

Hong Kong Xiqu Overview



2023

香港戲曲概述 2023

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Cantonese Opera Venue Partnership Scheme: A Case Study of the Cantonese Opera Advancement Association at Sha Tin Town Hall

Written by: **Choi Kai-kwong**

Introduction

Fully implemented from April 2009, the Venue Partnership Scheme fosters a partnership between performance venues of the Leisure and Cultural Services Department (LCSD) and arts groups/organisations to enhance the artistic image and character of the venue and its partner, enlarge the audience base, optimise usage of facilities, develop venue-based marketing strategies, encourage community involvement in the development of the arts, and promote the arts in the community. The 5th round of the Scheme has commenced since April 2022 until March 2026.

The Cantonese Opera Advancement Association, established and registered as a non-profit making organization in 2008, has been one of the Venue Partners of Sha Tin Town Hall ever since. The association has remained steadfast in its mission to promote Cantonese opera across all sectors of society and to people of all ages. Accordingly, it continues to organize a wide variety of diverse performances and activities, with the goal to advocate Cantonese opera, a local cultural and artistic treasure and a listed representative of the intangible cultural heritage of humanity, to different audience groups, so that its enticing performance artform, so rich of the essence of Chinese culture, can continue to develop and be passed on to future generations. The association organizes two large-scale events each year: the Sha Tin Cantonese Opera Fun Day and the Cantonese Opera Extravaganza.

Large-scale Events

During the Sha Tin Cantonese Opera Fun Day, the entire Sha Tin Town Hall vicinity, inside and outside, is transformed into a Cantonese opera wonderland for everyone there. Various types of activities are organized: themed Cantonese opera lectures, family-friendly booth games etc., can be found in the basement activity rooms; Cantonese operatic tunes sing-along activities, a photo zone to take photos with famous Cantonese opera performers etc. in the lobby; plus a autograph session with renowned Cantonese opera artists in the exhibition hall.

For performances, besides staging selected opera excerpts in the concert hall, there are also performances by children and young Cantonese opera performers in the plaza. They are all catered to diverse audiences so that everyone who attended will leave with a rewarding and fulfilling experience. The Cantonese Opera Fun Day held on 1 January 2023 attracted up to 4,000 participants.

文娛廳 Cultural Activities Hall

兒童及青少年粵曲演唱會
Youth Cantonese Operatic Songs Concert

時間: 13:45-17:00

製作: 聯輝粵劇推廣協會

座位有限, 先到先得, 自行取場

演奏廳 M/F Auditorium

同樂日開幕禮
Fun Day Opening Ceremony

時間: 13:00

名伶簽影會
Autograph Session

時間: 13:40-17:00

| 時間 | 出席名伶 |
|-------|-------------|
| 13:40 | 阮德民 王超群 王潔清 |
| 14:15 | 李秋元 譚曉瑩 黃小鳳 |
| 15:00 | 盧貫天 南鳳 衛韻輝 |
| 16:00 | 梁兆明 鄧美玲 陳咏儀 |

名額: 每時段100人
額滿即止, 憑票分批進場

請向粵劇推廣協會查詢

名伶簽影會
Autograph Session

時間: 13:40-17:00

| 時間 | 出席名伶 |
|-------|---------|
| 13:40 | 宋洪波 鄭詩梅 |
| 14:30 | 王志良 林穎施 |
| 15:20 | 藍天佑 鄭雅琪 |
| 16:10 | 梁煥康 |

