

# 向世界打开中国之窗

本刊北京特约撰稿人 孙国维

## “国粹”京剧的传承者 走上红地毯

4月16日傍晚，在五彩斑斓的夕阳掩映下，400多位来自世界各地的电影界嘉宾云集北京雁栖湖国际会展中心，相依相伴走上了红地毯。你看，斯琴高娃、陈可辛、周迅、张国立、冯小刚、郑元畅、林依晨、赵又廷……一个接一个，或三五成群地走过来了，周边的影迷们以狂热的尖叫欢迎他们。

“喔，施瓦辛格来了！”人们交口点赞。好莱坞巨星的出现让大家倍觉神爽。施瓦辛格放下大牌的架势，特意绕场同粉丝们握手言欢。当此之时，本届国际电影节的评委会主席、著名法国电影导演吕克·贝松也踏上红地毯，并热情地向在场的所有人致意。施瓦辛格则回头大声地说：“请大家把最热烈的掌声献给这位导演。他今天是率领他的新作《勇士之门》团队来北京献礼的。”两位国际大腕的登场使红毯仪式活动气氛达到沸点。

今年北京国际电影节的一个鲜明特点是，大约有30名京剧院团长、京剧表演艺术家和京剧电影导演身穿华服，与国内外知名电影人一起走上红地毯。他们中有李维康、冯志孝、耿其昌、叶少兰、赵葆秀、王平、寇春华、安平、史依弘、王蓉蓉、杜镇杰、李宏图、孟广禄和赵秀君等……这些戏曲“国粹”的传承者近年来一直在为完成“京剧电影工

程”呕心沥血，精雕细琢十部大戏，努力挖掘、抢救民族传统文化。这回他们带来其中的部分影片《龙凤呈祥》《霸王别姬》《状元媒》《秦香莲》和《萧何月下追韩信》等，将陆续在国际电影节上放映，以飨国内外观众。这一安排足以显示电影节国际文化交流的特色。对此，国际立体和先进影像协会主席吉姆·查宾认为，京剧电影把传统京剧和3D技术完美融合在一起，带给人截然不同的体验，让人们欣赏到了中国“国粹”的独特魅力。

## “中国是全世界电影作品 流通的必经之地”

在电影展映单元，共有21部获得国际A类电影节奖项和奥斯卡金像奖的影片，诸如《教父》《鸟人》《布达佩斯大饭店》《爱在》等悉数参展。展映期间，这些热片的场外经常是人头攒动，一票难求。北京国际电影节搭建的电影产业大市场，得益于中国电影业正进入一个制作与票房双重繁荣的黄金时代。

施瓦辛格说：“中国不仅是全世界电影作品流通的必经之地，也在向全世界推出众多优秀的作品。”北京国际电影节之所以像磁铁吸引世界电影人，除了巨大的市场，还有深厚的历史文化和社会生活的独特魅力。美国电影协会组织亚太地区总裁麦克·艾里斯说：“我们在寻找既有艺术审美又能被全球所接受的



北京国际电影节全体评委在闭幕式暨颁奖典礼上。

The entire jury at the closing and award-issuing ceremony of the Beijing Film Festival

故事。中国是一个有故事的国家,也有能够表现好故事的导演、演员,这都是我们需要的。”东道国不负众望,不仅人才辈出,而且佳作迭出。2015年,一部以狼为主角的电影《狼图腾》在全国放映。它以5.52亿元投资取得7亿元票房。这部由法国导演让·雅克·阿诺执导的电影正是北京国际电影节上中法合拍的签约项目。这次合作的成功,诱发了诸如《马可·波罗》《迟来的和平》以及《勇士之门》等一系列中外合作影片的问世。

而今,北京国际电影节在强调“国际化”的同时,立足本土资源,向世界打开“中国文化之窗”。大约有30名新西兰电影制作人首次赶来参加北京国际电影节,让更多中国业内人士了解新西兰电影业和电影人。

### 中美影视产业架起合作之桥

今年的电影节历时8天,103个国家

和地区的1524部影片报名“北京展映”,36部获国际重要电影节奖项及奥斯卡金像奖的影片位列其中。笔者游走于电影节的各个论坛和节目场所,心中老惦念着一位业界朋友的嘱托:要特别留意中国电影“走出去”和中美影视业如何合作的问题。于是,笔者手持邀请函,参加“美中影视产业博览会”。这是以新闻发布会的形式举办的,与会者可以随意互动。美中影视产业博览会会长卞卡·陈先生宣布,将与好莱坞电影制作团队一起推出22个电影项目,并将于今年9月7日在洛杉矶的美中影视产业博览会开幕式上与中国制片人协会联手举办全球影视产业颁奖大会;接着,11月将与美国电影协会深度合作,举办中外合拍片论坛与展映。

