

# VALUE CREATION IN THE CHANGING GAME

銳變年代 藝術  
如何創造價值

25-27.8.2021

Media Partners  
媒體伙伴



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支持機構



Virtual Platform Partner  
平台伙伴



# SPEAKERS & MODERATORS

## 講者及主持



**Mr. Corey Andrew BARR**  
Director, Art Central Hong Kong  
Art Central 展會總監



**Mr. Kenny CHEN 鄭浩然先生**  
Seasoned Arts Administrator  
資深藝術行政人員



**Dr. Celina CHIN 錢敏華博士**  
Executive Director, Hong Kong Chinese Orchestra /  
Board Member, Hong Kong Arts Administrators Association  
行政總監, 香港中樂團 / 董事局成員, 香港藝術行政人員協會



**Mr. James CHONG 莊國棟先生**  
Founder & CEO, Rolling Books  
滾動的書創辦人及行政總裁



**Mrs. Rosa DANIEL 陳慧女士**  
Chief Executive Officer, National Arts Council (Singapore)  
新加坡國家藝術委員會行政總裁



**Mr. Benedikt FOHR 霍品達先生**  
Chief Executive, Hong Kong Philharmonic Orchestra  
香港管弦樂團行政總裁 (Photo Credit: Cheung Wai-lok)



**Ms. Tisa HO 何嘉坤女士**  
Executive Director, Hong Kong Arts Festival / Board Chair,  
International Society for the Performing Arts  
香港藝術節行政總監暨國際表演藝術協會主席



**Mr. Ian LEUNG 梁偉然先生**  
Programme Manager, Hong Kong Arts Centre  
香港藝術中心節目經理



**Prof. Isaac LEUNG 梁學彬教授**  
Assistant Professor, Faculty of Arts of the Chinese University of Hong Kong /  
Board Director, Hong Kong Jewish Film Festival  
香港中文大學文化管理文學士課程助理教授 / 香港猶太電影節董事



**Ms. Cerise LIM JACOBS 林曉英女士**  
Founder, White Snake Projects  
白蛇製作創辦人



**Mr. Bryant LU 呂慶耀先生**  
Vice Chairman, Ronald Lu & Partners  
呂元祥建築師事務所副主席



**Ms. Annike PONG 龐秋雁女士**  
Founder & Executive Director, Music Children Foundation  
音樂兒童基金會創辦人及行政總監



**Dr. Henrietta TSUI-LEUNG 梁徐錦熹博士**  
Founder, Ora-Ora  
方由創辦人



**Dr. David TSUI 崔德煒博士**  
Executive Director, Hong Kong Dance Company /  
Honorary Treasurer, Hong Kong Arts Administrators Association  
香港舞蹈團行政總監 / 香港藝術行政人員協會名譽司庫



**Dr. Roland WITZEL**  
Policy Officer, German Federal Government  
Commissioner for Culture and the Media  
德國聯邦政府文化與媒體事務委員會政策主任



**Mr. Dennis WU 胡銘堯先生**  
Associate Marketing Director, Hong Kong Arts Festival  
香港藝術節副市場總監 (Photo Credit: Ka Lam)



**Ms. Mandy YIU 姚潤敏女士**  
Executive Director, Actors' Family / Board Member, Hong Kong Arts Administrators Association  
行政總監, 演戲家族 / 董事局成員, 香港藝術行政人員協會



**Mr. YUEN Cheuk Wa 袁卓華先生**  
Associate Dean, the School of Theatre and Entertainment Arts and Head  
of Media Design & Technology, The Hong Kong Academy for Performing Arts  
香港演藝學院舞台及製作藝術學院副院長及科藝製作系主任

and more...

# TIMETABLE 時間表

**25/8** *Wed* 三

SUMMIT DAY 1 論壇第一日

**VIRTUAL & DIGITAL TOUCH UP**

**09:45 - 10:00**

OPENING REMARKS 開幕致辭

**10:00 - 11:15**

WORKSHOP 工作坊 1A

LUNCH & BREAK

午餐及小休 (1 hour 45 mins)

**13:00 - 14:15**

WORKSHOP 工作坊 1B

BREAK 小休 (30 mins)

**14:45 - 16:00**

WORKSHOP 工作坊 1C

**26/8** *Thur* 四

SUMMIT DAY 2 論壇第二日

**PREP AND GO!**

**10:00 - 11:15**

WORKSHOP 工作坊 2A

LUNCH & BREAK

午餐及小休 (1 hour 45 mins)

**13:00 - 14:15**

WORKSHOP 工作坊 2B

BREAK 小休 (30 mins)

