

2014

CULTURAL
LEADERSHIP
SUMMIT

文化領袖論壇
4-5-6-2014

HONG KONG BRANDING THROUGH THE ARTS?

以藝術建立香港的城市品牌?



Co-presented by
主辦



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

CULTURAL
LEADERSHIP
Advanced Programme



香港大學
THE UNIVERSITY OF HONG KONG

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INTRODUCTION 序言

Hong Kong has been viewed as an international financial centre for years. Its creative industry and local cultural 'soft power', however, seems to have been underrated.

Today, the presentation of a city's cultural profile has become a key strategy in demonstrating its vibrancy and quality of life. Hong Kong has rich heritage resources, world-class performing arts groups, internationally acclaimed filmmakers, writers, visual artists and designers: how can we tell the world about this aspect of our city?

The 2014 Cultural Leadership Summit - Branding Hong Kong Through the Arts, co-organised by HKAAA and HKU ACLP, focuses on this question. We have invited more than 40 of the best minds from Hong Kong and overseas in the arts and creative industry to join us in discussion on issues such as the involvement of the cultural sector in city branding, the branding of Hong Kong through cooperation with other countries, the significance of cultural diplomacy in promoting a city to the world, and the roles and identities of branding partners.

We anticipate the many new opportunities to be weaved in this 2-day Summit, and your participation in exploring the way forward.

HONG KONG BRANDING THROUGH THE ARTS?

以藝術建立香港的城市品牌？

在「國際金融中心」的美譽背後，香港創意產業及本土文化的「軟實力」卻一直被低估。

現今，塑造城市文化形象已成為國際大趨勢，眾多國際城市均以此策略展示其城市之活力，打造城市品牌。香港擁有豐富的文化遺產、世界級表演藝術團體、國際知名的電影製片人、作家、視覺藝術家、設計師，以及專業的藝術行政人員。關鍵是，香港應如何向世界展示這精彩的一面？

由香港藝術行政人員協會及香港大學文化領航學程主辦的二〇一四文化領袖論壇「以藝術建立香港的城市品牌」將深入探討此議題。四十多位來自本港及世界各地的藝術及文化精英將探討多個項目，包括文化界在城市品牌建構過程中的角色、如何與其他國家攜手打造香港形象、以文化外交向世界推廣城市之重要性，以及建立品牌的合作夥伴之角色及身份。

我們期待與你一起在這為期兩日的論壇中發掘新路向、新機遇。

WELCOME MESSAGE 歡迎辭

On behalf of the Hong Kong Arts Administrators Association, welcome to the fifth annual Cultural Leadership Summit – “Branding Hong Kong Through the Arts?”

A strong brand is crucial in the 21st century as the battle for customers or, in the arts, patrons and sponsors, intensifies by the day. However, except for the very established and resourceful, how to build one’s artistic entity into a brand is still very much a wish, rather than an action plan. Now think branding our very own city through arts. How does it work? Can it work? Are there successful examples we can learn from? At the end of this Summit, I hope we will all go home with something inspiring to reflect upon, and more connections to make it happen.

We are happy to once again present the Summit at the beautiful campus of our co-presenter, The University of Hong Kong, where open, rigorous and stimulating discussions are encouraged.

Allow me to also take this opportunity to thank our sponsors – British Council, Hong Kong Arts Development Council and West Kowloon Cultural District Authority; and all our speakers, moderators, collaborators, and volunteers – your generous support and participation have made this exciting annual event for the enrichment of the arts possible.

我謹代表香港藝術行政人員協會歡迎大家參加第五屆文化領袖論壇——「以藝術建立香港的城市品牌？」

一個鮮明的品牌形象，在二十一世紀對吸引客戶的眼球尤為重要；藝術界亦一樣，品牌形象能否獲得贊助商的支持亦日漸成為成敗的關鍵。但是，除非所屬藝團本身已有相對悠久的歷史，又有豐富的資源，否則將一個藝團打造成品牌這個願景只能是一個願望，而不能有實際的行動計劃。好了，現在試想想以藝術打造香港的城市品牌。怎樣做？是否可行？外地是否有成功例子值得參考？透過今次的論壇，我希望大家都可以有所啟發，建立更多人脈以進行未來的計劃。

我們很高興今年再次與香港大學合作，在這鼓勵開放、激烈而又刺激思維的討論的美麗校園舉辦論壇。

讓我藉此機會多謝今次論壇的贊助機構——英國文化協會（香港）、香港藝術發展局、西九文化管理局；以及一眾講者、主持、合作伙伴和義工等。有賴您們的慷慨支持及參與，才能促成本論壇的成功。

Mr Paul TAM 譚兆民先生

Chairman, Hong Kong Arts Administrators Association 香港藝術行政人員協會主席

Cultural Leadership Summit was hosted at HKU in 2010 and we are glad to have the Summit back home. A very warm welcome to everyone.

Given Hong Kong’s cosmopolitan character, city branding is a complex issue which we must get right in the cultural sector if our city is to truly shine. All the speakers have come to this Summit in a spirit of openness and generosity, with the desire to receive as well as impart knowledge; and I hope that you will share the same spirit as you participate in the discussions.

