

## 2013 SUMMIT PROGRAMME

### 文化領袖論壇日程

Note: English / Putonghua simultaneous interpretation services are only available for the Summit, but not for the Pre-conference Academy  
敬請注意: 英語 / 普通話即時傳譯服務只適用於論壇, 並不適用於論壇前講座。

## 27.5.2013 (Mon 星期一)

0900 - 0930 Pre-conference Academy Registration 論壇前講座註冊

0930 - 1100 Pre-conference Academy 1 論壇前講座 1 [4 concurrent sessions 4 組同時進行]

### 1A: Supporting New Arts and Nurturing New Talents: The Creative and Strategic Approach

支持創作培育藝術人才: 創新和戰略方針

**Speaker 講者:** Jude Kelly, Artistic Director, Southbank Centre, London

裘德·凱利 (倫敦南岸中心藝術總監)

**Moderator 主持:** Lewis Biggs, Curator, Folkestone Triennial 2014; Co-curator, Aichi Triennale 2013; Former Director, Liverpool Biennale; Former Director, Tate Liverpool

陸易士·比格斯 (英國福克斯通三年展 2014 策展人、愛知三年展 2013 共同策展人、前利物浦雙年展總監及前利物浦泰德美術館館長)

**Medium 語言:** English 英語

**Venue 地點:** agnès b. Cinema, UB, Hong Kong Arts Centre

香港藝術中心高層地庫 agnès b. 電影院

### 1B: Enhance Engagement and Building Character — What we can do in new and established venues

為新、舊文化場地建立個性吸引人流

**Speaker 講者:** Judith Isherwood, Chief Executive, Arts Centre Melbourne

朱迪恩·伊舍伍德 (墨爾本藝術中心行政總裁)

**Moderator 主持:** Linus Fung, Chief Manager (Urban/Cultural Services), Leisure and Cultural Services Department

馮惠芬 (康樂及文化事務署總經理(港九文化事務))

**Medium 語言:** English 英語

**Venue 地點:** Classroom München, Goethe-Institut, 13/F, Hong Kong Arts Centre

歌德學院 München 課室 (香港藝術中心 13 樓)

### 1C: How to use logic models for successful project planning — Tools, Techniques and Cases

如何使用邏輯模式籌劃項目 — 工具、技巧及個案介紹

**Speaker 講者:** Gail Crider, Vice President and Chief Operating Officer, National Arts Strategies, US

蓋爾·克賴德 (美國國家藝術策略副總裁及執行長)

**Moderator 主持:** Marissa Fung Shaw, Vice Chair, Hong Kong Friends' Committee, Asian Cultural Council

邵馮詠愛 (亞洲文化協會香港分會會友委員會副主席)

**Medium 語言:** English 英語

**Venue 地點:** Eric Hotung Studio, LB, Hong Kong Arts Centre

香港藝術中心低層地庫何鴻章排練室

### 1D: Starting an Arts Business — A Toolbox. A Hands-on Workshop for Practitioners

藝術工作者創業錦囊

**Speaker 講者:** Vivian Lau, Chief Executive Officer, Junior Achievement Hong Kong

劉少坤 (國際成就計劃香港部行政總裁)

**Moderator 主持:** Anna CY Chan, Head of Performing Arts Education Centre, The Hong Kong Academy for Performing Arts

陳頌瑛 (香港演藝學院表演藝術教育中心主任)

**Medium 語言:** Cantonese 粵語

**Venue 地點:** Classroom Hamburg, Goethe-Institut, 13/F, Hong Kong Arts Centre

歌德學院 Hamburg 課室 (香港藝術中心 13 樓)

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1100 - 1130 Break 休息

1130 - 1300 Pre-conference Academy 2 論壇前講座2 [4 concurrent sessions 4 組同時進行]

#### 2A: Creative Collaborations between Arts and Business Sectors

藝術與商業機構的創意協作

**Speaker 講者:** Colin Tweedy, Vice President, Arts and Business, UK; Managing Director, The Building Centre, London  
科林·崔迪 (英國藝術與企業協會副總裁、倫敦建築中心董事經理)

**Moderator 主持:** Antony J Chan, Director, Arts Support, Hong Kong Arts Development Council  
陳永剛 (香港藝術發展局藝術支援總監)

**Medium 語言:** English 英語

**Venue 地點:** agnès b. Cinema, UB, Hong Kong Arts Centre  
香港藝術中心高層地庫 agnès b. 電影院

#### 2B: From Roots to World: On the Promotion of Independent Music — A Case Study from Trees Music and Art, Taiwan

From Roots to World: 獨立音樂的推廣 — 臺灣「大大樹音樂圖像」的發展歷程

**Speaker 講者:** Chung Shefong, Assistant Professor, College of Communication, National Cheng-chi University, Taiwan;  
Founder and Artistic Director, Trees Music and Art/Migration Music Festival  
鍾適芳 (臺灣政治大學傳播學院助理教授、大大樹音樂圖像/流浪之歌音樂節創辦人、藝術總監)