**14:45 - 16:00**

WORKSHOP 工作坊 2C

**27/8** *Fri* 五

SUMMIT DAY 3 論壇第三日

**ART OFFERINGS**

**09:30 - 11:30**

ROUNDTABLE DISCUSSION 圓桌討論專題 1

LUNCH & BREAK

午餐及小休 (1 hour 30 mins)

**13:00 - 15:00**

ROUNDTABLE DISCUSSION 圓桌討論專題 2

BREAK 小休 (30 mins)

**15:30 - 17:30**

CLOSING PLENARY 閉幕專題

**17:30 - 17:45**

CLOSING REMARKS 總結

## PRE-SUMMIT PROGRAMME

### 文化領袖論壇預熱活動

5 artists of different art forms, including BabyJohn Choi, Ng Cheuk-yin, Zoe Lai, Keith Lam and Mike Orange, will discuss their art creations and their views on arts under the new normal. The video will be available on HKAAA's YouTube channel and our social media platforms. Follow us now to get notified for our latest updates!

以「藝術與香港人的距離」為題，五位代表不同藝術形態的嘉賓，包括蔡瀚億、伍卓賢、賴閃芳、林欣傑及Mike Orange，分享並探討他們對於「新常態」下的藝術創作與看法。預熱活動為免費網上節目，並於八月初上載至HKAAA YouTube 頻道及社交平台。立即訂閱HKAAA 社交頻道，獲取影片提示及最新資訊！

# PROGRAMME DETAILS 論壇內容

25/8 Wednesday 星期三 SUMMIT DAY 1 論壇第一日

Virtual & Digital Touch Up

09:45 - 10:00 (GMT+8) OPENING REMARKS 開幕致辭

10:00 - 11:15 (GMT+8) WORKSHOP 工作坊 1A

**When Travelling is Impossible, Go Live, Go Digital 當旅遊受限時: 邁向實時演出數碼化**

Speaker 講者

**Ms. Cerise Lim Jacobs 林曉英女士**  
Founder, White Snake Projects | 白蛇製作創辦人

Moderator 主持

**Mr. Dennis Wu 胡銘堯先生**  
Associate Marketing Director, Hong Kong Arts Festival | 香港藝術節副市場總監

LUNCH & BREAK 午餐及小休 (1 hour 45 mins)

13:00 - 14:15 (GMT+8) WORKSHOP 工作坊 1B

**Way Forward: Unlimited Possibilities in NFT Art? 步向未來: 加密藝術的無限潛能?**

Speaker 講者

**Dr. Henrietta Tsui-Leung 梁徐錦熹博士**  
Founder, Ora-Ora  
方由創辦人

Moderator 主持

**Prof. Isaac Leung 梁學彬教授**  
Assistant Professor, Faculty of Arts of the Chinese University of Hong Kong / Board Director, Hong Kong Jewish Film Festival  
香港中文大學文化管理文學士課程助理教授 / 香港猶太電影節董事

BREAK 小休 (30 mins)

14:45 - 16:00 (GMT+8) WORKSHOP 工作坊 1C

**Digital Subscription Along with Physical Play: Online Streaming Success Case Studies 實體演出與網上訂閱 - 串流演出的成功案例**

Speaker 講者

**Representative from Berliner Philharmoniker**  
德國柏林愛樂樂團代表

Moderator 主持

**Mr. Benedikt Fohr 霍品達先生**  
Chief Executive, Hong Kong Philharmonic Orchestra | 香港管弦樂團行政總裁

\* 論壇時間表或有所改動。

\* The programme schedule is subject to change.

## Prep and Go!

10:00 - 11:15 (GMT+8) WORKSHOP 工作坊 2A

### Current Trends for Theatre Design and Improvement 劇場設計的趨勢與發展

Speaker 講者

**Mr. Bryant Lu 呂慶耀先生**

Vice Chairman, Ronald Lu & Partners  
呂元祥建築師事務所副主席

**Mr. Yuen Cheuk Wa 袁卓華先生**

Associate Dean, the School of Theatre and Entertainment Arts and Head of Media Design & Technology, The Hong Kong Academy for Performing Arts  
香港演藝學院舞台及製作藝術學院副院長及科藝製作系主任

and more...

