

HKAAA E-newsletter (Issue#4 Jan 2021)

Dear Subscriber,

- [Highlight Recap] Essential Guide to Effective Arts Management - Unit 4
- 2021-2025 HKAAA Strategic Review Survey



[Highlight Recap] Essential Guide to Effective Arts Management - Unit 4

Under the new normal, online performance and live streaming have become more vital than ever. While planning virtual events, art administrators might have encountered operative challenges related to the intellectual property rights. HKAAA is honored to invite Kevin to be our speaker. He used movie production as a model and analyzed the details of film production and distribution process. He also gave a further explanation on the intellectual property issues that film producers may encounter. This unit provided participants a better understanding of the Intellectual Property Law.

"Art & Law", the first Module of "Essential Guide" was successfully held with four consecutive workshops by three professional lawyers. Thank you for your participation in Essential Guide.

To enhance our forward planning, please let us have your feedback. This will help us plan our future units and serve you better. Please [log in](#) to the e-Learning Platform to fill in the survey. It would take about 10 minutes to complete. We would be grateful if you could complete the survey by 21 February 2021.

If participants would like to re-watch the webinar, please [click here](#) to login to the e-Learning Platform.

A gentle reminder on Unit 5 "Forward-looking: e-Marketing Trends". Please check the workshop details as follows:



Starting from next week, we will be discovering e-Marketing and Public Relations in the art sector. Once again, HKAAA would like to thank Kevin for his inspiring sharing and enthusiastic participation!

Module Two: e-Marketing & Public Relations
#5 "Forward-looking: e-Marketing Trends"
Date: 26 Jan 2021
Time: 19:30-22:30
Format: Online Workshop (Zoom)
Speaker: Ms Paula Yang (General Manager, NDN Group (HK) Limited)
Event page: <https://www.hkaaa.org.hk/essentialguide-effective-arts-management>
Essential Guide e-Learning platform: <https://essentialguide.hkaaa.org.hk/>

We look forward to seeing you virtually again. If you missed the registration, you can become a member of HKAAA to access exclusive content and enjoy membership prices for our future events.

[Click here to be our Member!](#)

Should you have further enquiries, please contact us at info@hkaaa.org.hk



2021-2025 HKAAA Strategic Review Survey

HKAAA would like to thank for your kind support to the Association's work over the years. We are undertaking an engagement exercise to collect your feedback on 2021-2025 Strategic Review. This survey is an opportunity for you to provide valuable input to our future direction and how we can work collectively to promote good arts administration practice through advocacy, professional development, communication, networking support and collaboration.

We would be very grateful if you would complete the survey by **January 31, 2021**.
The online survey should take about 15 minutes to complete.

[Click Here to Take the Survey](#)

All of your responses will be kept strictly confidential and anonymous by HKAAA. Strategic Review will only be used for the purposes of this survey. Appreciate if you can answer all the questions in an open and honest manner.

We appreciate your kind consideration and participation in this important undertaking.

If you have already completed the survey, we thank you very much for your time and sharing your insights.

If you have any further question about this survey, please contact us at info@hkaaa.org.hk



"Beyond the Arts" — An online music and dance performance series of the Hong Kong Jockey Club Music and Dance Fund Awardees Association

Stage is a birthplace of performers. How could performers overcome the venue restrictions and continue to shine on the "stage" amid the epidemic?

An online music and dance performance series *Beyond the Arts*, of the Hong Kong Jockey Club Music and Dance Fund Awardees Association is going to challenge the boundaries of the arts and stage. We will turn the open space of a public estate into a stage, the empty seat of a concert hall into a decorative background, the protective shields into an installation art...

What is a "stage"? Where is the "stage"? Is the "stage" something seen or unseen? You tell.

More than 30 scholarship awardees of the Hong Kong Jockey Club Music and Dance Fund, guest musicians and dance artists co-present *Beyond the Arts* an array of music and dance works, including opera, ballet, chamber music and contemporary dance. The performance series will be available on the Association's website, Facebook, YouTube and Instagram every Wednesday starting from 30 December, 2020.

For programme details, please click the follow links
The Association: <http://www.hkjcmfdaa.org.hk/en/performance3.html>
Facebook: <https://www.facebook.com/hkjcmfdaa>



Local, Overseas & Mainland Arts Administration Scholarships 2020 Last Call for Application

Hong Kong Arts Development Council (HKADC) is launching two arts administration scholarship schemes to support promising local arts administrators to further their studies in Hong Kong, the Mainland and abroad in order to strengthen their professionalism.

