



Chinese New Year Artists 2018: Ma Xiaohui, Lü Jia, Lu Siqing

 **3 CHINESE GUEST ARTISTS**
Ma Xiaohui, Lü Jia, Lu Siqing

 **84 MEMBERS OF THE MSO**

 **2120 LIVE AUDIENCE**

 **7 BROADCASTS**
Across TV and radio in Australia and China

 **200+ MILLION**
BROADCAST AUDIENCE
Australia and China

 **19 NEWS STORIES**
(circulation 213 million) – China

 **300 VIPS**

Concert Patron - His Excellency Mr Cheng Jingye,
Ambassador Extraordinary and Plenipotentiary of China

Guest of Honour - Consul General of the People's Republic
of China in Melbourne, Mr Zhao Jian

Presenting Partner – Arts Centre Melbourne

Building strong cultural connections across China is a strategic
priority for the Melbourne Symphony Orchestra.

With our partners we are developing new ways for people
to engage with the MSO, celebrate Australia's cultural
diversity and grow the profile of cultural partnerships in
Australia and China.

Our East Meets West program includes touring to China,
inviting world-class artists, conductors and composers from
across Asia to perform with us, and our annual Chinese New
Year Concert.

The MSO's Chinese New Year Concert is a highlight of
Victoria's cultural calendar. In February 2018 this event
brought together maestro Lü Jia and a stellar cast of guest
artists including erhu player Ma Xiaohui, and one of China's
most celebrated violinists, Lu Siqing.

AUDIENCE FEEDBACK

The MSO's 2018 Chinese New Year concert successfully
engaged its target audience and nearly all respondents said
event met or exceeded their expectations.

The three key motivators for attending the concert were:

1. The high quality of the performance
2. The experience of a live concert
3. Value for money

 **93%** Rated the event as 'extremely
satisfying' or 'satisfying'

 **72%** Would attend the Chinese
New Year concert in 2019

 **59%** Experienced the event
for the first time in 2018

 **53%** Heard about the concert
through social media

Melbourne Symphony Orchestra
7 February · 🌐

Learn more about Chinese violin superstar, Lu Siqing ahead of his upcoming performance in our annual Chinese New Year concert!
Tickets: <http://bit.ly/2Et7EIO>



Violinist Lu Siqing joins MSO for its East Meets West concert
He has millions of fans the world over. Now he is sending in the new Chinese year with a bang in Melbourne.
THEAGE.COM.AU

👍 Like 💬 Comment ➦ Share

Melbourne Symphony Orchestra
Sponsored · 🌐

为庆祝中国农历新年，世界著名小提琴家吕思清（幼年时被誉为小提琴神童）将在汉默音乐厅上演精彩表演，仅此一场，不容错过。
See Translation



MSO.COM.AU
东西文化交融之夜
2月24日 星期六 晚7:30

📅 Book Now

10,971 PEOPLE REACHED throughout bilingual Facebook campaign

NEWS STORIES

