

2014

CULTURAL
LEADERSHIP
SUMMIT

文化領袖論壇
4-5-6-2014

HONG KONG BRANDING THROUGH THE ARTS?

以藝術建立香港的城市品牌?



Co-presented by
主辦



Hong Kong Arts
Administrators Association
香港藝術行政人員協會

CULTURAL
LEADERSHIP
Advanced Programme



香港大學
THE UNIVERSITY OF HONG KONG

In Partnership with
伙伴機構



Supporting Organisation
支持機構



香港藝術發展局
Hong Kong Arts Development Council

Supporting Partner for Young Leaders Platform
Showcases 青年領袖平台系列支持伙伴



西九文化區管理局
West Kowloon Cultural District Authority

ACLP Full Sponsor
文化領航學程 贊助機構



傅德蔭基金有限公司
Fu Tak Lam Foundation Limited

We are grateful to the Fu Tak Lam Foundation Limited
for the sponsorship of the ACLP 2014-2015.

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INTRODUCTION 序言

Hong Kong has been viewed as an international financial centre for years. Its creative industry and local cultural 'soft power', however, seems to have been underrated.

Today, the presentation of a city's cultural profile has become a key strategy in demonstrating its vibrancy and quality of life. Hong Kong has rich heritage resources, world-class performing arts groups, internationally acclaimed filmmakers, writers, visual artists and designers: how can we tell the world about this aspect of our city?

The 2014 Cultural Leadership Summit - Branding Hong Kong Through the Arts, co-organised by HKAAA and HKU ACLP, focuses on this question. We have invited more than 20 of the best minds from Hong Kong and overseas in the arts and creative industry to join us in discussion on issues such as the involvement the cultural sector in city branding, the branding of Hong Kong through cooperation with other countries, the significance of cultural diplomacy in promoting a city to the world, and the roles and identities of branding partners.

We look forward to your participation to explore ways forward and to discover new opportunities.

Early-Bird
Registration Discount
早期報名優惠

Available before
21 May 2014
2014年5月21日前

4 - 5 · 6 · 2014
(Wed & Thur 星期三至四)

The University of Hong Kong
Rayson Huang Theatre
香港大學黃麗松講堂

HONG KONG BRANDING THROUGH THE ARTS?

以藝術建立香港的城市品牌?

在「國際金融中心」的美譽背後，香港創意產業及本土文化的「軟實力」卻一直被低估。

現今，塑造城市文化形象已成為國際大趨勢，眾多國際城市均以此策略展示其城市之活力，打造城市品牌。香港擁有豐富的文化遺產、世界級表演藝術團體、國際知名的電影製片人、作家、視覺藝術家、設計師，以及專業的藝術行政人員。關鍵是，香港應如何向世界展示這精彩的一面？

由香港藝術行政人員協會及香港大學文化領航學程主辦的二〇一四文化領袖論壇「以藝術建立香港的城市品牌」將深入探討此議題。二十多位來自本港及世界各地的藝術及文化精英將探討多個項目，包括文化界在城市品牌建構過程中的角色、如何與其他國家攜手打造香港形象、以文化外交向世界推廣城市之重要性，以及建立品牌的合作夥伴之角色及身份。

我們期待你的參與，與我們一同發掘新方向、新機遇。

SUMMIT SPEAKERS 論壇講者

Mr Simon BIRCH

Artist
藝術家

Mr CHAN Chu Hei 陳曙曦先生

Founder, Hong Kong People's Fringe Festival
香港藝穗文化節創辦人

Mr CHANG Tieh-chih 張鐵志先生

Vice-Chairman of the Executive Council,
Renaissance Foundation
文藝復興基金會副理事長

Mr Adrian CHENG 鄭志剛先生

Chairman, K11 Art Foundation
K11 Art Foundation 主席

Ms Grace CHENG 鄭焯琦女士

Director, Community Arts Network
社群藝術網絡總監

Prof Daniel CHUA 蔡寬量教授

Director, Advanced Cultural Leadership
Programme (ACLIP), The University of Hong Kong /
Professor of Music, The University of Hong Kong
香港大學文化領航課程總監 / 香港大學音樂教授

