



# Shanghai's New Performing Arts Spaces: Development Status and Innovative Strategies

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**Abstract.** As an important part of Shanghai's strategic goal to build a cultural metropolis, the scale and consumption level of the performing arts industry have been the focus of both government and market efforts in recent years, achieving significant results. The scale of the performing arts industry first involves the scale of space, so activating the market starts with activating the vitality of space. This paper takes the 100 performing arts new spaces in Shanghai, which are licensed by the Shanghai Performing Arts Association, as the research samples. It systematically sorts out the venue types, performance content, and other dimensions, and after analyzing a wealth of practical cases, it further clarifies the innovation of the new spaces in the physical space construction methods, artistic space elements, and the interaction between space and people. Combined with the overall urban planning of Shanghai, commercial space layout planning, and the planning of world-renowned tourist city construction, this paper deeply reveals the future development trends and significance of this emerging business type of Shanghai's performing arts new spaces.

**Keywords:** Shanghai Performing Arts New Spaces; Performance Space Practice Model; Development Trends of Performing Arts New Spaces.

## 1 Introduction

Performing arts new spaces have become a hot topic in the stage performance market in recent years. The concept of new spaces breaks people's impressions of traditional theaters. Performing arts new spaces are not limited to the performance styles of traditional stage spaces, and they endow the venue with a unique cultural temperature. Promoting the development of performing arts new spaces is of great significance to Shanghai's overall strategy of building "Asia's Performing Arts Capital". Immersive resident performing arts new spaces, cultural and commercial complexes, tourism resident performances, readable architecture, and public welfare performing arts new spaces are important directions for the future development of performing arts new spaces.

## **2 Current Status of Performing Arts New Spaces: A New Driving Force for National Cultural and Tourism Integration**

### **2.1 National Development Status of Performing Arts New Spaces**

In 2023, encouraged by relevant policies and driven by consumer demand, the national performance market system has become increasingly complete, the industry scale continues to expand, and economic benefits steadily increase. They have played an important role in recovering and expanding consumption, especially in driving cultural and tourism consumption. According to the data monitoring of the ticket information collection platform of the China Performance Industry Association and the comprehensive calculation combined with industry research, the total economic scale of the national performance market in 2023 was 73.994 billion yuan, a 29.30% increase compared to 2019, reaching a historical high. Notably, among them, small theaters and performing arts new spaces (including small-scale live music venues Livehouse) had 186,900 performances, a 471.07% increase compared to 2019; box office revenue was 4.803 billion yuan, a 463.13% increase compared to 2019; the number of viewers was 24.424 million, a 250.54% increase compared to 2019. [1] Diversified performing arts new spaces, as a new form and business type of urban performance arts development, are showing a strong upward trend in major cities in China and have become an important carrier for the integration of culture and tourism and an important part of the city's cultural space.

The national policy level has provided important policy support for the development of performing arts new spaces. In 2019, the General Office of the State Council issued the "Opinions on Further Stimulating the Potential of Cultural and Tourism Consumption", encouraging the construction of consumer aggregation places that integrate small theaters, cultural entertainment venues, and other formats. In the same year, the Ministry of Culture and Tourism issued the "Guiding Opinions on Promoting the Development of Tourism Performance Arts", which provided guidance for advancing the innovation of tourism performance art business models and encouraging the development of medium and small-sized, thematic, characteristic, and customized tourism performance art projects, forming a multi-level and diversified supply system. The encouragement and advocacy of national and industry-related policies have promoted some cities in China to start exploring the development of performing arts new spaces.

### **2.2 Development Status of Shanghai Performing Arts New Spaces**

In December 2017, Shanghai issued the "Several Opinions on Accelerating the Innovative Development of the Cultural and Creative Industry in the City" (referred to as the "Cultural and Creative 50 Articles"), which clearly proposed that Shanghai should build an "Asian Performing Arts Capital", and proposed to optimize the layout of performance facilities and encourage commercial complexes to introduce innovative performance projects, and support and encourage social capital to build and renovate theaters and performing arts spaces. Although before this, small performances in some old factories, studios, and bars had already existed, most of them were live entertain-

ment performances and had not yet formed industry influence. The support at the policy level is the golden key to the healthy development of Shanghai's performing arts new spaces. At the end of 2018, in response to the urgent need for the development of new spaces and new business formats, the Shanghai Performing Arts Association established a "Performing Arts New Space Professional Committee". With the support of the cultural and tourism bureaus in various districts of Shanghai, the association initially identified a batch of performing arts new spaces in the central urban areas such as Huangpu, Jing'an, Xuhui, and Hongkou.

