



辉瑞公司为您呈献——百老汇音乐剧《名扬四海》  
掀起校园歌舞时尚风潮

## **Pfizer Brings You – Broadway Musical “FAME” Starts Wave of School-Themed Musicals**

火爆歌舞，娱乐指数高  
精彩桥断，煽情功力强

*Entertaining dancing and singing numbers  
Moving stories and character development*

曾轰动了美国百老汇和英国西区、并影响了欧美整整两代人的经典百老汇音乐剧《名扬四海》终于将展翅飞越大洋，于今年年底辞旧迎新之际登陆中国，开始大规模巡演。这是美国倪德伦环球娱乐公司继音乐剧《42街》以及《阿依达》之后，为中国观众带来的第三轮百老汇音乐剧的全国巡演。

A classic Broadway musical FAME that has been influencing two generations in the West, and succeeded in both Broadway and the West End, now finally arrives in China. A national tour of FAME will take place in several cities in China in the end of this year. After the success of *42<sup>nd</sup> Street* and *AIDA*, this is the third show Nederlander Worldwide Entertainment brought to China.

辉瑞公司作为此次《名扬四海》中国巡演的独家冠名赞助商，倾力将这部适合全家观赏的著名百老汇音乐剧带到中国，呈献给喜爱百老汇音乐剧的中国观众。除此之外，美国大陆航空作为《名扬四海》中国巡演的独家航空赞助商，将通过纽约直航把来自美国的全部剧组成员送往中国，而汇丰银行(中国)有限公司作为《名扬四海》的独家金融服务赞助伙伴也为本次巡演作出巨大贡献，并协同把最顶尖的演出呈献给中国的广大观众。

**Pfizer, as the Exclusive Title Sponsor of *Fame: The Musical* China Tour, is dedicated to bring this family-friendly Broadway Musical to China, and present this show to all the Chinese Broadway fans.** In addition, Continental Airline, as the Exclusive Airline Sponsor of this tour, will fly the whole cast and crew to China directly from New York City, and together with HSBC, the Exclusive Financial Service Sponsors of *Fame* China Tour, to bring the best of Broadway to China.



《名扬四海》讲述的是发生在美国纽约艺术高中的真实故事。一群才华横溢、来自不同文化背景与家庭环境的少男少女，从四面八方汇聚到了一起，希望能够通过在艺术高中的学习实现自己的艺术梦想。经过四年的大起大落、欢笑与泪水的洗礼，他们逐渐认识到，想要“名扬四海”，就必须踏实地一步一脚印，而非幻想中的“一夜成名”。

A uniquely American saga, the story of FAME follows the ups and downs, trials and tribulations and laughter and tears of gifted young high school students who learn that true “fame” must be earned one song and one dance step at a time, but whose rewards will allow you to “live forever.”

## 校园青春剧题材 倍受青睐 Popular Teen School Theme

校园的青春偶像题材凭借其亲切的感召力以及热情如火的生命力，在近年来一直备受全球演艺圈各界的青睐，纷纷将此类题材的作品搬上大荧幕、电视银屏、以及戏剧舞台。如风靡一时的电视偶像剧《流星花园》及其多国翻拍作品、美国迪斯尼制作拍摄的电影《歌舞青春》三部曲与舞台版演出、以及此类作品的开山始祖《名扬四海》的诸多影视版本与舞台作品。继暑期档音乐剧《歌舞青春》在上海引起剧烈反响之后，《名扬四海》将以更加火爆的劲歌热舞与更为动人曲折的情节在全中国掀起一股愈发强劲的校园歌舞时尚风潮！

Recently, school-themed stories starring teen idols become more and more popular both on screen and on stage. Taiwanese teen soap opera “Meteor Garden”, American teen movie series “High School Musical” and the musical under the same title have all been proven a huge success. After the success of *High School Musical* in Shanghai, FAME will definitely bring on another wave of school-themed teen drama.

