



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

Workshop 2

Essential Guide to Effective Arts Management

藝術管理指南

Create and Engage Potential Audience

開拓你的潛在觀眾群

Speaker 講者

Mr Kenneth Lee 李冠輝先生

General Manager of
Hong Kong Children's Choir
香港兒童合唱團 總經理



13 FEB

19:30-

22:00

**Why should we “Create & Engage
Potential Audience”??**

**Who should “Create & Engage
Potential Audience”??**

AUDIENCE BUILDING

Arts Marketing

Performance Complementary Activities

Arts Education

From Education Bureau, HKSAR Government:

The Arts Education curriculum aims to help students:

- develop creativity, critical thinking and communication skills, and nurture aesthetic sensitivity and cultural awareness;
- develop arts skills, construct knowledge, and cultivate positive values and attitudes;
- gain delight, enjoyment and satisfaction through participating in arts activities; and
- pursue a lifelong interest in the arts.



音樂總監 / 首席指揮：霍嘉敏
Music Director / Principal Conductor : Kathy FOK

THE HONG KONG CHILDREN'S CHOIR



Mission Statement

By providing a team of distinguished and caring instructors who share the same vision, and through choral and other training in a conducive environment, HKCC strives to develop children's artistic talents, their creativity and interests in arts, as well as to develop their inter-personal skills and cultivate their sensitivity to appreciate culture and the virtues of excellence.