In May 2019, under the specific guidance of the Shanghai Municipal Culture and Tourism Bureau, combined with the actual operation of Shanghai's performing arts new spaces, the Shanghai Performing Arts Association organized experts to study and issue the "Shanghai Performing Arts New Space Operation Standards (Pilot Edition)". The "Standards" provide clear standards and requirements for the definition of "performing arts new spaces", operation standards (including hardware standards, service standards, and personnel configuration standards), and social responsibilities. According to the "Standards", the first batch of 10 performing arts new spaces was officially identified. By the end of 2020, 64 performing arts new spaces were identified in 5 batches. By the end of 2021, 100 performing arts new spaces were identified, which, together with the "100 good places for Shanghai citizens at home", formed the "Shanghai Double Hundred Cultural and Tourism People's Livelihood Project".

According to statistics from the Shanghai Performing Arts Association, in 2022, Shanghai held a total of 31,582 commercial performances, with an audience of approximately 5.689 million people. Among them, there were 7,951 professional theater performances, 5,263 performances in performing arts new spaces, and 18,368 other performances held in scenic spots, shopping malls, bars, etc. In the first half of 2023 alone, the number of performances in Shanghai's "performing arts new spaces" reached 6,147, with a box office revenue of 63.572 million yuan, attracting 951,000 viewers. Not only has the performing arts new space occupied half of the Shanghai performance market in terms of the number of performances, but its breakthroughs in performance content and form have also stimulated culture, tourism, and commerce to "break the circle" together, shaping new formats and driving new consumption, further enhancing people's happiness and satisfaction.

### **3 Classification of Shanghai's Performing Arts New Spaces: By Venue, Content, and Regional Dimensions**

#### **3.1 Analysis by Venue Type: Diverse Venues with High Integration**

100 new performing arts spaces are scattered across various venues and can be broadly categorized into 9 types:

1. In commercial complexes. There are 18 new performing arts spaces located within commercial complexes, leading all other venue types. The appearance of consumption spaces is a dual reflection of cultural and economic processes. The rapid development of commercial spaces has led to intense competition, with different commercial areas

seeking specialized development and differentiated development. Changes in consumer demand have also driven innovation in business models. With the "cultural turn" in urban spaces, commercial spaces have also begun to trend towards cultural development.[2]

2. In theater troupes. 18 theaters and troupes have fully exploited the potential of their venues to create new performing arts spaces. Compared to traditional theaters, these new spaces are more malleable and flexible, ingeniously compensating for the fixed, singular, and high operational costs of large theaters. For example, large-scale theaters such as the Shanghai Grand Theater, Shanghai Concert Hall, Shanghai Music Opera House, and Shanghai Cultural Plaza use new performing arts spaces to conduct art lectures, art exhibitions, and other art popularization activities, enriching the audience's theater experience and cultivating the market.

3. In cultural and creative parks. 16 new performing arts spaces are located within cultural and creative parks. After several years of cultivation, most have formed their own brands. The inherent cultural attributes of cultural and creative parks provide the most comfortable environment for the growth of new performing arts spaces. The art card of Sinan Mansion has added value to commercial real estate projects, helping the "Sinan Night Party" become the most culturally flavored night market in Shanghai's top three in 2020.

4. In cultural venues. 12 new performing arts spaces are distributed within libraries, museums, art galleries, cinemas, bookstores, and other cultural venues.

5. Outdoor performing arts spaces. 12 are outdoor new performing arts spaces. Some have fixed stages and audiences, such as the outdoor stage of the Shanghai Cultural Plaza; some require temporary stages, such as the Green Music Plaza of the Shanghai Concert Hall. In July 2020, after theaters reopened following the pandemic, but with limited seating capacity, performance venues actively explored outdoor performing arts spaces, and a batch of new spaces gradually developed post-pandemic. Outdoor performing arts spaces expand the concept to broader outdoor stages, but their operations are directly affected by seasons and weather, making it difficult to establish resident brands and more suitable for temporary activities.

6. In bars, cafes, and other catering venues. 11 new performing arts spaces are located in bars, tea houses, coffee shops, and other catering venues, most of which are live music bars. Representative brands of Shanghai's live houses such as JZ Jazz Center, Lincoln Jazz Center, MAO Livehouse, and Yuyintang are all included.

