

S H A N G H A I  
C U L T U R E  
S Q U A R E

GUIDE

Shanghai Culture Square is not only a theatre, but a place with decades of history. From Canidrome to the once largest stock exchange market and later flower market, Shanghai Culture Square evolved through time, but always represent some of the most vivid memories in Shanghai people's life.



**1952**  
**People's Culture Square**

In 1952, former Mayor of Shanghai Chen Yi instructed to re-construct the Canidrome. The precinct's name was changed to the People's Culture Square and then the Culture Square. By end of 1954, the construction was completed. The renovated Culture Square could seat more than 15,000 spectators, with the most advanced equipments and the largest stage in Shanghai at that time.



**1992**  
**Stock Exchange**

In the summer of 1992, people were flocked to the Culture Square again, not for performances, but for stock investment. The Culture Square became a temporary while the largest stock exchange market in Shanghai.

1973

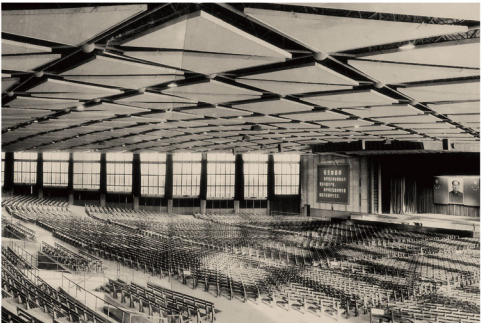


**1928**  
**Canidrome**

In 1928, the stadium of Yiyuan Canidrome was built in this area. Known as the biggest Casino in the Far East, the Canidrome could seat more than 20,000 spectators and owned more than 1,500 greyhounds in the prime of its history.

**1969**  
**The Big Fire**

In December 1969, a deadly blaze broke out and destroyed the main venue and stage of the Culture Square, as well as some parts of the Shanghai Traditional Opera School, north to the square. Causing a loss of over 5 million yuan, the disaster was caused by misoperations of a worker during a major overhaul. People nearby rushed to rescue the state properties, while 14 people died.



**1970**  
**The Rebuilt**

In the spring of 1970, Premier Zhou Enlai made an instruction to rebuild the Culture Square. In September, the reconstruction was completed with the fastest speed and the best quality possible within 83 days. With a floor space of 5,700 square meters and a three-way tube-like roof structure, the indoor auditorium was erected without a single floor column. The stage could be lifted to 19 meters high, and the auditorium was expanded and with more service facilities added. The Culture Square after reconstruction was a leading venue among its peers in China at that time.



**1997**  
**Jinwen Flower Market**

In 1997, the Culture Square became the location of Jingwen Flower Market. Flower sales of the market has accumulated to around 3.5 billion sprays per year, accounting for 70% to 80% of the city's annual consumption, making it the largest flower trade market in the east China. And it became the flower-lovers' favorite destination.



**2006**  
**Reconstruction**

On 26th June, 2006, the first foundation pile was driven into the ground, marking the start of the reconstruction of the Culture Square. On 23rd September, 2011, the grand opening show Ultimate Broadway was staged as the new prologue for Shanghai Culture Square.

### **Our Vision**

Shanghai Culture Square is an art complex where art and dreams prosper.

### **Our Mission**

We are committed to be the cultural landmark to lead and reshape the domestic musical industry, to engage our people, and to make impacts.



