

# PMIDIP

POP Music Interdisciplinary Development Project 2018  
流行音樂跨域發展計劃



音樂  
Music



文學  
Literature



傳播  
Communication



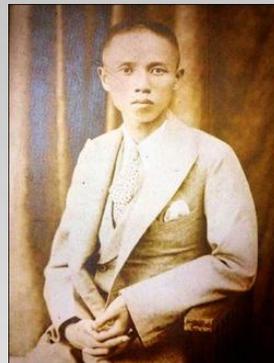
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## Da Dao Cheng Banquet

PMIDP<sub>2018</sub>

Pop Music Interdisciplinary Development Project

~Li Lin Qiu Memorial Activity For His 110 Death Anniversary~





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## Origin

1. The time of Pop Music Interdisciplinary Symposium happens to be at the same time of poet Li Lin Qiu's 110<sup>th</sup> death anniversary. Da Dao Cheng is a place famous for creativity, through holding events we'd like to take the participants experience the history and literature of Taiwanese Pop Music.
2. Local event can have more down to earth elements. Music is one of the most common yet easy to ignore element when holding events. However, it appears in our daily life so often. Through the performance of "Spring Breeze", we get to create an international bond, bring the belief of the song to a universal level.



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## Spirit

1. Combine with local communities to interpret intangible cultural assets
2. Emphasize the symbiosis of interaction and the artistic resonance of life.
3. Walk Into the civilian space, and go through the era of popular song songs.
4. Translate music and cultural symbols and sing the song “Spring Breeze”

# PMIDI 2018

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## Content

Spring  
Breeze  
Banquet

Da Dao Cheng Tour



Da Dao  
Cheng  
Banquet

Play  
Appreciation

Reproduce of Yong  
Le Tsuo

Li Lin Qiu's Play

Reproduce the wine  
and cuisines of the era

Dishes with the  
elements of Li Lin  
Qiu's Literature



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## Content Details (1)

### Spring Breeze Roadside Banquet

(location: Taipei City Hotel)

Elements-

Inspired by Mr. Li Linqiu's lyrics, we use red wine, lilies, flowers and artistic conception to reinterpret the cuisine.

Method-

1. Taipei City Hotel is a historical hotel - we will hold a banquet contains traditional dishes with brand new concepts.



Chief Chef Mr. A Bang



2. Tavern~

Pure red wine with precious classic taste.

3. Enjoy dishes and music~ Put Li Lin Qiu's Lyrics into the making concept the dishes, and have a taste of the food and culture.



## Li Lin Qiu Inspired Menu - A new Style of Cuisine

1. Don't Forget the Spring Breeze – Good Luck Spring Welcoming Dishes
2. Pair of Flowers ~ fried double crisps with green sauce
3. Four Seasons Red ~ Royal Stew Hodgepodge
4. Freedom Boat ~ Nostalgic Braised Grouper
5. Farewell Song ~ Beijing Style Ribs
6. Mend the Broken Web ~ Yam and Fungus Fried with Orchid
7. Virtuous Wife ~ Traditional Garlic Squid and Snail
8. A Red Egg ~ Steamed Rice Cake
9. I Love You ~ Almond Frozen Tofu
10. Spring Breeze ~ Island Fruits



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## Content Details (2)

### Singing in the Spring Breeze Yong Le Tsuo

(location: Chun Chun Cafe)

#### Elements-

臨秋 The story of Li Lin Qiu has been interpreted into movie and play “Chun Chun”. We will watch the film and go through the historical elements to feel the atmosphere of the time.



We will edited the movie and play “Chun Chun” into a 5-minute short clip.

Along with the local story teller and traditional Chinese music band, we will reproduce the elegance and atmosphere of Yong Le Tsuo. This is also a mission Li Xiu Jian, the 6<sup>th</sup> descendant wanted to complete.

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## Time

2018.4.22.