## 追逐梦想 永恒的热门话题 Pursuing your dreams—a timeless theme

《名扬四海》的故事关于梦想，而追逐梦想正是一个千百年来都不曾改变过的经典热门话题。从古人十年寒窗求功名，到今天的出国热、选秀热、以及风靡全国的电视偶像剧《奋斗》，有谁不曾发梦，又有谁不曾在年少气盛时追逐过梦想，并为之拼搏奋斗？或许若干年之后，有人慨叹不该让梦想从指缝间溜走，有人则感慨多年打拼终于换来了功成名就，但没有人不怀念那曾经执着的青葱岁月。正是因为如此，有关追梦的艺术作品才得以如此地深入人心，而成为永恒的热门话题。

FAME is a story about dreams. Pursuing one’s dreams is a classic theme that never ages. From ancient time China to nowadays, young people study hard, trying to succeed by getting better scores, getting into better schools, studying abroad, or they try



to get famous by taking part in talent shows, etc. Everyone has/had a dream, and tries/tried to pursue it when they are/were young and energetic. Years later, some might succeed, some might regret the lost times, but they all miss the good old days, when pursuing dreams was the only thing that mattered. This is why it's a timeless theme.

《名扬四海》电影版作为奥斯卡获奖作品，在 80 年代引起轰动，之后，由其改编而成的电视剧、真人秀、以及百老汇音乐剧都在欧美常演常红，被两代人紧紧追随膜拜了近 30 年。如今，米高梅电影公司重拍《名扬四海》，将其再现大荧幕，预计将在年底公映，恰逢《名扬四海》的中国大规模巡演。届时，该片的舞台版将与电影版遥相辉映，为《名扬四海》的不朽传奇再添华丽的一笔。

FAME, the movie, as an Academy Award winner, was one of the most influential movies in the 80'. Precede its success, the television show, reality show as well as the musical all made big hits in both America and Europe, and later on even became a cultural landmark that was part of two generation's collective memories. This year, MGM released a revival of the film, which again proved the timeless charm of FAME. The release date is right before FAME's tour in China, and we believe this coincidence will be a colorful stroke on the already glamour FAME picture.

## 关于辉瑞公司——《名扬四海》独家冠名赞助伙伴

### About Pfizer – Exclusive Title Sponsor of *Fame: The Musical*

作为全球最大的生物制药公司，辉瑞旨在运用科学以及其全球资源来改善每个生命阶段的健康和福祉。在人类、动物药品的探索、开发和生产过程中，辉瑞致力于设定品质、安全和价值标准。辉瑞多样化的全球保健产品包括了人类、动物药品中的生物药品、化学药品和疫苗，营养品，以及许多世界知名的消费产品。每天，世界各地成熟市场和新兴市场的辉瑞员工致力于推进健康，以及能够应对我们这个时代最为棘手的疾病的预防和治疗方案。辉瑞还与医疗卫生专业人士、政府和当地社区合作支持世界各地的人们能够获得更多可靠的、可支付的医疗卫生服务，这与辉瑞作为世界领先的生物制药公司的责任是一致的。160 多年来，辉瑞一直努力为所有信赖辉瑞的人们提供更好的服务。

在中国，辉瑞志在通过创新的、富有社会责任并且商业可行的方式，满足中国 13 亿人民多样化的医疗服务需求。辉瑞提供广泛的创新产品组合、积极与医疗卫生服务提供者、学术界以及政府合作，为中国迅速发展的医疗卫生事业提供强有力的支持。

As the world largest and leading biopharmaceutical company, Pfizer applies science and its global resources to improve health and well-being at every stage of life. Pfizer strives to set the standard for quality, safety and value in the discovery, development and manufacturing of medicines for people and animals. Pfizer's diversified global health care portfolio includes human and animal biologic and small molecule medicines and vaccines, as well as nutritional products and many of the world's best-



known consumer products. Every day, Pfizer colleagues work across developed and emerging markets to advance wellness, prevention, treatments and cures that challenge the most feared diseases of our time. Consistent with the responsibility as the world's leading biopharmaceutical company, Pfizer also collaborates with health care providers, governments and local communities to support and expand access to reliable, affordable health care around the world. For more than 160 years, Pfizer has worked to make a difference for all who rely on it.

In China, Pfizer's mission is to meet the diverse medical needs of the country's 1.3 billion population in an innovative, socially responsible and commercially viable manner. Pfizer offers a broad portfolio of innovative medicines, actively partnering with healthcare providers, academics, and authorities to serve Chinese patients and to support the rapid development of the country's healthcare system.

