

Love Knows No Borders, and Neither Does Music – "NO.17 Live House" Season 3 Expands Its Global Reach



Hangzhou, Zhejiang Sheng Mar 23, 2025 ([Issuewire.com](https://www.issuewire.com)) - Spring is a season of renewal, where nature awakens, and the air is filled with excitement and joy—it's the perfect time to express love! On March 14, Zhejiang Satellite TV "NO.17 Live House" Season 3, a reality show centered on musicians managing a live house, took a groundbreaking step by collaborating with prestigious international institutions. Through the "Love Should Be Heard – 'NO.17 Live House' x USC (University of Southern California) Love Song Special Project", the show brought the warmth of its intimate music space to a global audience, showcasing the unique artistic appeal of Chinese music programs and the charm of Mandarin music while fostering cultural exchange through music.

Held in Los Angeles, this special event combined live music performances, interactive games, and open discussions, creating a vibrant platform for cultural exchange among international students. It also provided the Chinese student community in the U.S. with an up-close experience of "NO.17 Live House" and its musical magic, bridging diverse musical cultures. To mark the occasion, Zixuan Wang, the show's chief director, recorded a heartfelt video message, extending her best wishes to all attendees. Additionally, highlights from this season featuring artists Xia Hu, Jugang Bai, Curley G, and Jiaxin Deng (TF_ING) were screened at the event, drawing an enthusiastic crowd eager to capture and share the moment on social media.

Since its debut in 2023, "NO.17 Live House" has captivated audiences with its unique format and profound emotional resonance. The show provides musicians with a platform to showcase their talents and spread warmth, while also offering viewers a musical sanctuary amidst the hustle and bustle of life.

At its core, the program follows musicians as they transform an abandoned warehouse into a thriving live house, where they take on the roles of planners, producers, and performers. Their music fosters a deep emotional connection with audiences, making each performance a heartfelt experience. Every season introduces new guest artists, whose distinctive musical styles and personalities add fresh dimensions to the show.

Now in its third season, " NO.17 Live House " continues to build on its legacy of warmth and emotional connection while introducing new creative elements. The show has expanded beyond its warehouse setting, venturing into the streets and neighborhoods through its "City Busking Project", bringing music into everyday life. By continuously exploring new musical dimensions, the program enhances audience engagement and emotional connection through immersive performances.

For instance, in the "Book OST" special performance, rapper AIR received a handwritten letter from 1973, filled with a mother's love, deeply moving audiences. Inspired by this, the show launched a search campaign to reunite the mother and daughter from the letter, continuing their decades-old love story. On International Women's Day, the program integrated its theme song "Push Open the World's Door" with the stories of China's March 8th Red Banner Holders, celebrating female empowerment, dreams, and perseverance, encouraging people to chase their aspirations fearlessly.

As of now, " NO.17 Live House " has gained massive online traction:

- Weibo's main topic has surpassed 1.14 billion views
- Douyin (TikTok China) has reached over 2.78 billion views
- Multiple program songs have topped charts on QQ Music, Kugou Music, and Kuwo Music, with hits like "Forever Young," "Xuan Mu," and "You Don't Know" repeatedly reaching No.1.

Looking ahead, " NO.17 Live House " will continue to break new ground, exploring more diverse and innovative musical formats to surprise and inspire audiences worldwide. By upholding its "music knows no boundaries" philosophy, the show aims to serve as a cultural bridge, connecting nations and uniting people through music, further deepening the global fusion of cultures through artistic expression.

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