

Brief introduction of Midi Festival





2013 CHANGJIANG MIDI FESTIVAL IN SHANGHAI

Simple Numbers about Midi Festival:

Established since 2000

4-6 Festival editions each year

4-6 different locations/cities to be held at

4-9 stages on each edition

Has been held over 40 times so far

200-300 bands on each edition

200-500 volunteers

15-30 international artist units incl. HK/TW



MIDI FESTIVAL / MIDI SCHOOL OF MUSIC



Midifestival.com
Midischool.com.cn





Beijing Midi School of Music is the first school of modern music licensed by Education Committee of Beijing Haidian District and has grown now into the most influential education facility for Chinese modern music. Formed as early as 1993, the curriculum defined its clear vision: to promote artistic and humane theories

Beijing Midi School of Music

www.midischool.com.cn

of modern music, to educate skillful modern music performance techniques. As the first school for modern music in China, Midi School of music is being seen as the cradle of Chinese rock music, providing a huge number of talents and professions for the Chinese music scene within the last 22 years, former graduates are working in the industry in whole China: such as production companies, national performance units, civilian music groups, original artists, jazz bands, music recording companies, music publishing and copyright houses, music studios, TV and broadcasting entities, livehouses, international music instrument manufacturing, music shops, music schools, nationwide Midi representation units, music press and magazines, media companies, ring tone production, etc. of which many achieved leading positions. Moreover, many participating bands on Midi Festivals are formed of former Midi graduates. The name “Midi” stands for quality, reputation, stability and equality.









September 2005, Beijing Midi School of Music registered its wholly-owned Beijing Midi Productions Co. Ltd and obtained industry qualification and live music production licenses granted by Beijing Cultural Bureau, Midi therefore has become a state permitted 1st rank production company for music mass events. Till today, Midi Music Festival has been held 25 times in 14 year: Beijing Midi Festival, Beijing Jazz Festival, Zhenjiang Midi Festival, Shanghai Midi Festival, Ocean Midi Festival, Guiyang Midi Festival, Changjiang Midi Festival, Shenzhen Midi Festival and Taihu Folk and World Music Festival. Midi Festivals has contributed tremendously for the promotion, propagation and industry development of Chinese rock music. While moving ahead, Midi also helped many other Chinese open air festivals to evolve and develop in the same time.



Midi Music Festival

www.midifestival.com

China's 1st open air
Modern music festival

Midi Music Festival

Out of the cradleland of China's rock scene – Beijing Midi School of music organized the first Chn. festival for original music. Now after 16 years it has become one of the most famous brands for Chinese modern music. Every year, there are hundreds of bands from all over the world participating, dozens thousands rock fans from whole China come together to celebrate what media calls it the Chinese “Woodstock”.



Midi Music Festival posters 2000-2018

2000



2001



2002



2003



2004



2005



2006



2007



2008



2009



2009 Zhenjiang



2010 Zhenjiang



2010 Beijing



2011 Rizhao



2011 Shanghai



2011 Beijing



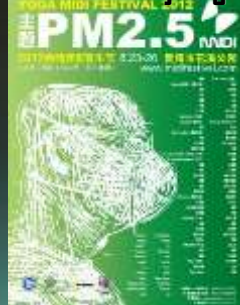
2012 Beijing



2012 Shanghai



2012 Zhenjiang



2012 Zhenjiang



2013 BJ+SH+ShZh 2013/14 Shenzhen



2014 Shanghai



2014 Beijing



太湖迷笛
NNDI 长江经济带音乐节

2014/15 Shenzhen



2015 Shanghai



2015 Guiyang



2015 WE Tour



2015 Suzhou



2016 Suzhou



2016 Shaoxing



2016 Suzhou



2016 Tenglong Cave



2016/17 Shenzhen



2017 Suzhou



2017 Suzhou Elect



2017/18 Shenzhen



2018 Suzhou





MIDI Kids winner bands



on main stage 2016/2017

Rock fans at Beijing Midi Festival 2005



2014 BEIJING MIDI FESTIVAL – ONSITE FOTOS



2014 (SHANGHAI) CHANGJIANG MIDI FESTIVAL
– ONSITE FOTOS



Part of the Midi Festival Staff and volunteers



Camp Midi Taihu - our festival venue in Suzhou where we host several festivals and events yearly







MIDI Kids a rock program for children

MIDI Kids is culture and art program initiated in 2010 in coexistence with all of Midi's festival programs, music education, common-well activities, etc. yet still carried out as a stand-alone project.

Since 2013 it has become a constant element of Midi Music Festival with its own stage and established the nation wide biggest annual band competition on modern music where winner band get the chance to play at the main stage just like their rock star idols!

Along side the band contest, MIDI Kids also organizes concerts, children parties, summer camps and open air art events.

In 2018 the MIDI Kids band competition went through five heat rounds Beijing, Xi'An, Shanghai, Changsha, Shenzhen where the top 10 bands emerged for each category of Child class and Youth class. These 20 bands plus 40 solo performers all came to the National Final at Beijing Midi School of Music.



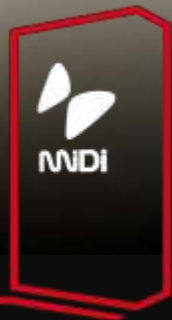
Midi School principle Mr. Zhang Fan
with MIDI Kids winners of 2018







Chinese Rock Midi Awards



MIDI AWARDS

The trophy of Chinese Rock Midi Awards itself is a piece of art made by bronze mould, its shape and size is exactly the same of a traditional Chinese brick – the bricks that Chinese rock is build of

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中国摇滚迷笛奖奖项: Categories of Midi Awards:

- 1、最佳年度摇滚专辑 (Album of the Year)
- 2、最佳年度摇滚歌曲 (Song of the Year)
- 3、最佳年度摇滚乐队 (Best Rock Performance By Group With Vocals)
- 4、最佳年度摇滚男歌手 (Best Male Rock Vocal Performance)
- 5、最佳年度摇滚女歌手 (Best Female Rock Vocal Performance)
- 6、最佳年度硬摇滚乐队 (Best Hard Rock Performance)
- 7、最佳年度金属乐队 (Best Metal Performance)
- 8、最佳年度摇滚乐器演奏 (Best Rock Instrumental Performance)
- 9、最佳年度摇滚现场 (Best Live Performance)
- 10、最佳年度摇滚新人奖 (Best New Artist)
- 11、最佳专辑设计奖 (Best Album Art)
- 12、最佳民谣音乐奖 (Best Folk Music)
- 13、中国摇滚贡献奖 (Contribution to China Rock)
- 14、迷笛常委会特别奖 (Special Award by the Grand Jury)

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THANK YOU!

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facebook.com/MidiFestivals