7. In office buildings. 7 new performing arts spaces are located in office buildings. The most popular is the new space in Asia Mansion, which has only applied for recognition of 2 new spaces but has gathered 16 small spaces for resident performances by January 2022.

8. In hotels. 5 hotels have opened new performing arts spaces. The most famous is the Jasmine Lounge of the Peace Hotel. In 1980, the band played their first note at the Peace Hotel, and now the average age of the band members is nearly 80. The Cordis Hotel focuses on environmental theater brands and hosts immersive theater resident performances. Other hotels' performing arts new spaces are for multiple purposes and have not yet formed their own brands.

9. In tourist attractions. The Lake Pavilion Tea House is located within a designated A-level tourist attraction and mainly features Jiangnan silk and bamboo performances.

### **3.2 Analysis by Performance Content: Rich Content with Strong Professionalism**

The performance content in Shanghai's new performing arts spaces is mainly of four types:

1. Resident immersive performances (4). The term "resident immersive performances" refers to new performing arts spaces designed and customized for a specific performance project, with a continuous run of at least six months. Resident immersive performing arts spaces are the most representative category among Shanghai's new performing arts spaces. This article only includes 4 resident immersive performing arts spaces in the statistics because it focuses on the sample of recognized new spaces. In practice, the immersive performing arts space cluster represented by the "Star Space" in Asia Mansion is currently staging more than 30 performance projects, which is the most important and vibrant core part of Shanghai's new performing arts spaces. The birth and development of resident immersive performing arts spaces have not only expanded people's perception of performance spaces but also inspired a new way of thinking to create new performing arts genres.[3]

2. Live houses (11). Most of them are integrated with catering formats and are mainly located in restaurants and bars. Shanghai's live houses have become the main front for leading the development of the city's live music industry. In addition to having nationally leading live music brands such as Modern Sky, there are also local well-known brands like MAO, Yuyintang, and Tanz. It is particularly worth mentioning that the JZ Jazz Cultural Center, Lincoln Jazz Center, and Blue Note, all three live houses with a jazz theme, have found their own positioning and formed a positive development situation that can leverage individual strengths and achieve win-win cooperation, which is unique in the country. The vigorous development momentum of Shanghai's live houses is inseparable from the joint efforts of the municipal and district-level cultural authorities in content approval services and policy guidance and support to create a good business environment.

3. Professional small theaters (19). The term "professional small theaters" refers to characteristic small theaters that focus on a specific art category. These new performing arts spaces require the operation team to have strong professionalism, so most of them are currently located within professional theaters as a beneficial supplement to large theaters.

4. Comprehensive categories (66). Currently, two-thirds of the new performing arts spaces have comprehensive performance and event content. The venues of these spaces are highly malleable and can be set up within or outside various venues.

### **3.3 Analysis by Administrative Region: Highly Unbalanced, with a Focus on Urban Areas**

The distribution of performing arts new spaces across the city is still in an unbalanced stage. Active policy guidance plays an important role in the development of performing arts new spaces. At present, the vast majority are concentrated in the city center, with Huangpu District having 46 new performing arts spaces, ranking first among all districts, with nearly half of Shanghai's new performing arts spaces gathered in Huangpu. Since 2018, in accordance with the overall requirements of the municipal party committee and municipal government for the construction of the Performing Arts Agglomeration Area around People's Square, Huangpu District has vigorously introduced first-class talents and institutions, strengthened operation and management, and focused on building the "Performing Arts World" brand. In just three years, "Performing Arts World" has rapidly developed from 17 exhibition spaces to 46. The second-ranked Changning District has 16 new performing arts spaces, followed by Hongkou, Xuhui, Pudong, Jing'an, and other districts. Overall, the resources of performing arts new spaces in most administrative districts of the city have not been fully exploited, and new performing arts spaces will inevitably become an important position for each district to develop the performing arts industry in the future.

## **4 Performing Arts New Spaces as a New Form of Productive Force**

### **4.1 The Spiritual Connotation of Performing Arts New Spaces**

#### **1. The Activation of Old Architectural Spaces by Performing Arts Formats**

Heidegger believed that the planning, realization, destruction, reconstruction, and renovation of architecture are, on one hand, constrained by human existence, and on the other hand, they also regulate and construct our modes of production. [4]The value of architectural space is reconstructed through renovation and the implantation of activities, and the function of the building is redefined to better meet contemporary social needs. New Tian'an Hall, built in 1886, has awakened from time and transformed into a performing arts new space—"More Than Space." The design team ensured that not a single brick or tile was destroyed during the renovation process, with the rose windows and ribbed vaults being perfectly preserved. At the same time, it was extremely challenging to meet the acoustic requirements for chamber music performances. Today, audiences can enjoy high-quality chamber music performances up close, accompanied by the flowing melodies, reading the past and future of the old building, savoring the beauty of architecture and the soul of music.