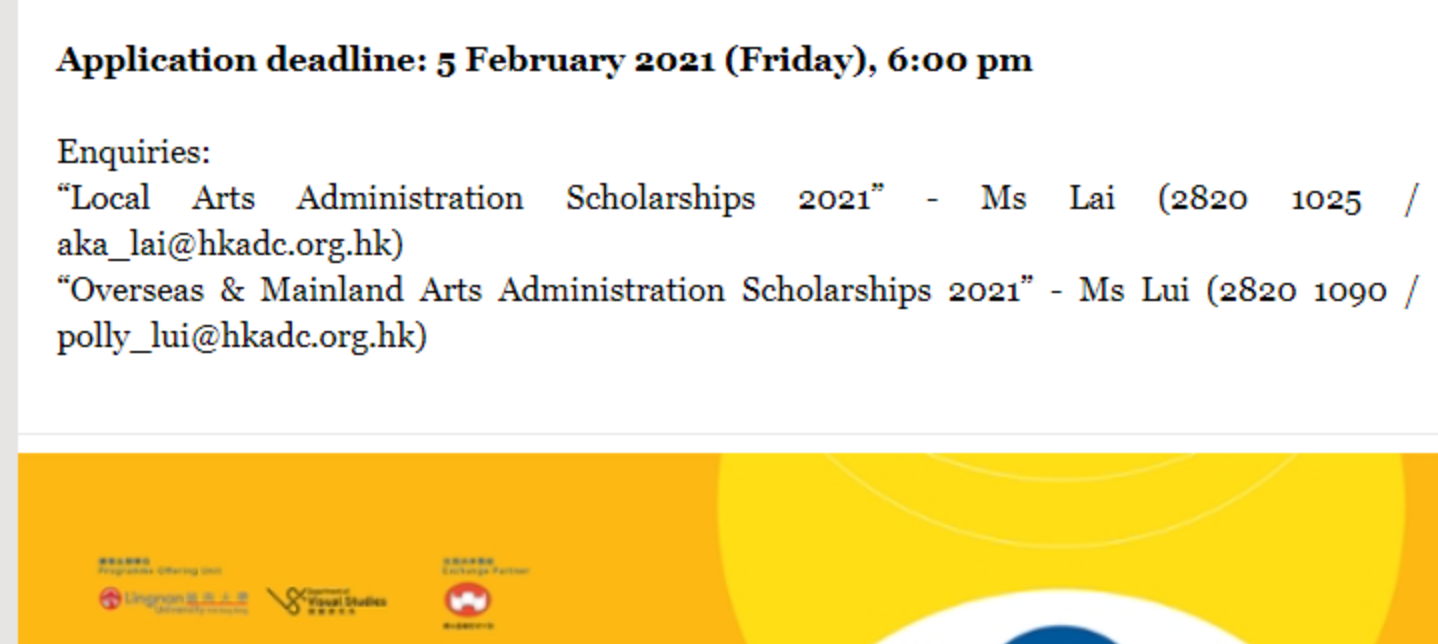
Local Administration Scholarships 2021
- To support arts administrators to pursue arts administration related master courses/professional programmes or business administration related professional programmes at local higher education institutions
- Intended study programme must commence within the period from 1 April 2021 to 31 March 2022
- Each scholarship will cover the tuition fees of the chosen programme with the maximum amount of HK\$90,000
- Estimated five scholarships will be awarded

Overseas & Mainland Arts Administration Scholarships 2021
- To support arts administrators to pursue taught master courses in relation to arts administration at accredited institutions in the Mainland or overseas
- Intended study programme must commence within the period from 1 August 2021 to 31 July 2022
- Each scholarship mainly covers a round-trip economy class flight ticket, subsistence allowance and tuition fee etc. with a maximum amount of HK\$450,000. The granted amount of the scholarship is subject to tuition fee and living allowance of the studying region/country of each selected applicant
- Estimated four scholarships will be awarded

For details, please refer to HKADC website: <http://www.hkadc.org.hk/?p=3188&lang=en>

Application deadline: 5 February 2021 (Friday), 6:00 pm

Enquiries:
"Local Arts Administration Scholarships 2021" - Ms Lai (2820 1025 / aka_lai@hkadc.org.hk)
"Overseas & Mainland Arts Administration Scholarships 2021" - Ms Lui (2820 1090 / polly_lui@hkadc.org.hk)



!!Call for applications!! !!Admission of Master of Arts in Curating and Art History by the Lingnan University!! !!Application deadline: 30 April 2020!!

