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

We support the advancement of a flourishing arts scene in Hong Kong through our works!

HKAAA E-newsletter (Issue#2 Mar 2021)

Dear Subscriber,

- 【Highlight Recap】Essential Guide to Effective Arts Management - Unit 10
- Gathering Opinions from Members and Subscribers on the Addition of "Theatre & Stage Technical Arts" to the Ten Specified Arts Interests

HKAAA Updates

Essential Guide to Effective Arts Management
藝術管理指南
Highlight Recap
10 Stages of Creative Production

【Highlight Recap】Essential Guide to Effective Arts Management - Unit 10

With a well-written business plan and creative ideas, art practitioners and artists still have to tackle different problems when executing arts and cultural programmes, such as fundraising and communicating with stakeholders. HKAAA is honored to invite Mr Him Lo (Senior Manager, Community and Cultural Engagement Department, Nan Fung Group) to be the speaker of "Stages of Creative Production". With the focus on non-performing arts, Him talked about the process of creating arts and cultural programmes and shared how his experience in Hong Kong House of Story (Blue House) influenced his mindset of arts curation.

Unlike the previous workshops, Him presented his experience of implementing community arts projects by drawing on his tablet. He pointed out that apart from funding, there are also other crucial aspects that arts administrators have to consider during the development phase. These aspects include the use of public space and tying in with government policies, and the everyday life of the community. With a better understanding of the community's needs alongside the re-examination of the function of arts and culture, arts can be introduced as a solution to the district's problems and unify the neighbourhood.

Let's give a round of applause to thank Him for his sharing and enthusiastic participation!

If participants would like to do webinar replay, please **click here** to login to the e-Learning Platform and check.

Next workshop, we will be discovering Unit 11 "Programme Building in a Festival". Please check the workshop details as follows:

Module Three: Cultural Programme Development
#11 "Programme Building in a Festival"
Date: 16 Mar 2021
Time: 19:30-22:30
Format: Online Workshop (Zoom)
Speaker: Mr Alex Cheung (Senior Manager (Festivals), Leisure and Cultural Services Department)
Event page: **https://www.hkaaa.org.hk/essential-guide-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**

就藝發局增設
「劇場及舞台科藝」藝術範疇收集意見
Hong Kong Arts Administrators Association
香港藝術行政人員協會

Gathering Opinions from Members and Subscribers on the Addition of "Theatre & Stage Technical Arts" to the Ten Specified Arts Interests

HKAAA will be attending a public forum on 22nd March concerning the addition of "Theatre & Stage Technical Arts" to the Hong Kong Arts Development Council (HKADC) ten specified arts interests, corresponding to an invitation we received from Arts Culture (Hong Kong) Limited. We would like to gather your opinions on the issue in order to speak out on behalf of our members and subscribers during the public forum. You are most welcomed to articulate any question or concerns pertaining to the development of the arts profession.

More about the invitation letter: **https://bit.ly/3rzBYO2** (Only Chinese version is available)