Mr Mikael FOCK

CEO and Creative Director at The Culture Yard,
Elsinore, (Denmark) / Member, Royal Danish Arts
Council, Denmark / Producer of the yearly CLICK
New Media Art Festival at the Culture Yard
丹麥The Culture Yard營運及藝術總監 /
丹麥文化委員會委員

Mr Vincent FUNG 馮浩賢先生

Former Board Member, Hong Kong Arts
Administrators Association
前香港藝術行政人員協會董事局成員

Mr Carrillo GANTNER AO

Chairman of the Sidney Myer Fund / Former
President of the Melbourne Festival / Former
Cultural Counsellor at the Australian Embassy
in Beijing / Former Chairman of the Asialink
Centre / Former President of the Victorian Arts
Centre Trust / Former Chairman of the
Melbourne International Comedy Festival
Sidney Myer基金會主席 / 前墨爾本藝術節主席 / 前澳
大利亞駐華大使館文化參贊 / 前Asialink Centre主席 / 前
維多利亞藝術中心信託主席 / 前墨爾本國際喜劇節主席

Mr Roger GARCIA 高思雅先生

Executive Director, Hong Kong International
Film Festival
香港國際電影節協會行政總監

Mr Julien-Loïc GARIN 賈奕楠先生

CEO, Le French May
香港法國五月藝術節行政總裁

Ms HE Meijing 何美婧女士

Head of Arts and Creative Industries, British
Council Hong Kong
香港英國文化協會藝術及創意工業主管

Ms Tisa HO 何嘉坤女士

Executive Director, Hong Kong Arts Festival /
Vice-Chairman, Hong Kong Arts Administrators
Association
香港藝術節行政總監 / 香港藝術行政人員協會副主席

Mr Kingsley JAYASEKERA

Director of Communications and Marketing,
West Kowloon Cultural District Authority/
Former Director, Communications and Digital
Strategy, Sadler's Wells, London
西九文化區管理局傳訊及推廣總監 / 前倫敦沙德勒井劇
院傳訊及資訊科技策略總監

Mr KAN Tai Keung, SBS, BBS

新墟強先生, SBS, BBS
Designer / Artist
設計師 / 藝術家

Mr Joey LEUNG 梁祖堯先生

Founder, Windmill Grass Theatre
風車草劇團創辦人

Ms Lucy LU 盧健英女士

Director, Kwang Hwa Information & Culture
Center, Taiwan
台灣光華新聞文化中心主任

Prof LUI Tai Lok 呂大樂教授

Professor and Head, Department of Sociology,
The University of Hong Kong
香港大學社會學系教授及主任

Ms Angela MACKAY

Managing Director of the Financial Times and
Publisher, Professional Education in Asia Pacific
金融時報亞太地區首席執行董事

Mr Michael MACLEOD 麥高德先生

Chief Executive, The Hong Kong Philharmonic
Orchestra
香港管弦樂團行政總裁

Mr Fredric MAO Chun-fai, BBS

毛俊輝先生, BBS
Convener of the HK-Taiwan Cultural
Co-operation Committee / Founder and
Director of Performing Arts Asia
港台文化合作委員會召集人 / 亞洲演藝研究創辦人及總監

Ms Shona MCCARTHY

Director of Shona McCarthy Consulting / Former
CEO of Culture Company 2013 / Former Director
of the British Council in Northern Ireland
Shona McCarthy Consulting總監 / 前Culture Company
2013行政總裁 / 前北愛爾蘭英國文化協會總監

Dr Patrick MOK 莫健偉博士

Manager, Hong Kong Memory Project, Hong
Kong Institute for the Humanities and Social
Sciences, The University of Hong Kong
香港大學香港人文社會研究所亞洲研究中心香港記憶計
劃項目經理

