

The Performance of The Opening Ceremony of the 2022 Beijing Winter Olympics

Daoguang Feng *

Graduate School, Adamson University, CO 1000, Philippines

* Corresponding author: Daoguang Feng (Email: 1035010393@qq.com)

Abstract: This study adopts research methods such as literature review and interview to analyze the performance of the opening ceremony of the 2022 Beijing Winter Olympics. The study focuses on the Olympic concept, duration, national culture, AI use, optical application, stage design, fireworks performance, venue selection, and the relationship with technological development. give the result as follows1. Simplicity, beauty, modernity. Showcasing three themes, namely China's pursuit and longing for world peace, "Faster, Higher, Stronger, and more united", and "Together towards the future".2. The blessing of technology is more important than any previous Olympic opening ceremony performance. Human screen dance technology, holographic projection technology, AI technology empowerment, 3D lighting stage technology, double-sided screen technology, laser engraving technology, and irregular screen technology will be the main means of empowering the Olympic opening ceremony performance.3.The color scheme of the opening ceremony of the Beijing Winter Olympics is mainly cold, which blends harmoniously with the emphasis on ice and snow in the Winter Olympics.4.The development and utilization of ethnic elements in the opening ceremony performance of this Winter Olympics are reasonable and appropriate, mainly including Chinese paintings, Chinese totems, Chinese stories, Chinese proverbs, Chinese characters, Chinese clothing, etc.5.The selection of the performance venue for the opening ceremony at the National Stadium of China seems somewhat conservative.6.Reduced the fixed construction stage and replaced it with a variable and mobile stage. Technological stage. The use of LED screens makes the performance more diverse.7.The ignition ceremony highlights the ice and snow of the Winter Olympics, showcases the subtle fire in a low-key manner, highlights the theme, and also embodies the concept of low-carbon environmental protection.8.The opening ceremony performance of this Winter Olympics focuses more on sports performances, downplaying artistic performances and highlighting sports characteristics. Performed by ordinary citizens, primary, secondary, and high school students, as well as young people from all over the world, emphasizing the need for everyone to come together.

Keywords: Balance, The 2022 Winter Olympics, Opening Ceremony, Performance, Beijing.

1. Introduction

The Olympic Games are not only an arena for athletes from various countries to compete in sports skills, but also a platform for sports workers to achieve glory and dreams. It is also a grand stage for the integration of different cultures, ethnic groups, and political systems. The opening ceremony performance is an important component of the Olympic Games, an important window for the organizers of the Games to promote themselves to the outside world, and the core of attracting global audience attention to the Games.

At the opening ceremony, it is necessary to reflect the Olympic principles of peace, unity, and friendship, as well as to showcase a higher, faster, and stronger Olympic spirit. In terms of promotional techniques, it is necessary to demonstrate the national culture, local customs, and organizational skills of the host country, while also expressing a warm welcome to guests from all over the world. In terms of the integration of sports and art, it is not only the use of art to make sports more elegant, dignified, and atmospheric, but also an important way for art to create shocking works on the large platform of sports. In terms of expression techniques, it is necessary to not only showcase traditional forms of sports expression, but also incorporate high-tech means that keep up with the times. With the advent of the digital age, the development and application of artificial intelligence technology, the diversification of lighting, the assistance of holographic projection technology, and the use of high-definition audio have brought innovative design elements to

stage design. Since the opening ceremony of the Barcelona Olympics was held at night in 1992, a new mode of contemporary Olympic opening ceremony artistic performance has emerged. Under the rendering of the night, creative designs combining sound and light transformation with choreography have brought unparalleled audio-visual enjoyment to the audience. For choreographers, how to use modern technology to give global audiences a refreshing visual, auditory and other sensory experience, how to evoke their strong emotions, stimulate their rich imagination, harvest positive psychological experiences, feel the meaning of life and expectations for a better life during the enjoyment of sports art, has become a hot topic in the performance research of the opening ceremony of each Olympic Games.

The process of the opening ceremony of the modern Olympic Games generally includes eight aspects: welcoming the host guest to the table, speaking by the host guest and officials of the Olympic Organizing Committee, flag raising ceremony, lighting the flame ceremony, athlete oath, referee oath, large-scale cultural and sports performance, and athlete entry. Collectively referred to as the ritual section and the cultural and performance section. The performance art of the opening ceremony mentioned in this article mainly refers to the large-scale cultural and artistic performances during the opening ceremony process.

