



**MA IN CULTURAL
MANAGEMENT
PROGRAMME**

**ANNUAL
REPORT**

**23/24
ACADEMIC YEAR**

The MACM programme is the leading postgraduate programme in cultural management in Hong Kong. Through an open, flexible, theoretically grounded curriculum including practical fieldwork experience, students are taught to meet the challenging demands of our ever-changing cultural and creative industries. A core value of the MACM Programme is its recognition of cultural management as more than just technical studies in management. It is an act of cultural mediation that touches on issues such as professional ethics, cultural rights, cultural identity, and the social dynamics within cultural representation. Students learn to interpret, define, communicate, and advocate for the dignity, values and cultural rights of all members of society. Graduates from the Programme become cultural mediators who bridge the art world and the public life of our local communities.



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DEPARTMENT CHAIRPERSON'S MESSAGE



Professor Pang Laikwan

As the Head of the Department of Cultural and Religious Studies at CUHK, it is my greatest pleasure to congratulate our MA programme in Cultural Management for its remarkable achievements made during the 2023-2024 academic year. I extend my deepest gratitude to our dedicated teaching and administrative teams for their unwavering commitment and exceptional efforts. Your passion and hard work have been instrumental in driving our programme forward and enabling our students to thrive.

This year, we have witnessed significant milestones, including the successful completion of many exciting student projects, a series of enriching events and collaborations with prominent cultural institutions in Hong Kong and the Greater Bay Area, as well as the introduction of a number of cutting-edge courses. These accomplishments are a testament to the excellence and innovation that define our



programme.

Being one of the first cultural management academic programmes in Asia, we continue to play a pivotal role not only in Hong Kong's vibrant cultural landscape but also in the region's rapidly developing cultural scene. By fostering creative thinking, practical skills, and sensibility about the latest cultural trends, we equip our graduates to become influential leaders and advocates in the cultural sector. Our programme will continue to commit to the enrichment of cultural life and the promotion of sustainable cultural practices in Hong Kong, China, and Asia.

PROGRAMME DIRECTOR'S MESSAGE



Professor Benny Lim

The academic year (AY) 2023-24 marked another fulfilling year for the MA in Cultural Management (MACM) programme. Our programme remains highly competitive, with over 1300 applications and an acceptance rate of around 5%. I am also pleased to share that the MACM programme continues to be included in the University Grant Committee's Targeted Taught Postgraduate Programmes Fellowships Scheme.

All our courses are taught by professionals with extensive practical experience and theoretical knowledge in various areas of cultural management. We offered 19 unique courses in AY2023-24, including four Special Topics courses specifically designed to respond to current trends and developments. These courses are: 'Digital Curation and Aesthetics', 'Art Producing and Marketing', 'Music Industry and Performance', and 'City and Culture Development'.

Beyond the classroom, our students are exposed to a variety of guest lectures by renowned scholars and industry professionals. Many courses also organized field trips to visit different cultural institutions in Hong Kong and the Greater Bay Area. For this academic year, we also organized two academic exchange trips: one to the University of Manchester in March 2024 and the other to Ateneo de



Manila University in May 2024. You can read about all these activities in the later pages of this annual report.

Although we are a taught programme, we actively partake in research activities that advance new knowledge in the field of cultural management. In AY2023-24, we continued to support the Division of Cultural Studies in the Art and Aging impact case project. The programme also organized the conference 'Cultural Management in the Post-Pandemic World' to discuss new directions for post-pandemic cultural management practices and education, particularly in East and Southeast Asia. More recently, in June 2024, we launched a new book titled 'Bridging Cultures', featuring essays contributed by our alumni.

I believe AY2024-25 will be yet another great year for our students. As always, the MACM programme will continue to strive for academic excellence, offer great student learning experiences, and actively engage with our strong pool of alumni.