Mr Robert NESS 黎柏德先生

Director, British Council Hong Kong
香港英國文化協會總監

Mr Magnus RENFREW

Director Asia and Executive Committee member,
Art Basel
巴塞爾藝術展亞洲總監及執行董事局成員

Mr Paul TAM 譚兆民先生

Executive Director, Hong Kong Ballet / Chairman,
Hong Kong Arts Administrators Association
香港芭蕾舞團行政總監 / 香港藝術行政人員協會主席

Mr TANG Shu-wing 鄧樹榮先生

Founder and Artistic Director, Tang Shu-wing
Theatre Studio
鄧樹榮戲劇工作室創辦人暨藝術總監

Dr K K TSE 謝家駒博士

Founding Chair of Hong Kong Social
Entrepreneurship Forum and, Founding Chair &
Chief Education Officer of Education for Good
CIC Ltd, Co-founder of Dialogue in the Dark in
Hong Kong and China
社會創業論壇創會主席、仁人學社創辦人及首席導師及
香港「黑暗中對話」有限公司創辦人

Mr David TSUI 崔德輝先生

Executive Director, Hong Kong Dance Company
香港舞蹈團行政總監

Ms Fiona WAT 屈紫薇女士

Founder, Dialogue Experience Silence
[對話體驗·無聲] 創立人

Ms WEI Zhi 韋芝女士

Chairman, Shanghai Performance Trade
Association / Former Vice President of the
Shanghai International Arts Festival
上海市演出行業協會理事會會長 /
前上海國際藝術節副總裁

Ms Ada WONG 黃英琦女士

Founder and Chief Executive, Hong Kong
Institute of Contemporary Culture
香港當代文化中心創辦人及總監

Ms WONG Ching 黃靜女士

Chief Editor, Fleurs des Lettres
字花主編

Mr KaJeng WONG 黃家正先生

Artistic Director, Music Lab / Pianist
Music Lab藝術總監 / 鋼琴家

Ms YEY Wenwen 葉艾艾女士

Executive Director, Foundation for Scholarly
Exchange, Cloud Gate, Taiwan
雲門興集文教基金會執行總監

Ms Marisa YIU 姚嘉嫻女士

Architect / Founding Partner of ESKYIU
建築師 / ESKYIU創始合夥人, 主席兼總裁

Ms Flora YU 余潔儀女士

Development Director, Hong Kong Arts Festival
香港藝術節發展總監

Mr Louis YU 茹國烈先生

Executive Director, Performing Arts of West
Kowloon Cultural District Authority
西九文化區管理局表演藝術行政總監

Ms Rebecca YUNG 葉美碧女士

Vice-chairperson, Education for Good CIC Ltd
仁人學社創辦人及副主席

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Notes 注意事項:

