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When Rock Meets Creative Industry – A Case Study of Beijing Midi Music Festival

This is a case study of Beijing Midi Music Festival, the largest outdoor rock music festival in China.

Drawing upon multiple research methods including textual analysis, participant observation and in-depth interviews with the festival founder, officials and the representatives from related business organizations, this paper examines how this rock-themed event has successfully obtained official acceptance, made its way into creative industry and even finally become an eye-catching integration into the 2008 Beijing Olympic Games.

This case study also explicates the multiple negotiations and interactions between the state's ideology control, local political ecology, global culture interpenetration, and the market demand for the production of popular culture in China.