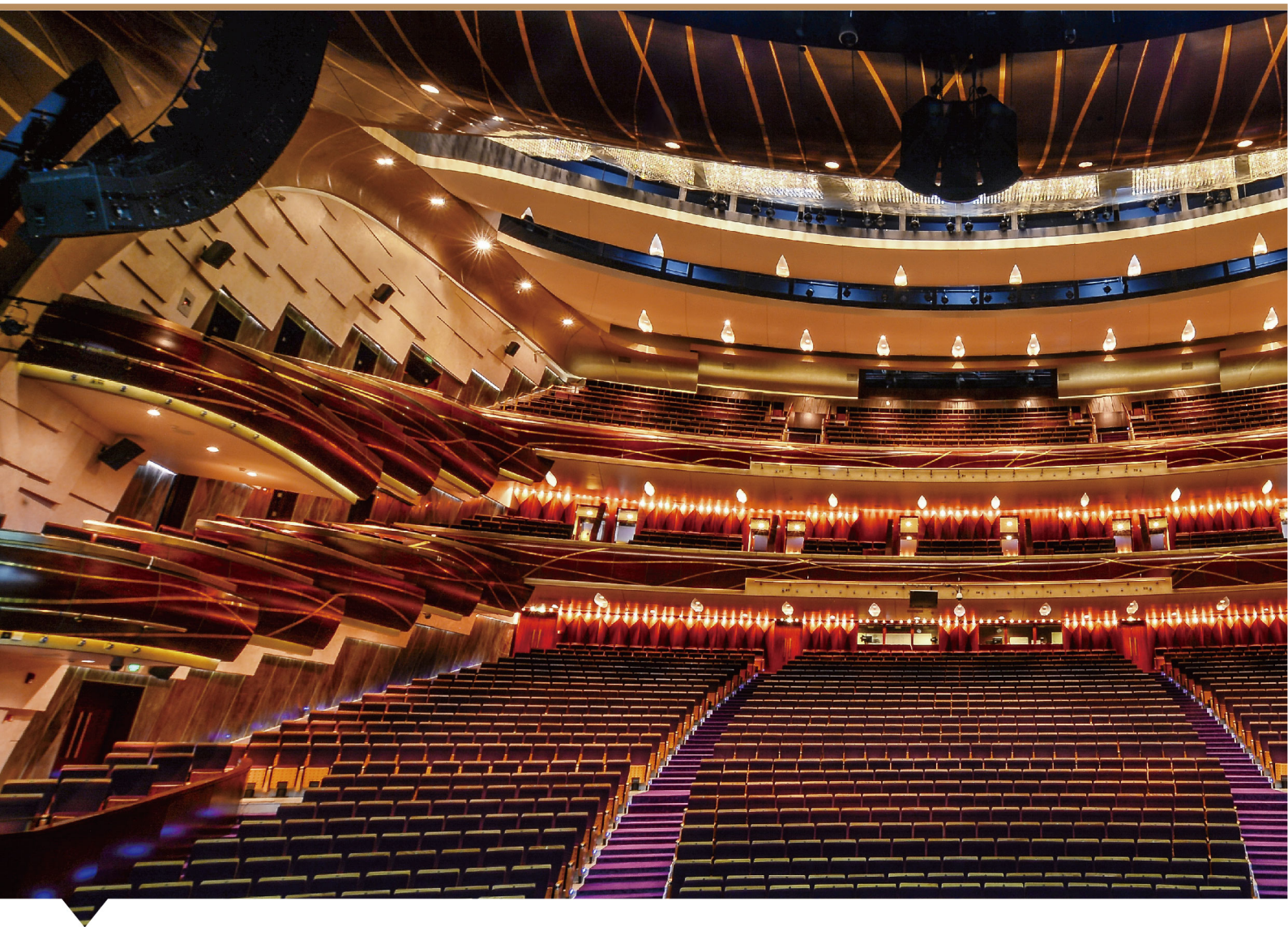
## Who We Are and What We Do



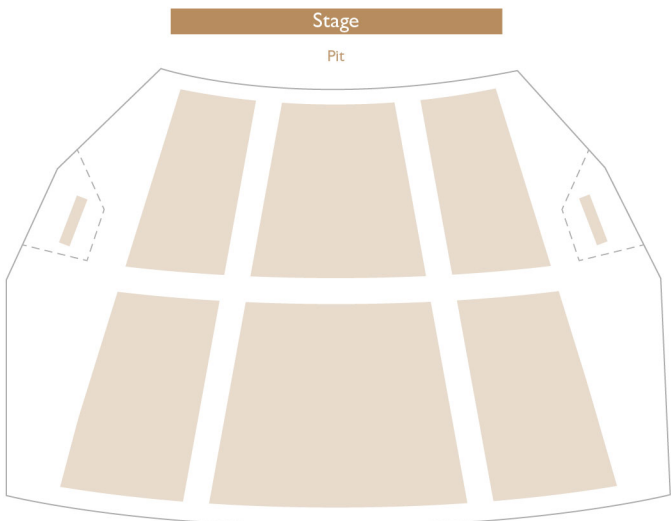
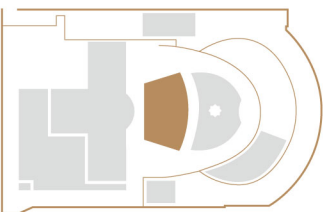
Launched in September 2011, Shanghai Culture Square is one of the top-tier theatres for musicals in China. Based in city downtown of Shanghai, we are committed to bring the top-notch musicals along with various stage performances, both internationally and domestically, to our audiences, to inspire and excite them by the beauty of stage art.



# Our Main Auditorium



The main auditorium of Shanghai Culture Square can accommodate an audience of 1,928 in three levels: 1,273 seats for the Stall (Pit seating occupies 118 seats at maximum), 192 seats for the Circle and 463 seats for the Upper Circle. There are 7 VIP balconies in the Circle area with great views and private bathrooms, which are perfect for block bookings.



Stall: 1273 seats

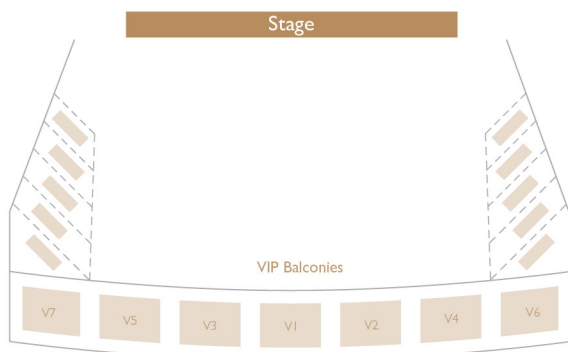




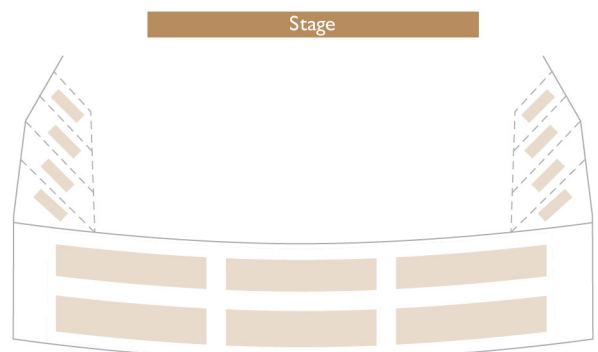
Wheelchair accessible seats in the Stall



