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**China and UK will cooperate making “Yang GuiFei”  
and it will be invested more than 100 million rmb.**



*Pic taken by Li Peng.*

On the afternoon of 27<sup>th</sup>, February, 2009 (local time) , the minister of Chinese Commerce, Chen Deming (No.2 left behind) and the Minister of UK Commerce, Mandelson (NO.2 right, behind) both witnessed the ceremony of the sign on the cooperate letter of intent of making the movie “Yang GuiFei” together. See the pic, Liu Yan (NO.1 front left), director Chunqihong (Beijing) Invest Ltd., Dadi Media Ltd.(Beijing) and Capital Music Co. from UK were signing the agreement of making “Yang GuiFei” together.

Tan Fei: After “Yang Guifei” became international

The whole world is choosing Yang Guifei and Libai.

Fan Bingbing is said she is too thin. (attached pics)

On the afternoon of 27<sup>th</sup>, February, 2009 (local time) ,In the Riverbank Park Plaza Hotel of London, the minister of Chinese commerce, Chen Deming and the minister of UK commerce, Mandelson both attended the ceremony of the sign on the cooperate letter of intent of making the movie “Yang GuiFei” together, between Chunqihong(Beijing) Investment Ltd., Dadi Media Ltd.(Beijing) and

Capital Music Co..It is said that the investment of this movie will be more than 12 million pounds (about 120 million rmb). The cooperation partners who are from China and UK will span the nationality, history and culture and work together to make a new life to the old love story “Yang GuiFei”

### **The Chinese commerce and investment team made this important originality of culture project**

This subscription of cooperate letter of intent for “Yang GuiFei” was one of the important originality of culture projects while Chinese commerce minister on his business tour to Europe. It was one of the most important parts of the \$ 200 million contract which he made with UK.

During the Shanghai international Film Festival in 2008. As the cooperation project in the “Film Cooperation forum between China and foreign countries”, The movie “Yang GuiFei” was made of the theme the love story between Yang GuiFei and Emperor Tang Minghuang”, was looked up by Toby Simkin who was regarded as the best producer of American Broadway. He denoted to join the cooperation as a investor. Besides, this movie was also supported by the British Film Committee as an important culture cooperative project.

Days ago, as soon as the cooperative project of the movie “Yang GuiFei” was issued in UK, it brought active effect. There were many international financing and law organization wanted to talked with Chinese delegation and hoped they can have cooperation in film area with China.

Besides, while the Chinese commerce groups were in Germany, they made a cooperative contract with making the cartoon movie “Panders’ General Mobilization” together in BDI of Germany.

### **China and UK will cooperate to make the great film and show “the greatest love story in the history of China”**

As one of the most beauties in ancient China, Yang GuiFei was well known as she played an important role during the perdition of Tang Dynasty. And the love story about her is always mentioned by people. Her story can be epitome simply like: When Chinese greatest emperor (Tang Xuanong) met Chinese most beautiful woman (Yang GuiFei), and when both of them met the most guileful traitor minister, they together made the Chinese greatest love story.

The producers of “Yang GuiFei” spent a couple of years on searching on this love story. They all considered this is a story about discovering and embracing your destiny. Ultimately the message is simple; true love means sacrifice. When the film shows the celebration of believing in dreams and the impossible, the Chinese greatest love story becomes the greatest love story of the world.

The lead producer of “Yang GuiFei”, Toby Simkin denoted it is a great, even a uplifting story which is full of undulating scenario. From wildness to sweet. Naïve love goes through the movie from the beginning to the end. And what makes the climactic of this story is Tang Xuanaong’s painful decision-- save the woman he loves, or sacrifice her to preserve his crumbling dynasty.

Liu Yan, the director of Chunqihong invest Ltd. Denoted that “Yang GuiFei” is a great story. Its extractive content is indubitable and its also the linchpin for the successful of this movie. I believe will annotate perfectly this historic love story by using a special way and a new visual angle.

### **A great and strong team will work together to make this “international movie”**

The facture team of “Yang GuiFei” includes the quintessence people from all over the world.

The lead producer of “Yang GuiFei” Toby Simkin has a reputation, the best producer of American Broadway. He is one of the owners and operators of the biggest theatre in Broadway. He had made more than 120 Broadway plays in the USA, Canada, UK, Russia, Australia, between China and overseas, and had world tour. His magnum opuses are “*Death of a Salesman*”, “*Long Day’s Journey Into Night*”, “*The Crucible*” etc. He is considered as a leader who advances the theatre onto the internet.