首屆文化領袖論壇於二〇一〇年於香港大學舉行，我們非常高興論壇今年再度在港大舉行，歡迎大家蒞臨。

香港擁有國際大都會的美譽，若要保持這國際都市地位，甚至更上一層樓，香港需從文化領域著手打造香港國際城市形象。「建立城市形象」是個複雜的項目，我們務必做得恰當。所有出席論壇的講者都抱以謙恭、開放坦率的態度去接收及傳授知識，希望你也以相同的交流方式，熱切參與論壇中的討論。

Prof Daniel CHUA 蔡寬量教授

Director, Advanced Cultural Leadership Programme, The University of Hong Kong

香港大學文化領航學程總監

0930-0950 Registration 登記

0950-1115 Welcome Remarks and Opening Plenary 歡迎辭及開幕專題

Prof Daniel CHUA,
Director, Advanced Cultural Leadership Programme (ACLP), The University of Hong Kong /
Professor of Music, The University of Hong Kong
蔡寬量教授,
香港大學文化領航學程總監 / 香港大學音樂教授

Mr Paul TAM,
Executive Director, Hong Kong Ballet /
Chairman, Hong Kong Arts Administrators Association
譚兆民先生,
香港芭蕾舞團行政總監 / 香港藝術行政人員協會主席

Topic: Does Hong Kong Need the Cultural Sector to Brand the City?

主題: 香港是否需要文化界去建立城市品牌?

Moderator 主持: **Prof Daniel CHUA,** Director, Advanced Cultural Leadership Programme (ACLP), HKU / Professor of Music, HKU
蔡寬量教授, 香港大學文化領航學程總監 / 香港大學音樂教授

Respondents 回應:

Mr CHANG Tieh-chih
Vice-Chairman of the Executive Council,
Renaissance Foundation /
Chief Editor and Co-publisher,
City Magazine
張鐵志先生
《號外》雜誌主編兼聯合發行人 /
文藝復興基金會副理事長

Mr Roger GARCIA,
Executive Director,
Hong Kong International Film Festival
高思雅先生,
香港國際電影節協會行政總監

Mr Magnus RENFREW,
Director Asia and Executive Committee
member, Art Basel
Mr Magnus RENFREW 先生,
巴塞爾藝術展亞洲總監及執行董事局成員

Mr TANG Shu-wing,
Founder and Artistic Director,
Tang Shu-wing Theatre Studio
鄧樹榮先生,
鄧樹榮戲劇工作室創辦人暨藝術總監

1115-1135 Networking and Coffee Break 交流及小休

1135-1300 Keynote Plenary – Re-imagining a City through Culture

專題 – 用文化重新想像城市

By 講者:

Ms Shona MCCARTHY,
Director of Shona McCarthy Consulting / Former CEO of Culture Company 2013 / Former
Director of the British Council in Northern Ireland
Shona MCCARTHY 女士,
Shona McCarthy Consulting總監 / 前Culture Company 2013行政總裁 / 前北愛爾蘭英國文化協會總監

Moderator 主持:

Mr Robert NESS,
Director, British Council Hong Kong
黎柏德先生,
香港英國文化協會總監

Local Respondent 回應:

Prof LUI Tai Lok,
Professor and Head, Department of Sociology,
The University of Hong Kong
呂大樂教授,
香港大學社會學系教授及系主任

1300-1430 Lunch 午餐

1430-1600 Panel Discussion – City Branding through Culture: International Perspectives

討論 – 從國際觀點探討如何以文化建立城市品牌

Moderator 主持: **Mr Paul TAM,** Executive Director, Hong Kong Ballet / Chairman, Hong Kong Arts Administrators Association **譚兆民先生,** 香港芭蕾舞團行政總監 / 香港藝術行政人員協會主席

Respondents 回應:

Mr Mikael FOCK,
CEO and Creative Director at The Culture Yard, Elsinore
(Denmark) / Member, Royal Danish Arts Council, Denmark /
Producer of the yearly CLICK New Media Art Festival at the
Culture Yard
Mikael FOCK 先生,
丹麥The Culture Yard營運及藝術總監 / 丹麥文化委員會委員

Ms Shona MCCARTHY,
Director of Shona McCarthy Consulting / Former CEO of
Culture Company 2013 / Former Director of the British
Council in Northern Ireland
Shona MCCARTHY 女士,
Shona McCarthy Consulting總監 / 前Culture Company 2013
行政總裁 / 前北愛爾蘭英國文化協會總監

Ms WEI Zhi,
Chairman, Shanghai Performance Trade Association /
Former Vice President of the Shanghai International Arts
Festival
韋芝女士,
上海市演出行業協會理事會會長 / 前上海國際藝術節副總裁

1600-1620 Networking and Coffee Break 交流及小休

1620-1750 Plenary 2 – Branding Hong Kong with other Countries

專題2 – 與其他國家攜手構建香港形象

Moderator 主持: **Mr Vincent FUNG,** Former Board Member, Hong Kong Arts Administrators Association **馮澣賢先生,** 前香港藝術行政人員協會董事局成員

Respondents 回應:

Mr Julien-Loïc GARIN,
CEO, Le French May
賈奕楠先生,
香港法國五月藝術節行政總裁

Ms Lucy LU,
Director, Kwang Hwa Information & Culture Center, Taiwan
盧健英女士,
台灣光華新聞文化中心主任