Rest area in VIP balconies in the Circle area



Circle: 192 seats



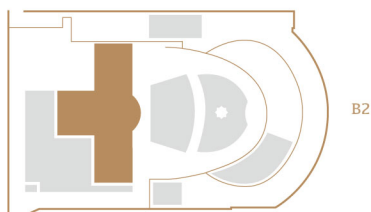
Upper Circle: 463 seats



## Our Main Auditorium



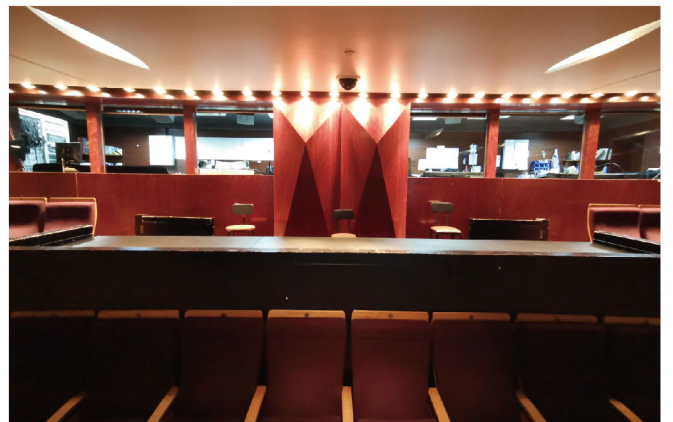
The proscenium of our main auditorium is 20 meters wide and 11.5 meters high. Our auditorium is designed with modern style, fine natural acoustic design and superior stage machinery system, and supplemented by excellent lighting facilities.





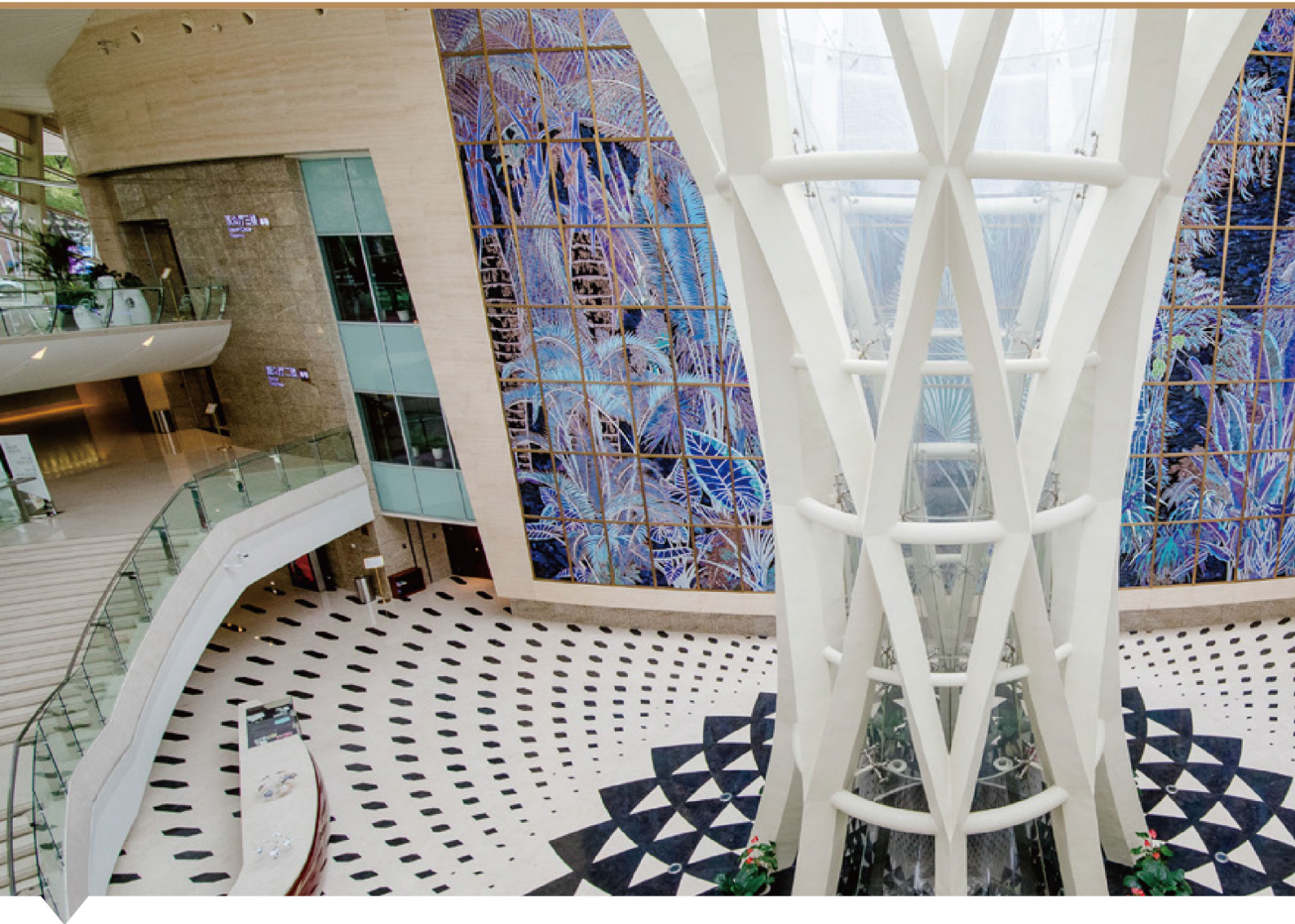


*Sound and light control in the back of the Stall*



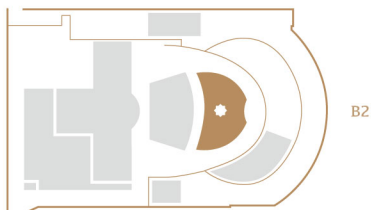


## Other Spaces and Facilities



### Foyer

With an interior area of 2,600 square meters, the foyer of the theatre, with the capability to accommodate more than 500 guests, is perfect for seminars, press conferences and other events.







