

Summit Programme 文化領袖論壇日程

1 June 2011 (WED) 2011年6月1日 (星期三)

Hong Kong Jockey Club Amphitheatre, Hong Kong Academy for Performing Arts

香港演藝學院賽馬會演藝劇院

1330 Registration 註冊

1400 - 1415 **Opening Ceremony 開幕式**
Officiated by Ms Yip Wing-sie, JP, Board Member, West Kowloon Cultural District Authority; Music Director, Hong Kong Sinfonietta
主禮嘉賓：葉詠詩，JP (西九文化區管理局董事局成員，香港小交響樂團音樂總監)

1415 - 1530 **Keynote Speech 1 主題演講 1**
What Makes an Arts Venue Work 文化場地成功要素

What are the key ingredients for making a successful arts space? How do these elements contribute to growing a place for arts creation and appreciation that is at the same time engaging to the public?
文化場地的成功要素是什麼？這些元素如何令場地適合藝術創作及欣賞，並同時吸引公眾參與？

Michael Lynch, Former Chief Executive of the Southbank Centre, London
邁克爾·林奇 (前倫敦南岸中心總監)

1530 - 1545 Coffee Break 休息

1545 - 1715 **Keynote Speech 2 主題演講 2**
Creating Arts Spaces for the Future 未來藝術場地的建設

The internationally renowned arts venue designer will explore the symbiotic relationship between the architecture of arts spaces and the artistic inspiration / expression taking place within and around them.
國際知名的文化場地設計師將探討建築設計與場地裡的藝術表達的共生關係。

Speaker 講者： Patrik Schumacher, Partner, Zaha Hadid Architects
派特里克·舒馬赫 (扎哈·哈迪德建築師事務所合夥人)

Respondent 回應： Michael Lynch, Former Chief Executive of the Southbank Centre, London
邁克爾·林奇 (前倫敦南岸中心總監)

Moderator 主持： Daniel K L Chua, Director of the Advanced Cultural Leadership Programme and Head of the School of Humanities, The University of Hong Kong
蔡竟量 (香港大學文化領導學程總監及人文學院主任)

2 June 2011 (THU) 2011年6月2日 (星期四)

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

0930 - 1045	<p>Keynote Speech 3 主題演講 3</p> <p>Success Story: What does 'success' mean for an arts facility - and how does understanding what it is help you achieve it?</p> <p>規劃文化建設成功之道</p>
	<p>Arts buildings are a means to an end - or indeed a means to many ends, some symbolic, some functional. How, when planning facilities, can arts administrators maximize the chances that the means (the building) fit the ends and therefore serve the arts and the organizations that produce it?</p> <p>藝術建築的設立，是為著達到不同的目的，一些目的具象徵性，一些目的具功能性。當規劃設施時，藝術行政人員可如何促使場地達成其使命與目標，發揮為藝術及管治機構服務的功能？</p>
	<p>Adrian Ellis, Executive Director, Jazz at Lincoln Center, New York 阿德里安·艾里斯 (紐約林肯中心爵士樂廳行政總監)</p>
1045 - 1100	Coffee Break 休息
1100 - 1230	<p>Plenary 1 大會 1</p> <p>Running the Space: Alternative Modes of Operation, Management and Governance of Arts Venues</p> <p>場地營運：文化場地運作管理的另類模式</p>
	<p>Many arts and cultural venues have adopted a traditional mode of operation and management. Representatives from AEG Odgen, an international venue management company managing a number of arenas, stadia and cultural venues in major cities in the world, and Beijing Poly Theatre Management will discuss how outsourced venue management can work for arts venues.</p> <p>很多文化場地會採用較傳統的營運及管理模式。AEG奧德根（一國際場地管理公司，負責管理多個位於世界主要城市的博覽、運動場館及文化場地）及北京保利劇院管理公司的代表，將討論外判的場地管理模式如何能有效於文化場地應用。</p>
	<p>Speakers 講者： Rodney Phillips, Chief Executive, AEG Odgen (Perth) Pty Ltd 羅德尼·菲利浦斯 (AEG奧德根(柏斯)行政總裁)</p>
	<p>Xu Jian , General Manager, Forbidden City Concert Hall, Beijing 徐堅 (北京中山公園音樂堂總經理)</p>
	<p>Respondent 回應： Louis Yu, Executive Director, Performing Arts, West Kowloon Cultural District Authority 茹國烈 (西九文化區管理局表演藝術行政總監)</p>
	<p>Moderator 主持： Connie Lam, Executive Director, Hong Kong Arts Centre 林淑儀 (香港藝術中心總幹事)</p>
1230 - 1400	Lunch 午餐