Mr Robert NESS,
Director, British Council Hong Kong
黎柏德先生,
香港英國文化協會總監

1750-1810 Networking and Coffee Break 交流及小休

1810-1930 Young Leaders Platform Showcases

青年領袖平台系列

Moderator 主持: **Mr Louis YU,** Executive Director, Performing Arts of West Kowloon Cultural District Authority **茹國烈先生,** 西九文化區管理局表演藝術行政總監

Participants 參加者:

Mr CHAN Chu Hei,
Founder, Hong Kong People's
Fringe Festival
陳嘯嘯先生,
香港藝穗民化節創辦人

Ms Grace CHENG,
Director,
Community Arts Network
鄭瑋琦女士,
社群藝術網絡總監

Mr Joey LEUNG,
Founder,
Windmill Grass Theatre
梁祖堯先生,
風車草劇團創辦人

Ms WONG Ching,
Chief Editor,
Fleurs des Lettres
黃靜女士,
字花主編

Mr KaJeng WONG,
Artistic Director, Music Lab /
Pianist
黃家正先生,
Music Lab藝術總監 / 鋼琴家

RHT Foyer
香港大學
黃麗松講堂前廳

0930 - 1045

Plenary 3 – Cultural Diplomacy is the Soft Power – Promoting a City to the World 專題3 – 文化外交作為軟實力 – 向世界推廣城市

By 講者:

Mr Carrillo GANTNER AO,

Chairman of the Sidney Myer Fund / Former President of the Melbourne Festival / Former Cultural Counsellor at the Australian Embassy in Beijing / Former Chairman of the Asianlink Centre / Former President of the Victorian Arts Centre Trust / Former Chairman of the Melbourne International Comedy Festival

Carrillo GANTNER 先生 AO,

Sidney Myer基金會主席 / 前墨爾本藝術節主席 / 前澳大利亞駐華大使館文化參贊 / 前Asianlink Centre主席 / 前維多利亞藝術中心信託主席 / 前墨爾本國際喜劇節主席

Moderator 主持:

Ms Tisa HO,

Executive Director, Hong Kong Arts Festival / Vice-Chairman, Hong Kong Arts Administrators Association

何嘉坤女士,

香港藝術節行政總監 / 香港藝術行政人員協會副主席

Local Respondent 回應:

Mr Fredric MAO Chun-fai, BBS,

Convener of the HK-Taiwan Cultural Co-operation Committee / Founder and Director of Performing Arts Asia

毛俊輝先生, BBS,

港台文化合作委員會召集人 / 亞洲演藝研究創辦人及總監

1045 - 1105

Networking and Coffee Break 交流及小休

1105 - 1305

The Academy – Seminars & Workshops (concurrent sessions) The Academy講座及工作坊 (同時進行)

1

Branding Essentials
建立品牌的必要條件

Moderator 主持:

Mr Paul TAM

Executive Director, Hong Kong Ballet / Chairman, Hong Kong Arts Administrators Association

譚兆民先生,

香港芭蕾舞團行政總監 / 香港行政人員協會主席

By 講者:

Ms Shona MCCARTHY, Director of Shona McCarthy Consulting / Former CEO of Culture Company 2013 / Former Director of the British Council in Northern Ireland**Shona MCCARTHY 女士,** Shona McCarthy Consulting 總監 / 前Culture Company 2013行政總裁 / 前北愛爾蘭英國文化協會總監

2

How to Use the History of a City to Develop Innovative Programming
如何以一個城市的歷史去發展創意節目

Moderator 主持:

Ms Tisa HO

Executive Director, Hong Kong Arts Festival / Vice-Chairman, Hong Kong Arts Administrators Association

何嘉坤女士,

香港藝術節行政總監 / 香港藝術行政人員協會副主席

By 講者:

Mr Mikael FOCK, CEO and Creative Director at The Culture Yard, Elsinore (Denmark) / Member, Royal Danish Arts Council, Denmark / Producer of the yearly CLICK New Media Art Festival at the Culture Yard**Mikael FOCK 先生,** 丹麥The Culture Yard營運及藝術總監 / 丹麥文化委員會委員

3

How to Gain Access to China's Performing Arts Market
如何進入中國表演藝術市場

Moderator 主持:

Ms HE Meijing

Head of Arts and Creative Industries, British Council Hong Kong

何美婧女士,

香港英國文化協會藝術及創意工業主管

By 講者:

Ms WEI Zhi, Chairman, Shanghai Performance Trade Association / Former Vice President of the Shanghai International Arts Festival**韋芝女士,** 上海市演出行業協會理事會會長 / 前上海國際藝術節副總裁

4

Nurturing the Next Generation of Art Groups – Case Study of Cloud Gate 2
培育新一代藝團 – 個案討論: 雲門舞集2

Moderator 主持:

Ms Winona CHAN

General Manager, Hong Kong Arts Administrators Association

陳慧明女士,

香港藝術行政人員協會總經理

By 講者:

Ms YEH Wenwen, Executive Director, Cloud Gate Dance Foundation**葉笑笑女士,** 雲門舞集文教基金會執行總監

5

Arts Self-sustained. Case Study of Dialogue Experience Silence
藝團的可持續發展運作模式 – 個案討論: 「對話體驗 · 無聲」

Moderator 主持:

Mrs Vennie HO

Senior Director of Administration & Finance, The Hong Kong Philharmonic Society Ltd / Honorary Secretary, Board of Governors, Hong Kong Arts Administrators Association

何黎敏怡女士,

香港管弦協會有限公司行政及財務高級總監 / 香港藝術行政人員協會董事局名譽秘書

By 講者:

Dr K K TSE, Founding Chair of Hong Kong Social Entrepreneurship Forum and, Founding Chair & Chief Education Officer of Education for Good CIC Ltd, Co-founder of Dialogue in the Dark in Hong Kong and China**Ms Rebecca YUNG,** Vice-chairperson, Education for Good CIC Ltd**Ms Fiona WAT,** Founder, Dialogue Experience Silence**謝家駒博士,** 社會創業論壇創會主席、仁人學社創辦人及首席導師及香港「黑暗中對話」有限公司創辦人**蔡美碧女士,**

仁人學社創辦人及副主席

屈紫薇女士,

「對話體驗 · 無聲」創立人

1305 - 1430

Lunch (Venue: Foyer of the RHT)

午膳 (地點: 香港大學黃麗松講堂前廳)

1430 - 1545

Plenary 4 – Turning the City's New Chapter – The Culture Yard's Experience in Creating Economic Growth and Development Locally Through Cultural Initiatives and Activities

專題4 – 展開城市發展新一頁 – The Culture Yard如何透過文化倡議及活動促進當地經濟增長及發展

By 講者:

Mr Mikael FOCK,

CEO and Creative Director at The Culture Yard, Elsinore (Denmark) / Member, Royal Danish Arts Council, Denmark / Producer of the yearly CLICK New Media Art Festival at the Culture Yard

Mikael FOCK 先生,

丹麥The Culture Yard營運及藝術總監 / 丹麥文化委員會委員

Moderator 主持:

Dr Patrick MOK,

Board Member, Hong Kong Arts Administrators Association

莫偉偉博士,

香港藝術行政人員協會董事局成員

Local Respondent 回應:

Dr David TSUI,

Executive Director, Hong Kong Dance Company

崔德煒博士,

香港舞蹈團行政總監

1545 - 1605

Networking and Coffee Break 交流及小休

1605 - 1705

Plenary 5 – Branding Partners

專題5 – 建立品牌的合作夥伴

Moderator 主持: **Ms Flora YU,** Development Director, Hong Kong Arts Festival **余潔儀女士,** 香港藝術節發展總監

Statement 發表:

Mr Adrian CHENG,

Chairman, K11 Art Foundation

鄭志剛先生,

K11 Art Foundation 主席

Dr KAN Tai Keung, SBS, BBS,

Designer / Artist

新壞強博士, SBS, BBS,

設計師 / 藝術家

Ms Angela MACKAY,

Managing Director of the Financial Times and Publisher, Professional Education in Asia Pacific

Angela MACKAY 女士,

金融時報亞太地區首席執行董事

1705 - 1815

Debate – “This House Believes that Hong Kong Cultural Branding Should be Predominately Led by Local rather than Overseas Talents by 2020.”

辯論 – 「於2020年, 香港的文化品牌應主要由本地人才而非海外人才領導」

Moderator 主持:

Mr Kingsley JAYASEKERA,

Director of Communications and Marketing, West Kowloon Cultural District Authority / Former Director, Communications and Digital Strategy, Sadler's Wells, London

Kingsley JAYASEKERA 先生,

西九文化區管理局傳訊及推廣總監 / 前倫敦沙德勒井劇院傳訊及資訊科技策略總監

Team 1 vs Team 2 (3 speakers per team) 第一隊 vs 第二隊 (每隊3位講者)

Mr Simon BIRCH,

Artist

Simon BIRCH 先生

藝術家

Prof LUI Tai Lok,

Professor and Head, Department of Sociology, The University of Hong Kong

呂大樂教授

香港大學社會學系教授及系主任

Mr Michael MACLEOD,

Chief Executive, The Hong Kong Philharmonic Orchestra

麥高德先生

香港管弦樂團行政總裁

Dr Kacey WONG,

Visual Artist / Assistant Professor, School of Design, The Hong Kong Polytechnic University

黃國才博士,

視覺藝術家 / 香港理工大學設計學院助理教授

Ms Ada WONG,

Founder and Chief Executive, Hong Kong Institute of Contemporary Culture

黃英琦女士,

香港當代文化中心創辦人及總監

Ms Marisa YIU,

Architect / Founding Partner of ESKYIU

姚嘉嫻女士,

建築師 / ESKYIU創始合夥人,

主席兼總裁

1815 - 1830

Closing Remarks 總結

By: **Prof Daniel CHUA,** Director, Advanced Cultural Leadership Programme (ACLP), HKU / Professor of Music, HKU**蔡寬量教授,** 香港大學文化領袖學程總監 / 香港大學音樂教授**Mr Paul TAM,** Executive Director, Hong Kong Ballet / Chairman, Hong Kong Arts Administrators Association**譚兆民先生,** 香港芭蕾舞團行政總監 / 香港藝術行政人員協會主席

BIOGRAPHIES 履歷

Mr Simon BIRCH

Artist
藝術家



Mr Simon Birch is a UK-born artist who is a permanent resident of Hong Kong. He has had solo shows in Beijing, Hong Kong, Los Angeles, Miami, and Singapore, as well as exhibiting in group shows at the Hong Kong Museum of Art (2008), the Haunch of Venison, London, and the Museum of Contemporary Art, Tokyo, in 2011. Working with oil on canvas, Mr Birch has also ventured into film and installation work culminating in some particularly notable large-scale projects, including the 20,000 square feet multimedia installations "HOPE & GLORY: A Conceptual Circus" (2010) and "Daydreaming With...The Hong Kong Edition" (2012) at the ArtisTree, TaiKoo Place, Hong Kong. These large multimedia projects integrated paintings with film, installation, sculpture, and performance housed in specifically configured spaces. Mr Birch's work has been featured and reviewed in many international publications, including Artforum, The Guardian, The International Herald Tribune, and The New York Times.