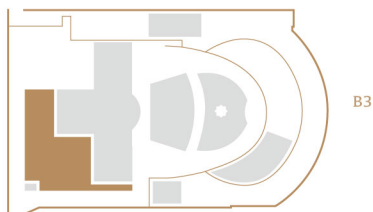


## Other Spaces and Facilities



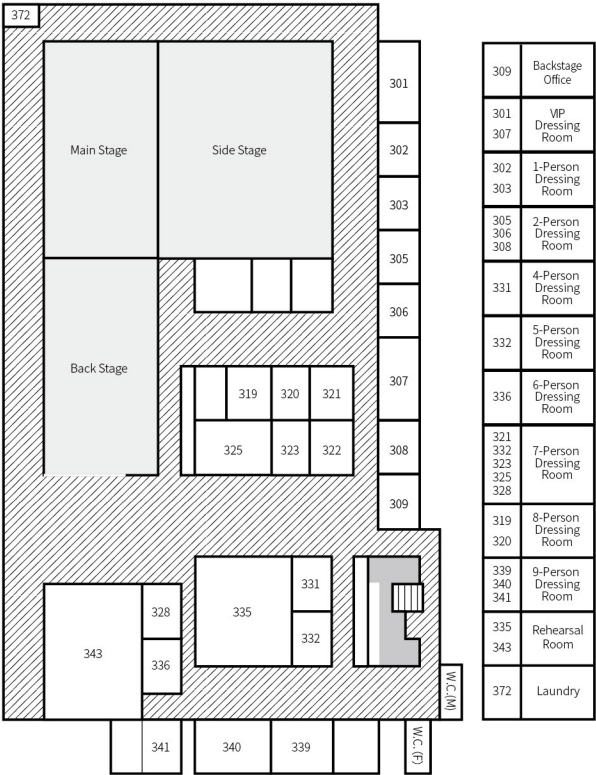
### Main Rehearsal Room

Occupying an area of 13m×13m in the backstage of the main theatre, our main rehearsal room is available for rehearsals of performances, press conferences and other activities.



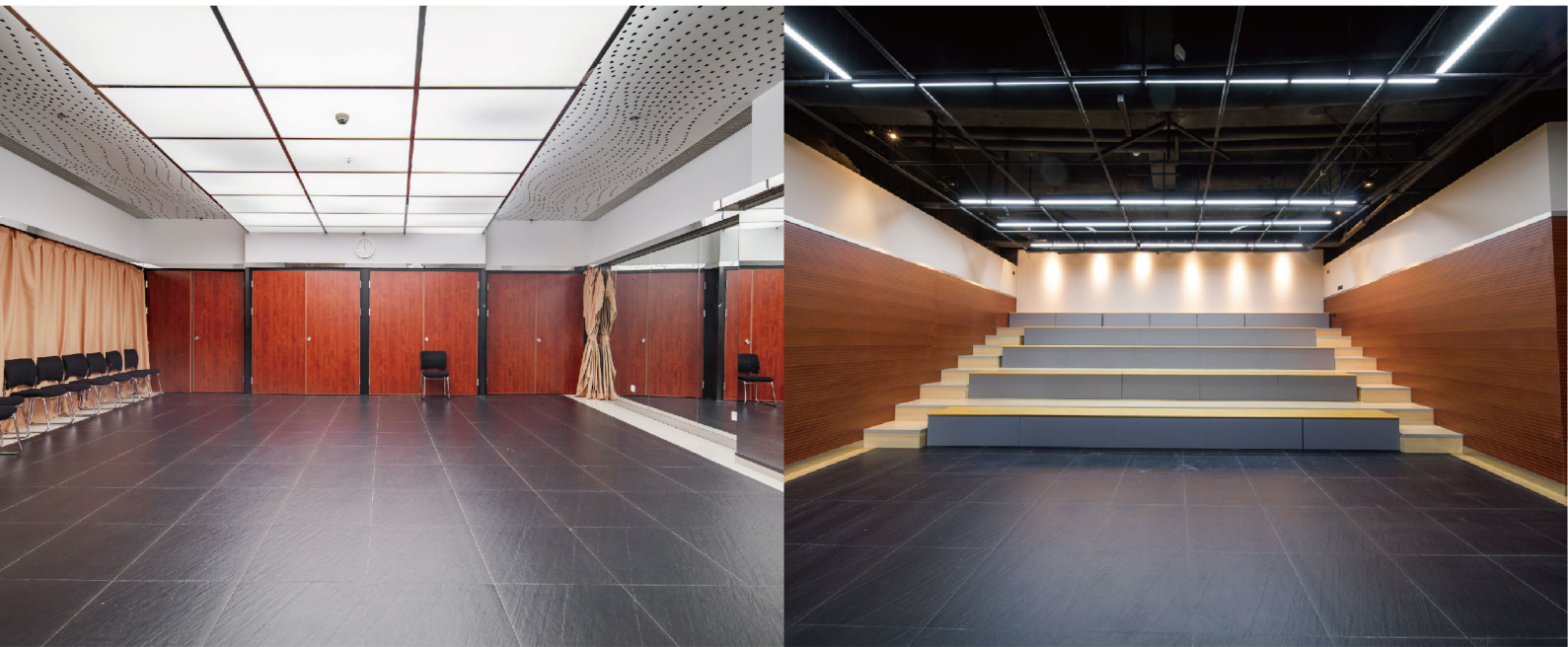


- 1, 2 Dressing room – There are 20 dressing rooms in the backstage area near stage right, including 2 VIP rooms.
- 3 Steinway Grand Piano – The piano is available for performances in the main theatre. The service of tuning can be reserved 1 day in advance.
- 4 Laundry – The laundry is equipped with 3 washing machines, 3 dryers, 1 professional washing machine and 1 professional dryer.



