

Practice Patterns and Logical Routes of Concert Hall Management

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Abstract: Concert hall management, as a research and dissemination of classical music, popularizing art and culture exhibition, efficient use of advanced equipment, cross-international management functions, reveal the law of marketing development, has a constructive role in the research and expansion of concert hall management. Since the construction of the concert hall, its management has experienced three development patterns : " learning in management ", " innovation in improvement "and" reflection in development ". Deep cultural heritage is the largest capital of the concert hall, in the development and inheritance of prosperity; in the form of performances, carry forward traditional culture and art, inherit classics, encourage innovation; in the development of cooperation, the performance of international first-class musicians and the world's outstanding concert hall. The cooperative learning of management team, together to enhance the management function and post management ability; in innovation and development, in the design of appearance, internal environment construction to create the art hall of artists and audience; to gather the world classic and modern trend, condensed wisdom and talent show stage. In the future management of concert hall, we should also pay attention to the development trend of the market and the needs of the audience, avoid vulgar culture, resist art drugs, do a good job of popularizing traditional classical music, and enhance the artistic temperament of the whole people's musical literacy and spiritual civilization.

1. Introduction

The management pattern of concert hall is closely related to the development of market economy. Concert hall management with the development of the times, concert hall management, marketing, management staff ability to improve with the times. Communication and promotion of art exchange is imperative and urgent. Grasp the trend of the market, grasp the needs of the audience, and pay attention to the improvement of the artistic quality of the whole people. Follow the national policy, art education under the attention of the corresponding performance according to the schedule and planning. While maintaining the current audience, it is also necessary to develop potential audiences. For the people who love the arts to provide good physical and mental, high health good art appreciation place. Let art no longer be looked up but not touched. Year 2000 Light people understand and like modern pop music is also understand the profound cultural heritage of traditional Chinese music. Concert hall is a good platform, should play its due characteristics, attract and provide a broader platform for listeners and artists.

2. Practice of Concert Hall Management

When the concert hall was first built, the sound effect was not perfect. There is no autonomy in the content and timing of the performance, and the development situation is not good. With the opening of the policy, the joint operation of the project has gradually become better. Concert hall management not only has the market insight but also has the foresight. The building of the concert hall includes external design, internal construction, audio equipment. Professional staff, marketing, curatorial. The concert hall has its own unique style. The appearance is very artistic. Appearance, color all show their unique artistic characteristics. entrance audience and stage design, acoustic requirements. Create the most ideal appreciation environment for the audience. Form of

performance performance content, staff professional quality and service. The existence of concert halls not only allows listening to music that can appreciate classics, but also provides a platform for musicians to play on the stage to show talent.

2.1 Learning in management

Learning is not only book knowledge, but the best teaching material in practice management. With the rapid progress of the times and the full use of advanced scientific equipment, acoustic sound is becoming more and more advanced. The better the auditory enjoyment. Music appreciation is not only auditory enjoyment but also video enjoyment. The audience's taste and demand are also constantly improving. From the traditional mode of live appreciation, to the current network synchronous live broadcast, and playback. A musical feast can be enjoyed and listened to by listeners all over the world. Access to performance information is a variety of channels. Performance information promotion platform is also in many forms: Weibo, WeChat, public number, Mini Programs and official website. Many concert halls popularize classical sound Music. Experts are invited to give free lectures on public good. Let elegant music more into the nationalization. Top performers and concert bands from all over the world and combined concerts. Let music without borders connect with the world.

2.2 Innovation in improvement

The concert hall conforms to the development of the times, constantly improving the environment, but also to consider the future development. Let music play only live or just music. Fresh elements and programs are needed to enhance and improve the greater potential of the concert hall. For the external environment design and construction of concert hall and internal environment design, audio equipment, acoustics should be considered. Maintain rational judgment and objective analysis. Audiences come to the concert hall to listen to music, and good musicians and performers bring a more regular audience. is also the driving force and support for the development of the concert hall. In keeping with the development of the times and the needs of the audience new performance projects and performance content.

2.3 Reflection on development

The concert hall is not as good as it seems. It was hard at first. Because the artistic accomplishment and the music esthetic person is not many. Therefore, people who go to the concert hall to enjoy and listen to music have only gradually improved in recent years with the improvement of people's living standards and cultural awareness. The cultivation of musical literacy should be started in childhood, and it is the best way to include compulsory education in school. Music is not only auditory enjoyment, but also a transmission of culture. need generation to inherit and carry forward. To be more brilliant.

The cultivation of musical literacy begins on campus. Concert hall provides a larger stage, superior environment, advanced audio equipment. Many colleges and universities have their own concert halls, but relatively large concert halls, from the scale, equipment, sound is not as good as. Concert hall and campus union is also a kind of development plan. Also look at the world, attract international music masters, not only performances but also hold lectures to popularize the knowledge of music culture. Understand the music features and musical texts around the world.

3. Logical Way of Concert Hall Management

3.1 The various forms of performance

There are various forms of performance: poetry recitation, singing and musical instruments. Chanting is mainly poetry and songs, with classical music, because poetry is condensed words; very infectious, very popular, especially like the words in the Book of songs. Zhongshan Music Hall in recent years, every year held the world classic music series performance activities. Special classical music series, such as Guqin elegant collection, open the door of art series. Some musicians incorporate poetry into classical music. refreshing feeling. Both classical charm and modern pop

style; the combination of the two is very good. A lot more music is combined with opera or Beijing Opera. The response was very good. These new elements are the inevitable result of music development. The development of concert hall can not be separated from various forms and rich contents of music performance, and music innovation of musicians, to meet the needs of the audience and audience.