#### **2. The Spiritual Endowment of a Place with Artistic Connotation**

The scholar in the field of architecture, Norberg-Schulz, believed that a place is a unique space. The unique characteristics refer to the spirit of the place, which is the overall atmosphere related to human activities, behaviors, and psychology, and refers to the sense of identity and belonging that users have towards the place. A space only has meaning when it is endowed with human activity, and it can be called a place when

it has the spirit of the place. Urban context includes both explicit and implicit content; it is the background upon which the city relies for its existence. The explicit aspect includes people, buildings, landscapes, and various visible elements in the environment, while the implicit aspect refers to political, cultural, economic, historical, and customary factors that have a potential impact on the formation and development of the city.[5]

## 4.2 The Productive Force of Performing Arts New Spaces

As the French scholar Lefebvre said, every society and every mode of production generates its own space. However, the production of social space is different from the production of goods. Because space itself is both the result and the mode of action. Space contains things and a series of relationships between things. He greatly expanded and enriched the concept and connotation of space; space is no longer static, objective, and passive, but has complex social and political attributes, and space is filled with interactive relationships with society. [6]The productive force of performing arts new spaces is mainly reflected in:

### 1. Performing Arts New Spaces Clusters Optimize the Layout of Urban Performing Arts Spaces

The formation of art clusters can lead to better collaborative effects among cultural entities within the region, as well as better market competitiveness and cultural benefits. It also generates a certain organization and identity within the region, forming a unique "brand" that has a strong attraction to the outside world.[7] After five years of effort, Shanghai has formed the "Performing Arts World" cluster brand, and the cluster brand of performing arts new spaces represented by "Star Space" has become the source and dock for leading the development of national performing arts new spaces and the growth of Chinese original musicals. Based on the 24 million permanent population of Shanghai, there are currently 152 professional theaters, with one theater for every 200,000 people. Compared to cities with developed performing arts industries such as New York, Paris, and London, this is still insufficient. New York has a permanent population of 8.53 million, with as many as 643 performing arts venues. London has a population close to 9.79 million, with 241 performing arts venues. Paris has a permanent population of 2.48 million, with 353 performing arts venues. If the goal is to have one performing arts venue for every 50,000 people, Shanghai should have 480 venues. Shanghai's performing arts venues have basically formed a pyramid-shaped structure with 15-20 large professional theaters at the core, 140-160 medium and small theaters as the main body, and 280-300 performing arts new spaces as a solid base. It is expected that by 2025, the city's performance count will reach 60,000, with performing arts new spaces accounting for at least 30,000, or 50%.

### 2. Performing Arts New Spaces Lead the Transformation of the Viewing and Performing Model

The rapid development of resident immersive performances has three important factors: First, it focuses on long-term experience. Star Space No. 1's long-term environmental resident musical "Apollonia" was the first brand to settle in Star Space, with tickets selling out within 5 minutes each time they went on sale. One role in the play is

played by three actors in rotation, forming various combinations of different casts. Audiences who love the show generally watch at least three performances. As of March 2024, the play has been performed nearly a thousand times, with box office revenue exceeding 30 million yuan. Second, it emphasizes the enjoyment of the live viewing experience. Breaking the traditional stage and audience distance, it brings the audience a sense of immersion. Star Space No. 9's immersive musical "The Lighthouse" breaks the traditional form of stage plays, taking the audience to the southern coast of England after the first industrial revolution. The audience can see the flickering of the lighthouse and hear the waves crashing against the rocks, providing a unique experience through the creation of atmosphere. With no traffic stars joining, 35 performances before the opening have achieved a box office of about 800,000 yuan. Third, it leads the innovation of artistic styles. Star Space No. 5, Mountain Sleep Theater, is the only immersive resident performance in Shanghai themed around modern dance. The creative team integrates Chinese traditional culture with contemporary dance, creating a new dance space with concepts such as local art and culture, national trend, and new media.