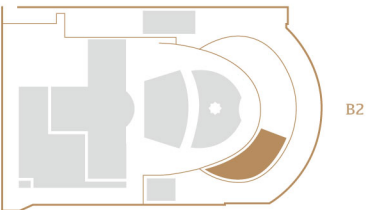


# Other Spaces and Facilities



## WE Theatre

Located outside the main theatre, WE Theatre is a complex with a black box theatre, rehearsal rooms, a multifunction salon and a café.





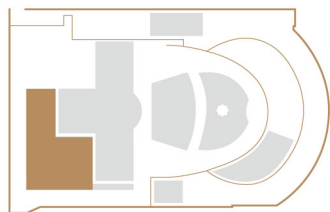


## Other Spaces and Facilities

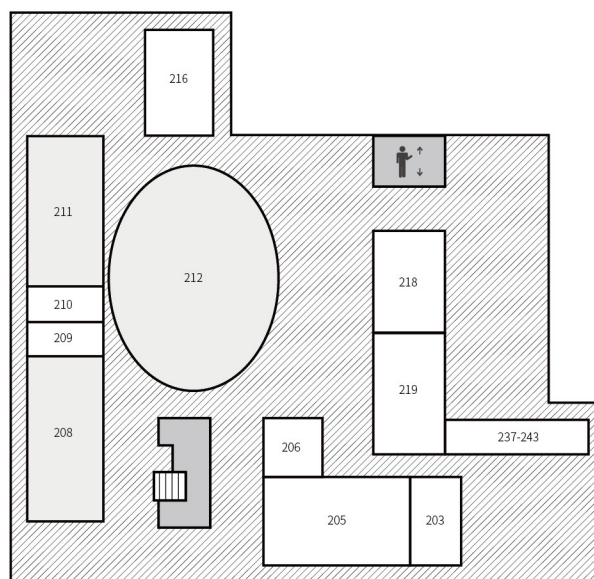
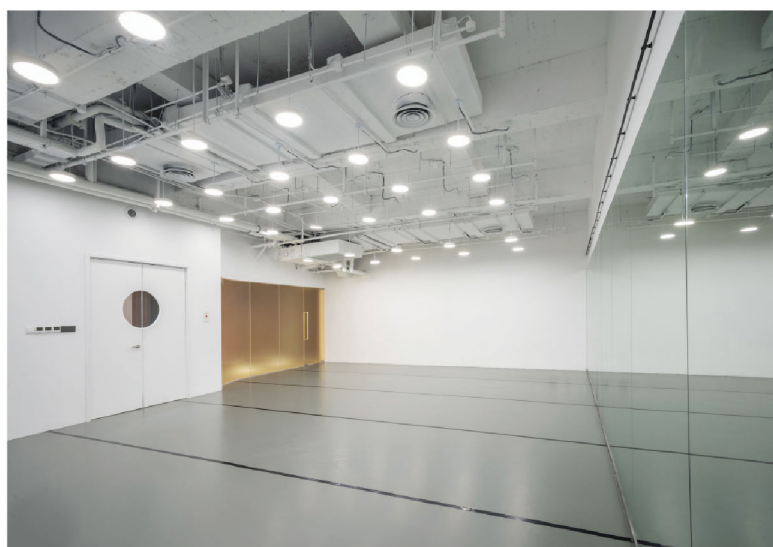


### Shanghai Culture Square Musical Center

Occupying 2 floors and an area of 1,500 square meters, Shanghai Culture Square Musical Center includes rehearsal spaces, shared offices, recording studio, library, salon and more.



B1&B2



203	Meeting Room
205	Rehearsal Room
206	Salon
208	SPACE C
210	Dressing Room
211	SPACE B
212	SPACE A
216	Recording Studio
218	Library
219	Open Office Space
237-243	Meeting Rooms



## Our Performances

As one of the busiest theatres in China, we present around 200 performances in our main auditorium in a year. Except for musical theatres, which accounts for more than 70% of all our performances, we reach out to more audiences by some of the other extraordinary stage art genres, including plays, dances, musical concerts, etc.

Based on our positioning as a professional theatre mainly for musicals, while also present shows which are inspiring and most up-to-date, we act as a mixing house that both present and produce performances.

***3,000,000+ audiences watched our performances.***

***500,000+ audiences joined our membership.***

### Musicals

We are committed to bring the most successful, classical and well-received musicals from worldwide to our local audiences. Over the years, we have welcomed over 3 million of audiences into our theatre for some of the most memorable moments, by amazing musical theatres including *The Phantom of the Opera*, *Wicked*, *Cats*, *Rent*, *West Side Story*, *A Chorus Line*, *Titanic*, *Matilda*, and etc.

Except for the most renowned musicals from Broadway and West-end, we kept exploring exciting works of other languages, broadening the horizons of our audiences. German and French musicals including *Elizabeth*, *Roméo et Juliette*, *Mozart!*, *Mozart L'Opera Rock*, *Notre Dame de Paris*, *Le Rouge et le Noir L'Opera Rock*, etc. received huge success in our theatre, changed the perspective of our audiences and landscape of the industry.

***300+ musicals have been performed on our stage.***

***2,000+ performances took place here.***



*Notre Dame de Paris*



*And Quiet Flows the Don*



*Swan Lake by Matthew Bourne*

## Plays, Dances and others

We believe in the power and beauty of stage art. Except for musical theatres, we have continued to identify great performances of other stage art genres to be presented in our theatre, including modern plays and dances. We have also established solid relationship with international art organizations and artists with great works and high potential, committed to always bring performances of high standard.