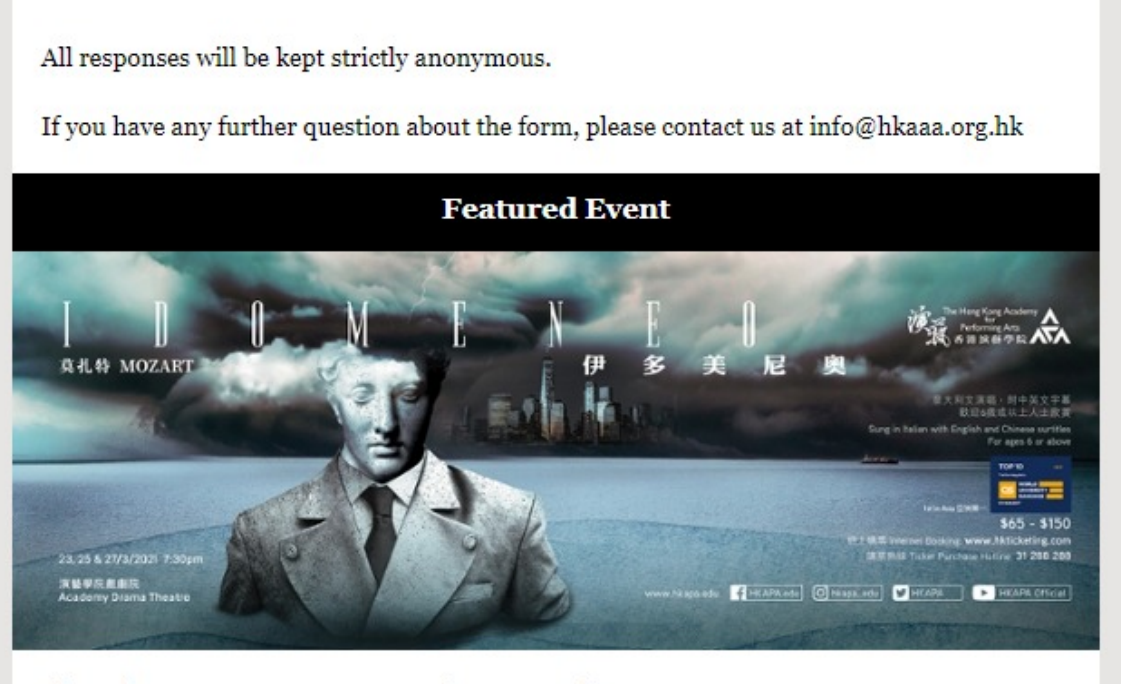
We would be very grateful if you would complete the form by **March 21, 2021**.

Click Here to Voice Your Opinion

All responses will be kept strictly anonymous.

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

Featured Event

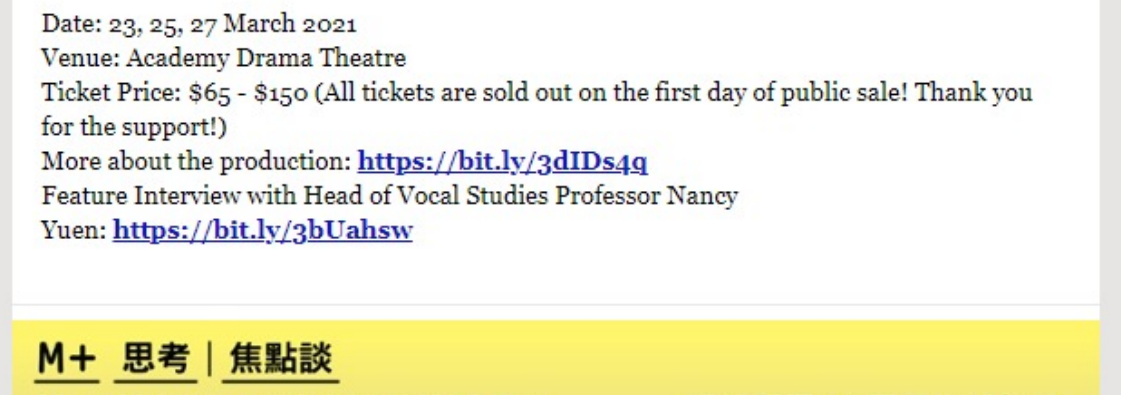


【Academy Opera -- Mozart: "Idomeneo" 】
The Hong Kong Academy for Performing Arts presents an opera in March every year, featuring the performance of Vocal Studies students and the orchestral accompaniment of the Academy Symphony Orchestra. Last year, the opera was cancelled due to the pandemic; this year the Academy welcomes back the opera as well as live audience! Professor Nancy Yuen, Head of Vocal Studies of the School of Music, says, "The Academy Opera has always been an annual highlight, so this year, we want to let our students display their talents and hard work on stage, in whatever form that might take."

The opera this year is Mozart's *Idomeneo*, which continued the story of the well-known Greek mythology *The Trojan War*. Princess Ilia fell in love with the kind-hearted prince Idamante after she was captured to the Island of Crete. On the other hand, the King Idomeneo promised Nettuno, the god of sea, to immolate the first living creature he encountered in order to get saved. Unfortunately, the one he met was his own son, Idamante...