Music Director / Principal Conductor
Kathy FOK

**Emphasis 1:
Arts Education**

**Emphasis 2:
Long Term
Nourishment**

**Emphasis 3:
Distinguished
Instructors**

**Emphasis 4:
Conducive
Facilities and
Environment**

HONG KONG CHILDREN'S CHOIR





HONG KONG ARTS FESTIVAL

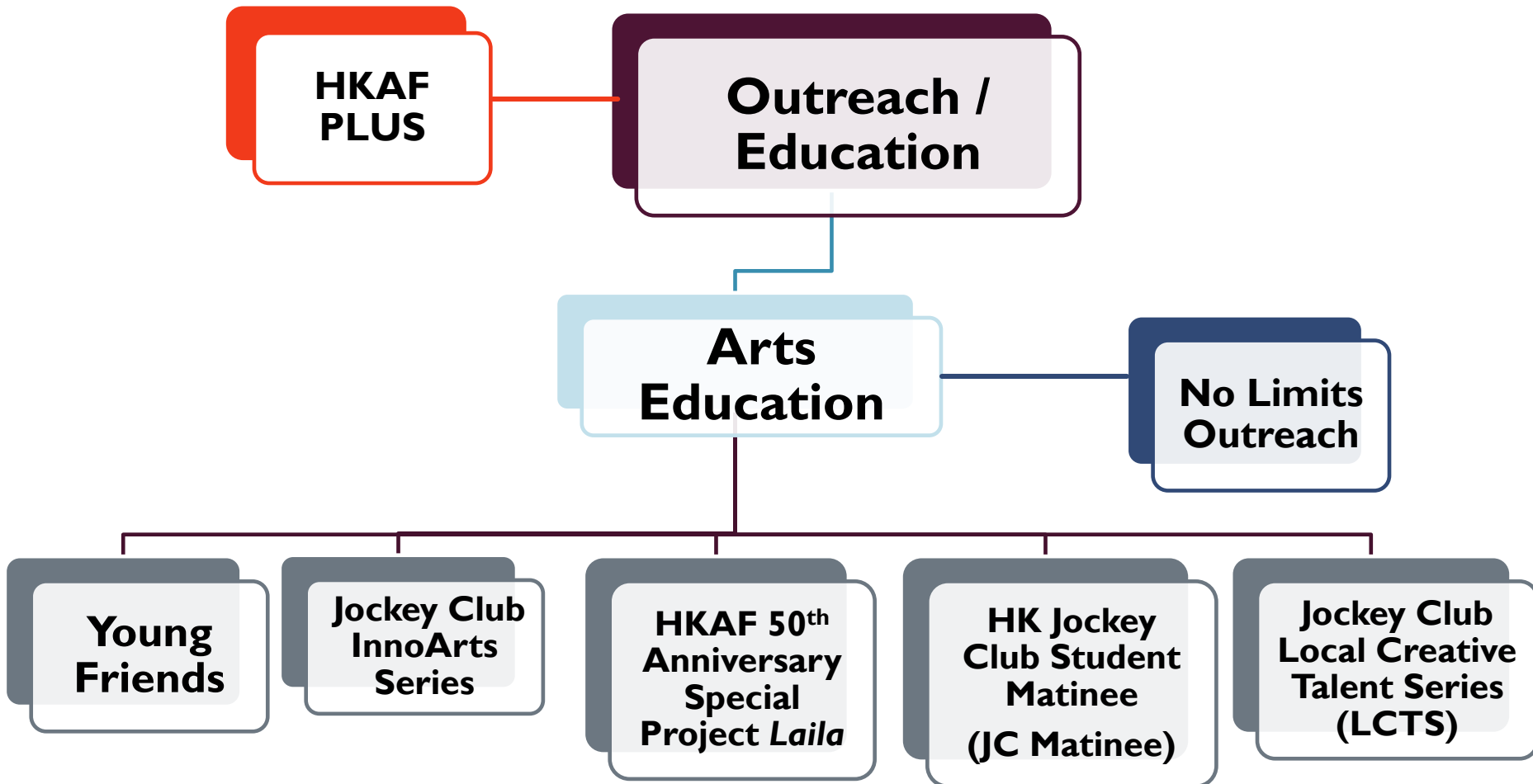
OUTREACH AND EDUCATION PROGRAMMES

HKAF OUTREACH & ARTS EDUCATION

- Objectives
 - To enhance **arts appreciation** of local young audience (age 6-25)
 - To develop students' awareness of values and aesthetics through the Arts
- Long Term Goal
 - To enhance the cultural value of Hong Kong
 - To nurture performing arts audiences in HK

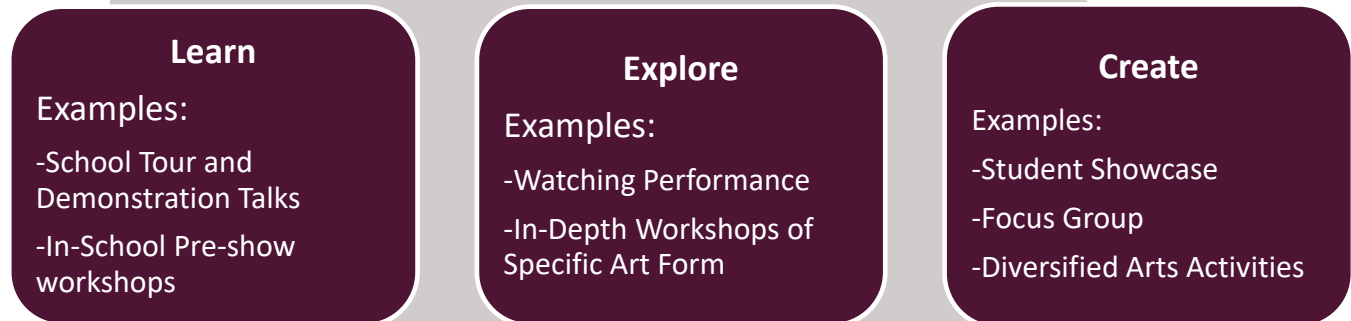


HKAF OUTREACH & ARTS EDUCATION



HKAF OUTREACH & ARTS EDUCATION

- Wide range of arts education programmes for the younger generation.
- Educational principle “LEARN, EXPLORE, CREATE”,
- Focusing on arts appreciation experiences for young audiences,
- Gradually nourishing Hong Kong’s arts environment



LEARN, EXPLORE, CREATE

AN ARTS EDUCATION & OUTREACH OVERVIEW

5 HKAF 50
香港藝術節

香港賽馬會學生專享節目2022
The Hong Kong Jockey Club Student Matinee Programme

森動歷險記
A Musical Adventure in the Carnival

瑪賽格交響樂團
Bamberg Symphony Orchestra

聖桑 SAINT-SAËNS
《動物狂歡節》
The Carnival of the Animals

哈斯 HAAS
《我想知道我是誰》
Little I Am Me

截止報名日期
Application Deadline
3-12-2021

成功報名可免費使用線上教學及學習資源。
Apply now and enjoy free online teaching and learning resources.