與名伶額下崗, 影相及派發簽名照。

名額: 每時段95人
額滿即止, 憑票分批進場

*請向粵劇推廣協會查詢

折子戲精華專場
Cantonese Opera Excerpt Performances

時間: 13:30-17:00

擊樂領導: 高潤權 音樂領導: 毛奕俊
司儀: 吳立熙、梁心怡 舞台監督: 蘇志昌

*並附以專業示範及講解

節目表

《花田八喜~花田盛會》
演員: 干琪 鄧下儀、瓊花女 鄧春蘭

《大鬧廣昌隆~客店拆冤》
演員: 符樹旺 鄧君獻、林芯菱 鄧廖小鳳

《覆水難收~痴夢》
演員: 黃寶雲 鄧崔氏

《狄青鬧三朝~追夫》
演員: 阮德民 鄧秋青、文雪雲 鄧雙關公主

《桃花湖畔鳳求凰~斬三帥 董花瀟》
演員: 蕭浩鋒 鄧任金城、王希穎 鄧朱丹鳳

粵劇唱學學
Cantonese Opera Learn and Sing

時間: 13:45-17:00

指導名伶: 鄧美玲
導師: 黃碧琪
導師指導時間: 15:00-17:00
音樂領導: 高潤權

名伶與你齊齊傾
Chit-chat with Actors

時間: 13:40-17:00

與名伶額下崗, 影相及派發簽名照。

名額: 每時段95人
額滿即止, 憑票分批進場

*請向粵劇推廣協會查詢

粵劇戲服試穿
Cantonese Opera Dress-Up

時間: 13:45-17:00

變身為粵劇人物, 多種戲服供參加者選擇:
如書生、小姐、將軍、皇后等角色

繪龍遊藝
Games Booth

時間: 13:45-17:00

名伶簽影會
Autograph Session

時間: 13:40-17:00

| 表演時間 | 表演路線 1 | 表演路線 2 | 表演路線 3 |
|-------|-----------------|-----------------|------------|
| 12:00 | 阮德民 李秋元 宋洪波 鄭詩梅 | 王超群 王潔清 譚曉瑩 黃小鳳 | 盧貫天 南鳳 衛韻輝 |
| 12:15 | 梁兆明 鄧美玲 陳咏儀 | 王志良 林穎施 藍天佑 鄭雅琪 | 梁煥康 |
| 12:30 | | | |

Sha Tin Cantonese Opera Fun Day 2023

The Cantonese Opera Extravaganza is held on the third day of the Chinese New Year each year. In addition to gathering renowned Cantonese opera artists to perform classic masterpieces, the event also features emerging talents as well as children and young performers of the art, celebrating the Chinese New Year with the audience.

2023 新春粵劇大匯演
CANTONESE OPERA EXTRAVAGANZA

1.24 NIGHT SHOW (二 Tue)
19:30

精選折子戲
Cantonese Opera Featured Excerpts

Auditorium, Sha Tin Town Hall

沙田大會堂演奏廳

夜場

2023 新春粵劇大匯演
CANTONESE OPERA EXTRAVAGANZA

1.24 DAY SHOW (二 Tue)
13:30

追魚
Mermaid Legend

Auditorium, Sha Tin Town Hall

沙田大會堂演奏廳

日場

Cantonese Opera Extravaganza 2023

Professional Performances

Apart from organizing large-scale promotional events related to Cantonese opera, the association also consistently mobilizes and produces numerous professional performances. They collaborate with over 13 local Cantonese opera troupes each year to stage more than 60 professional Cantonese opera performances at the Sha Tin Town Hall. The productions not only present traditional Cantonese opera works, but also innovative new Cantonese operatic works. The aim is to provide a fresh experience for veteran fans and at the same time actively engage with younger audiences, thus expanding and passing on the art and culture of Cantonese opera performances. In 2023, the association collaborated with thirteen Cantonese Opera troupes (in alphabetical order): Alis Art Centre, Eurana Operatic Arts Assembly, Evergreen Opera Troupe, Forever Excellence Opera Troupe, Hong Kong Society For The Promotions of Cantonese Opera, Jong Yuen Hung Cantonese Opera Troupe, Lung Kui Kam Yuen Court, Ming Fai Cantonese Opera Association, Nan Art Workshop, Prosperity Cantonese Opera Production Studio, Sum Mei Cantonese Opera Songs Association, Sing Fai Cantonese Opera Promotion Association Limited, and Wing Cheong Cantonese Opera Promotion Association. They produced a total of 61 performances, reaching 44,500 audience, with an attendance rate of over 70% in average.



Newly Composed Cantonese opera Work



Performance by Children and Young Cantonese Opera Performers



Traditional Cantonese Opera Works

Expansion of Audience Base

To more effectively expand the audience base for Cantonese opera, the association is committed to organizing a variety of Cantonese opera public activities, including those targeted for families, students, and outreach lectures at schools. These are all activities that lean towards a relatively younger demographic. The goal is to gradually infuse Cantonese opera culture into the younger generation, thereby cultivating their understanding and interest in it, with the hope that they will bring Cantonese opera into new realms.

