongqing.

Since the summer vacation of 2022, Chengdu has held multiple concerts online. On July 22, 2022, the online concert "Chengdu Symphony Orchestra 2022 Season Concert -" Romance and Classics "was successfully held; On September 7, 2022, the "Panda Voice" 2022 Chengdu (International) Children's Choir Music Week was jointly held online and offline; On September 3, 2022, Chengdu Radio and Television Station held an online concert titled "I Love Chengdu and Sing for You"; On September 9, 2022, the China Music Association and the "Autumn of Chengdu" organizing committee jointly launched the "Autumn of Chengdu" Mid-Autumn Festival online concert; On September 10, 2022, the Chengdu Federation of Literary and Art Circles held an online concert of "Cloud Last Month • Mid-Autumn Festival"... Among them, Chengdu City Concert Hall has launched more than 20 concerts since the end of last year, all held online, attracting more than 1 million online viewers.

With the advancement of technological means such as 5G communication, every 5G mobile phone terminal can be transformed into a music stage, so that every musician can sing and perform anytime, anywhere.

2.4 Music communication

The transportation between Chengdu and Chongqing is convenient, and the communication of music between the two cities has been very frequent for a long time. In recent years, there have been many joint music communication activities held by the two cities including: the third Chongqing-Sichuan "Bashan Shu Shui" Golden Melody Award (July 2022), the "Chongqing Symphony Orchestra and Sichuan Symphony Orchestra Clarinet Communication Concert" (June 2021), the "Chengdu-Bashu Love" Sichuan-Chongqing Cultural Communication Concert (April 2021), the "Sound for You,Rain or Shine" Street Music Week Ceremony and Chengdu-Chongqing Twin-city Original Musicians Night (July 2021), the "Chengdu-Chongqing Twin-city Concert" Art Performance (November-December 2020), the "Chengdu-Chongqing Shuangcheng City Concert - Young Performer Duan Yinying Guzheng Konghou Teacher and Student Concert" (October 2020), Chengyu Poetry and Music Communication (August 2020), and the "Ba Yin Shu Rhyme - Chengyu Twin-city Chinese Music Carnival" National Style Orchestral Concert (July 2020).

These music communication activities are jointly organized by government departments and famous orchestras in both Chengdu and Chongqing, as well as industry associations and civil organizations. The performance venues include not only the most famous concert halls in the two cities, such as Chengdu City Music Hall, Jincheng Art Palace, Chongqing Grand Theatre, and Chongqing Guotai Arts Center, but also the streets and alleys of Chunxi Road in Chengdu, Yulin Road in Chengdu, and Ciqikou in Chongqing. Academic exchanges on music between universities and scholars in the two cities are also commonplace and not uncommon.

The construction of the Chengdu-Chongqing Twin-City Economic Circle has once again opened up the cultural and musical connections between Sichuan and Chongqing, and has once again brought music communication between the two regions closer again.

3. THE ACTUAL SHORTCOMINGS IN THE CONSTRUCTION OF MUSIC CITY OF CHENGDU

In 2016, the Chengdu Municipal Government proposed to build the "Music City" while establishing the "Chengdu Music Industry

Development Leading Group". In the past few years of construction, the leading group has led the entire city's people to achieve some results in the construction of the Chengdu Music City. However, in recent years, contradictions such as weak administrative levels and lack of music resources have become increasingly prominent, which has brought certain obstacles to the construction of the Chengdu Music City.

3.1 Disadvantages in Administrative Level

"Chengdu Music Industry Development Leading Group" is led by the main leaders of the Chengdu Municipal Government, with relevant city leaders as deputy leaders, and relevant municipal departments, units, and district (city) and county governments as member units. However, the formulation of relevant policies and the implementation of routes are the responsibility of the Chengdu Municipal Bureau of Culture, Radio, Television, and Tourism for specific implementation. In May 2022, the "14th Five Year Plan for the Construction of a Famous Tourism City and Music Capital in Chengdu" was also formulated and announced by the Chengdu Municipal Bureau of Culture, Tourism, Radio, Film and Television. The General Municipal Cultural, Tourism, Radio and Television Bureau is a department level unit, while Chengdu is a sub provincial city with a high administrative level. The Municipal Cultural, Tourism, Radio and Television Bureau is a department level unit. The review and licensing of the Music City is handled by UNESCO. The specific implementation of building an international level "Music City" is carried out by department level units, but the administrative level of the implementation department is insufficient and there are shortcomings.

3.2 Disadvantages in Professional Knowledge Engaged by Leaders

There are currently 13 leaders of the Chengdu Municipal Bureau of Culture, Tourism, Radio, Film and Television. Among these 13 directors and deputy directors, most of them have professional backgrounds in economic management, historical archives, geological exploration, law and ideological education, etc. None of them have a professional background in music learning, nor do they have a professional background in the field of art. The lack of professional background in music for leaders will inevitably bring obstacles to the

construction of Chengdu's "Music City", and there are shortcomings in the professional background.