Course Offerings

IN AY 2023-24

Term 1

CULS5301 Concept of Contemporary Culture (Prof. Lee Yongwoo)

CULS5303 Cultural Management and Arts Administration (Prof. Benny Lim)

CULS5307 Visual Arts Management (Prof. Lee Yongwoo)

CULS5308 Performing Arts Management (Prof. Benny Lim)

CULS5313A Cultural Development and Policy (Prof. Ashley Lee Wong)

CULS5317 Xiqu and Performing Culture (Dr. Li Mei Ting)

CULS5320A Special Topics in Cultural Management I: Art Producing and Marketing (Ms. Meggy Cheng Hei Yee & Ms. Heidi Lee Yik Shuen)

CULS5329 Film Production & Presentation (Dr. Li Tiecheng)

CULS5330 A Special Topics in Cultural Management II: Digital Curation & Aesthetics (Prof. Ashley Lee Wong)

Term 2

CULS5309 Museum and Archives Studies (Prof. Ashley Lee Wong)

CULS5313B Cultural Development and Policy (Prof. Ashley Lee Wong)

CULS5316 Graduate Research Paper/Project (Prof. Benny Lim)

CULS5318 Exhibition and Curatorial Studies (Prof. Lee Yongwoo)

CULS5320B Special Topics in Cultural Management I: Music Industry and Performance Culture (Dr. Li Mei Ting)

CULS5322 Internship in Cultural Management (Prof. Benny Lim)

CULS5326 Cultural Venues Management (Prof. Benny Lim)

CULS5328 Arts and Communities (Mr. Tony Leung Tun Lim)

CULS5330 B Special Topics in Cultural Management II: City & Culture Development (Prof. Louis Yu Kwok Lit)

CULS5401 Contemporary Arts & Cultural Interactivity (Prof. Katrien Jacobs)

CULS5415 City Imaginaries and Cinema Poetics (Prof. Katrien Jacobs)

MIA

CM



Programme TEAM

IN AY 2023-24

Programme Director

Prof. Benny Lim
Associate Professor of Practice in Cultural Management

Faculty Members

Prof. Lee Yongwoo
Assistant Professor & Associate Programme Director

Prof. Ashley Lee Wong
Assistant Professor

Dr. Li Tiecheng
Lecturer

Dr. Li Mei Ting
Lecturer

Adjunct Associate Professors

Prof. Oscar Ho Hing Kay

Prof. Katrien Jacobs

Prof. Louis Yu Kwok Lit

Part Time Lecturers

Ms. Meggy Cheng Hei Yee

Ms. Heidi Lee Yik Shuen

Mr. Tony Leung Tun Lim

Support Team

Programme Administrator
Ms. Grace Ng

Programme Teaching Assistant
Mr. Yu Haoqian

Part time Teaching Assistants

Ms. Chen Yuwei

Mr. Li Cheuk Kiu

Ms. Fan Sixin

Ms. Tang Xiaoyi

Mr. Tam Wai Fung

PhD student in Cultural Studies

Mr. Lucas Wong Long Hin

MPhil student in Cultural Studies

Student Representatives

Mr. Cheung Pak Sum - Full time

Mr. Ho King Hei - Part time



Panel of Advisors

(Term ending in August 2024)

To strengthen the course content and expand our international network, the MACM Programme is supported by a panel of advisors, which includes prominent professionals in the field of cultural management.

Ms. Rebecca Chou

Assistant Vice President, Galaxy Entertainment Group, Macau

Prof. Oscar Ho Hing Kay

Adjunct Associate Professor, Department of Cultural and Religious Studies, The Chinese University of Hong Kong

Ms. Heidi Lee Yik Shuen

Executive Director, Hong Kong Ballet

Dr. Ian Alden Russell

Head of Gallery, Virginia Commonwealth University School of the Arts in Qatar

Prof. Ser Shaw Hong

Associate Professor, Faculty of Communication Arts, Chulalongkorn University
Scientific Committee for the Master in in Museology New Media and Museum Communication program, Università IULM

Mr. Paul Tam

Executive Director, Performing Arts, West Kowloon Cultural District Authority

Ms. Wen Wen

General Manager, Hemark Culture (Beijing)

Prof. Xiang Yong

Professor, School of the Arts; Vice Dean, Institute for Cultural Industries, Peking University
Academic Visitor, Judge Business School, the University of Cambridge (2010-2011).



BIOS AND PROJECTS OF MACM ACADEMIC TEAM

Meggy CHENG Hei Yee

Meggy Cheng is currently the Executive Director of Hong Kong Dance Company. Meggy Cheng received a Master of Arts in Cultural Management at The Chinese University of Hong Kong (Dean's List Honour), a Bachelor of Arts Degree at The University of Hong Kong and a Diploma in Drama at The Hong Kong Academy for Performing Arts.