The "experiential" viewing and performing model of performing arts new spaces is an important distinction from traditional performing arts spaces. The audience is not outside the "original form space of drama" but is a real symbiotic entity of the drama. It is both the subject of the experiential stage art space and an important source of drama development, and it is also the core of the symbiotic drama space returning to its essence.[8]

### 3. Performing Arts New Spaces Build a Platform for New Talent Incubation

Performing arts new spaces can provide more stages for new talents to showcase their talents. Every year, many graduates from performing arts-related majors in Shanghai need to find a suitable script, then suitable actors, stage design, and directors to turn the script into a drama, and then find funding, venues, and sales channels to turn this drama into a cultural product that can actually be sold and ticketed. Performing arts new spaces are the most suitable stage for young dramatists to start their careers. They face the market, with affordable rents and small, chic venues suitable for small theater dramas and immersive plays. Some students rent performing arts new spaces to complete their graduation works, and then some performing arts new spaces sign long-term cooperation agreements with them. Performing arts new spaces have become an important starting point for them to move from campus to the market.

### 4. Performing Arts New Spaces Become an Experimental Space for the Incubation of Original Plays

Since 2020, the pandemic has limited the introduction of foreign plays, bringing an unprecedented development opportunity for domestic original plays. These original projects are more willing to "test the waters" in performing arts new spaces. Performing arts companies first produce a smaller-scale prototype of a play, or even just a segment, at a low cost in performing arts new spaces to test the market's reaction to the script. If the response is good, they increase investment to produce a full version and perform it in larger theaters that can accommodate more audiences. Many audiences are willing to accompany actors and plays as they grow, and they are generally more tolerant. Actors and producers have grown and honed their skills in a relatively relaxed environment. This incubation development model is very similar to the well-established models of



Seoul University Road in South Korea, Off-Broadway, and Off-Off-Broadway in New York.

## **5 The Future Development Strategies of Shanghai's Performing Arts New Spaces**

Since the release of the "Shanghai Performing Arts New Space Operation Standards (Trial Version)" in May 2019, with the support of relevant government departments and under the guidance of industry associations, Shanghai's performing arts new spaces have become an important part of the Shanghai performing arts market after five years of growth. Although the number of new performing arts spaces is less than that of professional theaters, they have contributed almost twice as many performances as professional theaters. The next decade will be a crucial stage for the development of Shanghai's performing arts new spaces. Building on the valuable experience of "policy guidance, market leadership, brand cultivation, and industry integration," this paper believes that the development of Shanghai's performing arts new spaces will continue to grow rapidly in several aspects.

(1) Sustain the development of resident immersive performances, creating performing arts industry cluster neighborhoods

Resident immersive performances meet the new expectations of the new era audience for stage performances. In February 2024, the China Performance Industry Association released the first group standard in the field of immersive performing arts, "Immersive Performing Arts Operation Service Requirements." The standard clearly defines terms such as "immersive performing arts" and "immersive performers," and stipulates the relevant qualifications, system requirements, venue requirements, content requirements, intellectual property requirements, operation requirements, and audience service requirements for immersive performing arts operation services.

In the next 3-5 years, city centers such as Huangpu, Jing'an, and Xuhui will plan and cultivate 2-3 sustainable performing arts cluster neighborhoods, with at least 50 resident immersive performing arts new spaces across the city. These performing arts cluster neighborhoods are not only three-dimensional and diverse performing arts life organisms but also a platform that continuously absorbs outstanding performing arts practitioners, realizing a complete production chain for planning, financing, production, rehearsal, promotion, and performance of plays, creating more comprehensive opportunities for new people, new plays, and new groups.

(2) Continue to promote the integration of culture and commerce, creating world-leading cultural and commercial complexes

The "Shanghai Commercial Space Layout Special Plan (2021-2035)" has established the basic commercial space layout of Shanghai as "two international-level consumer aggregation areas in the east and west, more than 20 municipal-level commercial centers, more than 40 regional-level commercial centers, and community-level commercial centers throughout the city." The plan proposes to support commercial spaces to highlight cultural characteristics, innovative transformation, and quality shaping; advocates the development orientation of composite, humanized, and artistic

commercial space and environment design; strives to cultivate high-quality commercial spaces that reflect the spatial environment quality of a metropolis; emphasizes cultivating consumption environment characteristics, exploring the value of historical culture style, and highlighting local features; emphasizes the recognition and richness of space, strengthening the artistic atmosphere and thematic features of public spaces; and promotes the five new cities to combine historical blocks, urban ecological landscapes, and characteristic cultural tourism resources to form a unique consumption function that combines business, tourism, and culture.