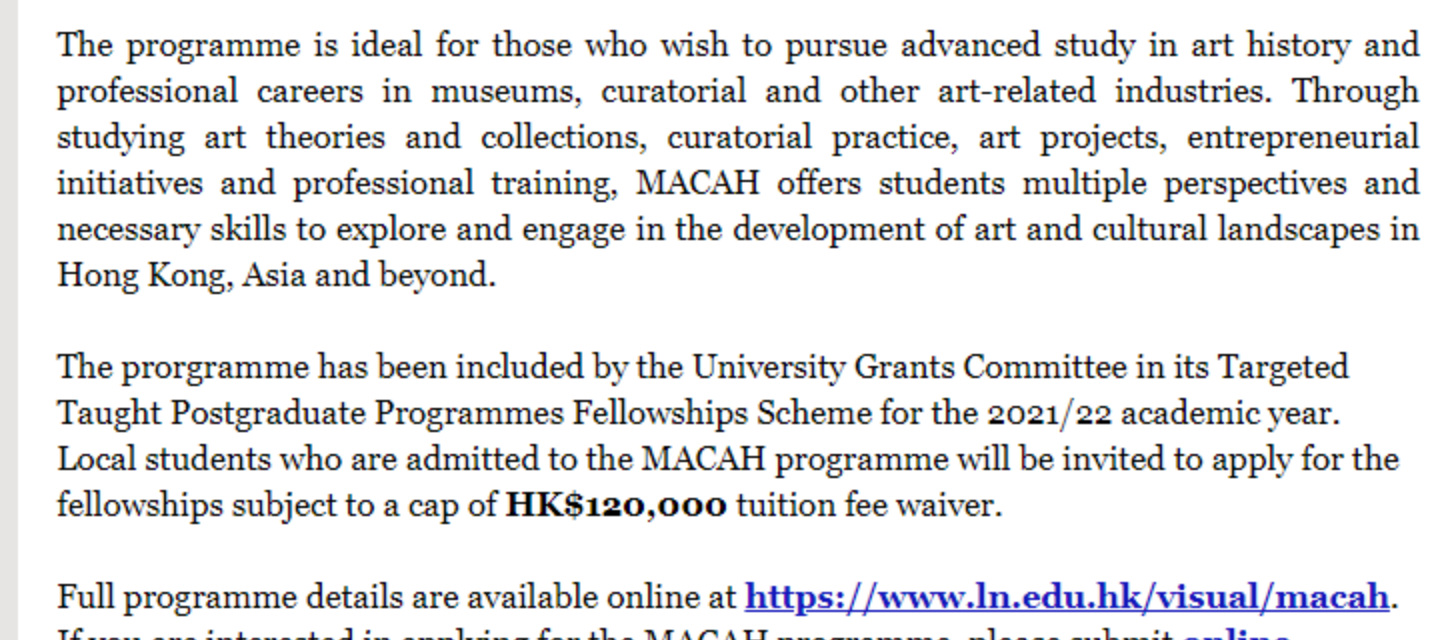
The Department of Visual Studies is now accepting applications for enrolment in its MA programme in Curating and Art History (MACAH) in the academic year 2021-22.

The MACAH programme is one of the few taught postgraduate programmes in Asia that combines two disciplines into one: museum curating and art history. It aims to offer excellent, graduate-level art history and curatorial education to students and prepare them for career advancement in the vibrant cultural industry. Aside from required and elective courses, students can choose to curate a group exhibition or complete a research dissertation as capstone experience. An internship programme and an overseas summer school (co-organised with Tainan National University of the Arts) are arranged to enhance students' international exposure and their interaction with art historians, collectors and museum professionals.

The programme is ideal for those who wish to pursue advanced study in art history and professional careers in museums, curatorial and other art-related industries. Through studying art theories and collections, curatorial practice, art projects, entrepreneurial initiatives and professional training, MACAH offers students multiple perspectives and necessary skills to explore and engage in the development of art and cultural landscapes in Hong Kong, Asia and beyond.

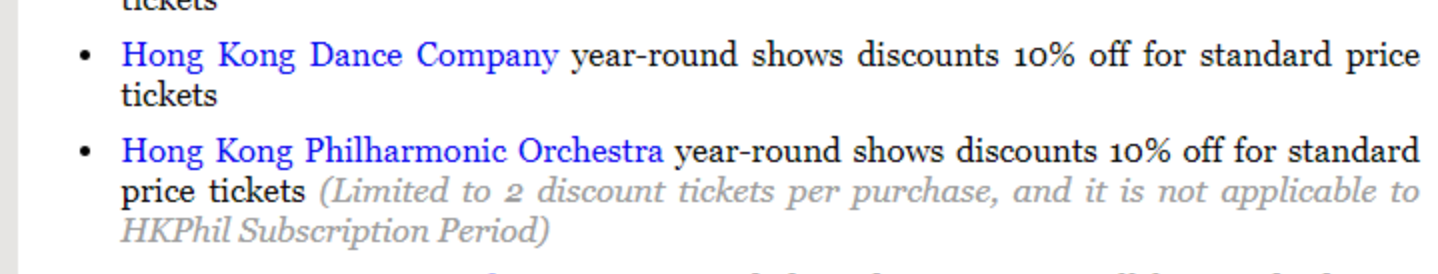
The programme has been included by the University Grants Committee in its Targeted Taught Postgraduate Programmes Fellowships Scheme for the 2021/22 academic year. Local students who are admitted to the MACAH programme will be invited to apply for the fellowships subject to a cap of **HK\$120,000** tuition fee waiver.