10:30am-15:00pm

### Timeline

10:30 Meet Up (Chun Chun Cafe)

11:00 Watch the play 【Singing in the Spring Breeze】 and local tour

12:00 Street tour in North Da Dao Cheng

12:30 Spring Banquet (Taipei City Hotel)

15:00 Free time in South Da Dao Cheng (then Dismiss)



## Event Details

Play	Tour	Banquet	Souvenir
<ul style="list-style-type: none"><li>• Directing, Screenwriting</li><li>• Manpower of making the shows</li></ul>	<ul style="list-style-type: none"><li>• Routes Design</li><li>• Touring Manpower</li></ul>	<ul style="list-style-type: none"><li>• Cuisine Design</li><li>• PA system</li><li>• Food and Ingredients</li><li>• Execution Manpower</li></ul>	<ul style="list-style-type: none"><li>• Swarovski Memorial Pen Set</li></ul>

Local

integrate

present

# Introducing Chun Chun Cafe

1F, No.265, Sec1 Di Hua Street, Da Tung Dist. Taipei City



**純純電影音樂咖啡**  
**尋找1930s人文情味**

~手沖單品咖啡人文系列~

- ▶ 純純之大稻埕行進曲
- ▶ 大稻埕之四季紅
- ▶ 雨賢之月夜愁
- ▶ 臨秋之望春風
- ▶ 添旺之雨夜花
- ▶ 1930之滿面春風
- ▶ 秋霖之白牡丹
- ▶ 君玉之跳舞時代
- ▶ 蘇桐之農村曲
- ▶ 添旺之河邊春夢
- ▶ 夜半的大稻埕



電視劇「純純」劇照



**望春風 初聲**  
*the songs of soul*

台灣初的都市プロモーションレトロなトレンドドラマ

台湾の流行音楽は今日の華人社会ではきわめて重要であると同時に、日本とも深い繋がりがある。本ドラマは1930年代の話から始めることにする。台湾心に溢れ溢れている音楽ドラマがまもなく「初声」を出そうとしている。「望春風」・「四季紅」・「雨夜花」・「月夜愁」これらの名曲は、このドラマを通じて新たにその華やかなる姿を再発見することになる。古い楽曲を新たに解釈して色あせてゆく。「初声」は当代の流行音楽が取り替わっている跡を明らかにしようとする。



コロムビアレコード会社

「初声」は、コロムビアレコードの「初声」シリーズをモチーフに、大衆の心を打つた、台湾の歴史を再現したドラマ。1930年代の台湾を舞台にした、大衆の心を打つた、台湾の歴史を再現したドラマ。1930年代の台湾を舞台にした、大衆の心を打つた、台湾の歴史を再現したドラマ。



風雅 FUNG

The 1930s was the era of enlightenment of Taiwanese pop music. Taiwan's film and broadcasting industry was affected by the rapid development of Tokyo and Shanghai. In response to the emergence of these two new media, Taiwan's popular songs or recording industry, which is different from traditional songs and music, rapidly rose up. Chun Chun is the pop song diva of the times, and it has created the century of elegance in Taiwan. Hopefully, the songs “spring breeze”, the “four seasons of red”, the “rainy night flowers”, the “moonlit night” and so on, all of which are well-known in the Chinese world

In order to be true to the times, producer Wu Zhongmei visited these contemporary musicians' descendants including: Deng Yuxian, Li Linqiu, Zhou Tianwang, Yao Zhanfu, Wang Yunfeng, Chen Daru, Su Tong, Chun Chun, Ai Ai etc, and get the basic prototype and recognition of the making the play. The producer even invited Mr. Zhuang Yongming, an expert in Taiwanese folk history, as general counsel to ensure the rigorous production of the drama and to restore the atmosphere of the field.

The crew, assisted by the Taipei City Government rent the China Film Studio, and set up to build the main streetscape of Daojong Street to give the audience a glimpse of the style of the times. Yongle Theater, Columbia Records on Boyai Road, and the prestigious Bollywood French-style cafe all showed up. Now producer Wu Zhongmei has further practiced the concept of culture and creativity to pass the pure and open cafe in the drama to today's Dadaocheng. Through the source of history and culture, this century-old commercial district has been built together to build a life together and welcome the future.

## Introducing Taipei City Hotel

No. 172, Sec 2, Chongqin North Road, Datung District, Taipei City

The 1st to 3rd floors are preserved historic relics. It was the ancient house of top Taiwanese pineapple merchant, Ye Jin-tu. The house of the Ye family was built in 1926 and completed in 1929. The 1st to 3rd floors are the ancient building. The red tiles and the structure of facial washed terrazzo belong to Baroque style. The 4th to 11th floors are the new building with grey granite. The seemingly conflicting new and old elements are uniquely integrated.



Event Location: 2F Restaurant