会上笔者与卢燕女士就中国电影如何走出去、又如何与美方深度合作的问题交换了看法。88岁的卢燕女士仍然保持着一副年轻

仪态。不仅身段婀娜,而且脸无一丝皱纹,思维清晰,表述精辟。她是美籍华人,原籍广东,先后就读于上海圣约翰大学文学系和交通大学财务管理系,后来又进入美国夏威夷大学深造。因受其母京剧名伶李桂芬的影响,“误入梨园”,成为资深电影明星,演过各种题材的片子47部,由她主演的代表作有《末代皇帝》《瀛台泣血》《倾国倾城》和《董夫人》等。她三次获得台湾金马奖、两次封后,

被称为“慈禧专业户”。卢燕在好莱坞打拼近半个世纪,终于成为奥斯卡金像奖的第一位华人评委。近年来她致力于加强中美文化交往和合作,努力把中国优秀的传统文化介绍给西方世界,同时将颇具西方特色、又符合东方审美情趣的欧美文化引进中国。她是将《米老鼠和唐老鸭》引入大陆的第一人,甘当中美两国文化交流和友谊往来的桥梁。

她依据材料介绍,2014年全球电影票房达到375亿美元。美国占27%的市场份额,中国以13%的份额稳居全球第二大电影市场。然而,国产片的本土票房与海外票房仍存在不小差距:2014年,中国国产片票房为161.55亿元,而国产片的海外票房和销售收入仅为18.7亿元。与之相比,2014年,美国影片票房在本土及海外市场分别为103亿美元和146亿美元,好莱坞在全球的影响力可见一斑。显然,相较于进口片的强势地位,中国国产片仍面临很大的挑战;比起国内市场的突飞猛进,中国电影的国际传播力和影响力还很不相称。简而言之,就是要学会用电影手段,讲好中国故事。

卢燕思维敏捷,且颇有见地:“中国每年都出品大量的电视电影,可是许多产品人家不买账,因为看不懂。这就是中国电影和电视的出口‘瓶颈’,就是说,你的文化被打折了‘折扣’,于是国外的票房就上不去。照理讲,大熊猫的故乡在中国,功夫的老家在少林,但国内拍摄的这类片子在国外却不吃香。反而美国人拍的《功夫梦》和《功夫熊猫》大行其道,国内和国外的票房都很高。说穿了,就是这些中国故事由于用了好莱坞的技术和做法,即用好莱坞的瓶子装了中国故事的酒,也就吃香了。既然眼前自己的编剧和制片技术还不行,那么就走合作之路,与美国有关方面精诚合作。中美即将合作开拍的猴戏《敢问路在何方》就是一种有益的尝试。循序渐进,利用地缘和血缘的优势,先从东南亚的华语国家入手,再推广到朝、日、韩等儒家文化圈,然后走出亚洲向非洲和拉丁美洲发展,最后进军欧美、大洋洲。”

向世界打开中国文化之窗,是笔者采访2015北京国际电影节最深刻的印象与感悟。■



著名京剧演员于魁智和李胜素联袂演出《长生殿》。

Yu Kuizhi (left) and Li Shengsu perform Hall of Longevity, a classical Peking Opera play.



# Film Festival in Beijing Screens Chinese Culture

By Sun Guowei, our special correspondent in Beijing

Some 400 guests from the world film industry gathered and walked the red carpet at the Yanqi Lake International Conference and Exhibition Center on the night of April 16. When such heavyweight actresses as Siqin

Gaowa, Zhou Xun and China's most reputed film directors including Zhang Guoli and Feng Xiaogang walked into the limelight, fans screamed.

Hollywood star Arnold Schwarzenegger

and famed French director Luc Besson, who headed the festival's jury, brought the atmosphere of the gala to a boiling point when they emerged to greet the fans.