In the next 5-10 years, various and splendid performing arts new spaces will implant unique cultural connotations and high-recognition brand labels into the city's commercial centers. Fully leveraging the policy advantages of the two international-level consumer aggregation areas in the east and west, attract top domestic and foreign performing arts production teams to settle, and focus on creating immersive performing arts cluster areas with international influence. Deeply integrate the characteristic positioning of municipal-level commercial centers to create a comprehensive performing arts new space brand that combines performances, exhibitions, fashion releases, and other activities. Regional-level commercial centers introduce performing arts planning and management teams to hold live music, children's plays, art lectures, and other performance activities, allowing residents in the surrounding areas to enjoy wonderful performances at their doorstep. It is expected that there will be at least 50 in the next five years.

(3) Continue to create cultural and tourism performing arts brands, leading the innovative development of national tourism performing arts

Key tourist attractions create characteristic performing arts resident shows. Shanghai has a total of 127 tourist attractions rated 3A and above, of which 69 are rated 4A and above. In the city's tourist attractions, there is currently only one recognized performing arts new space, with huge development potential. Taking the three districts that currently have no performing arts new spaces as an example, Songjiang, Chongming, and Jinshan have 7, 6, and 4 4A-level scenic spots, respectively. Customize high-quality performing arts content that highlights the characteristics of the scenic spot through professional performing arts institutions. Based on the authentic inheritance of the excellent historical culture of the scenic spot, combined with modern and artistic expression techniques, create at least 10 characteristic resident performing arts brands of tourist attractions, using culture to shape tourism and using tourism to promote culture.

(4) Continue to deeply combine urban renewal, deducing architectural cultural connotations

On January 4, 2018, the Shanghai Municipal Government officially announced the "Shanghai Urban Master Plan (2017-2035)." In the future, Shanghai will strive to build itself into an excellent global city, an innovative city, a city of humanities, an ecological city, and a socialist modern international metropolis with global influence. Among them, in building a city of humanities, it was first proposed that "architecture can be read." Shanghai is known as the "World Expo of Architecture." Buildings of different periods and styles are precious resources for Shanghai's urban tourism. Shanghai's historical buildings should be read, heard, seen, and experienced by more people. By

the beginning of 2022, the "architecture can be read" has expanded to 16 districts in the city, with 1,056 open buildings and 2,957 QR codes set up. The scanned content includes Chinese and English text and graphics, voice, video, VR, etc. What can be read in architecture is not only its appearance but also the interaction between people, art, and architecture. Use innovative ways to present the historical stories of old buildings, allowing tourists to experience the relationship between architecture and urban changes, truly achieving a deep dialogue between people and architecture. The city has created 100 "architecture can be read micro-travel routes," connecting scattered historical buildings with performing arts IPs, bringing visitors an unprecedented cross-fusion urban tourism experience.[9]

(5) Continue to explore public service needs, and cultivate public welfare performing arts new spaces

To deeply practice the concept of "the people's city is built by the people, and the people's city is for the people," Shanghai will actively explore the opening of public welfare performing arts new spaces in public service spaces. In the city's art galleries, museums, libraries, squares, subways, green spaces, parks, and other public service places, more public welfare performing arts new spaces will be opened. Combining the environment and service content of the public service place where it is located, carry out public welfare lectures and small-scale performance activities.[10] In the 200-plus community cultural activity centers in the city, explore the marketization method of cooperation with social organizations, combining the actual cultural needs of community residents, and cultivate a batch of performing arts new spaces with mass cultural characteristics.

## 6 Conclusion

The texture and temperature of urban cultural space are important manifestations of the city's soft power. The development of performing arts new spaces not only promotes the development of Shanghai's performing arts industry but also the new cultural consumption concept it leads will inevitably promote the transformation of development concepts in commercial, tourism, public culture, and other fields. 100 performing arts new spaces have opened the prelude to the vigorous development of Shanghai's performing arts new spaces. Shanghai will anchor the goal of "building an Asian performing arts capital," adhere to the principles of cultural inheritance and style innovation, spatial layout and content originality matching, subject cultivation and brand building synchronization, market opening and effective supervision, and public welfare popularization and consumption promotion linkage, optimize the layout of performing arts new spaces, support the innovation of performing arts formats, promote the consumption of the performing arts market, form the core competitiveness and brand influence of the development of Shanghai's performing arts industry, and achieve the ideal city where "every place is a stage, and every time can perform."

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