**400+ plays, dances and other shows**

**1000+ performances presented**

### Plays:

*The Curious Incident of the Dog In the Night-Time*

*The Child Dreams*

*Eugene Onegin*

*And Quiet Flows the Don*

### Dances:

*Swan Lake, Sleeping Beauty, Cinderella (by Matthew Bourne)*

*Swan Lake, Sleeping Beauty, Nutcracker, Cinderella (by Russian State Ballet)*

*The Painting Journey - The Legend of A Panorama of Mountains and Rivers*

*A Dream of Red Mansions*

### Other shows:

*Blue Man Show*

*Isabelle Huppert Reads Marguerite Duras*

*Harry Potter and the Sorcerer's Stone in Concert*



## Our Performances



*The Musicals of Kunze & Levay in Concert*



*Roméo & Juliette*



*Fan Letter*

## Our Productions

In 2011, Culture Square collaborated with GWB entertainment for the theatre's opening production, Ultimate Broadway. Featuring leading principal performers from the US and UK along with local Chinese performers, this production got great success and returned two years later with a new version in 2015. Since then, our musical gala and concerts become a unique and popular brand in the local market.

### **Musical Gala and Concerts:**

*Ultimate Broadway, 2011, 2012, 2015*

*French Musical Gala Concert, 2017, 2023*

*Live Concert: Mark Seibert & Oedo Kuipers, 2018*

*The Musicals of Kunze & Levay in Concert, 2019*

*Mr Sanbao's Musical Selection Concert, 2023*

*Maya Hakvoort's Live Concert, 2023*

From 2016, we started to build teams for our own production of Chinese musicals, trying to stimulate the domestic musical industry with fresh and local materials.

### **Musicals in Chinese:**

*Spring Awakening, 2016*

*My Bucket List, 2017*

*Rachmaninoff, 2018*

*Maybe Happy Ending, 2021*

*Roméo & Juliette, 2021*

*Fan Letter, 2022*

*Sidereus, 2022*

*Inside William, 2022*

*Monte Cristo, 2022*

## Main Seasons

### Spring Season For Original Chinese Musicals

As an integrated part of the Chinese musical industry, we feel naturally responsible to support the original Chinese musicals. Along with financial and marketing supports, we present several well produced original performances in our Spring Season from February to April, bringing more musicals to the Chinese audience.

### Summer Season For Varieties

The hit shows around the globe, including plays, dances, concerts etc., are mostly introduced from June to August. By leveraging our outdoor stage and lawns, we hold other interactive shows as well, including Little Bai Happy Family Outing in June.

### Autumn Season For Annual Celebrations

Autumn is when we celebrate the anniversaries of the launch of our theatre. From September to November, along with the important occasion, the Shanghai International Arts Festival, we will present various performances including our own productions of new musicals and shows.



*Hamlet by Xujun Drama*



*The Superfluous Man by Mitcha Figa Theatre*



*Maya Hakvoort's Live Concert*

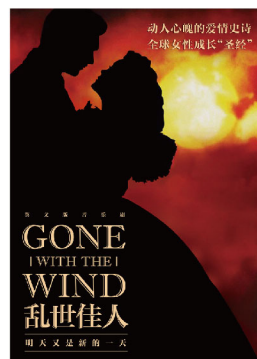


# Main Seasons

## Year-End Season For Hits and Classics

Starting from our launch year in 2011, we have set the tradition to present some of the most well-received and award-winning musical theatre masterpieces to our audiences at the end of each year. Over the years, our Year-End Season has enabled us to become the pioneer and leader of the Chinese musical industry, which also empowered us to present performances of more languages and forms to excite our audience and stimulate the local market.

	<b>2023</b>
	Once
	Les Misérables The French Musical Concert
	2024 New Year's Concert of Piccolo Coro dell'Antoniano
	Onegin's Demon (Russian)
	Riverdance
	Don Juan (French)
	The Shawshank Redemption
	<b>2022</b>
Strange Tales of Tang Dynasty	
Monte Cristo (Chinese)	
A Dream of Red Mansions	
The Orphan of Zhao	
	<b>2021</b>
	Roméo & Juliette
	Into the White Night
	The Dream of the Red Chamber
	Fan letter (Chinese)
	The Yellow Storm
	<b>2020</b>
Soul Ferry: Eternity	
The Vagabond Song	
Into the White Night	
On the Road	
Ordinary World	
White Deer Plain	
Spring Awakening (Chinese)	
	<b>2019</b>
	Titanic
	Matilda
	Dreamgirls
	<b>2018</b>
Carmen La Cubana (Spanish)	
Gone with the Wind	
A Chorus Line	
	<b>2017</b>
	West Side Story
	Legally Blonde
	Mozart L'opera Rock (French)
	<b>2016</b>
Mozart! (German)	
Blue Man Show	
	<b>2015</b>
	War Horse (Chinese)
	<b>2014</b>
Elizabeth (German)	
	<b>2013</b>
	The Phantom of the Opera
	<b>2012</b>
Roméo et Juliette (French)	
	<b>2011</b>
	Notre Dame de Paris









# Musical Festival

SHOW LIFE Shanghai International Musical Festival is organized by Shanghai Huangpu District People's Government and Shanghai Grand Theatre Arts Group, and hosted by Shanghai Huangpu District Culture and Tourism Bureau and Shanghai Culture Square Theatre Management Co. It was launched in 2019 as the first professional and systematic musical festival in China. The festival is dedicated to providing an arts platform for musical practitioners and enthusiasts to learn, share and create through four sections including a performance season, a forum, a cultivation project and a contest.

## SHOW LIFE Shanghai International Musical Festival Musical Development Forum

As one of the key sections of the Musical Festival, the Musical Development Forum has been held for 11 consecutive years. The forum invites experts and practitioners from home and abroad to develop new ideas and introduce new perspectives through keynotes, panels and case studies, touching on multi dimensions of the musical industry chain. It is the first international, professional and authoritative musical forum in China since musicals entered the domestic performance market.