Directed by Tang Shu-wing and conducted by Academy Associate Professor (Repetiteur) Hsu Wei-En, the opera has a strong production team too comprising students, faculty and alumni of the School of Theatre and Entertainment Arts. Tang Shu-wing will present this classic work in a brand new style. Audience will for sure be surprised!

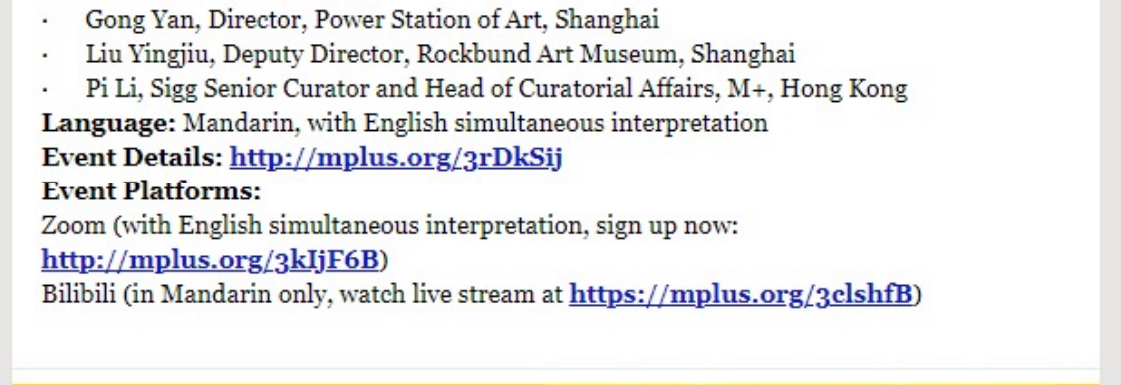
Date: 23, 25, 27 March 2021
Venue: Academy Drama Theatre
Ticket Price: $65 - $150 (All tickets are sold out on the first day of public sale! Thank you for the support!)
More about the production: **https://bit.ly/3dIDs4q**
Feature Interview with Head of Vocal Studies Professor Nancy Yuen: **https://bit.ly/3bUahsw**


M+ 思考｜焦點談
M+ MATTERS | KEYNOTE
理解觀眾：中國藝術博物館的不同之道
UNDERSTANDING MUSEUM AUDIENCES IN CHINA
29.03.2021 (Mon 星期一) 7:00 – 9:00pm
Event Platform 活動平台：Zoom
M+

M+ Matters | Keynote: Understanding Museum Audiences in China

A museum's attitude towards its audiences shapes the character of the institution. The global shift in the definition of audiences from passive receivers of information to active participants has been especially pronounced in the short, vibrant history of art museums in China. But how specifically can museums imagine, define, and interact with their audiences today? The discussion forum brings together five contributors from museums in mainland China and Hong Kong to explore this subject. Representing different institutional models—state-run, private, corporate, and community-based—the speakers present their distinct curatorial, operational, and learning strategies. The discussion positions the relationship with audiences as essential to any understanding of the current museum landscape in China.

Date and Time: 29 March 2021 (Mon), 7 - 9pm (HKT)
Speakers:
· Nikita Yingqian Cai, Artistic Deputy Director, Guangdong Times Museum, Guangzhou
· Fei Dawei, Founding Director, Guy & Miriam Ullens Foundation and the Ullens Center for Contemporary Art, Beijing
· Gong Yan, Director, Power Station of Art, Shanghai
· Liu Yingjiu, Deputy Director, Rockbund Art Museum, Shanghai
· Pi Li, Sigg Senior Curator and Head of Curatorial Affairs, M+, Hong Kong
Language: Mandarin, with English simultaneous interpretation
Event Details: **http://mplus.org/3rDkSij**
Event Platforms:
Zoom (with English simultaneous interpretation, sign up now: **http://mplus.org/3klJF6B**)
Bilibili (in Mandarin only, watch live stream at **https://mplus.org/3clshfB**)


策展與藝術史 文學碩士
MA IN CURATING AND ART HISTORY (MACAH)

!!Call for applications!!
!!Admission of Master of Arts in Curating and Art History by the Lingnan University!!
!!Application deadline: 30 April 2021!!