**Moderator 主持:** Kung Chi Shing, Musician; Curator of 'Street Music Series'  
龔志成 (跨媒體音樂創作人、《開放音樂》策劃人)

**Medium 語言:** Putonghua 普通話

**Venue 地點:** Classroom München, Goethe-Institut, 13/F, Hong Kong Arts Centre  
歌德學院 München 課室 (香港藝術中心 13 樓)

#### 2C: How can arts groups in Hong Kong develop in China: Lesson learnt from Guangdong Modern Dance Company and The Guangdong Dance Festival

香港藝團如何開創國內藝術市場：試從「廣東現代舞團」及「廣東現代舞周」說起

**Speaker 講者:** Karen Cheung, Director, Guangdong Dance Festival; Program Director, Beijing Dance Festival  
張月娥 (廣東現代舞周總監、北京舞蹈雙周節目總監)

**Moderator 主持:** Tsui Tak Wai, Adjunct Associate Professor, Department of Cultural and Religious Studies, Chinese University of Hong Kong; Owner, Alive @, Guangzhou  
崔德輝 (香港中文大學文化及宗教研究系兼任副教授、廣州市拉闊餐飲服務有限公司負責人)

**Medium 語言:** Cantonese 粵語

**Venue 地點:** Classroom Hamburg, Goethe-Institut, 13/F, Hong Kong Arts Centre  
歌德學院 Hamburg 課室 (香港藝術中心 13 樓)

#### 2D: Organization Clinic: Arts Promotion and Branding

藝團養生坊 (藝術推廣及品牌建立)

**Speakers/ Consultants 講者/顧問:**

Kingsley Jayasekera, Head, Marketing and Digital, West Kowloon Cultural District Authority;  
Former Director, Communications and Digital Strategy, Sadler's Wells, London  
Kingsley Jayasekera (西九文化區管理局市場及數碼媒體主管、前倫敦沙德勒井劇院傳訊及資訊科技策略總監)  
Paul Tam, General Manager, Hong Kong International Literary Festival;  
Former Director of Marketing, Hong Kong Philharmonic Orchestra  
譚兆民 (香港國際文學節總經理、前香港管弦樂團市場推廣總監)

**Medium 語言:** English 英語

**Venue 地點:** Eric Hotung Studio, LB, Hong Kong Arts Centre  
香港藝術中心低層地庫何鴻章排練室

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## 27.5.2013 (Mon 星期一)

**1300 - 1415** Summit Registration 論壇註冊

**1415 - 1430** Opening Ceremony 開幕式

**Officiated by 主禮嘉賓:** Connie Lam, Chair, Hong Kong Arts Administrators Association;  
Executive Director, Hong Kong Arts Centre  
林淑儀 (香港藝術行政人員協會主席、香港藝術中心總幹事)  
Allan Zeman, GBM, GBS, JP, Chairman, Performing Arts Committee,  
West Kowloon Cultural District Authority  
盛智文 (西九文化區管理局表演藝術委員會主席)

**1430 - 1545** Keynote Speech 1 主題演講 1

How can a cultural centre promote entrepreneurship?

文化場地如何體現創新及支持創業精神?

**Speaker 講者:** Judith Isherwood, Chief Executive, Arts Centre Melbourne  
朱迪思·伊舍伍德 (墨爾本藝術中心行政總裁)

**Respondent 回應:** Prof. Daniel Chua, Director of the Advanced Cultural Leadership Programme;  
Head of the School of Humanities, The University of Hong Kong  
蔡竟量教授 (香港大學文化領航學程總監及人文學院主任)

**Moderator 主持:** Connie Lam, Chair, Hong Kong Arts Administrators Association;  
Executive Director, Hong Kong Arts Centre  
林淑儀 (香港藝術行政人員協會主席、香港藝術中心總幹事)

**1545 - 1615** Coffee Break 休息

**1615 - 1730** Keynote Speech 2 主題演講 2

Entrepreneurship and Artistic Enterprise 藝術機構與企業家精神

**Speaker 講者:** Jude Kelly, Artistic Director, Southbank Centre, London  
裘德·凱利 (倫敦南岸中心藝術總監)

**Respondents 回應:** Valeria Azario, Luxury Director, Pernod Ricard Asia  
Valeria Azario (保樂力加亞洲區域市場奢華品牌總監)  
Tisa Ho, Executive Director, Hong Kong Arts Festival  
何嘉坤 (香港藝術節行政總監)