3.3 Disadvantages of Resources

The construction of the existing Chengdu Music City is mainly based on mobilizing local music resources in Chengdu. For example, they place high hopes on the Sichuan Conservatory of Music, Wuhou Music Workshop, the construction of music venues, the sale of musical instruments, Street performance and so on. But after all, Chengdu only has 14300 square kilometers, and the distribution of music resources is extremely concentrated. There are shortcomings in resource distribution.

3.4 Disadvantages in Construction Planning Strategies

According to the "Opinions of the Chengdu Municipal People's Government on Supporting the Development of the Music Industry" released in 2016 by the Chengdu Municipal People's Government, the construction of the Chengdu Music City mainly adheres to two basic principles: adhering to market orientation and playing a role as a corporate theme; Adhere to brand leadership and seize the high-end of the industry. These two principles, taking into account the actual situation of Chengdu music, highlight Chengdu's characteristics from the construction of the "Music City". From the perspective of specific implementation in recent years, the construction of Chengdu's "Music City" has placed too much emphasis on the industrialization of music and the large-scale expansion of popular music on the streets and alleys. Insufficient attention has been paid to Chengdu's music archaeology, music academia, classic works, and music publishing, with insufficient publicity, shallow excavation, and insufficient accumulation. Chengdu ranks first among the new first level cities in China, with over 21 million citizens. The music industry unleashes tremendous energy, which is beyond reproach. But focusing only on industrial value and market response, neglecting the particularity of music as a category that nourishes the aesthetic of human soul, and the particularity of music as an art form that has long been the sediment of human wisdom, is like seeking fish by the edge of a tree and sacrificing the roots for the end. A "March of the Volunteers" is accompanied by countless heroes and soliders fighting bravely against the enemy, a "Two Springs Mirroring the Moon" has left countless people heartbroken, and even Ji Kang's

famous "Theory of Sound without Sorrow", the 3000 year old stone chime stone of Jinsha site, Beethoven's "Hero Symphony", John Cage's "4:33 seconds", etc., all of which are the wisdom crystallization of human music development and priceless treasures, which cannot be measured by industry and market.

4. THE NEW PATH OF CHENGDU MUSIC CITY CONSTRUCTION AGAINST THE BACKGROUND OF CHENGDU-CHONGQING TWIN CITY ECONOMIC CIRCLE

The proposal of the Chengdu Chongqing Twin City Economic Circle has provided new ideas and injected new vitality into the construction of the Chengdu Music City. Considering the construction of the Chengdu Music City in the context of the Chengdu Chongqing Twin City Economic Circle, new development momentum has been gained in administrative support, resource integration, industrial academia, and other aspects. It is more conducive to the construction of Chengdu Music City.

4.1 Administrative Guarantee and Upgrading

In order to better promote the construction of the Chengdu-Chongqing Twin-City Economic Circle, Sichuan Province has established the "Provincial Leading Group for Promoting the Construction of the Chengdu-Chongqing Twin-City Economic Circle and Promoting Regional Collaborative Development". This leading group is led and promoted by the main leaders of the provincial party committee and government. It is recommended to establish a "Liaison Officer for the Construction of Chengdu Music City" in this leading group, to be served by the provincial party committee leader of the leading group.

At the same time, a bureau level leader with music education and academic background will be added to the Chengdu Municipal Bureau of Culture, Tourism, Radio, Film and Television, responsible for participating in the formulation of relevant document plans for the construction of the Chengdu Music City. At the same time, it is necessary to liaise with the Chengdu Municipal Party Committee and Government, the Chengdu Music Industry Development Leading Group, and the Provincial Leading Group for Promoting the Construction of the Chengdu-Chongqing Twin-City

Economic Circle and Promoting Regional Collaborative Development.

By establishing a liaison officer for the construction of the Chengdu Music City in the leading group of the Chengdu-Chongqing Twin-City Economic Circle in Sichuan province, the administrative leadership level of the construction of the Chengdu Music Capital can be greatly improved, providing guarantees at the administrative level, and fully enjoying administrative benefits.

4.2 Both Chengdu and Chongqing need to be considered, But Mainly Chengdu

The planning and resource mobilization scope for the construction of Chengdu Music City will be expanded from the 14,300 square kilometers of Chengdu city area. The area is expanded to cover an area of 189,000 square kilometers of Chengdu-Chongqing Twin-City Economic Circle, fully mobilizing the relevant resources of the music industry, music colleges, music venues, famous orchestras, intangible musical heritage, Folk music, music archaeology, music scholars, instrument manufacturers, etc. within the area. Fully leverage the gathering effect of Chengdu as the largest new first tier city in China, with Chengdu as the main city and absorbing various music resources within the coverage of the Chengdu-Chongqing Twin-City Economic Circle. Chengdu sets up a platform and all parties perform. Maximize the expansion and enrichment of music resources required for the construction of Chengdu Music City.