名額有限，報名從速！
Limited availability. Apply Now!

查詢 Enquiries: 2828 4945

香港賽馬會慈善信託基金
The Hong Kong Jockey Club Charities Trust

Youn3 Friends
3 YEARS
Hong Kong Arts Festival
香港藝術節青少年之友

立即報名
Join NOW!

欣賞兩場香港藝術節節目及
參與全方位藝術活動
Explore TWO Hong Kong Arts Festival
Programmes and Multi-arts Activities!

會員年費
Membership Fee
中學 Secondary 580
大專 Tertiary 3120

截止報名日期
Application Deadline
29/12/2021

查詢及網上登記
Enquire and Online Application
yfs.artsfestival.org

查詢 2822 193

香港賽馬會慈善信託基金
The Hong Kong Jockey Club Charities Trust

5 HKAF 50
香港藝術節

香港藝術節50周年特備節目
《拉娜》Laila
到校巡迴示範演出

方圓之外

香港藝術節50周年特備節目《拉娜》獨家贊助
香港賽馬會慈善信託基金



Young Friends
 Hong Kong Arts Festival
 香港藝術節青少年之友

立即報名
Join NOW!

欣賞兩場香港藝術節節目及
 參與全方位藝術活動
 Explore TWO Hong Kong Arts Festival
 Programmes and Multi-arts Activities!

會員年費
 Membership Fee

中學 Secondary	\$80
大專 Tertiary	\$120

截止報名日期
 Application Deadline
31/12/2020

詳情請上網頁
 Details and Online Application
yfs.artsfestival.org

2020-21 YFS

香港藝術節青少年之友
 The Young Friends of the Hong Kong Arts Festival is an regional arts education and audience development programme for young people worldwide and beyond, currently aged 12 or below.

香港藝術節青少年之友
 The Young Friends of the Hong Kong Arts Festival is an regional arts education and audience development programme for young people worldwide and beyond, currently aged 12 or below.

資助機構
 Funding Sponsor
 尤斯德士基金會
 Sir Edward Teller Memorial Fund



YOUNG FRIENDS



1. An integrated arts education and audience development programme designed to nurture young students' interest in the arts.
2. Established in 1992, with the support of the Sir Edward Youde Memorial Fund
3. Members can attend two Festival programmes or rehearsals, and various workshops, talks, and backstage tours
4. As of 2022, reaching out to a remarkable number of **800,000** students and over **178,000** Young Friends.