1400 - 1530	<p>Breakouts (Concurrent Sessions) 分組討論 (各組同時進行)</p>
	<p>A. Arts Residencies 駐場藝團與文化場地的相互關係</p>
	<p>How can resident companies contribute to the character of a cultural venue? Drawing from the experiences of different venue managements, this session will explore the relationship between resident companies and their host venues, and how they can work together for the benefit of both parties.</p> <p>駐場藝團如何幫助文化場地建立鮮明的個性？從不同場地管理的經驗出發，兩位講者將深入探討駐場藝團與場地的關係，以及兩者如何合作，達致互利互惠。</p>
	<p>Speakers 講者： Rodney Phillips, Chief Executive, AEG Odgen (Perth) Pty Ltd 羅德尼·菲利浦斯 (AEG奧德根(柏斯)行政總裁)</p>
	<p>Adrian Ellis, Executive Director, Jazz at Lincoln Center, New York 阿德里安·艾里斯 (紐約林肯中心爵士樂廳行政總監)</p>
	<p>Moderator 主持： Tseng Sun-man, Arts Management Educator/ Consultant 鄭新文 (藝術管理培訓學者／顧問)</p>
	<p>B. Architecture and the Arts – The contribution of architecture to creativity in the arts 文化場地建築對藝術創意的貢獻</p>
	<p>As a distinct art-form in its own right, how can architecture contribute to arts venues as centres of creativity? A top international architect talks about the inter-relationship between the two, based on his experience with arts projects such as MAXXI: National Centre of Contemporary Art and Architecture in Rome, Dubai Opera House, Guangzhou Opera House and Chanel Mobile Art.</p> <p>建築本身是一種藝術，它如何為創意的集中地—文化場地—作出貢獻？世界首屈一指的建築師將根據過往參與文化藝術設計項目的經驗，例如：羅馬的MAXXI: 國家當代藝術及建築中心、杜拜歌劇院、廣州歌劇院及Chanel流動藝術 (Chanel Mobile Art)，討論兩者的相互關係。</p>
	<p>Speaker 講者： Patrik Schumacher, Partner, Zaha Hadid Architects 派特里克·舒馬赫 (扎哈·哈迪德建築師事務所合夥人)</p>
	<p>Moderator 主持： Tisa Ho, Executive Director, Hong Kong Arts Festival 何嘉坤 (香港藝術節行政總監)</p>
	<p>C. Adaptive Re-use of Heritage Buildings for Arts Purposes 活化歷史建築作藝術用途的成功關鍵與挑戰</p>
	<p>What are the keys to successful adaptive re-use of heritage buildings for arts purposes? What are the major challenges in the restoration and adaptation process?</p> <p>活化歷史建築作藝術用途有何成功關鍵？在修復及活化歷史建築的過程中，會面對甚麼挑戰？</p>
	<p>Speakers 講者： Jill Smith, General Manager, Geelong Performing Arts Centre, Melbourne 吉爾·史密斯 (墨爾本季隆演藝中心總經理)</p>
	<p>Marcus Davey, Chief Executive and Artistic Director, Roundhouse, London 馬克斯·戴維 (倫敦圓屋劇院行政總裁及藝術總監)</p>
	<p>Moderator 主持： Philip Soden, Associate Director (Operations), Hong Kong Academy for Performing Arts 蘇迪基 (香港演藝學院副校長(常務))</p>



