ARTS ENTREPRENEURSHIP IN HONG KONG

where are we now and what's the future? 29th May 2013

粤

演出系列

A Living Heritage: The Cantonese Opera (Cantopera)









A Well-known Brand in Hong Kong: The Chinese Artists Association of Hong Kong (a.k.a. Barwo)



Established in 1953 (60 Anniversary this year)

粤劇新 秀

演出系列

Barwo: Active Participation in charity



演出系列





Barwo: Well-known Artists and Troupes



Opportunity

- Strong Sense of Local Identity
- Cantopera is one of Intangible Cultural Heritage of Humanity

(inscribed on the UNESCO's Representative List of the Intangible Cultural Heritage of Humanity in 2009)

 Public Funding: Cantonese Opera Development Fund / Hong Kong Arts Development Council Funding



Barwo

Positioning and Strategic Planning: Business and Projects

Heritage Preservation Plan

Top Priority:

To cultivate a new generation of practitioners (i.e. performers backstage professionals, administrators, educators...)





Organization Framework / Office Administration

Charitable Status Administrators

Networking: within / beyond industry Leadership Partnership





Barwo

Skeptical to Changes (social, training mode...)

Protective / Conservative



- Leisure and Cultural Services Department (LCSD): 3 years (2012-2015) Venue Partnership Scheme
- Cantonese Opera Development Fund (CODF): annual application
- Cash Sponsor
 - Sponsor in kind



Figures & Records

- 200 performances over 7 months (18-7-2012 to 3-2-2013: 129 full-length performance + 72 Experience Cantopera)
 - **Five Artistic Directors:**

演出系列

李奇峰、阮兆輝、羅家英、新劍郎、龍貫天



Figures & Records

- Open Recruitment of Performing Artists (Young Talents) :82 Young Talents performed
- Performed over 70 pieces of Cantopera
- 27,400 audience attended the performances





Arts Entrepreneurship: Showcase of Cantopera Young Talent (What it takes? How it works?)

- Funding Proposal: Paperwork / Lobbying
- Programming
- Partnership
- Marketing and Publicity: Positioning
- Ticketing & Venue
- Audience Building: Outreach activities
- **Biggest Constraint: Manpower / Professional back up**

(e.g. lawyers, accountants...)



Arts Entrepreneurship: Showcase of Cantopera Young Talent The need of Re-branding

 Branding involves creating a unique name and image for a product in the consumers' mind, mainly through advertising campaigns with a consistent theme.
Branding aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers. (www.businessdictionary.com)



Arts Entrepreneurship: Showcase of Cantopera Young Talent The need of Re-branding

	Impression of Cantopera	Impression of Barwo
	Old-fashioned	Old-fashioned
	Grand parents favorites	Conservative
●劇」	Aged Practitioners	Clique / Non-Transparent
演出	系列	

Arts Entrepreneurship: Showcase of Cantopera Young Talent Main message in the Re-branding Exercise (Ride on the launching and publicity campaigns of the scheme)

	Impression of Cantopera	Impression of Barwo
SOL INCO	A Valuable Cultural Heritage of HK people	Professionalism and strategic in development
	Well educated young practitioners : A choice of taste	Legacy: Seasoned performers are eagar to pass on their heritage
		Openness

Arts Entrepreneurship: Showcase of Cantopera Young Talent

 Project Implementation and Delivery (both on the artistic and administration side): illustrate the ability of Barwo



演出系列

Arts Entrepreneurship: Showcase of Cantopera Young Talent



Arts Entrepreneurship: Showcase of Cantopera Young Talent The Publicity Campaign: re-mould to the desired images



Arts Entrepreneurship: Success of Showcase of Cantopera Young Talent Yau Ma Tei Theatre = Cantopera





香港八

Yau Ma Tel Theatre

spelled the end for many traditional art So ignore the kitschy village around the forms, but Cantonese opera is putting up Buddha and enjoy the scenery. You can a fight. The recently opened Yau Ma Tei even embark on a walk in the quiet coun-Theatre, in a refurbished old cinema, aims tryside around the statue, or take a bus to revitalize the art by nurturing young to Tai O fishing village, Cheung Sha Beach, talent and staging performances almost or the seaside town of Mui Wo to enjoy every night. While these melodramatic more of rural island life. Little-known displays by elaborately costumed, heavily fact: Hong Kong is made up of some made-up singers may not be to everyone's 260 islands, and it would be a shame

DECEMBER 3, 2012 | 37

完成活化工程開幕 油麻地戲院變身粵劇中心

【北京区】如果注意使装造:市市市市:** 1. 中国市政制度的规定。市日於北部省加限度現 市民间的。由果的发生化学科学生的的复数规则 院用原则和达提的目标的构成面积行。主持用基 间的行为关节学型发表示。相称或是他的数据将

▶前排左三載: 康文書書長馬雨 taste, the neighborhox a pretty temple, one o 消偿、原創發展 詰肉委員會主席 簡栄林、行政長 mous night markets, (官梁揚英、專劇 發展基金顧問委 員會主席補俸論 ing-supply stores, and Walk north to Mong 香港八和會師 bazaars) before an eve 主席汪明基、鍵 樂籌署長梁冠基 出席油麻地載程 amble through one of lated areas in the work 問意 *#22 6 Waterloo Road, Yau M www.lcsd.gou.hk/ymtt

The Big Buddha

FUNNY HOW one of Hong Kong's most famous tourist attractions was built less than 20 years ago. But the best part about getting to this giant outdoor bronze statue is the cable-car ride there and back, which swings above the rolling hills of Lantau Island and offers some stel-HONG KONG'S unrelenting modernity has lar panoramas of the South China Sea.