辉瑞公司为您呈献——《名扬四海》

五大看点，值得期待：

**Pfizer Brings You – *Fame: The Musical***

**5 Major Highlights of the Show:**

一、经典，15 项大奖收入囊中：

**Classic! Winner of 15 major awards**

诞生于 1980 年的《名扬四海》原是改编自其同名电影，而且颇受年轻观众的欢迎，不但是欧美校园青春歌舞剧的开山始祖，更是经历了 30 年大浪淘沙而仍然屹立不倒的传世之作。继 1980 年《名扬四海》取得非凡的票房成绩之后，其电影本身以及改编作品相继赢得了 2 项奥斯卡大奖、4 项金球奖、9 项艾美奖，以及之后的 2 项奥利弗大奖提名。在英国，音乐剧《名扬四海》长演不衰，至 2006 年底票房收入达 5 千 6 百万英镑。其主题歌“名扬四海（Fame）”也被改编成众多舞曲版本，在全球各国广为熟知。《名扬四海》不但能让青少年疯狂，更能使老少共舞，是被专业领域以最高奖项认可的经典之作，其地位在同类艺术作品中可以说很难再被超越。

*Fame, the Musical* was based on the 1980 movie under the same title which was a big hit among the young people. Not only did it start the whole genre of teen drama in the West, but also it's a classic that doesn't age over the years. After the movie became a huge box office hit, the adapted versions and the movie itself won two Oscars, four Golden Globe, nine Emmy's and two Olivier Awards. In England, *Fame, the musical* was a lasting hit on the West End, its accumulated revenue by the end of 2006 was 56,000,000 Pound. The theme song "Fame" was adapted into several different versions,



and became big hits all over the world. *Fame* is a teen drama that's not only popular among teenagers, but also is a timeless classic that attracts audiences of all age groups.

## 二、热闹，十八般武艺样样精通：

### **Entertaining! All kinds of performing arts forms**

《名扬四海》以其劲舞靓歌而闻名，然而除了令人热血沸腾的流行歌舞之外，《名扬四海》还将把各种表演艺术以生动热闹的形式展现在大舞台上。美国娱乐界权威杂志《综艺 VARIETY》评论道：“《名扬四海》充满动感与活力，是一部极具娱乐性的演出！”

FAME, the musical is known for its exciting music and dance, however, besides pop hits, it also brings a big variety of all kinds of performing arts forms onto the stage. Just as the Variety review comments, “a lively and entertaining show!”

表演艺术高中的每位学生必须精通各项表演技能，如戏剧、声乐、舞蹈与乐器等，由于《名扬四海》是一部表现艺术高中生活的音乐剧，因此剧中演员们必须使出十八般武艺来，秀给观众看。届时，观众们将能欣赏到学生们参加海选面试的才艺展示、老师们的专业教学场景、以及学生们刻苦练习技能以及准备毕业演出的如火如荼，可以说是演艺圈培训营的幕后大揭秘。

Students from the Performing Arts School must be able to master all kinds of arts forms, such as acting, vocal, dance and instrument. And as a musical that portraits them, actors will show audiences all kinds of talent. In Fame, you can see the audition where the students show the teachers their various talents, their classes, students practicing and preparing for their graduation show. It's like a backstage tour of a talent factory.

## 三、深刻，年轻人追逐梦想的警示录：

### **Educational! A textbook of young people pursuing dreams**

《名扬四海》讲述了年轻人在突破自我后如何了解与适应身外的世界、并朝理想迈进的过程，可以说是对于人生定位来说最为关键的一次蜕变。在艺术高中学习的过程中，学生们在欢笑、泪水、挣扎、痛苦的洗礼中成长，最后感悟到成功的真谛。

Fame is about what young people do after they go beyond their limits, to adapt themselves to the world outside, and to pursue their dreams. They undergo the most important stage of their life during the time they spend in the Performing Arts School, and grow through the pain and joy, and finally understand what FAME means.

当今社会，如“快男”“快女”类的选秀节目泛滥，演艺圈与名利的种种诱惑容易让年轻人过早地迷失自我，或是产生“一夜成名”的幻想与错觉，导致一失足成千古恨。所谓“若非一番寒彻骨，哪得梅花扑鼻香”，可能《名扬四海》对于





当今在通往梦想之路上摸索的年轻人，也有着一种积极地警示作用。它并不是一部常规意义上的青春剧，而是一部充满着现实与理想冲击交叠、并能从心底深处打动观众的深刻作品。

Nowadays, when talent shows like “Super Girls” become a profound influence on young people’s world view, some of them get obsessed with the over night fame, and lose their grab of the real world. In this sense, FAME is a good lesson to them, because it reminds you what it takes to succeed, to make your dream true. It will have a profoundly positive influence on young people.