## Musical Cultivation Project

The "Musical Cultivation Project" is an annual musical incubation plan launched by Culture Square in 2019 to collect unpublished Chinese original musical works globally, gather industry resources to re-develop and modify the works, and finally realize the connection between workshop version production and commercial production. It is the first incubation project of original musicals in China and has incubated more than ten original works.

## Musical Singing Contest & SCS Musical Chorus

Launched by Culture Square in 2019, the Musical Singing Contest is a platform that welcomes everyone who loves musicals. The participants will have better opportunities to be invited to play parts in commercial musicals, and many of them have already become new forces in the industry.

The SCS Musical Chorus was established in 2021. With professional conductor, piano accompanist and musical actors as consultants, we aim to gather more musical lovers to be involved in various ways, and even perform to the public as a professional group.



SHOW LIFE 2023 Shanghai International Musical Festival Musical Development Forum



Musical Cultivation Project Workshop



Musical Singing Contest



SCS Musical Chorus

## Art Education

*3,000+ activities took place in our theatre.*

*500,000+ people attended our activities.*

Our Arts & Education Center offers various events related to arts and culture, including talks, readings, workshops, theatre open days and tours, etc., reaching out to the wide public and welcoming them into the theatre. The three themes of our events are: Art of Theatre, Art of Stage and Art of Life. Some of our well-received series include: The Birth of a Musical Performer, The Birth of a Stage, Parent-Child Carnivals, etc.





# Tech Info

## Stage

### Dimensions of Stage

<b>Main stage</b>	19.0m (w)×22.4m (d)
<b>Rear stage</b>	21.0m (w)×21.0m (d)
<b>Side stage(L/R)</b>	22.0m (w)×25.0m (l)

### Proscenium Opening

<b>Hard Proscenium</b>	20m (w)×11.5m (h)
<b>False Proscenium</b>	Adjustable height: 6.5m (min h), 11.5m (max h) Load: 3t Adjustable opening: 16m (min w), 20.0m (max w) Load: 1.8t

### Fly system

<b>Flying bar A</b> <b>30 sets</b> Load: 1000kg (Uniformly distributed load) Length: 24.5~28.0m Fly height: 1.2~27.0m Speed: 0~1.2m/s	<b>Side flying bar</b> <b>4 sets (2 on each side)</b> Load: 800kg (Uniformly distributed load) Length: 24.5m Fly height: 1.2~27.0m Speed: 0~1.2m/s
<b>Flying bar B</b> <b>30 sets</b> Load: 750kg (Uniformly distributed load) Length: 24.6~28.0m Fly height: 1.2~27.0m Speed: 0~1.2m/s	<b>Side lighting ladder</b> <b>10 sets (5 on each side)</b> 1.2m (l)×1.1m (w)×13m (h) Load: 1t Vertical travel: 1.0~13.0m Speed: 0.25m/s: Horizontal travel: 18.0m Speed: 0.05m/s
<b>Flying bar TB-A</b> <b>2 sets</b> Load: 750kg (Uniformly distributed load) Length: 12m Fly height: 1.2~20.0m Speed: 0~1.2m/s	<b>Rear stage flying bar</b> <b>5 sets</b> Load: 300kg Length: 22.0m Fly height: 0.5~12.0m Speed: 0~0.3m/s
<b>Flying bar TB-B</b> <b>2 sets</b> Load: 750kg (Uniformly distributed load) Length: 15.5m Fly height: 1.2~20.0m Speed: 0~1.2m/s	<b>Proscenium fixed point hoist</b> <b>8 sets</b> Load: 500kg Speed: 0~0.5m/s
<b>Lighting bar</b> <b>10 sets</b> Load: 800kg (Uniformly distributed load) Length: 24.5m Fly height: 1.3~25.0m Speed: 0~0.15m/s	<b>House curtain</b> <b>1 set</b> Colour: Purple Maximum height: 11.5m Fly Speed: 0~1.0m/s Operation: flies

## Lighting

<b>Lighting Console</b>	Console 1 GrandMA2 Full-size Console 2 GrandMA2 ultra-light	<b>Power Distribution</b>	2×380V / 400A / 50Hz 10mm Lug Connector / 400A Cam-lock Plug
<b>Dimmer Box</b>	RGB 8i		6×380V / 100A / 50Hz
<b>Voltage</b>	220V, 50Hz		125A CEE 3P+N+E / Bare End / 200A Cam-lock Plug
<b>Control</b>	DMX512		18×380V / 50A / 50Hz
<b>Dimmers</b>	960×3kw, 16A, CEE17		63A CEE 3P+N+E / 32A CEE 2P+E / Bare End
<b>Non-Dimmed Outlets</b>	124×5kw, 32A, CEE17		

## Sound

### Console

#### The Main Console——VISTA8 Digital

##### Main Parameters

Mic Input	64 Channels
Input Faders	30 Channels Per Page
Output	10 Masters, 10 Groups, 16 Aux and 16 Matrix

#### Backup Console——SoundCraft MH3 Analog

##### Main Parameters:

Mic Input	32 Channels
Output	8 Groups, 12 Aux, 4 Matrix

#### Monitor Console——SoundCraft Vi4 Digital

##### Main Parameters

Mic Input	48 Channels
Input Faders	24 Channels
Output	27 Channels (Custom to Bus, Aux, Group or Matrix)