**Moderator 主持:** Benny Chia, Director, Hong Kong Fringe Club  
謝俊興 (香港藝穗會總監)



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### 28.5.2013 (Tue 星期二)

#### 0930 - 1045 Keynote Speech 3 主題演講 3

##### A Lesson in Entrepreneurship: Founding and Managing the Ju Percussion Ensemble and Percussion School

藝術團隊的楷模——從朱宗慶打擊樂團及打擊樂教學系統的創立及管理說起

**Speaker 講者:** Prof. Ju Tzong Ching, Chairman of the Board, National Chiang Kai-Shek Cultural Center, Taiwan; President, Taipei National University of the Arts; Founder and Artistic Director, Ju Percussion Group  
朱宗慶教授 (臺灣國立中正文化中心董事長、國立臺北藝術大學校長、朱宗慶打擊樂團創辦人暨藝術總監)

**Respondent 回應:** Fredric Mao, Founder and Director, Performing Arts Asia;  
Convener, Hong Kong/Taiwan Cultural Cooperation Committee  
毛俊輝 (亞洲演藝研究創辦人及總監、香港台灣文化合作委員會召集人)

**Moderator 主持:** Celina Chin, Executive Director, Hong Kong Chinese Orchestra  
錢敏華 (香港中樂團行政總監)

#### 1045 - 1100 Coffee Break 休息

#### 1100 - 1230 Case Studies 1 個案討論 1

##### Featured Entrepreneurs 焦點企業家:

Arling Ng, President, Parsons Music Limited

吳雅玲 (柏斯琴行有限公司總裁)

Wu Jiatong, General Manager, Wu Promotion Co. Ltd., China

吳嘉童 (中國吳氏策劃總經理)

**Respondent 回應:** Prof. Tseng Sun Man, Adjunct Professor, Hong Kong Institute of Education  
鄭新文教授 (香港教育學院兼任教授)

**Moderator 主持:** Prof. Chan Wing Wah, Associate Director, HKU School of Professional and Continuing Education; Chairman, The Composers and Authors Society of HK  
陳永華教授 (香港大學專業進修學院副院長、香港作曲家及作詞家協會主席)

#### 1230 - 1415 Lunch 午餐

**Venue 地點:** Assaggio, 6/F, Hong Kong Arts Centre  
Assaggio (香港藝術中心 6 樓)

#### 1415 - 1545 Case Studies 2 個案討論 2

##### Featured Entrepreneurs 焦點企業家:

Meng Jinghui, Director, National Theatre of China; Artistic Director, Beijing Beehive Theater

孟京輝 (中國國家話劇院導演、蜂巢劇場藝術總監)

Zhang Jun, Founder and Artistic Director, Shanghai Zhang Jun Kunqu Art Center

張軍 (上海張軍昆曲藝術中心創始人及藝術總監)

**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)

**Moderator 主持:** Prof. Tseng Sun Man, Adjunct Professor, Hong Kong Institute of Education  
鄭新文教授 (香港教育學院兼任教授)

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1545 - 1615 Coffee Break 休息

1615 - 1730 Panel Discussion 1 討論 1:

The Role of Chinese Arts Entrepreneurs in Cultural Dissemination

華人藝術團隊在文化傳播擔綱的角色

**Panelists 討論講者:** Prof. Ju Tzong Ching, Chairman of the Board, National Chiang Kai-Shek Cultural Center, Taiwan; President, Taipei National University of the Arts; Founder and Artistic Director, Ju Percussion Group

朱宗慶教授 (臺灣國立中正文化中心董事長、國立臺北藝術大學校長、朱宗慶打擊樂團創辦人暨藝術總監)

Sir Clive Gillinson, Executive and Artistic Director, Carnegie Hall, New York

克里夫·基林森爵士 (紐約卡內基音樂廳行政及藝術總監)

4 Featured Entrepreneurs

四位焦點企業家

**Moderator 主持:** Doris Fong, Head of Creative Industries, Invest Hong Kong

方婉兒 (投資推廣署創意產業主管)

1815 - 2000 Free Event 免費節目: Fresh Entrepreneurs Platform 青年企業家平台

**Venue 地點:** Cabaret Theatre, G/F, Hong Kong Fringe Club (2 Lower Albert Road, Central, Hong Kong)

香港藝穗會前面劇場 (香港中環下亞厘畢道二號藝穗會地下)

## 29.5.2013 (Wed 星期三)

0930 - 1045 Keynote Speech 4 主題演講 4

How do we use the walls of great cultural institutions to break down these walls?