- 1) Your registration will be accepted once payment has been received and cleared.
報名費用收妥及兌現後，報名方獲接納。
- 2) You will receive confirmation notice from us before the event. Unsuccessful applicants will also be notified around the same time. In case of doubt, please make enquiry at (852) 2877 7268.
本會將於活動舉行前向申請者發出確認通知。報名不獲接納者，亦會獲得通知。如有疑問，歡迎致電 (852) 2877 7268查詢。
- 3) NO REFUND/ CANCELLATION after the application is confirmed. If you are unable to attend the enrolled programme, you may nominate a substitute to take your place.
報名一經確認，不得取消或申請退款。如未能出席活動，可自行安排由他人代替出席。
- 4) All scheduled events will be cancelled or postponed to a date to be announced in the event of typhoon signal no.8 or above / the Black Rainstorm warning is hoisted.
當八號或以上之颱風警告訊號或黑色暴雨警告訊號生效時，所有活動將會取消或延期舉行，細節將另行公佈。
- 5) The Association reserves the right of final decision of any changes in venue, date, time, content and speakers of the event due to unforeseen circumstances.
本會保留更改活動場地、日期、時間、內容及講者的一切最終決定權，以應付突發情況。
- 6) Personal Information Collection Statement 收集個人資料聲明：
Any of the information collected from this form will be used for delivering the information including, but not limited to, the upcoming activities, discount, benefits, newsletters, online resources and other promotional activities provided by the Association and our partners.
We respect your privacy and will not share information you give us about yourself with other organizations. If you would like to access/correct your personal data or do not want to receive such information, please contact us at (852) 2877 7268 or by email info@hkaaa.org.hk.
所有經此表格收集所得的資料將作為推廣用途，用途包括（但不限於）推廣本會及伙伴機構舉辦/提供的活動、折扣、福利、新聞、網上資源等資訊。本會尊重閣下的私隱，不會透露閣下的個人資料予任何第三者機構。閣下如欲查閱或更改本會所保存有關閣下的個人資料，或不欲收取任何由本會發出的資訊，請致電(852) 2877 7268或電郵至info@hkaaa.org.hk與本會聯絡。

Online registration and payment 網上登記及付款方式

www.hkaaa.org.hk

Registration Form 報名表格

Participant Information 參加者資料

Salutation 稱謂: Mr. 先生 Mrs. 太太 Ms. 女士 Surname 姓: _____ Given Name 名字: _____
Organization 機構名稱: _____ Job Title 職銜: _____
Telephone no. 電話號碼: _____ Email 電郵地址: _____

Payment by cheque 支票付款方法

Cheque made payable to 支票抬頭: Hong Kong Arts Administrators Association Limited / 香港藝術行政人員協會有限公司
Amount 金額: _____ Cheque No. 支票號碼: _____
Bank 銀行: _____ Name of Receipt 收據抬頭: _____

I wish / do not wish to receive the latest news and promotion materials from the Hong Kong Arts Administrators Association. (Please refer to Note 6)
本人 願意 / 不願意 收到香港藝術行政人員協會的最新資訊及推廣資料。(請參閱注意事項6)

Registration details 參加活動	Fee 費用	Sub-total 總額
[^] # 2-Day Pass (Full Rate) 兩日通行證 (正價)	HK\$1350	
[^] # 2-Day Pass (Early-Bird Rate – before May 21, 2014) 兩日通行證 (早期報名優惠 – 2014年5月21日前)	HK\$1200	
[^] # 2-Day Pass (HKAAs members/HKADC Year Grantees/students) 兩日通行證 (香港藝術行政人員協會會員, 香港藝術發展局一/二/三年資助藝團, 學生)	HK\$1100	
* 1-Day Pass: 4 June 2014 (Wednesday) 一日通行證 (2014年6月4日星期三)	HK\$750	
** 1-Day Pass: 5 June 2014 (Thursday) 一日通行證 (2014年6月5日星期四)	HK\$750	
Half-day Pass: 4 June 2014 (Wednesday) AM 半日通行證 (2014年6月4日星期三上午)	HK\$400	
Half-day Pass: 4 June 2014 (Wednesday) PM 半日通行證 (2014年6月4日星期三下午)	HK\$400	
# Half-day Pass: 5 June 2014 (Thursday) AM 半日通行證 (2014年6月5日星期四上午)	HK\$400	
Half-day Pass: 5 June 2014 (Thursday) PM 半日通行證 (2014年6月5日星期四下午)	HK\$400	
	Total合計:	

[^]Lunch on 4 and 5 June 2014 included 費用包括兩日午餐 *Lunch on selected date included 費用包括指定日午餐
[#]Please fill out the part "The Academy" below 請填寫以下 "The Academy" 部份

The Academy (Date: 5 June 2014, Thursday; Time: 1105-1305) (日期: 2014年6月5日星期四; 時間: 上午11時05分至下午1時05分)

