



# THE FUTURE OF CHINESE MUSICALS

# **Kaleidoscope** MA Degree Show

## Birmingham School of Art

## Birmingham City University

## 31st August — 3rd September 2023

**Zhenling Fei** MA Arts and Project Management  
The future of Chinese musicals

At present, it is the golden time for the development of Chinese domestic musicals, the market shows great potential. However, as the Chinese music industry has become more mainstream, this tension between quality and quantity has worsened during the pandemic. By comparing and analysing the business models of the London West End, New York Broadway and Korean musicals, my essay aims to explore a more appropriate strategy and create a business model for the development of the Chinese musical market.

@lindseeey\_fee

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Opening Times  
Thursday to Saturday 11.00 — 17.00  
Sunday 11.00 — 16.00

Private view  
Thursday 31st August  
18.00 – 20.00

