



transport World Entertaining contents ...
facilitate Wise art Education ...
communicate between the West and the East ...
WE connect culture.

Company Intro 公司简介

WE Culture Connect is a London based cross-culture company that aims to communicate between the UK and China via theatrical productions and art education.

WECC assist UK theatre companies to develop their global audiences and help content producers to meet China's fast growing demand for quality theatrical productions.

WECC also deliver top class expertise in theatre and art into China, by offering workshops and short courses to Chinese students and professionals. For some of Chinese artists, students and theatre lovers, WECC also offer tailor-made education and theatre-themed tours to the UK.

WE文化传播是一家总部设在伦敦的文化公司，公司以表演艺术为核心，致力成为中英文化产业和教育产业的对话者。

WE文化传播努力为中国观众展现更丰富多样的英国戏剧，连接中国日益增长的戏剧需求和英国优秀的戏剧制作团队。

WE文化传播还在戏剧教育方面增强中英两国间的对话交流。一方面，我们把英国的戏剧专家和学习资料介绍到中国；另一方面，我们为有需求的文艺爱好者和从业者提供赴英培训和旅行的机会。

Company Funder 创始人介绍

Yi Xie

Yi is the funder and executive director of WECC. With a background in Chinese Communication (BA), Art and Media (MA) and Cultural and Creative Industries (MA), Yi has worked in culture and media industries with wide experiences in various sectors. Before came to the UK, Yi worked for mainstream Chinese broadcasters as a journalist and news reporter. Relocating in London in 2011, Yi started from documentary production, after which started career in culture exchange by establishing WECC.

谢已

谢已是公司的创始人和公司的执行总监。谢已拥有播音主持专业本科学位，艺术和媒体实践研究生学位和创意文化产业研究生学位。谢已在文化和媒体行业的不同领域内有广泛的工作经验。谢已曾在中国主流电视台担任主播和记者。2011年来英国后，谢已开始涉足纪录片制作，并于2015年创立WE文化传播公司，负责文化项目开发和公司运营。

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Industry Friends 行业伙伴

NLP Bridge the Gap

NLP Bridge the Gap is the international introductions company under Nyman Libson Paul, which aims to help individuals, businesses and projects make the step out from the UK to foreign territories or help those looking to settle or acquire assets in the UK. Bridge the Gap has a strong interest in Chinese market. A dedicated Chinese speaking team has been formed to encourage collaboration.

NLP Bridge The Gap 是一家在Nyman Libson Paul（英国最大戏剧产业会计事务所）公司旗下的国际项目公司。该公司致力于帮助英国个体、公司和项目拓展国外市场，并帮助非英国籍公民在英国定居或进行资产投资。Bridge the Gap相当关注中国市场，并有一直成熟的中文执行团队。

N-theatre (Beijing) 北京707-N剧团

N-theatre (also known as 707 N-Theatre) was established in 1993. As an independent enterprise, N-theatre devoted to theatre play write, production, performances and has prompted the exchange between domestic and international theatre professionals. The company is qualified for both performance group ownership and show broker in China. In the last 20+ years, N-theatre has produced/co-produced hundreds of theatrical productions, and has curated over 3000 performances.

In 2012, N-theatre collaborated with the British Council and launched the *Edinburgh Fringe Showcase* (EFS) during the UK Now Arts Festival in China. EFS has now become a on-going project of N-theatre, embracing great success and huge number of fans.

北京707-N剧团创立于1993年。作为一家独立戏剧公司，707-N剧团专注于戏剧创作、制作、演出，并为国内和国际戏剧从业者提供交流平台。公司拥有国内戏剧制作和经纪公司的资质。在过去20多年的时间里，公司已经成功制作或联合制作了超过300部的戏剧作品。

2012年，北京707-N剧团与英国文化教育委员会合作创立了“爱丁堡前沿剧展”项目，并持续至今。该项目作为707-N剧团主要项目之一，取得了巨大的成功，成为中国知名戏剧巡演品牌并吸引了一大批观众。

Elegant World Cultural Transmission (Beijing) 北京典雅天地文化传播股份有限公司

Elegant World Cultural Transmission was established in 2009. It is a national high-tech and creativity-intensive enterprise, which has obtained production permit for both TV and theatre. Elegant World is dedicated in theatre related technology, including stage/lighting/set/projection design and technology.



北京典雅天地文化传播股份有限公司成立于2009年，是中关村和国家级高新技术企业。公司拥有广播电视节目制作许可证和营业性演出许可证，以演出为主营业务向文化产业的各个领域延伸，形成集文艺演出、舞台技术研发、设计创意、影视制作、场景动漫、广告会展于一体的文化产业集团。公司于2013年7月在新三板市场挂牌，是中国演艺行业第一家登陆新三板的企业。

Mountview Academy of Theatre Arts 蒙特纽表演艺术学院

Mountview is one of the UK's leading drama schools, with a long-standing and international reputation for providing the highest quality training to actors, musical theatre performers, directors and theatre technicians.