八和成首個場地夥伴

(外港性調整場地。 出席片目開幕間的行政是官僚振英表示。 因為6011時時期的17以及21年後5次以71。但 地位就能成計為二級然先建築時一時 2個於成計為一個的大力工業也。並詳為一 直接更建築,這者也成大力工程也。並詳為一 直接更建築,這者也成存居上最低人的大格建築 为。而為的的代質及及增工程,成兩個辦上建築

新聞時年2月1日月,並入原則的定定是一個 成為了個紀的計劃開始將件,將完建還注作別, 對一代傳過人才的這場。在這個的自然定即將 ,原幣造前,有時前欠約時,假以人情。 個個角通星到,專用是可食的本土又化,素



注意能后的事件文相单称。川和考



香港十大值得到訪的地方

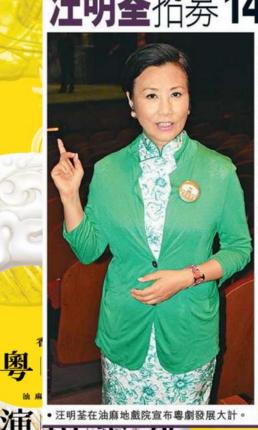
油麻地戲院獲美國雜誌Newsweek列為香 港十大值得到訪的地方之一。

10 perfect destinations in HK

Yau Ma Tei Theatre has been listed by Newsweek magazine as one of the 10 perfect destinations in Hong Kong.



Arts Entrepreneurship: Success of Showcase of Cantopera Young Talent New Generation of Cantopera Artists are coming up



汪明荃和羅家英昨日出席油麻地戲院,宣布與 康文署合作將1930年建成的油麻地戲院活化成粵 劇演出場地,並招待三百位1930年出生的公公婆 婆一起看試映。而前日首場試映是《鍾馗嫁妹引敗 歸堂》,昨日則試映《白蛇傳盜仙草》。由於是政 府資助關係,故此門票只象徵式收一百元,以供劇 聞常運作經費之用。阿姐以主席身份透露:「八 和會館將招募149位新晉演員演出,以培訓未來接 班人,當然佢哋係專業演員,只係平時冇機會做主 角,今次可以磨練演技,(阿姐同家英哥會演出?) 唔會,我主要負責領場地同策劃,而羅家英負責藝 衛總監職位,不過呢度只可演出一年,之後要再絕 其他場地演出,整個計劃約演出三年。到正式公 演將演出130場,另外有72場會招待國內旅行團觀 賞。」阿姐更表示正式公映時會邀請大老倌出席觀



汪明荃 羅家英 培訓粵劇新 家英·昨日趁父親節 招待近300名長者到油麻地戲院欣 賞折子戲,阿姐表示,「招待長 ·係為下月獻院正式重開 做準備,重開時會邀請著名粵 劇紅伶同新人合演粤劇 0 | 30 姐透露,八和會館會與康文署 合作,定下每年於油麻地戲 院演出130場粵劇,並舉辦吸 引遊客的活動,而今次演出計 更得到羅家英、阮兆輝等 ,羅家英更會教導 ·班粵劇新人,他笑説:「我就 似足球教練,希望循序漸進,幫 助新人由丙組升上甲組。」 🗠

Arts Entrepreneurship: Success of Showcase of Cantopera Young Talent

New Generation of Cantopera Artists are coming up



(0.00 - 10.2)

霜寶朝,此日紅光盡韵。| 戲上戲名

「專劇新秀系列」讓我連續看了限創南海十三部 的作品,一齣《女兒香》,一齣《蒸錄人未歸》,場刊 最好能註明編創姓名,以便幫助裁眾多認識舊時個 由創作者筆底的面貌。《女兒香》在香港舞台演出较 · 男主角又是少有的反逐, 数得今回亮相, 鼓讀我 該該協次由少壯派推綱的老戲吧。帝怪的是、場刊本 事器 今回 清出 太冬或 不開:一者 温明 查理 場 回 世 見 不 是表兄、二者现場王能叫衛师人不回買總義、三者現 場魏昭仁並無向敵方求筷又非自刻謝罪·四者結局並 #交代暗香受命繼續嬰承父職,場刊如此常離現場版 K,来集令人生發,究育範圍版本才是南海十三部目

老戲力求一看即明

谓主鱼名叫魏(偽) 前仁·坦索然不是很好人;女 主角叫梅暗香·梅花香白苦寒荣·被擁有整確不屈的 高型情境。弟亲育然取名儒夫、教保朝廷授命出版,他 就連忙三十六着・走為上着・離家逃走以免送死御 還有個名叫「街炉人」的,不數想像他會是個怎









Arts Entrepreneurship: Success of Showcase of Cantopera Young Talent

New Generation of Cantopera Artists are coming up



Arts Entrepreneurship: Success of Showcase of Cantopera Young Talent

Barwo

Strong Leadership and Management: Capable to undertake large scale territory-wide project