3.2 Multivariate and synergistic cooperative development

Music hall is the hall of music, the beginning of the folk music for the minority groups. China has a long history and culture. The folk music has the historical data preservation but also the society respective inheritance. It keeps a lot of folk music treasures. There has been more formal folk music since the Western Zhou Dynasty. There will be music and entertainment on large or important occasions. Not only music but also dance and chant. We encourage the cooperation of individuals, groups and domestic and foreign organizations to create the development of concert halls.

The National Grand Theater of China was completed in 2007, which is a great event in the history of concert hall. Set the wisdom of the world's architectural masters in one, design a magnificent appearance. The concept of art and music. Except for musicians and bands from all over the world. There are also large public welfare performances, art popularization, classic art lecture hall. With a number of countries around the world, the National Grand Theater has a joint, rich performance content. Create the glory of the concert hall.

For example, there are many classical concerts in Zhongshan Music Hall: there are string songs and elegant music series, opening the door of art lecture series, Chinese music series lectures. non-trait cultural heritage guqin series. Regain tradition and classics, inherit but also innovate the development of music. New songs of ancient songs, new songs of ancient words, classical and modern pop combined. Every year there are hundreds of special performances of Chinese and Western classical music.

Establish cooperation and exchange with other countries' first-class Grand Theater, and work together to advance the depth of cooperation. Grasp the present form, follow up the development trend of the new era, planning is conducive to the development of music hall management mechanism and operation management application combined. Train senior management talents, learn and learn from the world's good music hall management and development experience, enrich and enhance the post management ability. create a broader platform and environment. Observe the core construction, operation, cost, development and marketing of the concert hall under the national policy; establish and perfect the reasonable and orderly management mechanism. Keep their core functions unchanged to tap the potential of the market in depth, overall promotion National musical literacy. Whether from the appearance of the concert hall, or internal design, keep their own initial mind and style. enhance market acumen and insight. Combined with today's form, resources inside and outside the United Nations should not only seek common ground while reserving differences, but also be "harmonious but different".

3.3 To develop and guide the audience's ability to appreciate and distinguish art

Cultivate and guide the appreciation of classical art. "Music is a revelation higher than all intelligence and philosophy" Beethoven. The concert hall management function is not just to manage performances or provide venues. Its more important post function is to bring people high quality music content and appreciation environment. Concert hall management in the performance content to introduce more classic music, while introducing more world classic artists to perform. Leading the audience whether professional level of appreciation or hobbies, can slowly understand and understand in the wisdom of music energy. This is the charm of music, always will bring people the shock of the soul. Music lovers and music The family has a unique temperament. So guiding and introducing more classical music is a very important function in concert hall management.

Focus on audience needs and appreciation ability. The main consumption of the concert hall is the audience. Pay attention to the psychological needs of the audience and the appreciation ability of the audience, so as to know the enemy and know the enemy, so as to make corresponding

countermeasures. collect questions and needs using various network and mobile platform questionnaire forms. At the same time guide the appreciation and cultivate the audience's understanding of artistic taste. People of every age have different understanding and love of music. Make a show that the audience likes. The management and staff of the concert hall serve the audience and musicians. Understanding and focusing on their needs is both a must and an important purpose for development.

Avoiding vulgar art performances and resisting art drugs. New music is emerging in the market economy. The harm of art drugs is not only to poison people's thoughts and spirits and even their souls. It is a poison to the body and mind. A person's body and mind have been poisoned, almost no medicine to save. The vulgar music performance or the music content also reduces the audience's taste. It also lowers people's expectations of art. For malicious dissemination of vulgar culture and music, there should be a corresponding punishment. Recommend relevant hazard level legislation. For network prevention and avoidance from the source. From the management of the start, strict check verification review. Whether it's a network or a mobile level All stations should unify the auditing standards. Also from the psychological education guide lets have this kind of vulgar idea person slowly change and understanding.

4. Popularizing and improving the musical literacy of the whole people and creating new ideas

Start in small, focus in detail. Popularizing and improving the musical literacy of the whole people and paying attention to the education of the managers of the concert hall should start from the theory and practice at the same time. From the knowledge network search analysis. There is not much literature on concert hall management. From 2000 to present, there are 38 articles on the management of concert halls. There is much room for research on the management of concert halls.

4.1 How to understand "innovation" in innovation

The so-called "innovation" in innovation is to dare to think, dare to try new methods. Not blindly, but also based on available information, related resources. To "create" to divergent thinking, break the inherent mode, reverse inquiry. Research and develop new projects, expand new markets, and study more successful management cases to learn from experience. Combined with the current situation of our country's policy and concert hall, the suitable innovation form and content are worked out. When there is no chance, we give the initiative to create opportunities. can't wait for a chance to come.

4.2 How to Understand "New" in Innovation

Stick to the first heart, both inside and outside. The "new" in innovation is based on the old or current situation, constantly inject new ideas, new elements. Let the performance content have new ideas, let the management everywhere reflect humanization, intimate service. The quality of managers and staff is the embodiment of the management image of the concert hall. Active participation in training and learning is encouraged. Improve the ability to work but also attach importance to their own quality.

5. Conclusions

Concert hall management includes both hardware facilities management and supporting software construction. On the one hand, advanced and first-class hardware equipment to keep up. On the other hand, the management level of managers, the content of concert hall performances and so on should also go hand in hand. Managers should not only grasp the domestic market, but also focus on the international level of learning and promotion. The content of the concert hall performance is combined with multi-directional integration. It is an inevitable trend and imperative situation to connect with the world's international first-class management level. To promote the concert hall operation and management professional, standard, establish a new logical way of management, practical, down-to-earth to do things. Finally, For every audience entering the art hall to enjoy the

joy of music feast efforts, in the promotion of comprehensive music literacy more confident, establish a Chinese style of management mechanism and enhance the concept of operation.

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