### Interfaces on Stage

#### O.P.

16 Mic Input, 2 Line in (Direct to Vista8 Digital with Designed)

#### Curtain Line Area Right

12 Mic Input, 2 Monitor Output

#### P.S.

16 Mic Input, 2 Line in (Direct to Vista8 Digital with Designed)

#### Down Stage Floor

4 Mic Input & 2 Monitor Output Per Area on Stage Left, Right & Center

#### Curtain Line Area Left

12 Mic Input 2 Monitor Output



Free Service Items

Sound Equipments

Type	Model	Unit	Quantity
Speakers			
Line Array (L+R)	JBL VTX-A8	pc	22
Down Fill (L+R)	JBL VT4888	pc	8
Centre	JBL VTX-A8	pc	8
Side Fill	EMX CRA06 + CRA44	pc	2 + 2
Subwoofer	JBL ASB6128	pc	4
	JBL ASB6125	pc	4
Front Fill	JBL CONTROL128	pc	6
	EMX CRA12 (流动)	pc	7
1F Delay Fill	EMX CRA12	pc	8
3F Delay Fill	JBL SRX712M	pc	4
1-3F Side Delay Fill	EMX CRA13	pc	8
	EMX CRA12	pc	8
Surround Effect	JBL CONTROL 29AV-1	pc	20
	JBL CONTROL 321C	pc	19
Ceiling Fill	JBL SRX712M	pc	4
	JBL SRX718S	pc	2
Stage Monitor (Stationary)	JBL AM4215	pc	2
Stage Monitor (Movable)	JBL SRX712M	pc	6
FOH Console			
Digital Console	STUDER VISTA 8	pc	1
Analog Console (Backup)	SoundCraft MH3	pc	1
Monitor Console	SoundCraft Vi4	pc	1
Microphones			
Microphone	SHURE SM58	pc	4
	SHURE SM57	pc	4
	SHURE Beta 58A	pc	4
	SHURE Beta 57A	pc	4
	AKG D112	pc	1
	SHURE Beta 52	pc	2
	AKG C414 B XL II	pc	2
Wireless Microphone	SHURE UR2/SM58	set	2
	SHURE UR2/SM87A	set	4
	SHURE SLX2/SM58	set	4
Meeting Microphone	SHURE MX412D/S	pc	8
Recording Microphone	SCHOEPS MK3g	pc	2
Condenser Microphone	SHURE WL185	pc	4
Headworn Microphone	SHURE WH30-TQG	pc	6
Direct Box	Radial ProDI	pc	2
Channel Mixer (8 ch)	SHURE SCM810	pc	1

Moving Equipments			
Wired Coms	Clearcom RS602	pc	12
Multicore Cable (12 ch )		pc	4
Stand (H)	音王	pc	12
Stand (L)	音王	pc	6
Processor			
DSP	BSS London Z-BLU800	pc	5
Reverb	TC-6000	pc	1
Feedback Suppressor	DBX AFS224	pc	2
Playback			
CD Player	TASCAM CD-01UPRO	pc	1
CD Recorder	TASCAM CD-RW901SL	pc	1
MD Player	TASCAM MD350	pc	1
Tape Player	TASCAM 202MK5	pc	1
Intercom			
Intercom	BOSCH LBB 4430	set	1

## Lighting Equipment

Instrument	Type	Manufacturer	Country	Quantity
Control console	GrandMA2 Full-size 2048	MA	Belgium	1
	GrandMA2 ultra-light 2048	MA		1
ERS 10°	3052 10° 750W	PR	China	48
ERS 19°	3053 19° 750W	PR		60
ERS 26°	3054 26° 750W	PR		90
ERS zoom	3057 15-30° 750W	PR		12
	WARP12-30° 800W	ADB	Belgium	18
	3058 25-50° 750W	PR	China	96
	WARP22-50° 800W	ADB	Belgium	24
Profile	COM25PC 2KW	SPOTLIGHT	Italy	100
Fresnel	COM25F 2KW	SPOTLIGHT	Italy	30
Flood	CYC1012G 1.2KW	MONON	China	80
Follow spot	XS-4000W	KUPO	Japan	4
Color changer for PC	XLCHR-DD-VII	Xuan Li	China	160
Color changer for Fresnel	XLCHR-DD-VII			30
Color changer for CYC Flood	XLCHR-DD-IV			80
Haze Machine	Hz500	Antari		2
Snow Machine	S-200			2
Fog Machine	Z-3000II			2
Special Effects Fan	AF-5			2



# Tech Info

## Stage

Equipment	Position	Unit	Quantity
Proscenium fixed point hoist	Above the Orchestra pit	Set	8

## Curtain

Equipment	Physical (L×W)	Quantity	Material	Color
House Curtain	16.5m×12.5m	1	Velour	Violet
Boarder	28m×3.5m	4	Wool felt	Black
	28m×6.5m	2	Wool felt	Black
Legs	6m×16.5m	1	Wool felt	Black
	6m×13.5m	4	Wool felt	Black
Black CYC	22.5m×11.5m	2	Wool felt	Black

## Orchestra

Equipment	Brand	Country	Physical	Unit	Quantity
Conductor's Podium	WENGER	USA	1110256	set	1
Conductor Music Stand			1110256	pc	1
Cello Seat			15C077	pc	10
Orchestra Seat			920000	pc	108
Tuba Seat			046C001	pc	3
Music Stand			039B500	pc	110
Platform	WENGER	USA	2.4mX1.2mX0.2m	pc	6
			2.4mX1.2mX0.4m	pc	8
			2.4mX1.2mX0.6m	pc	8
Choral Step			093B003	set	8

## Others

Equipment	Brand	Country	Color	Model	Unit	Quantity
Grand Piano	STEINWAY	USA	Black	D-274	pc	1
Upright Piano	ESSEX	China	Black	EUP-123	pc	1
	Boston	Japan	Black	UP-126E	pc	1

## Character Generator

Equipment	Physical (L×W)	Resolution	Format	Unit	Quantity	Content
Horizontal subtitle	3.6m×2.0m (≈16:9)	1440*800	PPT, JPG, AVI, WMV, MP4	pc	2	Characters
						Pictures and multimedia files













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