The school offers intensive, practical training with all students receiving over thirty hours of teaching each week. Classes are small and students receive regular one-to-one sessions with tutors. Students work not only with Mountview's experienced teaching staff but also with current theatre practitioners: directors, set designers, lighting and sound designers, choreographers, musical directors, actors and stage managers. Students are additionally supported by industry liaison managers to build links with agents, casting directors and other professionals.

蒙特纽戏剧学院创立于1945年，起初是为了演出与影视制作需要而设立表演训练俱乐部，2000起正式成为综合性表演艺术学院，是英国专业戏剧教育组织“戏剧英国”重要成员，课程受东英吉利亚大学、伦敦圣三一学院承认，同时获得英国戏剧协会的认可。蒙特纽戏剧学院现任名誉校长是国际电影巨星、女爵士朱迪·丹奇。

学校提供集中的、实操性强的专业训练。全日制学生每周将会在工作室和伦敦的各大剧院接受30小时以上的学习，并接受来自导师和从业人员的一对一辅导。蒙特纽的学生不仅从师富有经验的全职教师，也与剧院一线的工作者合作，包括导演、舞美设计师、编舞、音乐总监、演员、舞台技术人员和制作经理等。学校与业界关系密切，注重学生的实践经验，不断向英国电影电视和舞台剧领域输送优秀演职人员。

本学校是WECC表演和音乐剧工作坊基地，并又学校颁发证书。

宣传片链接: http://v.youku.com/v_show/id_XMTM0MjcwNjczNg==.html



Current Projects 项目信息

Alice's Adventure in Underground 环境戏剧 《爱丽丝冒险奇遇记》

Alice's Adventures Underground is an immersive theatre production of Lewis Carroll's masterpiece *Alice's Adventure in Wonderland*. The production was born in early April 2015 and staged in the atmospheric Vaults underneath Waterloo station, London. The show creates Wonderland as a fully formed world that blends storytelling, live music, puppetry, circus and spectacle. Invited down the rabbit hole in intimate groups of 50+, each audience member will be presented with a choice of EAT ME or DRINK ME, which will affect the way their show will unfold. WECC collaborate with Emma Brunjes Productions to produce a Chinese localized version.

《爱丽丝地下冒险奇遇记》是一部基于英国小说家路易斯-卡罗尔的经典名著《爱丽丝梦游仙境》而创作出的环境戏剧。该剧于2015年在伦敦Waterloo火车站地下与观众见面。该剧通过生动的故事讲解、美妙的现场音乐、活泼的木偶表演、刺激的马戏以及幽默的表演为观众再现的爱丽丝的仙境。观众将跟随兔子掉进洞中，通过选择‘吃掉我’和‘喝掉我’开启截然不同的奇幻探险之旅。WE文化传播作为《爱丽丝冒险奇遇记》中国唯一版权方，将与英国原班制作团队合作，在国内寻找联合制作方来制作中文版本。





Edinburgh Fringe Showcase 爱丁堡前沿剧展

Edinburgh Fringe Showcase (EFS) is one of the most important independent performing art festivals in Mainland China, aiming to present performances with distinct quality from the world. The festival first started in 2012, arranged by Beijing 707 N-Theatre with support from British Council. EFS is now a well recognized promotion platform for Edinburgh Festival Fringe in China. As an associated company with 707 N-theatre (Beijing), WECC start co-presenting Edinburgh Fringe Showcase (China) from 2016.

“爱丁堡前沿剧展”是目前中国最知名的独立演出艺术节之一，致力于为国内观众呈现来自世界各地的杰出剧目。“爱丁堡前沿剧展”由北京707-N剧团和英国文化委员会于2012年共同创立。中国戏剧领域广为人知的“爱丁堡前沿剧展”已经受到大量观众的认可，并在不断发展。作为北京707-N剧团的战略合作公司，WE文化传播拟2016年起参与“爱丁堡前沿剧展”未来部分运营工作。





2016 Xintiandi Festival – Innovative Form of Performing Arts

2016 上海新天地艺术节/创新形态的表演艺术节展·国际对话

2016 Xintiandi Festival is an ongoing important incubator project of arts festival exhibition, which is a part of the construction plan of “People’s Square Rim Performing Arts Cluster”, 13th Five-Year Plan of Shanghai Huangpu District. Centring around Xintiandi and by using public spaces, this festival presented works from China and abroad, and become the very first performing arts festival in China that utilises both the indoor and outdoor spaces. The festival will be held annually in June since its debut in the year of 2016. Xintiandi Festival is curated by “Fringe Showcase” and co-organized by the Publicity Department of Shanghai Municipal Committee, Huangpu District together with Xintiandi. The *Innovative Form of Performing Arts Forum* was held during the festival. WECC co-organised this forum and invited delegates in the performing arts sector from across the world to participate in the discussion.