英國出生的藝術家Simon Birch先生長居香港。他曾在北京、香港、洛杉磯、邁阿密和新加坡等地舉行個展，亦在香港藝術博物館（2008）、倫敦Haunch of Venison（2011）和東京當代藝術博物館（2011）參與群展。除了油畫，他也經常糅合錄像及裝置藝術於藝術創作之中，其廣為人知的作品包括在太古坊ArtisTree的大型展覽——佔地20,000平方尺的龐大多媒體裝置《HOPE & GLORY》（2010）及《Daydreaming With... The Hong Kong Edition》（2012）。這些大型多媒體作品安置在專門配置的空間裡，將繪畫與電影、裝置、雕塑和表現等元素結合。Birch先生的作品亦見於不同國際刊物，包括中國《藝術論壇》、英國《衛報》、法國《國際先驅論壇報》和美國《紐約時報》。

Mr CHAN Chu-hei 陳曙曦先生

Mr Chan Chu-hei graduated from the HKAPA in 1991 with a major in Performance, before receiving further training in theatre in the UK. He founded Theatre Horizon in 2006 and in 2012, he co-founded the Hong Kong People's Fringe Association which started off the Hong Kong People's Fringe Festival. His awards in acting include Best Actor in the 8th and the 11th of Hong Kong Drama Awards for his roles in "True Love Never Run Smooth" and "The BorderTown for Actors' Family". He starred in "The Square", "Winds of Change" and "French Kiss" for Theatre Horizon, and "Show Flat" in the 40th Hong Kong Arts Festival. Mr Chan has been awarded Best Director in Hong Kong Drama Awards for "The Black and the Blue of a Man". He was also awarded Best Director in the 2nd and 4th Hong Kong Theatre Libre for Theatre Horizon's "Roses and roses" and "Bord de la Vie respectively". His recent directorial works include "The Square", "If on a Winter's Night A Traveler", "Blast" and "Red Chamber in the Concrete Forest".

陳曙曦先生於1991年畢業於香港演藝學院戲劇學院，主修表演。畢業後赴英國Philippe Gaulier學院進修戲劇。2006年創立天邊外劇場，2012年創立香港藝穗民化協會並發起香港藝穗民化節。陳氏憑演戲家族《談情說愛》及《邊城》獲第8屆及11屆香港舞台劇獎最佳男主角（喜/鬧劇）。近年演出有天邊外劇團《禁區廣場》、《法吻》、《變天》及第40屆香港藝術節《示範單位》。導演方面，陳氏最近憑香港演藝學院《李達的藍與黑》獲香港舞台劇獎最佳導演獎，憑天邊外劇場《月季與薔薇》及《生死界》獲第2屆及第4屆香港小劇場獎最佳導演獎，近作有天邊外劇團《禁區廣場》、《如果·在·冬·夜·一個·旅·人》、第41屆香港藝術節《爆·蛹》及第42屆香港藝術節《森林海中的紅樓》。

Founder,
Hong Kong People's Fringe Festival
香港藝穗民化節創辦人



BIOGRAPHIES 履歷

Ms Winona CHAN 陳慧明女士

General Manager,
Hong Kong Arts Administrators
Association
香港藝術行政人員協會總經理



Ms Winona Chan graduated from the City University of Hong Kong in Language Studies and holds an Executive Certificate in Finance and Business Management (HKU School of Professional and Continuing Education). Formerly Manager, Executive Director's Office at the Hong Kong Arts Centre, where she was responsible for supervising the department in areas including corporate governance, donation and sponsorship, fund raising activities, management of personnel, resources and budget, membership schemes, policy, venue related projects, as well as promotion, planning and development of arts programmes for arts education, audience development, capacity building, and partnership building.

She was also the coordinator of HKAC 30th Anniversary Fundraising Dinner in 2007. When she rejoined the Hong Kong Arts Centre in 2010, she supported the successful establishment and development of The FRIENDS of the Hong Kong Arts Centre and its management thereafter.

Ms Chan has over 13 years of experience in arts administration and management and several years of working experience in multinational professional firm as well as large business companies where she has been trained to have strong business sense and a strategic mindset. She joined HKAAA as Senior Manager in July 2013 and has been appointed as the first General Manager of HKAAA as the head of the organisation, effective October 2013. During her first year with the Association, the Association has launched various new initiatives to promote the Association locally and internationally as well as the profession of Arts Administration/Management. Ms Chan has also been invited to various conferences in Hong Kong and overseas to share about the works of the Association and the arts development in Hong Kong.

She is currently a part-time instructor at the Hong Kong Art School teaching arts administration. She has also worked previously for University Grants Committee, Ernst & Young, Hong Kong Arts Development Council, and Sun Hung Kei Properties. During her tenure with Sun Hung Kei Properties, she supported the development and launch of various hotel projects at the West Kowloon, Hong Kong and in Shanghai, China.