LUNCH & BREAK 午餐及小休 (1 hour 45 mins)

13:00 - 14:15 (GMT+8) WORKSHOP 工作坊 2B

### Exploring Touring Opportunities in Mainland China 探討內地巡演的機遇

Speaker 講者

**Ms. Peng Jie 彭婕女士**

Director of the Department of Publicity, Cultural and Sports Affairs,  
Liaison Office of the Central People's Government in the HKSAR  
中聯辦宣傳文體部處長

**Dr. Celina Chin 錢敏華博士**

Executive Director, Hong Kong Chinese Orchestra /  
Board Member, Hong Kong Arts Administrators Association  
行政總監, 香港中樂團 / 董事局成員, 香港藝術行政人員協會

**Ms. Mandy Yiu 姚潤敏女士**

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行政總監, 演戲家族 / 董事局成員, 香港藝術行政人員協會

Moderator 主持

**Mr. Kenny Chen 鄭浩然先生**

Seasoned Arts Administrator | 資深藝術行政人員

BREAK 小休 (30 mins)

14:45 - 16:00 (GMT+8) WORKSHOP 工作坊 2C

### Catalysing Change through the Arts 以藝術塑造社區

Speaker 講者

**Mr. Ian Leung 梁偉然先生**

Programme Manager, Hong Kong Arts Centre  
香港藝術中心節目經理

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\* The programme schedule is subject to change.

**27/8 Friday** 星期五 SUMMIT DAY 3 論壇第三日

## Art Offerings

09:30 – 11:30 (GMT+8) ROUNDTABLE DISCUSSION 圓桌討論專題 1

### Arts & Economy 經濟與藝術

Speaker 講者

**Mr. Corey Andrew Barr**

Director, Art Central Hong Kong | Art Central 展會總監

and more...

LUNCH & BREAK 午餐及小休 (1 hour 30 mins)

13:00 – 15:00 (GMT+8) ROUNDTABLE DISCUSSION 圓桌討論專題 2

### Arts & Social Impact 藝術的社會影響力

Speaker 講者

**Mr. James Chong 莊國棟先生**

Founder & CEO, Rolling Books  
滾動的書創辦人及行政總裁

**Ms. Annike Pong 龐秋雁女士**

Founder & Executive Director, Music Children Foundation  
音樂兒童基金會創辦人及行政總監

**Ms. Winnie Yip 葉巧兒女士**

Executive Manager, Charities (Grant Making – Arts, Culture, Heritage and Talent Development)  
The Hong Kong Jockey Club Charities Trust  
香港賽馬會慈善事務高級經理 (藝術、文化、保育及人才發展)

Moderator 主持

**Dr. David Tsui 崔德煒博士**

Executive Director, Hong Kong Dance Company / Honorary Treasurer, Hong Kong Arts Administrators Association  
香港舞蹈團行政總監 / 香港藝術行政人員協會名譽司庫

BREAK 小休 (30 mins)

15:30 – 17:30 (GMT+8) CLOSING PLENARY 閉幕專題

### Emerging Trends in Cultural Planning 時下文化規劃趨勢

Speaker 講者

**Mrs. Rosa Daniel 陳慧女士**

Chief Executive Officer, National Arts Council (Singapore)  
新加坡國家藝術委員會行政總裁

**Dr. Roland Witzel**

Policy Officer, German Federal Government Commissioner for Culture and the Media  
德國聯邦政府文化與媒體事務委員會政策主任

Moderator 主持

**Ms. Tisa Ho 何嘉坤女士**

Executive Director, Hong Kong Arts Festival /  
Board Chair, International Society for the Performing Arts  
香港藝術節行政總監 / 國際表演藝術協會主席

and more...

17:30 – 17:45 (GMT+8) CLOSING REMARKS 總結

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# REGISTRATION DETAILS

## 報名詳情

### 3-DAY FULL PASS 三日通行證 HKD 480

GET FULL ACCESS TO ALL OUR WORKSHOPS AND SYMPOSIUM

可參與所有工作坊及研討會

### SINGLE PASS 單次通行證 HKD 80

ACCESS TO ANY ONE OF WORKSHOPS\*

可參與任何一個工作坊\*

\*Participants can join any of the symposiums on 27 August after joining any workshop(s)

凡參與任何一個工作坊，即可參與 8月27日的研討會

## ABOUT Cultural Leadership Summit 2021 關於文化領袖論壇 2021

Hong Kong Arts Administrators Association (HKAAA) presents the 11th edition of **Cultural Leadership Summit – “Value Creation in the Changing Game”**. The 3-day conference will be held from 25 to 27 August, 2021. Despite the easing of the recent COVID-19 situation, the Summit will be an online event this year to align with the government's proactive measures.

The Summit consists of numerous workshops and symposiums, focusing on how arts practitioners can adapt to the changes in this unprecedented time as art events are brought to a halt around the world. Under the 'new normal', arts practitioners, artists and arts organizations have remained active in connecting audiences via various formats. During this time, the arts sector has become more digitalized than ever, taking projects online and offline simultaneously to create a multi-dimensional art environment.

During the 3-day Summit, seasoned arts leaders and practitioners from around the world will share their insights on conquering limitations under the 'new normal' to promote and present arts via various channels. The discussions will cover arts administration, economic models, and the digitalization of art, so the industry can continue to create and benefit the public.