#### 四、真实，故事原型有血有肉：

##### **Realistic! Based on a true story**

《名扬四海》的并不是凭空杜撰的作品，而是根据发生在纽约著名艺术高中的真实故事而改编的。这所学校是美国历史上第一所由政府资助的艺术类院校，招生标准仅为学生的超凡天赋，与家庭、民族、和种族无关。学生一旦被选上，学费全免。这个独特的理想激发了《名扬四海》创作人大卫·迪·施华的创作灵感，他决定以这个高中为背景写一个故事，讲述这群刚开始在艺术上展露头角的年轻人的经历。他说：“我一直以来都坚信，在一个理想的社会里，有机会能够走出你自己成长的小圈子，去一个专业学校学习一门你所擅长的东西，能够为你在一个竞争如此激烈的社会中生存，打下良好的基础。” 大卫·迪·施华将他的想法记录下来，这就是《名扬四海》的雏形。这个雏形渐渐发展壮大，直至成为今天的经典之作。

Fame is not a story that comes out from nowhere. The story of FAME is based on the hard-working students who were hand-selected to attend the Fiorella H. La Guardia High School for Music and the Performing Arts in New York City, the first government-funded school for the arts in the United States where the tuition is free and admission is determined solely on talent. Native New Yorker De Silva saw an opportunity to create a story about these group of spicy, raw and pent-up talents of urban youth. He has been quoted as saying: “I always believed that in an ideal society, having the opportunity to get out of your neighborhood or ghetto and to go to a specialized school to study something that you are good at . . . offers the greatest preparation for the competitive world we live in.” De Silva committed his thoughts and ideas to paper to create the idea for FAME, and in the progress developed one of the most unique contemporary American classics to earn accolades on the screen, television and stage.

#### 五、国际，载歌载舞走遍 25 国：

##### **International! Toured over 25 countries all over the world**

《名扬四海》可谓是同类音乐剧作品中足迹遍布最多国家的演出。该剧凭其贴近大众口味的剧风、以及没有时空界限的主题，分别在英国、美国、法国、葡萄



# 名扬四海

FAME-THE MUSICAL

牙、德国、奥地利、荷兰、意大利、韩国、南亚各国以及澳大利亚等国进行了巡演，并且分别在美国纽约、英国伦敦、日本、瑞典、瑞士、捷克、波兰、墨西哥、挪威、委内瑞拉、匈牙利、芬兰、伊斯坦尼亚、冰岛、南非、以及丹麦进行了长期的驻场演出。2008年底，美国倪德伦公司还与北京中央戏剧学院共同制作了《名扬四海》的中文版，作为中戏学生的毕业大戏，好评如潮。不同的国家、不同的语言，却获得了同样的热烈反响。

Fame is one the most extensively-toured musicals. Because its international style and theme, it toured in Australia, Denmark, Japan, Korea, Norway, Switzerland, South Africa, Germany, Italy, Finland, Estonia and the Czech Republic. In 2008, Nederlander Worldwide Entertainment worked with Central Academy of Drama in Beijing, and produced a mandarin version of Fame, which was well received. Different countries, different languages, the charm stays the same.

大卫·迪·施华一直以来都梦想着可以用各种语言演出《名扬四海》。“每次都是不一样的体验，”大卫·迪·施华说，“在舞台上，一旦你创造了一个雏形，它就会不断成长和进化。它是一个活生生的存在。当毕业班的学生齐声合唱《期待明天》的时候，观众都会被深深感动，当他们走出剧院时，都会重新开始相信—我们可以改变世界。”如今《名扬四海》的英文原版演出终于也将登陆中国，让中国的观众们亲身体会改变世界的感动与美好。

De Silva dreams of FAME being done in every language. "Every time is different" says De Silva, "In the theatre once you have created the blueprint, it continues to evolve. It's a living breathing thing. When the graduating class sings the anthem 'Bring on Tomorrow' audiences are truly stirred, leaving the theatre with the message 'we can make a difference'." Now FAME, the musical finally lands in China, and it will bring on the same profound feeling to the Chinese audience, and let them believe that they can also make a difference.

(新闻稿仅供参考)

Draft- subject to change