Full programme details are available online at <https://www.ln.edu.hk/visual/macah>. If you are interested in applying for the MACAH programme, please submit **online application by 30 April 2021**. For enquiries, please contact our Administration Officer via email at macah@ln.edu.hk.



Year-round benefits for HKAAA members

- City Contemporary Dance Company year-round show discounts 20% off for standard price tickets
- Chung Ying Theatre year-round shows discounts 10% off for standard price tickets
- Hong Kong Ballet year-round shows discounts 10% off for standard price tickets
- Hong Kong Chinese Orchestra designated concerts' discount 20% off for standard price tickets
- Hong Kong Dance Company year-round shows discounts 10% off for standard price tickets
- Hong Kong Philharmonic Orchestra year-round shows discounts 10% off for standard price tickets (Limited to a discount tickets per purchase, and it is not applicable to HKPhil Subscription Period)
- Hong Kong Repertory Theatre year-round show discounts 10% off for standard price tickets
- Hong Kong Sinfonietta year-round shows discounts 10% off for standard price tickets
- Lin Yao Ji Music Foundation year-round shows discounts 10% off for standard price tickets
- Zuni Icosahedron year-round shows discounts 10% off for standard price tickets
- Hong Kong Art School (HKAS) An exclusive 10% discount for enrolment into short course conducted by HKAS (Referring to courses that are categorized under the Short Courses section on HKAS website, which include our Art for All courses and Professional Art Studies courses, if applicable)
- Special offer on accommodation and catering of Gloucester Luk Kwok Hotel
- Special offer – Y Loft, Youth Square

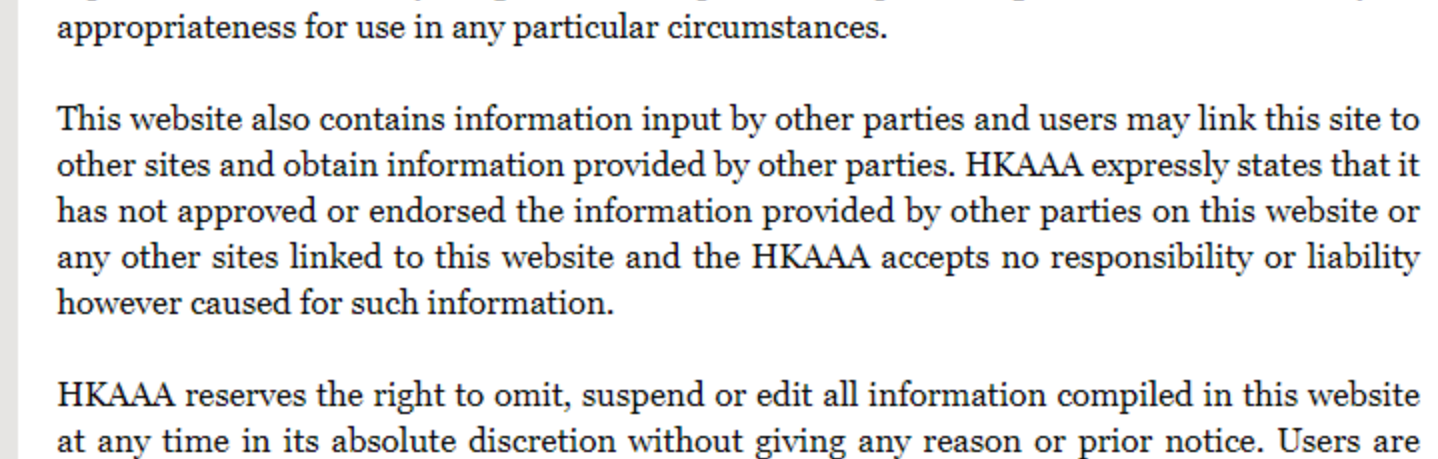
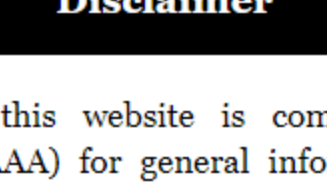


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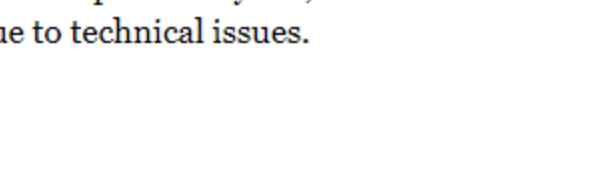
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