Cultural and sports performances are the most demanding, time-consuming, and expensive events at the opening ceremonies of previous Olympic Games. There is an unwritten legend in large-scale sports events: the success of a

sports event depends on the opening ceremony, and the success or failure of the opening ceremony depends on the design and performance effectiveness of large-scale cultural and sports performances. The organizer often proposes a bid plan 10 years in advance, and immediately enters the performance creation stage of the opening ceremony after the bid is successful. A 10 minute performance is displayed 4 years in advance at the closing ceremony of the previous sports meet. Starting from 2-3 years in advance, they engage in practical exercises, integrating various technologies such as technology, art, and sports, and dedicating our national efforts to attract guests with a grand momentum and unique ethnic culture.

The researcher will take the opening ceremony performance of the 2022 Beijing Winter Olympics as the research object. Like previous opening ceremony performances, last's year's Winter Olympics opening ceremony was also accompanied by large-scale cultural and sports performances. After consulting literature, there are not many quantitative analysis results specifically conducted from the perspective of sports science in this area. As the 2024 Paris Olympics are about to be held, this study aims to connect the past and the future by studying the content and form of the performance during the opening ceremony of the 2022 Beijing Winter Olympics. The aim is to add more excitement and strength to the performance at the opening ceremony of the Olympic Games and provide reference for the performance at the opening ceremonies of various large, medium, and small comprehensive sports events.

2. Statement of the Problem

This study aimed to explore the details that lead to the successful and spectacular opening of the 2022 Beijing Winter Olympics. Specifically, it aimed to answer the following queries:

(1) Describe the different performances of the opening ceremony of the 2022 Beijing Winter Olympics based on the following:

- A. combining different activities such as cultural and sports performances, ceremonies, and short films?
- B. Combining the sports and artistic performances?
- C. Utilizing the techniques to present the historical and cultural stories of the host country?

(2) What inspiration does this opening ceremony performance give to future generations?

3. Scope and Delimitation of the Study

The research scope included the performance at the opening ceremony of the 2022 Beijing Winter Olympics. The researcher utilized the Qualitative approach utilizing the narrative inquiry. Ten organizers were interviewed based on their actual experiences in organizing the 2022 Beijing winter Olympics.

4. Research Design

This study utilized the Qualitative method particularly the narrative inquiry design to get the actual experiences of the organizers of the 2022 Beijing winter Olympics the purpose of exploring its development laws is to analyze the advantages of the opening ceremony performance of the 2022 Winter Olympics. One on one interview was employed.

5. Conclusions

Describe the performance of the opening ceremony of the 2022 Beijing Winter Olympics

The opening performance of the 2022 Beijing Winter Olympics was a very successful sports event. The theme is clear and the focus is prominent, showcasing China's pursuit and longing for world peace, as well as its vision and expectations of "faster, higher, stronger, and more united" and "working together towards the future.". The guiding ideology of the opening ceremony is: simplicity, beauty, and modernity.

The duration of the Winter Olympics has been greatly shortened in the past, controlled at 140 minutes. The excavation of ethnic elements is just right, and the most distinctive content with Chinese characteristics can be found and presented in a reasonable way. The lighting ceremony of the Olympic flame used a small flame, setting an example of low-carbon environmental protection.

A large number of technological means have been adopted, including various screens, reasonable combinations of light and shadow, to display a sense of modernity and technology. The performance effect is very good, greatly reducing human use and saving labor costs.

The use of large-scale fireworks and fireworks is reasonable and appropriate, with both innovation and breakthroughs, while also retaining ethnic characteristics, which is unforgettable. The stage is built in a simple way, but with the support of high technology, it appears very full and without any sense of emptiness. Exciting creativity is often presented in the ceremony section, which increases the attractiveness and is an innovative move.

The shortcomings of this Olympic Games are that athletes from various sports teams took too long to enter, and the venue for the opening ceremony performance followed the method of the past century, still held in sports stadiums, which seems somewhat conservative.

6. Recommendations

(1) The blessing of technology has become an important part of the Olympic opening ceremony performance, and further exploration of technological means should be carried out in future opening ceremony performances.

(2) The development and utilization of ethnic elements in the opening ceremony performance should be reasonable and appropriate. Any ethnic culture can be used for the opening ceremony performance, and the key is to find a reasonable packaging and expression method.

(3) The venue for the opening ceremony performance can be innovative, for example, the opening ceremony of the Paris Olympics is highly anticipated to be held by the Seine River.

(4) Turning the stage of athletes' entry into a performance program is a key focus for future development, as it takes up the longest amount of time. It is recommended to increase the viewing and interactive aspects.

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