Chinese Traditional Kunqu Opera under the Digital Age

Ruoheng Du

Background
Audience
Characteristic

Intro
Goals
Digital Project
Accessibility

Kunqu Opera

- Kunqu Opera encapsulates various forms of art: literature, music, dance …

- One of the 19 "Masterpieces of the Oral and Intangible Heritage of Humanity" by UNESCO in the first batch on May 18, 2001

- Facing the low tide and need to fight for survival

Cr. Ting Cheng

Communication Goals   — **Arouse Attention**

- **Call for contribution** - understand the **current situation** of Kunqu Opera and its **need for preservation**
- ☐ **Be introduced** to Kunqu Opera (**young generations** learn something important in a relatively playful way)
- ☐ Be able to acquire more **in-depth knowledge** and other related information about Kunqu Opera
- **Explore a new form of Kunqu Opera** - digital technology

Cr. Ting Cheng

Target Audience

TYPE 1

People who are interested in **Kunqu Opera** and are willing to learn more about its **preservation**

· Current preservation strategies
· Communication with others with the same interest

TYPE 2

People who already **have a general idea** of Kunqu Opera and are **interested to know more** about it

· Have a taste of Kunqu Opera performance (video/audio)
· Detailed information

TYPE 3

People who are interested in **interactive performance** / new form of **performance combined with digital technology**

· Combination of digital technology and Kunqu Opera
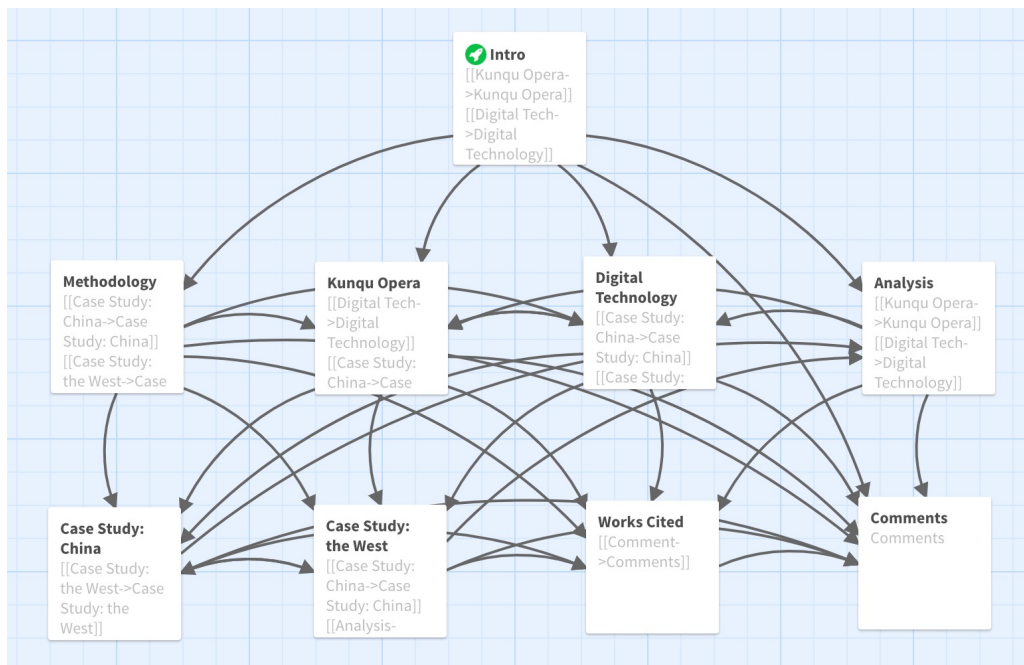· Space to interact with others

Digital Project

- **Intro**
  - Background music from Kunqu Opera clips

- **Kunqu Opera**
  - Video links
  - Performance info in different cities

- **Digital Technology**
  - Dynamic data

- **Case Study: China**
  - Video links
- **Case Study: the West**
  - Video links

- **Comments**
  - An interactive space to share stories and understandings about Kunqu Opera
  - Data saved in anonymous mode

Characteristics

Digital Technology

Online Videos

Live Streaming

Real-Time Animation

Links / Hypertext

Visuals + Sounds

Interactive Space

Linear principal line

Other scattered lines

Background

Audience

Characteristic

Intro

Goals

Digital Project

Accessibility

Accessibility

Pros I

Scholars:
For **connection of different fields**: digital technology, Kunqu Opera, China and the West

Young Generations:
For getting **a general idea** of Kunqu Opera and being willing to **care more** about it in the future

Pros II

Common People:
- For **having a taste** of Kunqu Opera (e.g., enjoying the background music)
- For **acquiring knowledges** about Kunqu Opera by exploring links

Kunqu Opera Lovers:
- For **communicating with others with same interest**
- For recent ways of protection

Cons

Those who simply look for interesting interactions or games **with low attention needed**:
contains a relatively large amount of text in general

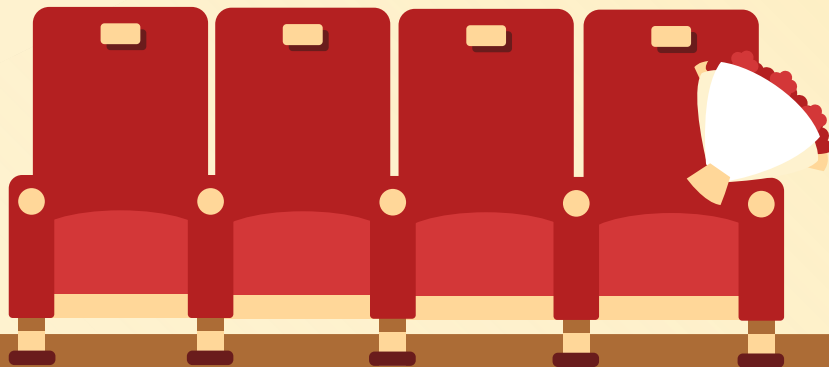Background
Audience
Characteristic
Intro
Goals
Digital Project
Accessibility

Thanks

Special thanks to Slidesgo, Flaticon, Freepik