Please tick one 請選擇其中一項

- A. Branding Essentials 建立品牌的必要條件 (Medium: English / 語言: 英語)
 B. How to Use the History of a City to Develop Innovative Programming 如何以一個城市的歷史去發展創意節目 (Medium: English / 語言: 英語)
 C. How to Gain Access to China's Performing Arts Market 如何進入中國表演藝術市場 (Medium: Putonghua / 語言: 普通話)
 D. Nurturing the Next Generation of Art Groups – Case Study of Cloud Gate 2 培育新一代藝團 – 個案討論: 雲門舞集2 (Medium: Putonghua / 語言: 普通話)
 E. Arts Self-sustained. Case Study of Dialogue in Silence 藝團的可持續發展運作模式 – 個案討論: 無聲對話 (Medium: Cantonese / 語言: 廣東話)

Please send your completed registration form, together with the cheque to 請把填妥之表格和支票寄往:

Hong Kong Arts Administrators Association, Room 1206, 12/F, Hong Kong Arts Centre, 2 Harbour Road, Wan Chai, Hong Kong
香港灣仔港灣道2號香港藝術中心12樓1206室香港藝術行政人員協會

Enquiry 查詢: 28777268 / info@hkaaa.org.hk

DAY 1 4·6·2014

Wed
星期三 HKU Rayson Huang Theatre
香港大學黃麗松講堂

0930 - 0950 Registration 登記

0950 - 1115 Welcome Remarks and Opening Plenary 歡迎辭及開幕專題

Prof Daniel CHUA,
Director, Advanced Cultural Leadership Programme (ACLP), The University of Hong Kong /
Professor of Music, The University of Hong Kong

蔡寬量教授,
香港大學文化領航學程總監 / 香港大學音樂教授

Mr Paul TAM,
Executive Director, Hong Kong Ballet /
Chairman, Hong Kong Arts Administrators Association

譚兆民先生,
香港芭蕾舞團行政總監 / 香港藝術行政人員協會主席

Topic: Does Hong Kong Need the Cultural Sector to Brand the City?

主題: 香港是否需要文化界去建立城市品牌?

Moderator 主持: Prof Daniel CHUA, Director, Advanced Cultural Leadership Programme (ACLP), The University of Hong Kong / Professor of Music, The University of Hong Kong
蔡寬量教授, 香港大學文化領航學程總監 / 香港大學音樂教授

Respondents 回應:

Mr CHANG Tieh-chih,
Vice-Chairman of the Executive Council,
Renaissance Foundation

張鐵志先生,
文藝復興基金會副理事長

Mr Roger GARCIA,
Executive Director,
Hong Kong International Film Festival

高思雅先生,
香港國際電影節協會行政總監

Mr Magnus RENFREW,
Director Asia and Executive Committee
member, Art Basel

Mr Magnus RENFREW 先生,
巴塞爾藝術展亞洲總監及執行董事局成員

Mr TANG Shu-wing,
Founder and Artistic Director,
Tang Shu-wing Theatre Studio

鄧樹榮先生,
鄧樹榮戲劇工作室創辦人暨藝術總監

1115 - 1135 Networking and Coffee Break 交流及小休

1135 - 1300 Keynote Plenary – Re-imagining a City through Culture

專題 – 用文化重新想像城市

By 講者:

Ms Shona MCCARTHY,

Moderator 主持:

Mr Robert NESS,

Local Respondent 回應:

Prof LUI Tai Lok,

Director, Shona McCarthy Consulting / Former CEO of Culture Company 2013 / Former Director of the British Council in Northern Ireland

Shona MCCARTHY 女士,
Shona McCarthy Consulting總監 / 前Culture Company 2013行政總裁 / 前北愛爾蘭英國文化協會總監