陳慧明女士畢業於香港城市大學，取得語文學榮譽文學士，並持有香港大學專業進修學院行政人員證書（財務及商業管理）。曾為香港藝術中心總幹事辦公室經理，負責監督部門運作，包括機構管治，捐款及贊助，籌款活動，人事、資源及財政管理，會員事務，政策，場地相關項目，以及推動及籌劃多項與藝術教育、觀眾拓展、能力提升、伙伴建立相關的藝術項目。

陳女士亦於2007年擔任香港藝術中心三十週年籌款晚宴統籌。2010年，她重返香港藝術中心，協助 The FRIENDS of the Hong Kong Arts Centre成立及日後的發展。

陳女士擁有逾13年藝術行政管理經驗，加上在跨國企業與大型公司工作數年，造就她的商業觸角及策略性思維。陳氏於2013年7月加入香港藝術行政人員協會出任高級經理一職，於同年10月成為協會的首位總經理。在她加入協會第一年，協會以新手法於本地及國際間宣傳協會及藝術行政管理的行業。陳氏亦獲邀到各個本港及海外會議，分享協會的工作及香港的藝術發展。

Mr CHANG Tieh-chih 張鐵志先生

Mr Chang Tieh-chih is currently the Chief Editor and Co-publisher of City Magazine and Joint Chief Editor of Art Newspaper in Hong Kong. Originally from Taiwan, his op-ed articles appeared in different media in China, Taiwan and Hong Kong. He was a Ph.D candidate of Pol. Sci. of Columbia University and is now Adjunct Lecturer at the CUHK. Mr Chang has published several books in Taiwan and China.

張鐵志，台北人，現為香港《號外》雜誌聯合發行人兼主編、《藝術新聞/繁體版》共同主編，並於兩岸三地多份媒體撰寫專欄，為知名文化評論人。曾於紐約哥倫比亞大學攻讀政治學博士，並曾任教於台灣清華大學、香港中文大學等，在兩岸出版多本著作。

Chief Editor and Co-publisher,
City Magazine / Vice-Chairman of
the Executive Council,
Renaissance Foundation
《號外》雜誌主編兼聯合發行人 /
文藝復興基金會副理事長



BIOGRAPHIES 履歷

Mr Adrian CHENG

鄭志剛先生

Founder, K11 Art Foundation
K11 Art Foundation 主席



Mr Adrian Cheng is the art pioneer who founded the K11 Art Foundation ("KAF") in 2010, the first non-profit and non-state owned art foundation in China to support the development of Chinese contemporary art and to promote public art education. KAF has been collaborating with international museums and institutions on new initiatives such as co-curated exhibition with Palais de Tokyo, and symposium with the MET and Armory Show. He also curated a solo show for Zhang Enli during Art Basel Hong Kong in 2014. Adrian serves as a Board Director of the National Museum of China Foundation, Trustee of Royal Academy of Arts, and various committees at Centre Pompidou, The Metropolitan Museum of Art and TATE. He is also the art entrepreneur who successfully created a new hybrid model, combining art and commerce to introduce the museum retail concept – K11.

藝術先驅者鄭志剛先生於2010年創立非牟利機構K11 Art Foundation ("KAF")，旨在推動中國當代藝術發展及通過教育項目提升社會對藝術的興趣。KAF與很多國際級藝術館和藝術機構合作，包括與巴黎東京宮共同策劃藝術展；大都會藝術博物館及軍械庫藝術博覽會舉辦藝術討論會等。鄭先生更於2014年香港巴塞爾藝術展期間，策展了張恩利的個人展覽。鄭先生同時亦為中國國家博物館基金會理事、英國皇家美術學院信託委員會委員及法國蓬皮杜藝術中心、美國大都會博物館和英國泰特美術館委員會委員。作為藝術創業家，鄭先生成功創造一個嶄新的藝術商業混合模式，並引進全新的藝術館零售概念——K11。

Ms Grace CHENG

鄭嫻琦女士

Director,
Community Arts Network
社群藝術網絡總監



Ms Grace Cheng is the Director of Community Art Network and Art in Hospital.

Formed in 2009, Community Art Network (CAN) is an alliance of experienced artists and art administrators, who join force to plan, organise and coordinate various art events in areas such as visual, performance and media arts. They believe art works are not to be bounded inside a museum, stage or theatre, but placed into all kinds of public spaces. Art programmes are to be conceived according to the need of the communities, providing direct interaction among artists and audience.

Community Art Network is devoted to serving the society through public art and community art. It is committed to the betterment of different communities through organising, managing and promoting the enjoyment and creation of arts.