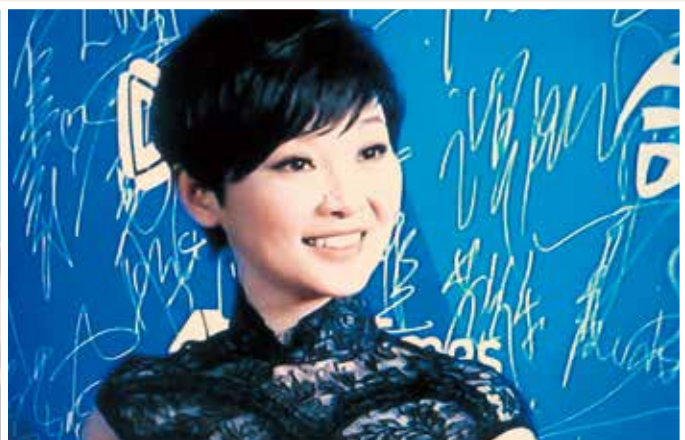
A special highlight of the 2015 Beijing



《智取威虎山》剧组主创人员  
The Taking of Tiger Mountain walk the red carpet.



北京国际电影节评委会主席、法国著名导演吕克·贝松  
French director Luc Besson acted as the president of the jury for Beijing Film Festival.



左图为好莱坞明星、颁奖嘉宾成龙；右图为中国著名演员、颁奖嘉宾徐帆  
Jacky Chan (in the left picture) and Xu Fan are VIPs for issuing awards at the film festival



左图为评委周迅和张涵予。作为颁奖嘉宾，他们希望在新片中搭档；右图为颁奖嘉宾、电影节评委陈可辛（右）和那达尔立克在一起。

Zhou Xu and Zhang Hanyu (in the left picture), both judges of the film festival, work as award-issuing guests; they hope to work together in a new film; Chen Kexin and a colleague working as judges of the film festival

film carnival was a delegation of 30 Peking Opera performing artists who graced the red carpet by bringing a Peking Opera cinematic series to share with an international audience the glamour of traditional Chinese culture. The 10 films are part of a salvaging project that works to give justice to the ‘national cultural treasure’. Five of the 10 films were screened at the film festival, which also showed the globalization of the cultural connotation of the event.

“The films bring to the audience a cinematic experience completely different from conventional big screen works, through a perfect combination of Peking Opera tradition with 3D technology”, summarized Jim Chabin, chairman of the International 3D & Advanced Imaging Society.

Arnold Schwarzenegger pointed out that China is not only a key station for the circulation of the world’s film production but also plays an important role as a film producer of rising influence. The Beijing film festival draws filmmakers from all over the world like a magnet not only because of the size of the market but also for its cultural profundity and unique charm of social life.

“China is a country of stories and has no shortage of performing talents and directors,” said the president of the Asian-Pacific division of American Film Association.

One of the biggest cinematic successes in the Chinese big screen of the year 2015,

Wolf Totem garnered a box office of 700 million yuan. Directed by the French filmmaker Jean Jacques Annaud, the film is just the preface to a succession of major collaboration productions to be unveiled in the near future, among which are Marco Polo and Warriors Gate.

The 2015 film festival also saw the debut of about 30 film producers from New Zealand, whose participation created a chance for the communication between Chinese filmmakers and their New Zealand counterparts.

The 8-day festivity received the submission of 1,524 films sent from 103 countries/regions to compete in the Beijing Screening session. 36 of the submitted films have received honors from the world’s most prestigious film festivals and awards.

At the China-America Film Industrial Expo held in the form of a press conference, the organization’s chairman Mr. Chan announced to launch the production of 22 movies based on the collaboration between Chinese filmmakers and a Hollywood team. A follow-up forum and screening of these films are scheduled to begin in November of this year.

I got a chance to chat with 88-year-old Lisa Lu, the daughter of Peking Opera artist Li Guifen and the first Academy Award jury member with ancestral roots in China. Born in southern China’s Guangdong Province,

Lisa Lu won ‘Best Actress Award’ of the Taiwan Golden Horse Award twice and is best known for playing the role of Empress Dowager Cixi. It was her passion in cultural communication that brought Mickey Mouse and Donald Duck into the Chinese mainland.

“A top priority for Chinese movies to further tap the international market is to learn how to tell the ‘China stories’ in a way that appeals to the global audience. The Hollywood way of story-telling and technology has been proved to be a guarantee for box office success, as shown by such blockbusters as Kong Fu Panda and The Karate Kid”. □



好莱坞奥斯卡金像奖评委卢燕接受央视记者采访。

Lisa Lu, an experienced judge for Oscars, is in an interview with CCTV journalist at the film festival.