Director, British Council Hong Kong

黎柏德先生,
香港英國文化協會總監

Professor and Head, Department of Sociology,
The University of Hong Kong

呂大樂教授,
香港大學社會學系教授及主任

1300 - 1430

Lunch 午餐

1430 - 1600

Panel Discussion – City Branding through Culture: International Perspectives

討論 – 從國際觀點探討如何以文化建立城市品牌

Moderator 主持: **Mr Paul TAM**, Executive Director, Hong Kong Ballet / Chairman, Hong Kong Arts Administrators Association **譚兆民先生**, 香港芭蕾舞團行政總監 / 香港藝術行政人員協會主席,

Respondents 回應:

Mr Mikael FOCK,
CEO and Creative Director at The Culture Yard, Elsinore (Denmark) / Member, Royal Danish Arts Council, Denmark / Producer of the yearly CLICK New Media Art Festival at the Culture Yard

Mikael FOCK 先生,
丹麥The Culture Yard營運及藝術總監 / 丹麥文化委員會委員

Ms Shona MCCARTHY,
Director of Shona McCarthy Consulting / Former CEO of Culture Company 2013 / Former Director of the British Council in Northern Ireland

Shona MCCARTHY 女士,
Shona McCarthy Consulting總監 / 前Culture Company 2013行政總裁 / 前北愛爾蘭英國文化協會總監

Ms WEI Zhi,
Chairman, Shanghai Performance Trade Association / Former Vice President of the Shanghai International Arts Festival

韋芝女士,
上海市演出行業協會理事會會長 / 前上海國際藝術節副總裁

1600 - 1620

Networking and Coffee Break 交流及小休

1620 - 1750

Plenary 2 – Branding Hong Kong with other Countries

專題2 – 與其他國家攜手構建香港形象

Moderator 主持: **Mr Vincent FUNG**, Former Board Member, Hong Kong Arts Administrators Association **馮浩賢先生**, 前香港藝術行政人員協會董事局成員,

Respondents 回應:

Mr Julien-Loïc GARIN,
CEO, Le French May
賈奕楠先生,
香港法國五月藝術節行政總裁

Ms Lucy LU,
Director, Kwang Hwa Information & Culture Center,
Taiwan
盧健英女士,
台灣光華新聞文化中心主任

Mr Robert NESS,
Director, British Council Hong Kong
黎柏德先生,
香港英國文化協會總監

1750 - 1810

Networking and Coffee Break 交流及小休

1810 - 1930

RHT Foyer
香港大學
黃麗松講堂前廳

Young Leaders Platform Showcases

青年領袖平台系列

Moderator 主持: **Mr Louis YU**, Executive Director, Performing Arts of West Kowloon Cultural District Authority **茹國烈先生**, 西九文化區管理局表演藝術行政總監,

Participants 參加者:

Mr CHAN Chu Hei,
Founder, Hong Kong People's
Fringe Festival

陳曙曦先生,
香港藝穗民化節創辦人

Ms Grace CHENG,
Director, Community Arts
Network

鄭嬋琦女士,
社群藝術網絡總監

Mr Joey LEUNG,
Founder,
Windmill Grass Theatre

梁祖堯先生,
風車草劇團創辦人

Ms WONG Ching,
Chief Editor,
Fleurs des Lettres

黃靜女士,
字花主編

Mr KaJeng WONG,
Artistic Director, Music Lab /
Pianist

黃家正先生,
Music Lab藝術總監 / 鋼琴家

DAY 2

5·6·2014

Thur
星期四

HKU Rayson Huang Theatre
香港大學黃麗松講堂

0930 - 1045

Plenary 3 – Cultural Diplomacy is the Soft Power – Promoting a City to the World

專題3 – 文化外交作為軟實力 – 向世界推廣城市

By 講者:

Mr Carrillo GANTNER AO,

Chairman of the Sidney Myer Fund / Former President of the Melbourne Festival /
Former Cultural Counsellor at the Australian Embassy in Beijing / Former
Chairman of the Asialink Centre / Former President of the Victorian Arts Centre
Trust / Former Chairman of the Melbourne International Comedy Festival