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**.

Master of Arts in Curating and Art History
Lingnan University

《香港戲劇概述2020》專題研究：疫情下受影響的香港戲劇製作
香港戲曲概述
Hong Kong Xiqu Overview
香港戲劇概述
Hong Kong Drama Overview
2017
2018
網上版 現已推出
Now launched online

(Only Chinese version is available)

《香港戲劇概述2020》專題研究：疫情下受影響的香港戲劇製作（資料收集與統計）

國際演藝評論家協會（香港分會）與香港專業戲劇人同盟現誠意邀請各本地藝術團體參與一項專題研究計劃，協助提供相關資料與統計。

國際演藝評論家協會（香港分會）現正籌備《香港戲劇概述2020》，是次專題研究目標是整理和記錄於2020年1月28日至2021年2月28日期間在疫情下受影響的香港戲劇製作。除記錄2020年本地受影響的演出／製作外，亦期望數據有助業界進一步梳理現況，有助未來資源的倡議和爭取工作。

詳情及填寫問卷：**https://forms.gle/JnCq9JNqkMgthZvs6**

另外，《香港戲劇概述2017、2018》及《香港戲曲概述2017、2018》現已完整推出：

「香港戲劇概述2017、2018」Hong Kong Drama Overview 2017 & 2018
http://www.iatc.com.hk/doc/106384

「香港戲曲概述2017、2018」Hong Kong Xiqu Overview 2017 & 2018
http://www.iatc.com.hk/doc/106394

動亦無晦
解夢人·亂象
MOVE WITHIN AND WITHOUT
40th
節目套票1月25日起於art-mate發售
Book at art-mate from 25 January onwards

【Hong Kong Dance Company 40th Anniversary Season Digital Launch】

In 2021, we mark 40 years of the Hong Kong Dance Company. In celebration of the joys and abundant achievements of these past four decades, we are sharing our passion for dance in 17 months of wonderful programmes and events. We look forward to welcoming all of the audience members who love and support our company to tread down the path of discovery with us, for another decade and beyond.

Mr Yang Yuntao, Artistic Director of HKDC, says, "On this artistic journey, we have been fortunate enough to carry on the work of those before us and build up the strengths of those who'll come after. We have become the bricks and mortar used to construct this resplendent scenery."

Link: **https://youtu.be/VbDS3KlS16Y**

Highlighted Event

Online Roundtable Discussion
31 Mar 2021 (Wed)
15:00 – 17:30
Arts and Well-being
Healthy Body and Mind for People with Different Abilities
NoLIMITS
Inclusiveness through the Arts
Register Now

Arts and Well-being: Healthy Body and Mind for People with Different Abilities

Co-presented by the Hong Kong Arts Festival and The Hong Kong Jockey Club Charities Trust, the "No Limits" project aims to promote inclusiveness and understanding through the arts. In response to the uncertainties brought about by the pandemic and venue closures, most of the programmes for the third edition will be available for online viewing, including an Online Roundtable Discussion.

Bringing together a group of local and overseas practitioners from the fields of Arts and Health, the Roundtable Discussion, "**Arts and Well-being: Healthy Body and Mind for People with Different Abilities**", explores how the Arts can contribute to the well-being of people with different abilities in society.

Speakers will share the best practices in using the Arts to empower possibilities of all, regardless of their ability, contributing to a healthy body and mind. The Roundtable will offer a valuable opportunity for experience sharing from different communities.

Speakers include Prof Rainbow Ho Tin-hung, Associate Dean (Postgraduate Education), HKU Faculty of Social Sciences, Ms Angel Leung, Credentialed music therapist (USA & Canada), Mr Tido Visser, Artistic and Managing Director of the Netherlands Chamber Choir, Mr Ben Pettitt-Wade, Artistic Director of Hijinx, Ms Catherine Cassidy, Director of Engagement of Scottish Ballet and other distinguished speakers. Free online registration starts now at go.nolimits.hk/frdhaen.