LEARN: SCHOOL TOURING PRODUCTIONS



EXPLORE: IN-SCHOOL WORKSHOPS & EDUCATION SPECIALS



CREATE: ARTS ENRICHMENT PROGRAMMES

Backstage Tours



Masterclasses and Workshops



CREATE: ARTS ENRICHMENT PROGRAMMES

Young Friends Reporters



Interns and Volunteers



CREATE: ARTS ENRICHMENT PROGRAMMES

2018 京津冀藝術文化交流團



5 HKAF 50 5 香港藝術節

香港藝術節50周年特備節目
《拉娜》*Laila*
到校巡迴示範演出

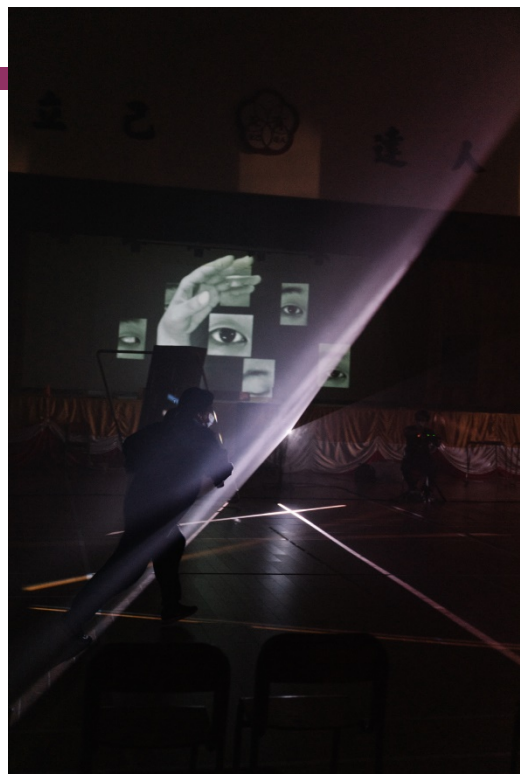
方圓之外

演出概念 林欣傑
媒體藝術家 陳朗丰、馮穎琳、韓家俊

香港藝術節50周年特備節目
《拉娜》獨家贊助



香港賽馬會慈善信託基金
同心同步同建



5 HKAF 50 3 香港藝術節

香港賽馬會學生專享節目2022
The Hong Kong Jockey Club Student Matinee Programme

動歷險記 A Musical Adventure in the Carnival

班貝格交響樂團
Bamberg Symphony Orchestra

聖桑 SAINT-SAËNS
《動物狂歡節》
The Carnival of the Animals

哈斯 HAAS
《我想知道我是誰》
Little I Am Me

截止報名日期
Application Deadline

3·12·2021

香港賽馬會學生專享節目
The Hong Kong Jockey Club Student Matinee Programme

成功報名可免費使用網上教學及學習資源。
Apply now and enjoy free online teaching and learning resources.