Carrillo GANTNER 先生 AO,

Sidney Myer基金會主席 / 前墨爾本藝術節主席 / 前澳大利亞駐華大使館文化參贊 /
前Asialink Centre主席 / 前維多利亞藝術中心信託主席 / 前墨爾本國際喜劇節主席

Moderator 主持:

Ms Tisa HO,

Executive Director, Hong Kong Arts Festival /
Vice-Chairman, Hong Kong Arts Administrators
Association

何嘉坤女士,

香港藝術節行政總監 /
香港藝術行政人員協會副主席

Local Respondent 回應:

Mr Fredric MAO Chun-fai, BBS,

Convener of the HK-Taiwan Cultural
Co-operation Committee / Founder and
Director of Performing Arts Asia

毛俊輝先生, BBS,

港台文化合作委員會召集人 / 亞洲演藝研究創辦人
及總監

1045 - 1105

Networking and Coffee Break 交流及小休

1105 - 1305

The Academy – Seminars & Workshops (concurrent sessions)

The Academy講座及工作坊 (同時進行)

1 Branding Essentials 建立品牌的必要條件

By 講者:

Ms Shona MCCARTHY,
Director of Shona
McCarthy Consulting /
Former CEO of Culture
Company 2013 / Former
Director of the British
Council in Northern
Ireland

Shona MCCARTHY 女士,
Shona McCarthy
Consulting總監 / 前
Culture Company 2013行
政總裁 / 前北愛爾蘭英國文
化協會總監

2 How to Use the History of a City to Develop Innovative Programming 如何以一個城市的歷史去發 展創意節目

By 講者:

Mr Mikael FOCK,
CEO and Creative Director at
The Culture Yard, Elsinore
(Denmark) / Member, Royal
Danish Arts Council, Denmark /
Producer of the yearly CLICK
New Media Art Festival at the
Culture Yard

Mikael FOCK 先生,
丹麥The Culture Yard營運及藝
術總監 / 丹麥文化委員會委員

3 How to Gain Access to China's Performing Arts Market 如何進入中國表演藝術 市場

By 講者:

Ms WEI Zhi,
Chairman, Shanghai
Performance Trade
Association / Former Vice
President of the Shanghai
International Arts Festival

韋芝女士,
上海市演出行業協會理事會
會長 / 前上海國際藝術節副
總裁

4 Nurturing the Next Generation of Art Groups – Case Study of Cloud Gate 2 培育新一代藝團 – 個案討論: 雲門舞集2

By 講者:

Ms YEH Wenwen,
Executive Director, Foundation
for Scholarly Exchange, Cloud
Gate, Taiwan

葉文文女士,
雲門舞集文教基金會執行總監

5 Arts Self-sustained. Case Study of Dialogue in Silence 藝團的可持續發展運作模式 – 個案討論: 無聲對話

By 講者:

Dr K K TSE,
Founding Chair of Hong Kong Social
Entrepreneurship Forum and, Founding
Chair & Chief Education Officer of Education
for Good CIC Ltd, Co-founder of Dialogue in
the Dark in Hong Kong and China

Ms Rebecca YUNG,
Vice-chairperson, Education for Good CIC Ltd

Ms Fiona WAT,
Founder, Dialogue Experience Silence

謝家駒博士,
社會創業論壇創會主席、仁人學社創辦人及首
席導師及香港「黑暗中對話」有限公司創辦人

蔡美碧女士,
仁人學社創辦人及副主席

屈紫薇女士,
[對話體驗 · 無聲] 創立人

1305 - 1430

Lunch (Venue: Foyer of the RHT)

午膳 (地點: 香港大學黃麗松講堂前廳)

1430 - 1545

Plenary 4 – Turning the City's New Chapter – The Culture Yard's Experience in Creating Economic Growth and Development Locally Through Cultural Initiatives and Activities