主流文化機構如何與社會互動?

**Speaker 講者:** Sir Clive Gillinson, Executive and Artistic Director, Carnegie Hall, New York

克里夫·基林森爵士 (紐約卡內基音樂廳行政及藝術總監)

**Respondents 回應:** Judith Isherwood, Chief Executive, Arts Centre Melbourne

朱迪思·伊舍伍德 (墨爾本藝術中心行政總裁)

Ada Wong, Founder & Hon Chief Executive, Hong Kong Institute of Contemporary Culture;

Supervisor of HKICC Lee Shau Kee School of Creativity; Convenor of Make A Difference;

Convenor & Director of The Good Lab

黃英琦 (香港當代文化中心創辦人及總監、香港兆基創意書院校監、MaD 創不同召集人、好單位董事及召集人)

**Moderator 主持:** Robert Ness, Director, British Council Hong Kong

黎柏德 (香港英國文化協會總監)

1045 - 1115 Coffee Break 休息

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## 1115 - 1230 Plenary 專題: On Promoting Local Arts Abroad: Lessons learnt from Korea

如何向海外推廣本土藝術：試從韓國的例子說起

**Speaker 講者:** Patrick Mok, Manager, Hong Kong Memory Project  
 Hong Kong Institute for the Humanities and Social Sciences, The University of Hong Kong  
 莫健偉 (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)

**Respondents 回應:** Lee Ying Ping, Director, Kwang Hwa Information and Cultural Center

李應平 (香港光華新聞文化中心主任)

Hon Ma Fung Kwok, Member of Legislative Council (Sports, Performing Arts, Culture and Publication Constituency)

馬逢國立法會議員 (體育、演藝、文化及出版界別)

**Moderator 主持:** Vincent Fung, Principal Assistant Secretary for Home Affairs

馮浩賢 (民政事務局首席助理秘書長)

## 1230 - 1415 Lunch 午餐

**Venue 地點:** Atrium Lounge, 1/F, Hong Kong Academy for Performing Arts  
 藝聚廊 (香港演藝學院 1 樓)

## 1415 - 1545 Panel Discussion 2: 討論 2

Arts Entrepreneurship in Hong Kong: Where are we now and what's the future?

香港藝壇的創業精神：現況與前瞻

**Panelists 討論講者:** Patrick Chiu, Artistic Director, Yat Po Singers; Artistic Director, Hong Kong Melody Makers  
 趙伯承 (一鋪清唱藝術總監、青協香港旋律藝術總監)  
 Winsome Chow, Assistant Director (Performing Arts), Leisure and Cultural Services Department  
 周蕙心 (康樂及文化事務署助理署長 (演藝))  
 Mike Hill, Festival Director, Clockenflap  
 Mike Hill (「歌+飛」音樂及藝術節節目總監)  
 Alisa Shum, Chief Executive, The Chinese Artists Association of Hong Kong  
 岑金倩 (香港八和會館總幹事)

Tang Shu Wing, Artistic Director, Tang Shu-wing Theatre Studio

鄧樹榮 (鄧樹榮戲劇工作室藝術總監)

**Moderator 主持:** 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)

## 1545 - 1630 Closing Dialogues 總結對話

**Speaker 講者:** Benny Chia, Director, Hong Kong Fringe Club

謝俊興 (香港藝穗會總監)

**Responding Young Practitioners 年青藝文工作者回應:**

Anna CY Chan, Head of Performing Arts Education Centre,

The Hong Kong Academy for Performing Arts

陳頌瑛 (香港演藝學院表演藝術教育中心主任)

Erik Kuong, Creative & Managing Director, Creative Links Ltd., Macau

鄭華歡 (澳門 Creative Links Ltd 營運及創作總監)

Wen Wen, General Manager, Hermark Culture, China

溫文 (中國聞銘雅爾文化傳媒總經理)

Akimi Wong, Executive Assistant, CEO's Office, West Kowloon Cultural District Authority

黃鎮姿 (西九文化區管理局行政總裁辦公室行政助理)

Raymond Wong, Senior Manager (Programme and Marketing), City Contemporary Dance Company

黃國威 (城市當代舞蹈團節目及市場部高級經理)

William Yip, Founder and Artistic Director, Theatre Noir

葉運謙 (Theatre Noir 創辦人及藝術總監)