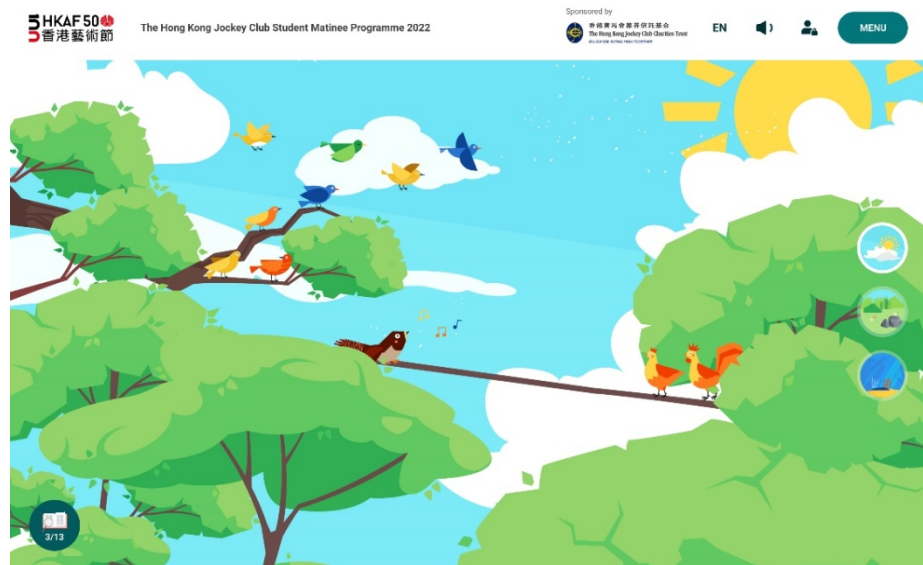
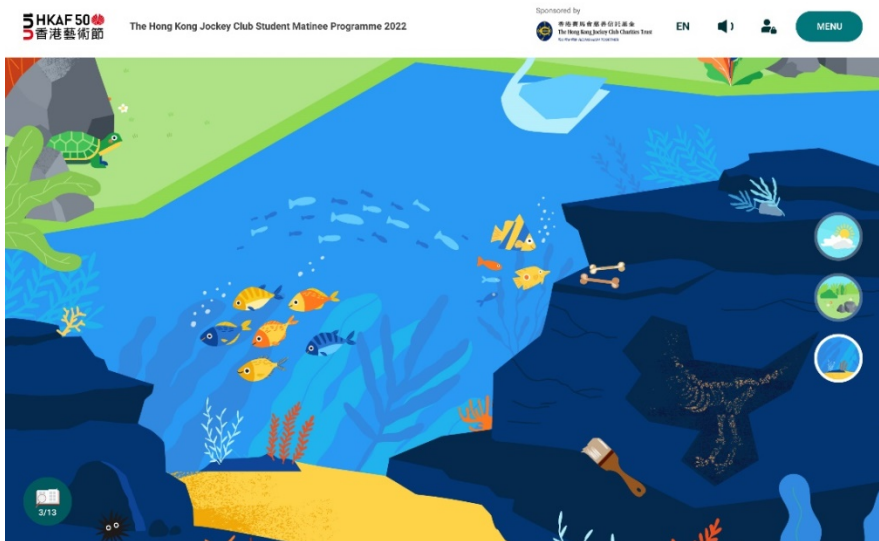
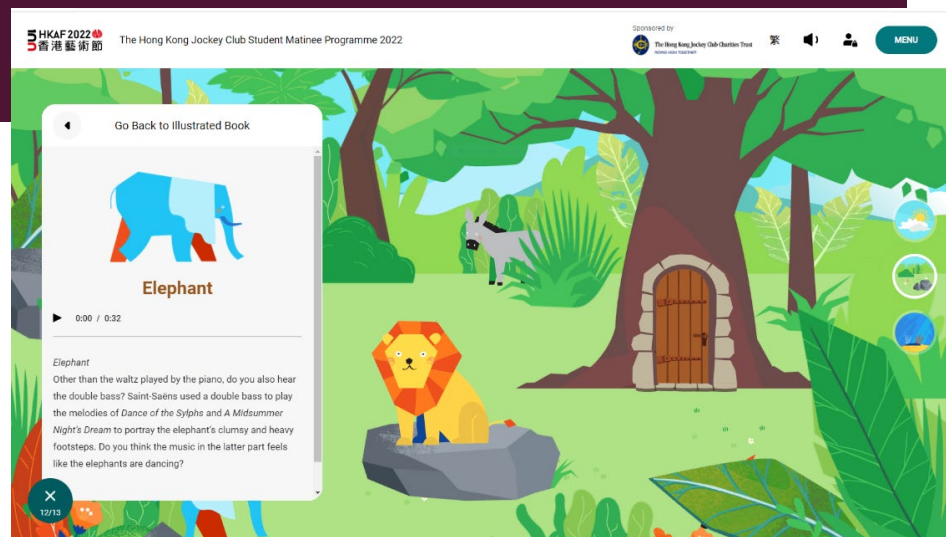
香港賽馬會慈善信託基金
The Hong Kong Jockey Club Charities Trust

同心同步同進 RIDING HIGH TOGETHER

名額有限，報名從速！
Limited availability. Apply Now!

查詢 Enquiries: 2828 4945

DIGITAL EDUCATION PLATFORM LAYOUT





Shot: static, semi-wide track L-R | Duration: 3sec
 A static shot of the stage (near the edge).
 A couple of Donkeys run on the edge of the stage from left to right.



Shot: static, semi-wide | Duration: 3sec
 A static semi-wide shot of the base of the pipe organ.
 The Lion jumps from below onto the balcony in front of the pipe organ where he sits and looks into the camera. His tail is swaying following the rhythm of the music.



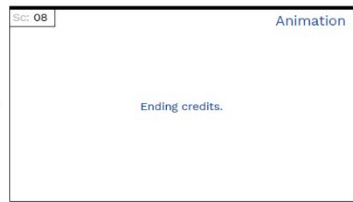
Shot: static & zoom-out (if possible) wide | Duration: 7sec
 Static wide shot of the stage with the whole orchestra. If possible alternative zoom-out shot of the same scene will be good to have.
 All of the animals are gathered inside the venue surrounding the orchestra.