As the film producer of “Yang GuiFei”, Chunqihong invest Ltd. (Beijing) once invested on the movie<<the NO 7 of Yangzi River>> by Zhou Xingchi in 2007, and the most expensive movie “*Red Cliff*” in 2007. They advanced the film market in China with these two movies. In 2008, they invested the first season of “*The Bourne Identity in Shanghai*”. In March of this year, the teleplay “*Satisfy A Craving again*” is coming out soon. In next year, Chunqihong has invested more than 10 billion in film and entertainment area. The director, Liu Yan denoted “Yang GuiFei” will be a great movie which will show the flourishing culture in Tang Dynasty. China and UK will cooperate and make a great movie which shows the magnificent Chinese culture.

Kenneth Clarke, the playwright of “Yang GuiFei” is a talented writer. In 1994, He was one of the makers of the music drama “*Lonely Heart*” which was the No. 1 on American New Art Play list. He was also once the artist of some movies such as “*Raiders Of The Lost Ark*”, “*Star Wars Episode VI Return Of The Jedi*”, etc.

As a professional musician and composer, Richard Daniel and Kenneth Clarke have been cooperated for about 20 years and they have been producing music for films and the live theatres. They will work with Mark Troop who is a pianist and Chinese singers and musicians. They have a great cooperation on producing the music of “Yang GuiFei”. He denoted Yang GuiFei’s enduring beauty ended in the great Tang Dynasty, but it brought China into a new age. He is very excited and proud of melodizing for the everlasting love story. The music of “Yang GuiFei” will be played by both Chinese and west musical instrument and will bring us a great visual feast.

Also, the cooperative composer, Mark Troop denoted while he was talking “Yang GuiFei”, the great story has attracted three western writers to China and lost themselves into the foreign atmosphere. This excellence story is a perfect media to connect China and west, even the whole world.

Currently, the market value of Chinese films industrial is increasing double every year. This direction leads Chinese movies to be more and more international and open in their contents, theme and producing standard. In the meantime, it also helps China gain more and more expect and attention from outside China.

# 中英合作拍摄《杨贵妃》投资逾亿(图)

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当地时间2月27日下午，中国商务部长陈德铭(后左二)和英国商业、企业和制度改革大臣曼德尔森(后右二)共同见证了中英企业合拍电影《杨贵妃》的签约仪式。图为北京春秋鸿文化投资有限公司董事长刘岩(左一)、大地时代文化传播(北京)有限公司与英国 Capital Music 公司的代表签署《杨贵妃》合拍协议。中新社发 李鹏 摄

[谭飞：电影《杨贵妃》国际化之后](#)

[全球海选杨贵妃李白 范冰冰版被指太苗条\(附图\)](#)

新浪娱乐讯 2月27日，英国伦敦河岸公园酒店，在中国商务部部长陈德铭和英国商业、企业和制度改革大臣曼德尔森的共同见证下，北京春秋鸿文化投资有限公司、大地时代文化传播(北京)有限公司和英国 Capital Music 制作公司共同签署了中英合拍电影《杨贵妃》的合作意向书。据悉，该片的投资额度高达1200万英镑(将近1亿2千万人民币)，来自中英两国的合作伙伴将跨越国籍、历史与文化，共同赋予《杨贵妃》这一古老的爱情故事以全新的生命。

**中国贸易投资促进团促成重要文化创意产业项目**

此次中英合拍电影《杨贵妃》合作意向书的签署，是商务部部长陈德铭率领中国贸易投资促进团赴欧的重要文化创意产业项目之一，也是其访英期间与英国达成的约20亿美元经贸协议的重要组成部分。

早在 2008 年上海国际电影节时，《杨贵妃》作为“中外电影合作论坛”开发的合作项目，以杨贵妃与唐明皇的爱情故事为主题，深为美国百老汇王牌制作人 Toby Simkin 看好，表示将作为投资方加入合作。此外，该片还得到了英国电影委员会的鼎力支持，作为中英文化合作的重要项目进行推进。

