



劳伦斯·奥利弗奖
The Laurence Olivier Awards

2016 中国首映系列活动
2016 Premiere in China

40th OLIVIER AWARDS

今

夏 6 月，在黄埔区和上海香港广场的大力支持下，由上海雍和文化传播有限公司和英国 WE 文化传播有限公司策划举办的“英国奥利弗奖 40 周年主题活动”文化交流项目于上海香港广场启动。上海市黄埔区政府领导，以及来自英国、美国、中国香港、中国台湾等地的业内代表，共同出席了 6 月 14 日的开幕式，为奥利弗奖在中国的首次官方亮相剪彩，开启以建设戏剧区域集群为主题的对话。

The Olivier Awards 40th Anniversary Celebration is a cultural exchange programme co-organised by Shanghai YongHe Culture Communication Co., Ltd and WE Culture Connect Ltd. (UK) with support by the Huangpu District and Shanghai Hong Kong Plaza. The programme opened in Shanghai Hong Kong plaza on the 14th June and encouraged a conversation on establishing a theatre cluster. Leaders from Shanghai Huangpu District Government, industrial delegates from the UK, USA, Hong Kong (China) and Taiwan (China) attended the opening.

#OLIVIERAWARDS



从左至右：

英国 WE 文化传播有限公司执行总监谢己女士、[前沿剧展]制作人袁鸿先生、黄浦表演艺术专家委员会主席毛俊辉先生、伦敦剧院协会代表暨奥利弗颁奖典礼制作人 Tim Leist 先生、黄埔区委区政府代表、香港广场业主丽丰控股有限公司助理副总裁彭振宇先生。

From left to right:

Xie Yi (Executive director of WE Culture Connect Ltd.), Yuan Hong (Producer of Edinburgh Fringe Showcase in China), Fredric Mao (Head of Huangpu Performing Arts Committee), Tim Leist (Producer of Society of London Theatre), delegate from Huangpu Government, Peng Zhenyu (Hong Kong Plaza leasing division manager)

关于劳伦斯·奥利弗奖

The Laurence Olivier Awards



成立于 1976 年的劳伦斯·奥利弗奖（The Laurence Olivier Awards），是英国最重要的戏剧及音乐剧奖项，由伦敦戏剧协会（Society of London Theatre）每年颁发，以劳伦斯·奥利弗爵士的名字命名，旨在表彰在伦敦演出的优秀戏剧，每年的颁奖典礼都备受瞩目。今年的奥利弗奖颁奖典礼在伦敦著名的皇家歌剧院举行，典礼全程通过电视媒体 ITV 与英国观众见面，也通过 Youtube 平台向全世界展示戏剧的无穷魅力。

Founded in 1976, The Laurence Olivier Awards are the most prestigious awards for theatre and musical productions in the UK. Named after British actor Sir Laurence Olivier, the awards are presented annually by Society of London Theatre to honour creative excellence of theatre productions in London. The awards ceremony has been attracting much attention each year. Currently, the ceremony is broadcast on ITV to the English audience. The ceremony streaming is also available on Olivier Awards' Youtube channel for the first time this year.



奥利弗奖在中国：展览与放映

Olivier Awards in China: Exhibition and Screening

英国奥利弗奖是中国戏剧领域最为关注的世界级奖项，中国观众却一直无缘得见。在英国奥利弗奖 40 周年之际，上海雍和文化传播有限公司和英国 WE 文化传播有限公司联合策划举办了本次“英国奥利弗奖 40 周年主题活动”，内容包括“英国奥利弗奖 40 周年主题展览”和“2016 英国奥利弗奖 40 周年颁奖礼主题放映”两部分，是该奖项在中国的首次官方亮相，让更多的中国观众接触了解英国戏剧文化，感受伦敦西区的艺术气息。

主题展览分为“2016 英国奥利弗 40 周年颁奖礼回顾”和“伦敦西区戏剧海报展”两大主题。展览涉及的精美展品包括英国奥利弗奖真实奖杯、奥伦斯·奥利弗奖雕像、2016 英国奥利弗 40 周年颁奖礼回顾照片，以及伦敦西区戏剧作品海报和剧照。而主题放映内容为全长 90 分钟的“2016 英国奥利弗奖 40 周年颁奖礼”实录（配中文字幕），是该颁奖礼首次在中国进行的系列官方放映。

Olivier Awards are also one of the most recognised awards among Chinese theatre industry, yet the Chinese audience were not able to watch the awards ceremony in China. This year in June, in celebration of the 40th anniversary of the Olivier Awards, Shanghai YongHe Culture Communication Co., Ltd and WE Culture Connect Ltd. (UK) were delighted to present The Oliver Awards 40th Anniversary Event to the Chinese audience.

The event not only made the Olivier Awards ceremony accessible to the Chinese audience, but also built a bridge between Chinese audiences and the theatre culture in the UK as well as London West End.

The event consisted of the Olivier Awards 40th Anniversary Exhibition and the 2016 Olivier Awards 40th Anniversary Ceremony Screening. The exhibition displayed the original Olivier Awards trophies, the statue of Laurence Olivier, selected photos of 2016 Olivier Awards Ceremony, theatre posters and production images of plays from the London West End. The screening was a 90-min 2016 Olivier Awards Ceremony with Chinese subtitle, which marked the official China Premiere of the ceremony.



让对话更深远

In Conversation

在黄埔区和上海香港广场的大力支持下，WE 文化传播有限公司邀请到伦敦剧院代表 Tim Leist 先生全程参与了本次主题活动，参观“表演艺术新天地”、上海黄埔区主要剧场，并就伦敦西区和“环人民广场演艺活力区”的合作发展进行交流。一个是国际上最成熟的戏剧演艺区之一，一个是国内最具活力的文化区域之一，伦敦西区和“环人民广场演艺活力区”之间的对话，对于文化区域建设发展、促进区域经济向休闲、文化、体验经济转型升级和打造区域文化艺术品牌形象等，都起到至关重要的作用。

WE Culture Connect Ltd. was honoured to invite Mr. Tim Leist from Society of London Theatre to visit Shanghai. The representatives attended the first Xintiandi Festival, visited major theatres in Huangpu District, and participated in the conversation on exchange and collaboration between the remarkable London West End and the emerging “People’s Square Rim Performing Arts Cluster”. The conversation was of vital importance in creating a new brand image for Huangpu District as a new centre for performing arts industry, encouraging the sustainable industrial transformation of the regional economics, and reinforcing the dynamic cultural exchanges between China and the UK in the near future.

作为“英国奥利弗奖 40 周年主题活动”发起方和主办方之一，WE 文化传播有限公司牵头策划、组织了本次系列活动。我们为中英两国的文化交流投入专业的素养和饱满的热情，并致力于长久地为戏剧工作者提供最优质的咨询和服务。

As the key player in this programme, WE Culture Connect Ltd. took the lead in organising and operating the whole project of the Oliver Awards 40th Anniversary Celebration. WE is a professional and devoted team aiming at facilitating cultural communication between the UK and China via theatrical productions and arts education.



主办单位
Event Organiser

上海雍和文化传播有限公司
Shanghai Yonghe Communication Co. Ltd
英国 WE 文化传播有限公司
WE Culture Connect Ltd.

承办单位
Contractor

上海香港广场
Shanghai Hong Kong Plaza

主办场地
Event Venue

上海香港广场
Shanghai Hong Kong Plaza
颐和四季
SH T Modern

活动支持
Event Support

伦敦剧院协会
Society of London Theatre

媒体独家支持
Media Support

周末去哪儿



CULTURE CONNECT