



Productions Yari

News release

Yari Productions present a series of concerts and tours starring two Canadian bands at prestigious festivals and important events held in the People Republic of China, from October 1st to 17th 2010.

Objectives of the current project :

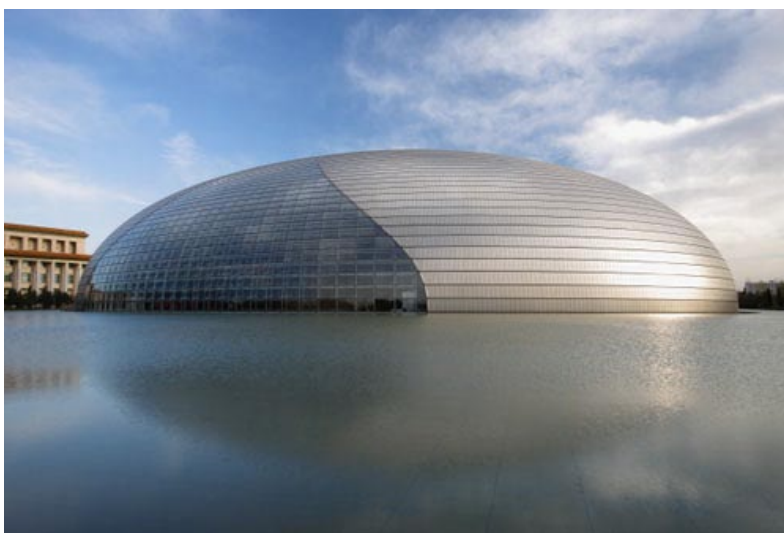
- To raise the visibility and interpretation value of the musical compositions of Canada and Quebec in China under the cultural component of the Expo Shanghai 2010 and the celebration of 40 years of diplomatic relations between Canada and China
- To promote the talents of our Canadian and Quebec artists on the international stage
- To strengthen contacts and collaboration dissemination of Canadian productions in China

The project includes 3 parts :

1. Celebration of the 40th anniversary of diplomatic relations between Canada and China under the program of the National Center for the Performing Arts of China-World Music Series
2. A Quebec Night special event at the "Greenland Expo Square" of Expo Shanghai 2010
3. The presentation of Canadian musical creations at various festivals and concert halls



1. Celebrations of the 40th anniversary of diplomatic relations between Canada and China under the program of the National Center for the Performing Arts of China - World Music Series, from October 14 to 16, 2010



National Center for the Performing Arts of China

The NCPA opened its doors in grand style December 22, 2007. China and the international community of performing arts are now equipped with ultra modern center offering what is best in the world.

After the success of the first collaboration with the NCPA of China in May 2009, Yari Productions have signed a new agreement with the NSCC for a series of concerts in this national center to celebrate the 40th anniversary of diplomatic relations between the Canada and China. This project will be realized in October 2010. Coordination exchanges and communications between the NCPA, the Embassy of Canada, the Government of Quebec, Quebec Office in Beijing and Yari Productions are already well advanced. This production will be a great opportunity to showcase Canadian artistic creation in one of the most prestigious cultural sites of China.

Calender and specific events : from October 14 to 16, 2010

- October 14, 19h30

- Opening event at the Multi-functional Theatre
The great poet of Canadian jazz musicians — Jazz Concert presented by Yannick Rieu and his Quartet
- October 15, 19h30
 - Yannick Rieu Quartet and Monica Freire Quartet at the Resource Center
 - Cocktail party to celebrate the 40th anniversary of diplomatic relations Canada-China
- October 16, 19h
 - Master class of Yannick Rieu at the Resource Center

For more information, please visit this site: www.chncpa.org



2. A Quebec Night special event at the " Greenland Expo Square " of Expo Shanghai 2010



Greenland Expo Square 世博绿地广场

"Greenland Expo Square" is the largest outdoor facility of the Expo Shanghai with a total area of 25,000 square meters. This includes an audience area of 10,000 square meters, advanced lighting and audio technologies, beautiful scenery, bringing the audience to enjoy a perfect audio-visual performance.

Quebec Night will be a special event to present 2 groups of Quebec during the outdoor program at the Greenland Expo Square .

Event Date: October 9 2010, 17h30

Venue : Greenland Expo Square 世博绿地广场

Shows presented:

- Yannick Rieu Quartet + special guest Ms Lu Xuan Chen (jazz singer and pianist)
- Monica Freire Quartet

For more information, please visit these sites:

<http://www.jzfestival.com/en/expo-show/yannick-rieu>

<http://www.jzfestival.com/en/expo-show/monica-freire>

<http://www.expo2010.cn/a/20081111/000019.htm>

3. The presentation of Canadian musical creations at various festivals and concert halls

- Beijing Ninegates Jazz Festival
- Shanghai JZ Music Festival
- Changjiang Midi Music Festival
- Yu Gong Yi Shan Concert Hall
- Eastshore Jazz Live of Beijing
- Hangzhou JZ Club
- Hangzhou Traveller

Promotion strategy

The promotion team is already established to ensure maximum visibility of the proposed events. It includes the following partners :

- Yari Productions of Canada
- National Center for the Performing Arts of China
- Embassy of Canada in China
- Government of Quebec, Quebec Office in Beijing and in Shanghai
- Consulate General of Canada in Shanghai
- Shanghai JZ Group
- Shanghai Highnoon AD Co., Ltd.
- Beijing 8 Days Culture Communication Co., Ltd
- Beijing Midi Productions
- Eastshore Jazz Cafe Live

With the helpful collaboration of :

- National Center for the Performing Arts of China
- The Embassy of Canada in China
- Government of Quebec, Quebec Office in Beijing and in Shanghai
- Consulate General of Canada in Shanghai
- Beijing 8th Day Culture Communication Co., Ltd.
- Beijing NineGates Jazz Festival

- Shanghai JZ Music Festival
- Shanghai JZ Group
- Beijing Midi Productions
- Midi Changjiang Music Festival
- Yu Gong Yi Shan Concert Hall
- Eastshore Jazz Live Cafe of Beijing
- JZ Club and Traveller of Hangzhou
- Eastshore Jazz Live Cafe of Beijing
- Atelier de Réparation Bois & Cuivres
- Photographer Claude Ponthieux (for concerts at Expo Shanghai 2010 and the NCPA)
- Rico (USA)
- Parsons Music

For our agency, the Chinese market represents a very important target for the realization of our global plan of international diffusion and production. A long-term vision is thus needed.

Since 2006, Yari Productions produced 9 tours and events such as the Canadian Jazz Experience in China 2009. Our reputation is now well established in this country for the quality of our presentations and our collaboration skills with Chinese diffusers and promoters. With the support of the Embassy of Canada and the Government of Quebec-Quebec Office in China, Yari Productions have developed a large network of diffusion.

Finally, one major objective of Yari Productions regarding this cultural market is: to become a specialized agency for the production and diffusion of Canadian music and dance in China.

The tours of Yannick Rieu Quartet and Monica Freire Quartet in China from October 2nd to 17th of 2010 are supported by the Conseil des Arts et des Lettres du Québec and the Canada Council for the Arts and is produced by Yari Productions of Canada.

**Conseil des arts
et des lettres**

Québec 



**Conseil des Arts
du Canada**

**Canada Council
for the Arts**



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PRODUCTIONS YARI 9 rue St-Gabriel , St-Gabriel de Brandon QC, J0K 2N0,Canada

Tel : (450)835-0758, (514) 983-0515

Contact : Haiying Song songhaiying18@hotmail.com