專題4 – 展開城市發展新一頁 – The Culture Yard如何透過文化倡議及活動促進當地經濟增長及發展

By 講者:

Mr Mikael FOCK,
CEO and Creative Director at The Culture Yard, Elsinore
(Denmark) / Member, Royal Danish Arts Council, Denmark /
Producer of the yearly CLICK New Media Art Festival at the
Culture Yard

Mikael FOCK 先生,
丹麥The Culture Yard營運及藝術總監 / 丹麥文化委員會委員

Moderator 主持:

Dr Patrick MOK,
Manager, Hong Kong Memory Project, Hong Kong
Institute for the Humanities and Social Sciences, The
University of Hong Kong

莫健偉博士,
香港大學香港人文社會研究所亞洲研究中心香港記憶計劃
項目經理

Local Respondent 回應:

Mr David TSUI,
Executive Director, Hong Kong Dance Company
崔德煒先生,
香港舞蹈團行政總監

1545 - 1605

Coffee Break 交流及小休

1605 - 1705

Plenary 5 – Branding Partners

專題5 – 建立品牌的合作夥伴

Moderator 主持: Ms Flora YU, Development Director, Hong Kong Arts Festival 余潔儀女士, 香港藝術節發展總監

Statement 發表:

Mr Adrian CHEUNG,
Chairman, K11 Art Foundation
鄭志剛先生,
K11 Art Foundation 主席

Mr KAN Tai Keung, SBS, BBS,
Designer / Artist
靳埭強先生, SBS, BBS,
設計師 / 藝術家

Ms Angela MACKAY,
Managing Director of the Financial Times and
Publisher, Professional Education in Asia Pacific
Angela MACKAY女士,
金融時報亞太地區首席執行董事

1705 - 1815

Debate – “This House Believes that Hong Kong Cultural Branding Should be Predominately Led by Local rather than Overseas Talents by 2020.”

辯論 – 「於2020年, 香港的文化品牌應主要由本地人才而非海外人才領導」

Moderator 主持:

Mr Kingsley JAYASEKERA,
Director of Communications and Marketing, West
Kowloon Cultural District Authority / Former Director,
Communications and Digital Strategy, Sadler's Wells,
London

Mr Kingsley JAYASEKERA,
西九文化區管理局傳訊及推廣總監 / 前倫敦沙德勒井劇院傳
訊及資訊科技策略總監

Team 1 vs Team 2 (3 speakers per team) 第一隊vs第二隊 (每隊3位講者)

Mr Simon BIRCH,
Artist
Simon BIRCH 先生
藝術家

Prof LUI Tai Lok,
Professor and Head, Department of
Sociology, The University of Hong Kong
呂大樂教授
香港大學社會學系教授及主任

Mr Michael MACLEOD,
Chief Executive, The Hong Kong
Philharmonic Orchestra
麥高德先生
香港管弦樂團行政總裁

Ms HE Meijing,
Head of Arts and Creative Industries,
British Council Hong Kong
何美靖女士,
香港英國文化協會藝術及創意工業主管

Ms Ada WONG,
Founder and Chief Executive, Hong Kong
Institute of Contemporary Culture
黃英琦女士,
香港當代文化中心創辦人及總監

Ms Marisa YIU,
Architect / Founding
Partner of ESKYIU
姚嘉嫻女士,
建築師 / ESKYIU創始合
夥人, 主席兼總裁

1815 - 1830

Closing Remarks 總結

By: Prof Daniel CHUA, Director, Advanced Cultural Leadership Programme (ACLP), The University of Hong Kong / Professor of Music, The University of Hong Kong
蔡寬量教授, 香港大學文化領航學程總監 / 香港大學音樂教授

Mr Paul TAM, Executive Director, Hong Kong Ballet / Chairman, Hong Kong Arts Administrators Association
譚兆民先生, 香港芭蕾舞團行政總監 / 香港藝術行政人員協會主席