鄭嫻琦女士現為「社群藝術網絡」及「藝術在醫院」總監。

社群藝術網絡(CAN) 於2009年成立，是由一群藝術工作者組成的同盟組織，包辦節目策劃、行政及統籌等工作。成員各有不同藝術領域籌措計劃經驗，包括視覺、劇場、媒體藝術等等。他們認為藝術作品不限於博物館、劇場表演或電影院內展示；並相信將藝術作品放在各式各樣公眾空間，或由不同社群需要設計活動計劃，讓藝術家、群眾觀者直接對話，均可引進更多發展空間、形式，由此發掘當代藝術在社會、群眾的不同形態、角色。社群藝術網絡的成員希望以藝術推動社會中不同社群發展。

作為一個以公共藝術及社群藝術為平台，服務社會的藝術機構，社群藝術網絡致力於通過舉辦和籌組不同活動，以推廣藝術的喜悅和創意，從而優化不同社群。

BIOGRAPHIES 履歷

Prof Daniel CHUA

蔡寬量教授

Director, Advanced Cultural Leadership Programme, The University of Hong Kong
Professor of Music, The University of Hong Kong
香港大學文化領航學程總監
香港大學音樂教授



Before joining HKU, Prof Daniel Chua was a fellow and the Director of Studies at St John's College, Cambridge, and later Professor of Music Theory and Analysis at King's College London. He was a Henry Fellow at Harvard and is the recipient of the 2004 Royal Musical Association's Dent Medal. He has written widely on music, from Monteverdi to Stravinsky; his publications include The 'Galitzin' Quartets of Beethoven (Princeton, 1994) and Absolute Music and the Construction of Meaning (Cambridge, 1999).

加入香港大學前，蔡寬量教授曾先後於英國劍橋大學任英皇學院音樂理論與分析教授及聖約翰學院的研究主任，也是該學院的學者及哈佛大學的Henry Fellow。於2004年獲英國皇家音樂協會頒授獎章 (Dent Medal of the Royal Musical Association)。他撰寫的音樂文章範疇甚廣，從文藝復興時期的蒙特威爾第到後現代音樂家斯特拉文斯基的研究也有。出版刊物包括：貝多芬的加利欽弦樂四重奏 (普林斯頓 1994)及絕對音樂及結構的意義 (劍橋 1999)。

Mr Mikael FOCK

Mr Mikael Fock received training in the performing arts as a director, and has developed and directed theatre, modern dance, drama, concerts, musicals and large-scale national events. He also directed or produced videos, TV shows and exhibitions. He is the founder of the arts and technology group, Vision.4, which is known for combining video editing, new media art and performances together. One of the successful examples is the collaboration with video artist, Jesper Just in Performa 05 in New York.

Since 2001, Mr Fock has taught design courses in the School of Design, the Royal Danish Academy of Fine Arts. He is also the board member of WOCO, Wonderful Copenhagen. Starting from January 2014, Mr Fock was appointed as Member, Royal Danish Arts Council, Denmark.

Mikael Fock先生受過表演藝術的導演訓練，曾在丹麥及國外許多地方發展及執導劇場、現代舞、戲劇、演唱會、大型歌舞劇及全國性大型活動。他也執導或監製短片、電視節目及展覽。身為藝術與科技表演團體Vision.4創辦人，他對藝術與科技的重視自是不在話下，Vision.4擅於將影片編輯、新媒體藝術及表演融合在一起，其中一個成功的例子便是和影片藝術家Jesper Just合作的05紐約表演藝術雙年展。

2001年起，Fock先生在皇家設計學院教授設計課程，同時也擔任哥本哈根觀光藝術組織——WOCO明媚哥本哈根董事會成員。2014年1月起，Fock先生出任丹麥文化委員會委員。

CEO and Creative Director at The Culture Yard, Elsinore (Denmark) / Member, Royal Danish Arts Council, Denmark / Producer of the yearly CLICK New Media Art Festival at the Culture Yard
丹麥The Culture Yard營運及藝術總監 / 丹麥文化委員會委員



Mr Vincent FUNG

馮浩賢先生

Former Board Member, Hong Kong Arts Administrators Association
前香港藝術行政人員協會董事局成員



Mr Vincent Fung is a member of the Administrative Service of the Hong Kong SAR Government, and has served in various important positions in the Administration, including those related to culture and city branding.

Mr Fung was a Board member of the Hong Kong Arts Administrators Association for six years.

馮浩賢先生是香港特別行政區政府的政務職系人員，曾於多個重要的政府崗位任職，包括與文化及城市品牌有關的職務。

馮氏曾任香港藝術行政人員協會董事六年。

BIOGRAPHIES 履歷

Mr Carrillo GANTNER AO

Chairman of the Sidney Myer Fund / Former President of the Melbourne Festival / Former Cultural Counsellor at the Australian Embassy in Beijing / Former Chairman of the Asialink Centre / Former President of the Victorian Arts Centre Trust / Former Chairman of the Melbourne International Comedy Festival

Sidney Myer基金會主席 / 前墨爾本藝術節主席 / 前澳大利亞駐華大使館文化參贊 / 前Asialink Centre主席 / 前維多利亞藝術中心信託主席 / 前墨爾本國際喜劇節主席



Mr Carrillo Gantner AO was appointed President of the Melbourne Festival Board by the Minister for the Arts in January 2010 and retired from this role in early 2014.

He has a BA from the University of Melbourne, a Master of Fine Arts (Drama) from Stanford, California, and a Graduate Diploma in Arts Administration from Harvard. He trained as an actor and worked professionally in the USA before returning to Australia in 1969. He was the first Drama Officer at the Australia Council for the Arts 1970-1973 and General Manager of the Melbourne Theatre Company from 1973-1975. He was a Founding Director of the Playbox Theatre Company (now Malthouse Theatre), Executive Director from 1976-1984 and Artistic Director from 1988 until the end of 1993. From 1985 to 1987 he was Counsellor (Cultural) at the Australian Embassy in Beijing.

Mr Gantner has acted in over forty professional productions. He has brought many Asian performing artists and companies to Australia and initiated many exchanges with the region.