Click here for speakers' biographies and presentation titles: go.nolimits.hk/rdhaen
With promotional support from Hong Kong Arts Administrators Association

49 香港藝術節 HK ARTS FESTIVAL 2021 Plus
Distinguished Cultural Leadership Series (VIII)
傑出文化領袖講座系列（八）
Going Online in the Pandemic
疫情「新現場」
David Baile
Chief Executive Officer
International Society for the Performing Arts
大衛・貝爾
國際表演藝術協會行政總裁

The 49th Hong Kong Arts Festival – Distinguished Cultural Leadership Series (VIII)
"Going Online in the Pandemic"

David Baile is the Chief Executive Officer of the International Society for the Performing Arts (ISPA) based in New York. ISPA is an international network of more than 550 leaders in the performing arts from 56 countries. Since joining ISPA, Mr Baile has significantly expanded both the diversity of the membership as well as the programmes and in particular its leadership development initiatives.

Before joining ISPA, he previously enjoyed a 20-year career in the arts in Toronto in both management and consulting roles. Mr Baile is also very active with volunteer positions including past membership on the Mayor's Round Table on Arts and Culture (Toronto) and positions on the Board of the Toronto Arts Council (Chair of the Large Institutions Committee), and OPERA America, to name a few.

In the past year, Mr Baile has witnessed the performing arts world shift from analogue to digital. In a conversation with Ms Tisa Ho, Executive Director of the Hong Kong Arts Festival, Mr Baile will share with the audience his insights on the industry's shift to digital based on personal experience, as well as observations of colleagues worldwide. The focus will be the impact and opportunities, gains and losses of this shift, and how it will shape the future.

Broadcast Date and Time: 19 Mar 2021 (Fri) 10:00 am – 11:00 am
Speaker: David Baile, Chief Executive Officer of the International Society for the Performing Arts (ISPA)
Host: Tisa Ho, Executive Director of the Hong Kong Arts Festival
In English, without subtitles
Free admission
Registration: **https://zoom.us/webinar/register/WN_b1ggAw7dR4axxc1EUlxzkg**

Organised by the Hong Kong Arts Festival
With promotional support from the Hong Kong Arts Administrators Association

MARKETING PULSE ONLINE
30-31 March 2021
EMBRACE DIGITAL TRANSFORMATION

Reimagining your business out of the box by embracing digital transformation is how you can stand out from your competitors in the new digital era amid the pandemic challenges.

Join #MarketingPulse ONLINE and hear from teamLab / チームラボ, Fanbytes, Alibaba Group, Kuaishou Technology on how digital transformation and video #marketing can drive your business growth. Use members' discount code DSN03H5P to get a 55% off discount: http://bit.ly/3qPibJP

Event Details
Date: 30 - 31 March 2021
Organiser: Hong Kong Trade Development Council
Website: **https://marketingpulse.hktdc.com/en**
Programme: **http://bit.ly/3uQL2QE**

Register Now to enjoy Member's Privilege Offer at 55% off discount
Original Price: **HK$550 (US$70)**
55% Off Discount:**HK250 (US$32)**
Promo code: DSN03H5P
Registration link: **https://www.marketingpulse.com.hk/en/Registration**

Support by Hong Kong Arts Administrators Association

Opportunities

HKAAA - COVID-19 Resources

HKADC - Support Scheme for Arts & Cultural Sector

HKAGA - Artists Residency Abroad Funding Scheme

JCCAC - Jockey Club Black Box Theatre Subsidy Scheme

(Chinese only) HKADC - 2021/22 年度上海街視藝空間營運及管理計劃

HKADC - Matching Fund Scheme (3/2021) (Deadline: 31 March)

Hong Kong Tourism Board - the Pilot Scheme for Characteristic Local Tourism Events (Deadline: 30 Apr)

Member's Benefit

13 – 28.3.2021
A WINTER FUNERAL

Hong Kong Repertory Theatre - A Winter Funeral

Programme Details:
Details: https://www.hkrep.com/en/event/20-5/
Date & Time:
8pm 13, 16-20, 23-26.3.2021
3pm 14#, 20#-21, 27 – 28.3.2021
With post-performance talk
$320 / $260 / $200
*HKAAA Members are offered 10% off discount on purchasing full-price tickets at URBTIX outlets. Please present your membership card at Urbtix outlets.