In this new era of change, it is vital for arts practitioners and arts organizations to exchange knowledge on presenting their works in innovative manners. This Summit will act as an interactive platform to explore new ways to create values in difficult times. Participants can benefit from the opportunities and possibilities brought by the 'new normal', thus inspire the public's appreciation towards the arts and stimulate arts development in times of change.

由香港藝術行政人員協會 (HKAAA) 主辦，為期三天的第十一屆文化領袖論壇「銳變年代 藝術如何創造價值」，將於2021年8月25至27日舉行。儘管疫情有所放緩，但考慮到全球旅遊措施仍未放寬，同時為配合政府防疫措施，今年所有論壇及研討會將繼續以網上形式舉行。

論壇囊括工作坊及研討會，主題集中藝術行業工作者如何應對新時代變革。近年，全球藝文活動近乎停頓，在「新常態」下藝文界亦嘗試繼續透過不同形式以藝術回應社會。現時，業界正邁向更數碼化的時代，實現線上線下同步發展，營造多元化的藝術生態。

是次論壇延攬了世界各地資深藝術行政人員及藝術實踐者。他們會分享在「新常態」下需克服的各種限制，從多個範疇推廣藝術方案，包括藝術行政、經濟模式至藝術數碼化等，繼續各類型的藝術創作，慰藉大眾心靈。

配合大時代的變遷，我們該如何透過創新形式展現藝術作品，確是各藝術工作者及藝團需要面對的課題。本年度文化領袖論壇將提供一個互動平台，與參加者共同探討新時代下藝術工作者能如何突破逆境，創造價值，並協力學習新常態為藝術帶來的各種機遇和可能，進一步擴闊社會對藝術的迴響，讓藝術能在改變中茁壯成長。

*The event is supported by the Government of the Hong Kong Special Administrative Region.*  
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# ABOUT 關於

## Cultural Leadership Summit

### 文化領袖論壇

Since 2010, HKAAA has successfully organized ten Cultural Leadership Summits. We have expounded, discussed and debated on many important topics integral to the arts and cultural industry, including arts funding, audience building and Arts & Technology.

With an annual offering of talks, workshops, roundtable discussions and networking sessions, the Summits have brought together arts practitioners, arts entrepreneurs, artists, educators, cultural partners from non-profit sectors and business organizations, as well as public policy makers. Besides local arts practitioners, the Summit has also converged audiences from different cities and backgrounds, including representatives from Cloud Gate Theatre Taiwan, National Arts Council Singapore, Cultural Institution of Macau, and the US, Korean and Australian Consulate Generals in Hong Kong.

自2010年起，香港藝術行政人員協會已成功舉辦了十屆文化領袖論壇。每年協會都會在文化領袖論壇 (CLS) 平台上聚集不同的藝文領袖，討論多個藝術和文化產業的重要議題，包括藝術資助、觀眾建設及藝術科技。

文化領袖論壇每年均以講座、工作坊、圓桌討論，吸引來自不同規模組織的藝術工作者、藝術企業家、藝術家、教育工作者、來自非營利部門和商業組織的文化夥伴以及公共決策者。除了本地藝術從業者外，文化領袖論壇亦吸引了來自不同城市和背景的觀眾，包括來自台灣雲門、新加坡國家藝術理事會、澳門文化局以及美國、韓國、澳洲駐港總領事館的代表等等。

# HKAAA

## 香港藝術行政人員協會

With a long history dating back to 1985, the Hong Kong Arts Administrators Association (HKAAA) is a unique arts organization to promote, develop, represent and support the entire scope of the arts administration community in Hong Kong.

The Association has been empowering its members and fellow arts administrators in Hong Kong through various creative channels to fulfill the three main areas of the Association's work, which are:

**(1) Professional Development and Training** through courses, workshops, internship and mentorship, and our Annual Summit; **(2) Knowledge and Communication Platform** through networking events, interflow programmes, the Internet and numerous other communication platforms; **(3) Advocacy** by making active contributions to policy discussions.

成立於1985年，香港藝術行政人員協會致力提升藝術行政人員的專業水平，是香港唯一以推廣、發展、代表及支援本地藝術行政從業員為定位的非牟利機構。本會一直通過各種創意渠道鼓勵會員和藝術行政人員，履行三個主要使命：

**(一) 專業發展及培訓**：定期舉辦課程、工作坊、實習和指導，以及年度論壇；**(二) 作知識及通訊平台**：舉辦交流活動、互聯網互通計劃及於不同平台進行調查和倡議；**(三) 積極回應文化政策討論**

## Online Registration & Details

### 網上登記及詳情

Public Registration opens on 23 July 2021  
2021年7月23日開始接受登記





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 HK Arts Administrators Association

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

HKAAA CLS 2021 visual identity  
designed by Sibyl Cherry Lai