Mr Gantner was Chair of the Performing Arts Board and a member of the Australia Council 1990-1993. He was a member of the Australia-China Council 1989-1994. He was appointed a Governor of the Federation for Asian Cultural Promotion in January 1995 and was elected Deputy Chairman of this regional organisation in 1999. He was Chairman of the Melbourne International Comedy Festival for six years to March 2000, of Asialink from 1992-2006 and President of the Victorian Arts Centre Trust from 2000-2009. He is Chairman of the Sidney Myer Fund and was President of The Myer Foundation from 2004 to 2009.

Mr Gantner was elected as a Councillor of the City of Melbourne for three years from March 1996. He was Chairman of the City's Planning and Development Committee for two years, Chairman of the Docklands Committee and Deputy Chairman of the Finance Committee as well as having "portfolio" responsibility for cultural development.

Carrillo Gantner先生於2010年1月獲委任為墨爾本藝術節主席，於2014離任。

他畢業於墨爾本大學，並於史丹福大學，加州獲得藝術（戲劇）碩士學位及於哈佛取得藝術行政研究生文憑。他曾接受演員訓練，並於美國工作，1969年回到澳洲。1970年-1973年擔任澳大利亞藝術協會的首位戲劇總監，1973年-1975年擔任墨爾本劇團總經理。他是Playbox Theatre Company劇團(現稱Malthouse劇團)的創辦總監、行政總監(1976年-1984年)、藝術總監(1988年-1993年)。他在1985年-1987年於北京擔任澳大利亞駐華大使館文化參贊。

Gantner先生曾演出超過40齣專業製作。他亦為澳洲帶來無數的亞洲表演藝術家及團體和促進不少交流。

Gantner先生曾擔任表演藝術委員會主席、澳洲協會的成員(1990年-1993年)及澳大利亞中國理事會委員(1989年-1994年)。他於1995年1月獲委任為亞洲文化推廣聯會的理事及於1995年成為副主席。他亦曾擔任了六年的墨爾本國際喜劇節主席，1992年-2006年為Asialink Centre主席，2000年-2009年為維多利亞藝術中心信託主席。他是Sidney Myer基金會主席及Myer基金會總裁(2004年-2009年)。

自1996年3月起，Gantner先生擔任了三年的墨爾本市議員。他亦曾任該市的規劃及發展委員會主席、港區委員會主席及財務委員會副主席，亦曾負責文化發展。

BIOGRAPHIES 履歷

Mr Roger GARCIA 高思雅先生

Executive Director,
Hong Kong International Film
Festival
香港國際電影節協會行政總監

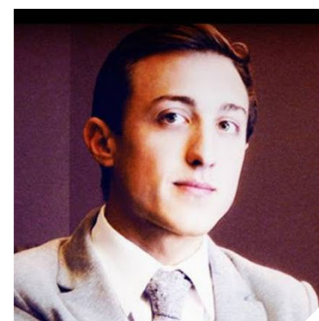


Mr Roger Garcia was director of the Hong Kong International Film Festival in the late 1970s when he was successful in gaining wider international exposure for Asian cinema. He has served as programmer, consultant and juror on many international film festivals in the US, Europe and Asia. As producer he has worked on studio pictures in Hollywood and independent films in Asia. As film critic his writings have been published extensively by British Film Institute, Cahiers du Cinema, Film Comment, Variety among others. His latest book is "King Hu: In His Own Words". He has been executive director of the Hong Kong International Film Festival Society since 2010 and is responsible for the film festival; the Asian Film Awards; and Hong Kong Asia Film Financing Forum project market.

高思雅先生於70年代後期曾任香港國際電影節總監，而亞洲電影更讓他成功在國際上廣泛曝光。他曾在美國、歐洲及亞洲多個國際電影節擔任節目策劃、顧問及評審，亦曾為荷里活片廠及亞洲獨立電影任監製。他撰寫的評論文章曾廣泛地在英國電影學院、電影筆記、電影評論及綜藝等電影刊物出版，其最新著作為《King Hu: In His Own Words》。自2010年起，他一直擔任香港國際電影節協會總監，負責香港國際電影節、亞洲電影大獎及香港亞洲電影投資會項目。

Mr Julien-Loïc GARIN 賈奕楠先生

CEO,
Le French May
香港法國五月藝術節行政總裁



Le French May is organised by the Consulate General of France in Hong Kong and Macau and has attracted over many visitors since its inception in 1993.

Every year, Le French May organised more than 120 events within two months, ranging from exhibitions and performances to cinema and gastronomy. It is the most diversified festival in Asia and is a cultural platform which showcases the finest art forms and cultural exchanges. As a bridge between East and West, Le French May actively collaborates with the local arts scene to create specific programmes that display the best blend of cultural differences.

Mr Julien-Loïc Garin has been part of Le French May since 2011.

法國五月藝術節由法國駐香港及澳門總領事館主辦。自1993年成立以來，吸引了無數的參與者。

法國五月每年在兩個月內舉辦超過120項活動，是亞洲最多樣化的藝術節：從展覽到舞台表演，從電影到美食，法國五月是發掘最優秀藝術形式以及促進文化交流的最佳文化平台。作為東西方之間的橋樑，法國五月不斷與本地藝術界合作，彰顯文化差異最佳融滙的特色。

賈奕楠先生於2011年開始參與法國五月藝術節的工作。