In addition, in collaboration with the Hong Kong Audio Description Association, the association has organized the “Listen Closely: Cantonese Opera Audio Description Project”, which trains audio describers to convey the vivid Cantonese opera performances to visually impaired individuals through verbal narration. The aim is to allow them to participate in and appreciate Cantonese opera cultural activities, achieving inclusivity between individuals with and without disabilities.

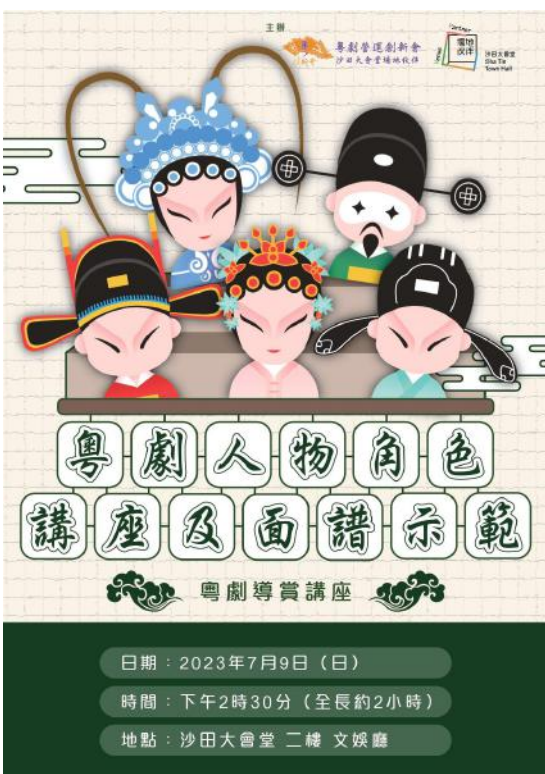


Cantonese Opera Appreciation Workshop for Families



In-depth Learning

Each year, the association organizes various meaningful and innovative activities that allow Cantonese opera enthusiasts to gain a deeper understanding of the culture. These include appreciation sessions, demonstrations of Cantonese opera characters and facial make-up, which help the audience learn about the intricacies behind Cantonese opera performances. The association also conducts interest classes related to Cantonese opera to enhance the audience’s understanding and interest. These classes include basic Cantonese opera



Lecture on Cantonese Opera Characters and Facial Make-up Demonstration



movement classes, Cantonese opera percussion technique classes, and make-up application and hair ornament wearing workshops. Participants get to experience various aspects of Cantonese opera firsthand and gain insights into its complexities. These activities organized by the association not only provide opportunities for Cantonese opera lovers to deepen their knowledge but also cultivate a stronger interest. For those new to Cantonese opera, these activities allow them to experience its unique characteristics and break down barriers to understand this extraordinary art.

In 2023, a total of 17 different activities were held, with around 9,600 participants. These activities were all aligned to the aims of expanding the audience base and for in-depth learning of the art.

主辦 粵劇營運創新會 沙田大會堂場地伙伴

粵曲賞析會之

戲曲演藝 面面觀

音樂領導：蔣卓奇

主持 鄧美玲

唱腔|做手|身段|功架
化妝|衣飾|音樂|佈景

齊齊傾

當代名伶名師
對唱|對演|對談
VS
現場觀眾互動交流
“台上台下”

主持 黃碧琪

沙田大會堂文娛廳
2023年10月22日(日)15:00

Cantonese Opera Appreciation Session

Conclusion

As a neutral non-profit organization, the Cantonese Opera Advancement Association coordinates the scheduling of multiple Cantonese opera troupes to systematically present professional Cantonese opera performances at the Sha Tin Town Hall, ensuring diversity in the range of performance genres and the pairing of performers. The association oversees external promotion and is able to purchase advertising slots in bulk at lower costs. It also organizes various promotional activities to reinforce existing audiences while attracting new ones. These collaborative effects cannot be achieved by any single troupe alone. After more than a decade of dedicated work, the association has made Sha Tin Town Hall a hub for Cantonese opera performances and related activities.

Read more:

The website of the Cantonese Opera Advancement Association
<https://www.cantoneseopera.hk>

The YouTube channel of the Cantonese Opera Advancement Association
<https://youtube.com/@coaa3016>