4.3 Both Industry and Academia Should Be Valued

Vienna cannot be replicated, nor can Beethoven and Mozart. The construction of the Music City should not be monotonous, with a single paradigm. Chengdu needs to correctly recognize its strengths and weaknesses, leverage its strengths and avoid weaknesses, and embark on a unique path of building a music city with Chengdu's characteristics.

The output value of the music related industry in Chengdu reached 57.491 billion RMB in 2021, and it is expected to reach the level of one hundred billion yuan by 2025, which is an exciting data. But the construction of the Chengdu Music City not only requires the music industry, but also music academia. Chengdu is a major music city, but it is not yet a strong music city. The construction of the Chengdu Music City has also been questioned by

some industry insiders in recent years. These doubts are not in the industry, but mostly concentrated in the academic field. For example, in November 2018, Ye Xiaogang, president of the Chinese Musicians' Association, after watching the "Golden Lotus" Music Award Ceremony and the closing performance of the 24th "Autumn of Chengdu" Chengdu International Music Season and other concerts, said: "Not only the level and quality of the band, but also the quality of the concert should be improved"; On November 7, 2019, at the "Symposium on the Development of Western Symphony and the 2019 China Symphony (Chengdu) Summit" held at the Xinhua Hotel in Chengdu, Deng Jingshan, the head of the Hangzhou Philharmonic Orchestra, clearly pointed out that Chengdu "needs a first-class and world-renowned symphony orchestra in China. These orchestras in Chengdu are working very hard, but there is still some distance from this goal";

Chengdu lacks globally renowned composers and performers such as Beethoven, Mozart, Chopin, and Liszt, as well as world-class theorists and musicologists such as Schoenberg, Ford, Hanslick, and Copland. To shake off Chengdu's image as a music city that only focuses on industry and dominates the market, it is necessary to have both industry and academia. Industry, market, research, academia, creation, performance, education, theory, seminar, competition, publishing... all aspects are carried out. Deeply tap into the music academic resources within the Chengdu-Chongqing Twin-City Economic Circle, deepen and consolidate them, and promote the comprehensive development of Chengdu's music city construction towards a wide range, deep level, and three-dimensional direction. Industry + academia, both are important.

4.4 Technology Empowerment, Integration and Innovation

The rise of digital technology and the development of network technology have injected strong technological energy into the construction of Chengdu Music City. VR, AR, holographic projection, 4K ultra clear, immersive, artificial intelligence, 5G, and cloud technology in the performance industry have provided another approach and possibility for the construction of the Chengdu Music City. The increasingly mature technologies of augmented reality, virtual reality, intelligent interaction, 3D spatial modeling, and light sensing have ensured the user experience of various large-scale concerts and concerts. The

online concerts watched by Andy Lau, Stefanie Sun, Fish Leong, Eason Chan, Zhou Shen and other people over 100 million person times have proved the maturity of online concert technology; The 13 online concerts of the "Spring Online" and "Sound Like Summer Flowers" series at the National Grand Theatre have received a total of 420 million views, demonstrating the ordinary people's yearning for elegant art and classical music; The online concert "Warming the World with Music" co-sponsored by Shanghai People's Radio Station and Shanghai Opera House, which attracted well-known orchestras from more than 10 countries and nearly 100 musicians from around the world, showed the possibility of online concerts breaking through national and regional restrictions. The stunning achievements of human online music clubs have fully demonstrated that creating a music capital in Chengdu can completely open up another path different from established music capitals such as Vienna.

At the same time, it is necessary to promote the integration and development of music and other industries. In 2021, the output value of music related industries in Chengdu will reach 57.491 billion yuan, while the total output value of regional industry in Chengdu will reach 1.99 trillion yuan, accounting for only 2.88 percentage points. There is a must to fully leverage the integration of music+industry, including music+commerce, music+technology, music+tourism, music+education, music+exhibition, music+cultural and creative industries... Let Chengdu's music industry fully integrate with other industries, integrate innovation and promote coordinated development.

5. CONCLUSION

Chengdu-Chongqing Twin-City Economic Circle is a national strategy, which is called China's "fourth pole" after Beijing Tianjin Hebei, Yangtze River Delta and Guangdong-Hong Kong-Macao Greater Bay Area. With a wider scope, greater influence, stronger strength, the construction of Chengdu's music city must seize this opportunity, highlight its advantage, showcase its charm, and realize its dream of building a music city as soon as possible.

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