Shot: static & zoom-out (if possible) wide | Duration: 6sec
 Static wide shot of the stage with the whole orchestra. If possible alternative zoom-out shot of the same scene will be good to have.
 The confetti (consisting of all kinds of leaves) explote all over the stage.



Shot: static, wide | Duration: 5sec
 Static wide shot of the stage with the whole orchestra.
 The curtain closes covering the whole frame.



Shot: not specified | Duration: 5sec
 Ending credits.

1st half:

Saint-Saëns's *The Carnival of the Animals*

- Animal animation in the video together with music performance

2nd half:

Haas's *Das kleine Ich-bin-ich*

- Cantonese narration
- Illustration of the story in video



OUTREACH IN THE PANDEMIC

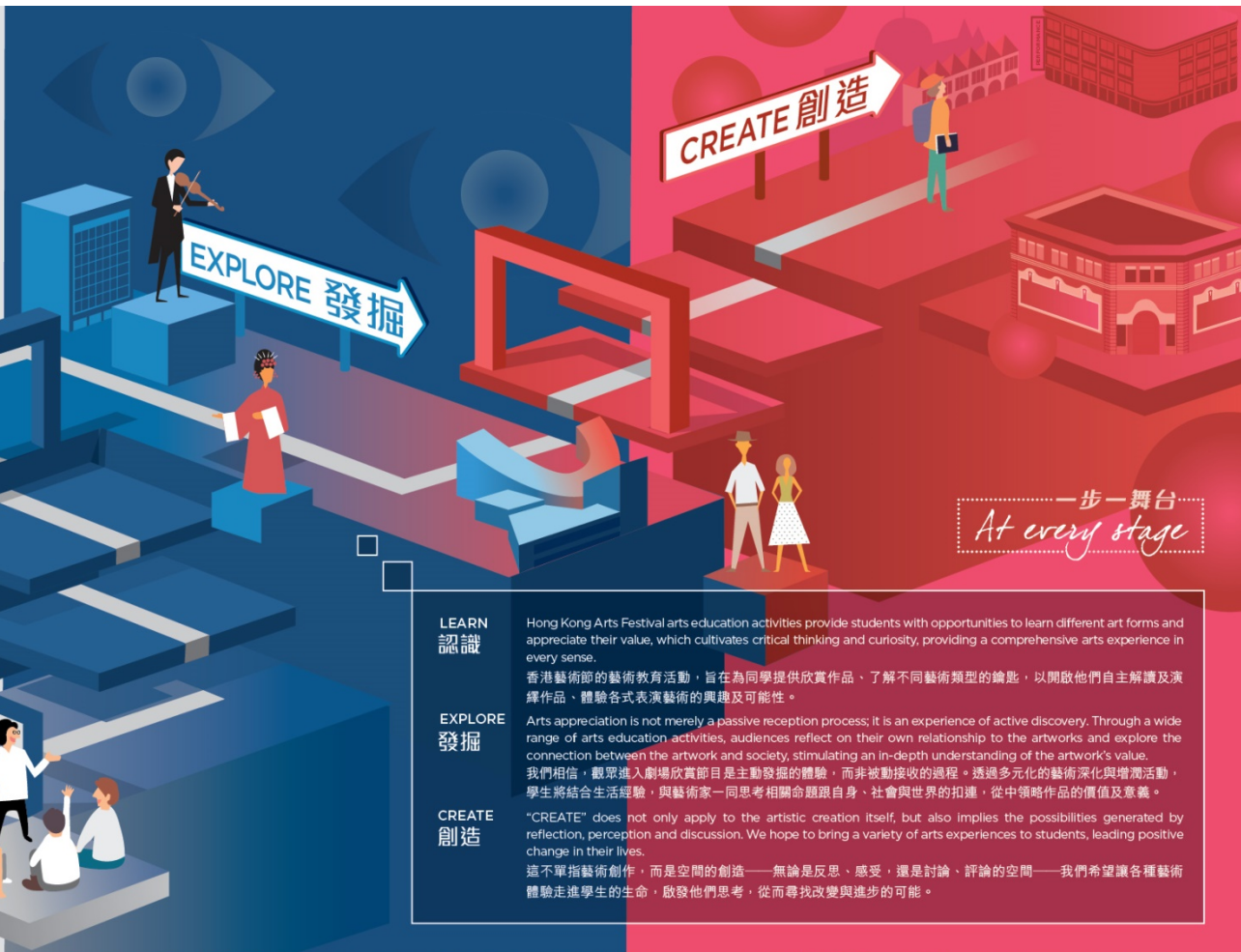


1. Duo production and provision process
 - a) 3 versions of school touring productions
 - i. Live in-school performance
 - ii. Live in-school performance with Live broadcast
 - iii. Online performance
 - b) 2 versions of in-school workshops
 - i. Live version
 - ii. Zoom version
2. A complete and integrated digital arts education learning experience

OUR ARTS EDUCATION 我們的藝術教育

In addition to presenting world-class performances, the Hong Kong Arts Festival also offers a wide range of arts education programmes for the younger generation. With our educational principle, "LEARN, EXPLORE, CREATE", we aim to enrich the arts experience of young audiences, gradually nourishing Hong Kong's arts environment and feeding participants' cultural aspirations.

香港藝術節每年除了為本港帶來世界級的舞台製作外，更銳意籌辦多元化的藝術教育項目，讓年青一代藉着導賞及延伸活動，豐富欣賞作品的經驗。以「認識・發掘・創造」的藝術教育方針，逐步滋養社會藝術氛圍，提升參與者的生活質素和文化涵養。



一步一舞台
At every stage

LEARN 認識

Hong Kong Arts Festival arts education activities provide students with opportunities to learn different art forms and appreciate their value, which cultivates critical thinking and curiosity, providing a comprehensive arts experience in every sense.