“表演艺术新天地”是上海市黄浦区十三五规划“环人民广场演艺聚集区”建设计划的艺术节展类重点孵化项目，该艺术节展活动发挥“淮海路—新天地”年轻时尚人流云集、商业综合体集聚的优势，以新天地为核心，利用咖啡馆、博物馆、中庭等公共空间，为观众集中展现最新的国内外优秀剧目，打造全国首个利用商业街区的室内外空间举办的艺术节展，是中国艺术节领域形式创新、内容创新、机制创新的重要代表性节展。这一活动从2016年起，于每年6月定期举办。该艺术节展活动由中国最具国际视野的“前沿剧展”策展团队整体策展，并和上海市黄浦区宣传部、新天地联合主办。

2016“表演艺术新天地”期间，WE 文化传播任“创新形态的表演艺术节展”·国际对话联合策划。受邀代表来自世界各地的各艺术节、艺术中心、剧展、文化管理部门。对话期间，代表们观赏了“表演艺术新天地”的14部作品，并在节目观赏期间，围绕多个案例和主题进行交流和研讨，详细探讨如何在新的时代环境之下，依据各地的不同条件和艺术资源，举办具有特色的创新形态表演艺术节展。





2016 Laurence Olivier Awards Premiere Event China0

2016 英国奥利弗奖40周年主题活动

The Olivier Awards 40th Anniversary Celebration is a cultural exchange programme co-organised by WE Culture Connect Ltd. (UK) and Shanghai YongHe Culture Communication Co., Ltd 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. The event consisted of the Olivier Awards 40th Anniversary Exhibition and the 2016 Olivier Awards 40th Anniversary Ceremony Screening. 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.

2016年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。“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。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。



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In-depth Theatre Experience 伦敦 - 戏聚深度体验项目

WECC launched the first Education and Tour project, called the In-depth Theatre Experience in January 2016 in London. The experience is designed for people with passion and interest in theatre, which offers them opportunities to experience theatre from different aspects at different levels. Over 15 Musical Theatre students, amateurs and professionals from China have been attracted. They took part in more than 20 theatre related activities, including watching shows, theatre backstage tours, Shakespeare's Birth Place tours, Musical Theatre training, performance workshops, and performance institution tours etc.

2016年1月，WE文化传播联手业内专家，为戏剧爱好者精心打造一次全方位的独家戏剧体验之旅。本体验项目旨在以戏剧为核心，为戏剧爱好者和从业者提供从不同角度、不同深度了解英国文化的机会。项目的15名参与者在为期2周的时间内，深度参与了世界级音乐剧现场观摩、剧场后台参观、戏剧高校访问、国际顶尖制作团队专业指导和系统性表演训练等活动，还游览了伦敦及周边著名景点。“戏剧深度体验项目”作为本公司“教育与文化游”业务的一部分，将成为常态戏剧活动。



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Musical Theatre Rehearsal Workshop 音乐剧排演工作坊

WE Culture Connect, along with the Arts Educational Schools London (“Best Drama School” acclaimed by The Stage), launched a weekend workshop themed as Musical Theatre Tasting Rehearsal on 2nd and 3rd April 2016. Led by 3 experienced teachers from ArtsED, the two-day workshop offered genuine experience of rehearsing for a musical show: from script reading to singing, dancing and acting. A "graduation showcase" was performed by participants in the UK on the second day, where everyone received a wonderful workshop certificate from ArtsED.

上榜英国《戏剧报》“最佳戏剧学校”的伦敦艺术教育学院与WECC联手，为喜爱戏剧、表演的朋友奉上专业又有趣的音乐剧排演工作坊。为期两天紧张的训练中，参与者在英国资深老师的指导下，体验从剧本剖析到形体训练、从台词朗读到声乐强化的全过程，并在课程结束时协作完成著名音乐剧的片段演出。参与者获得由伦敦艺术教育学院颁发的工作坊证书，以及由WE文化传播制作的温馨纪念册。作为本公司“教育与文化游”板块内的活动，WE文化传播将长期组织并运行工作坊类似活动。

伦敦艺术教育学院（Arts Educational Schools London）是伦敦最杰出的艺术培训学校，也是英国最顶尖的表演艺术教育机构之一。该校的名誉校长为音乐剧巨才安德鲁·劳埃德·韦伯。学院为伦敦西区剧场、百老汇剧院、和各大电影电视公司培养全面的从业人员，尤其是在舞蹈和戏剧方面非常突出。





Educational Trip – Fuyang Liu 刘福洋艺术舞蹈交流项目

Fuyang Liu, a high-profiled Chinese traditional/contemporary dance artist. During his dancing career for two decades, Fuyang has won many awards (including the national Lotus Award for professional dance), been rewarded as China National Class-A Dance Performer and been selected to be the Chief Performer and Head of Performance at Zhejiang Song&Dance Theatre.

In the year of UK & China culture exchange, WECC designed and arranged a professional development trip for Fuyang, who desired to collaborate with UK artists and develop dance projects. Following his certain requirements, WECC provided him full package of travel, meetings and workshops.

刘福洋先生是中国顶尖传统舞和当代舞的艺术家，国家级一级舞蹈演员。从业20余年的刘福洋，获得过众多国家级奖项（包括莲花奖等），目前担任浙江省歌舞剧院歌舞部门总监。在中英文化交流年之际，基于刘福洋先生对于艺术的热爱，和对英国舞蹈表演艺术的认可，WECC为刘福洋量身打造了一系列访英交流和创作活动。