日前，《杨贵妃》这一中英电影合拍项目的发布，在英国产生了非常积极的效应，多个国际融资和法律机构前来与中方代表团洽谈，希望在电影制作方面与中国进行合作。

此外，在中国贸易投资促进团赴德期间，中德双方在柏林德国工业联合会(BDI)总部共同签署了合拍动画故事片《熊猫总动员》的合作协议。

### **中英合作巨片再现“中国最伟大爱情”**

作为我国古代四大美女之一，杨贵妃因为在唐朝灭亡时所处的角色而广为人所熟知，关于她的爱情故事总是时常被人谈及。她的故事可以简单概括为：当中国最伟大的皇帝(唐玄宗)遇到了中国最美丽的女人(杨贵妃)，当二者与中国最狡诈的奸臣(安禄山)相遇，他们一起创造了中国最伟大的爱情。

《杨贵妃》的主创人员花费了长达几年的时间对这个故事进行了深入地研究，认为这是一个让人发现并接受命运的真实故事，其最终传递的信息十分简单：所谓真正的爱情其实就是牺牲。当影片传达出爱情、激情与梦想的结合与毁灭，一个中国的最伟大的爱情故事就此演变成了一个世界上最伟大的爱情故事。

该片的制作人 Toby Simkin 表示，这是一个强大的、甚至可以说是令人振奋的故事，充斥着跌宕起伏的情感纠葛。从野蛮直至甜蜜，纯真的爱一直贯穿始终。而将故事推向高潮的，是唐玄宗痛苦的决定——究竟是选择拯救他的至爱，还是维护他动荡不堪的王朝？

北京春秋鸿文化投资有限公司的董事长刘岩表示：“《杨贵妃》是一个非常伟大的故事，她的内容之精彩是毋庸置疑的，也是影片成功的关键，相信这部影片将以独特的方式和新鲜的视角完美地诠释这个唯美的爱情史诗。”

### **制作团队阵容强大共造“世界电影”**

影片《杨贵妃》的制作阵容堪称鼎盛，集合了全球范围的行业精英。

该片的制作人 Toby Simkin 有“美国王牌制作人”的美誉，是百老汇最大的剧院所有者和经营者之一，在美国、加拿大、英国、俄罗斯、澳大利亚、中国和海外之间制作超过 120 部百老汇剧目，巡演遍布世界各地，代表作《推销员之死》、《长夜漫漫路迢迢》、《坩锅》等，被誉为九十年代初将歌剧院推向网络的引领者。

作为《杨贵妃》的制片方，北京春秋鸿文化投资有限公司于 2006 年参与投资了周星驰年度巨作《长江七号》，2007 年参与投资“亚洲史上最贵电影”《赤壁》，并以这两部影片在电影娱乐营销中的突破性成功，推动并发展了中国的电影娱乐行销市场。2008 年，春秋鸿投资了“中国首部百集谍战季播剧”之“第一季”《谍影重重之上海》；今年 3 月，由叶京执导的电视剧《再过把瘾》马上就要开机。未来一年，春秋鸿在电视剧市场、电影及娱乐行销方面的投资计划已经达到上亿元人民币。

春秋鸿董事长刘岩表示，《杨贵妃》将是一部表现中国盛唐文化的巨片，中英双方将通力合作，打造出一部传播中国文化的瑰丽之作。

该片的编剧 **Kenneth Clarke** 是一位天才作家。1994 年参与创作音乐剧《孤独的心》，该剧在美国新艺术电台列表中名列第一位。他还曾担任过《夺宝奇兵之法柜奇兵》以及《星球大战：绝地大反击》等影片的美术师。

作为一名专业的音乐家和作曲家，**Richard Daniels** 与 **Kenneth Clarke** 合作将近二十年，一直为电影和舞台剧创作音乐。他们与钢琴演奏 **Mark Troop**、中国的歌手和音乐家彼此之间的协作，在《杨贵妃》的音乐创作上碰撞出前所未有的火花。他表示，虽然杨贵妃不朽的美丽终结于大唐王朝，但是却将中国历史带入了新的时代。自己能够为这个永恒的爱情故事谱曲感到非常的荣幸与激动，将通过中西乐器的结合，带给大家一次情感丰富的音乐之旅和一场视听的饕餮盛宴。

而共同作曲以及编曲的 **Mark Troop** 在讨论《杨贵妃》时表示，这个伟大的故事已经将三个西方作家吸引到了中国，深深的陶醉在这个异国情调之中。这个卓越出色的爱情故事是个非常完美的媒介，将中西方乃至全世界都巧妙的结合起来。

当前，中国电影产业的市值正在以每年一倍的速度迅速增长。这种态势使中国电影从题材、内容到制作水准上更加国际化、开放化，同时，也带来了更多与国外片商合作的契机，让中国电影获得来自世界范围的期待与瞩目。