香港藝術節的藝術教育活動，旨在為同學提供欣賞作品、了解不同藝術類型的鑰匙，以開啟他們自主解讀及演繹作品、體驗各式表演藝術的興趣及可能性。

EXPLORE 發掘

Arts appreciation is not merely a passive reception process; it is an experience of active discovery. Through a wide range of arts education activities, audiences reflect on their own relationship to the artworks and explore the connection between the artwork and society, stimulating an in-depth understanding of the artwork's value. 我們相信，觀眾進入劇場欣賞節目是主動發掘的體驗，而非被動接收的過程。透過多元化的藝術深化與增值活動，學生將結合生活經驗，與藝術家一同思考相關命題跟自身、社會與世界的扣連，從中領略作品的價值及意義。

CREATE 創造

"CREATE" does not only apply to the artistic creation itself, but also implies the possibilities generated by reflection, perception and discussion. We hope to bring a variety of arts experiences to students, leading positive change in their lives.

這不單指藝術創作，而是空間的創造——無論是反思、感受，還是討論、評論的空間——我們希望讓各種藝術體驗走進學生的生命，啟發他們思考，從而尋找改變與進步的可能。



School Tours, In-school Workshops and Demonstration Talks
 學校巡迴演出、駐校工作坊及示範講座



Hong Kong Arts Festival Programmes and Student Special Programmes
 香港藝術節節目及學生專享節目



Arts enrichment activities and Appreciation Guides
 藝術增值活動及導賞手冊

THANK YOU!

Essential Guide to Effective Arts Management 藝術管理指南

4場實體藝術行政實戰攻略
4 Physical Workshops on
Arts Administration in Practice

7-28 FEB 2023

Presented by 主辦機構

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






MISSION & VISION

TO LIVE OUR LIVES WITH AN INFINITE MINDSET
**MEANS THAT WE ARE DRIVEN TO ADVANCE
A CAUSE BIGGER THAN OURSELVES.**

Simon Sinek



ABOUT HONG KONG ARTS FESTIVAL (HKAF)

- Enrich the cultural life of Hong Kong
- Present top international artists and ensembles
- Promote HK's own creative talents & emerging artists
- to provide arts education for young people





香港藝術節
Hong Kong Arts Festival