Presented in Cantonese with Chinese and English surtitles

For ages 6 or above
This programme contains adult content

Programme Enquiries: 3103 5900
Tickets Now available at URBTIX

大狗奔
9-18.4.2021

Chung Ying Theatre Company - Ken Ludwig's Baskerville: A Sherlock Holmes Mystery (Re-run)

Programme Details:
Details: **http://bit.ly/3dw69Bp**
Date & Time:
09-10, 14-17/04/2021 8pm
10-11^, 17-18/04/2021 3pm
^Accessible Performance with Audio Description (Cantonese)
Venue: Studio Theatre, Hong Kong Cultural Centre
Ticket Price: $300, $200

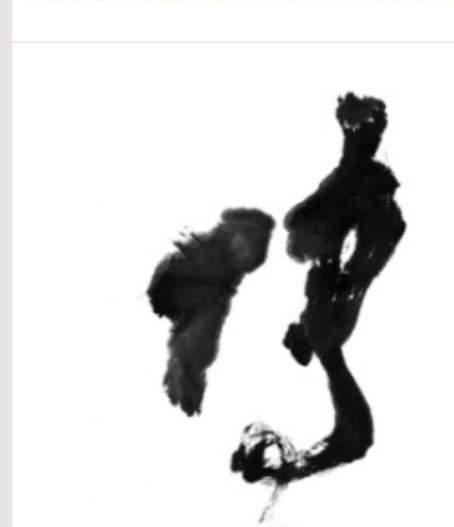
Internet
Booking: **http://bit.ly/2NjT8jK**
Programme Enquiries: 8106 8338
10% discount by quoting the exclusive promotion code through Art-mate online ticketing service (contact HKAAA for discount code)
/ **http://www.chungying.com**

Hong Kong Sinfonietta
PROKOFIEV'S
PETER & THE WOLF
LIVE
《彼得與狼》動畫電影
9 & 10.4.2021

Hong Kong Sinfonietta - Peter and the Wolf Live - 10% off performance discount

Programme Details:
Details: https://bit.ly/3osAuch
Date & Time:
9 Apr 2021 (Fri), 7:30pm
10 Apr 2021 (Sat), 2:30pm & 5:30pm
Venue: HK City Hall Concert Hall
Ticket Price: $380, $260, $140

Tickets at URBTIX: 2111 5999
/ www.URBTIX.hk
10% off upon showing HKAAA membership card at URBTIX outlets.
Programme Enquiries: 2836 3336
/ www.HKSL.org



Hong Kong Chinese Orchestra - Preservation and Perpetuation of the Classics- 20% off performance discount

Programme details:
http://www.hkco.org/en/Concerts/Preservation-And-Perpetuation-Of-The-Classics-1.html

Venue: Tuen Mun Town Hall Auditorium
Date and Time: 10/4/2021 (Sat) 8:00pm
Conductor: Rupert Woo Pak Tuen
Performed by:
Hong Kong Young Chinese Orchestra
Hong Kong Chinese Orchestra
Original Ticket Price**: $170, $220, $280, $350
**HKAAA Members are offered 20% off discount.
Please present your membership card at Urbtix Ticketing Office
Tickets at URBTIX: 2111 5999 /
www.urbtix.hk
Programme Enquiries: 852-3185 1600

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 2 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 Sqaure

Disclaimer

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香港藝術發展局
Hong Kong Arts Development Council
HKAAA is financially supported by the HKADC

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All-in-one CRM Software for Growing Communities