1400 - 1530	Breakouts - Concurrent Sessions (continued) 分組討論—續 (各組同時進行) D. Arts Incubators 藝術人才的培育場地 Creative arts processes often involve a lot of practice and experimentation. How can arts venues support such processes which are vital for emerging artists to grow? 在藝術創作的過程中，反覆練習及實驗必不可少。文化場地如何為新進藝術家在這重要的過程中提供支援？ Speakers 講者： Aaron Y. L. Lee, Chief Executive Officer, JUT Foundation for Arts and Architecture, Taiwan 李彥良 (台灣忠泰建築文化藝術基金會執行長) Connie Lam, Executive Director, Hong Kong Arts Centre 林淑儀 (香港藝術中心總幹事) Moderator 主持： Fung Hao-yin Vincent, Assistant Commissioner for Tourism. Former Principal Assistant Secretary for Home Affairs 馮浩賢 (旅遊事務署旅遊事務助理專員、前民政事務局首席助理秘書長)
1530 - 1545	Coffee Break 休息
1545 - 1715	Plenary 2 大會 2 Making the Space Alive: Programming, Branding, Outreach and Audience Development 為場地注入活力：節目策劃、品牌建立、外展與觀眾拓展 What makes a cultural venue come alive and attractive to both audiences and artists? What role do programming, branding and outreach play in a lively venue that successfully engages the public? 什麼可令文化場地增添活力，吸引公眾參與及藝術家使用？節目策劃、品牌建立及外展在一個成功的場地扮演着什麼角色？ Speakers 講者： Marcus Davey, Chief Executive and Artistic Director, Roundhouse, London 馬克斯·戴維 (倫敦圓屋劇院行政總裁及藝術總監) Jill Smith, General Manager, Geelong Performing Arts Centre, Melbourne 吉爾·史密斯 (墨爾本季隆演藝中心總經理) Respondent 回應： Adrian Ellis, Executive Director, Jazz at Lincoln Center, New York 阿德里安·艾理斯 (紐約林肯中心爵士樂廳行政總監) Moderator 主持： Phil Whelan, Producer / Presenter, Radio 3, Radio Television Hong Kong 菲爾·韋倫 (香港電台第三台編導／主持)



3 June 2011 (FRI) 2011年6月3日(星期五)

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

0930 - 1045	Keynote Speech 4 主題演講 4 Arts in Alternative Venues 另類文化場地的創意藝術 Are alternative venues a prerequisite to breaking through artistic barriers, nurturing new art forms or developing alternative forms of artistic expression? Marcus Davey explores the pivotal role of the Roundhouse as a focal point for social and artistic development from the 1960's to the present day. 另類文化場地是否創新藝術或發展另類藝術表達形式的培育場所？馬克斯·戴維將探討由60年代至今仍是社會及藝術發展的焦點的圓屋劇院所扮演的角色。 Marcus Davey, Chief Executive and Artistic Director, Roundhouse, London 馬克斯·戴維 (倫敦圓屋劇院行政總裁及藝術總監)
1045 - 1100	Coffee Break 休息
1100 - 1230	Plenary 3 大會 3 Alternative Arts Spaces in local and overseas contexts 本地與海外另類文化場地的個案研究 Featuring case studies from local and overseas arts venues to understand more specifically what makes alternative arts venues work. 重點討論本地及海外文化場地個案研究，深入及具體地了解另類場地的成功關鍵 Speakers 講者： Jill Smith, General Manager, Geelong Performing Arts Centre, Melbourne 吉爾·史密斯 (墨爾本季隆演藝中心總經理) Aaron Y. L. Lee, Chief Executive Officer, JUT Foundation for Arts and Architecture, Taiwan 李彥良 (台灣忠泰建築文化藝術基金會執行長) Dominic Purvis, General Manager, Marketing & Communications, Swire Properties Limited 唐柏偉 (太古地產有限公司市場推廣及傳訊總經理) Respondent 回應： Marcus Davey, Chief Executive and Artistic Director, Roundhouse, London 馬克斯·戴維 (倫敦圓屋劇院行政總裁及藝術總監) Moderator 主持： Michael MacLeod, Chief Executive, Hong Kong Philharmonic Orchestra 麥高德 (香港管弦樂團行政總裁)
1230 - 1315	Summary 總結： Speakers 講者： Adrian Ellis, Executive Director, Jazz at Lincoln Center, New York 阿德里安·艾理斯 (紐約林肯中心爵士樂廳行政總監) Tisa Ho, Executive Director, Hong Kong Arts Festival 何嘉坤 (香港藝術節行政總監)