In Cheng's early career, she led the strategic planning, communications and marketing at various multinational advertising agencies for international brands including McDonald's Hong Kong, Rejoice, Procter & Gamble (HK, Mainland, Taiwan). As an art enthusiast, she devoted herself to integrating business entrepreneurship with art management practices after joining the art sector as Head of Marketing, Communications and Development, Chung Ying Theatre Company; Director of Marketing and Communications, Hong Kong Philharmonic Orchestra; and Head of Branding and Marketing, M+, West Kowloon Cultural District Authority, specialised in branding and marketing strategies, driving profit and stimulating participation.

Cheng was awarded the Scholarship for the "Clare Leadership Programme 2018/19" by the Hong Kong Arts Development Council to undertake one-year training in the United Kingdom. She was named the "Marketer of the Year 2019" and awarded the "Distinguished Marketing Leadership Awards" at the HKMA/TVB Awards for Marketing Excellence 2019 by Hong Kong Management Association, the first person in the arts sector to gain such recognition. In 2023, she led the marketing team on "Yayoi Kusama: 1945 to Now" campaign and awarded the "Now TV Gold Award" at the HKMA/ViuTV & Now TV Awards for Marketing Excellence 2023.

Oscar HO Hing Kay

Oscar Ho Hing Kay is Adjunct Associate Professor of Cultural Studies at CUHK. He was formerly the Director of the MACM Programme (2006 – 2020). He specialises in the practice and critical studies of cultural management, particularly in the area of visual arts, museum management and curatorship. He was formerly Exhibition Director at the Hong Kong Arts Centre, Senior Research Officer at the Home Affairs Bureau of the Hong Kong Government, Founding Director Shanghai Museum of Contemporary Art, and Co-founder of Art Critics Association Hong Kong.

Services

- Consultant to Arts with the Disabled Association Hong Kong
- Board member of Art in Hospital
- Board member of Asia Art Archive

Projects

- Contributor to the Oscar Ho Archive at Asia Art Archive
<https://aaa.org.hk/en/collections/search/archive/oscar-ho-hing-kay-archive>
- Writer of the History of Hong Kong Contemporary Art 1984-2019 (working title) project

Writing

- Regular contribution to Bridge over Troubled Water, CUHK
see: <https://communityarts.crs.cuhk.edu.hk/bridge-by-oscarho/>
- Occasional contributions to Ming Po (local newspaper)

Katrien JACOBS

Katrien Jacobs is Adjunct Associate Professor in Cultural Studies at the Chinese University of Hong Kong. She is also a Research Associate in the Department of Languages and Cultures at the University of Ghent. Jacobs has lectured and published widely about sexuality and gender in and around digital media, contemporary arts and online activism. She received several Hong Kong government-funded GRF grants and authored four books about Internet culture and gender/sexuality. In 2022 she published *Tit-For-Tat Media: The Contentious Bodies and Sex Imagery of Political Activism* (London and New York: Routledge, 2022). Jacobs is an artist-scholar who has produced several art works such as documentaries and performance art pieces alongside her academic, curatorial and ethnographic fieldwork, which can be accessed on her website www.katrienjacobs.com.

Services

- Editorial Board Member, *Porn Studies*, Routledge.
- Editorial Board Member, *Sexualities*, Sage Publications.
- Editorial Board Member, *Screen Bodies*, Berghahn.
- Editorial Board Member, *Film Studies Spring School Publications*, Gorizia Italy.

Publications

- Jacobs, K., T. Baudinette and A. Hambleton (Eds.). (2023) *East Asian Pornographies and Online Porn Cultures*. London and New York: Routledge
- Jacobs, K. (2024). DIY pornography and the deepfake coup. *Porn Studies*, 11(1), 91-98. <https://doi.org/10.1080/23268743.2023.2297691>
- Jacobs, K. (2023). Japanese Pornographies Transformed in a Hong Kong classroom. International Conference of the European Association for Japanese Studies, Ghent University, Belgium.

Heidi LEE Yik Shuen

Heidi Lee has served as a professional arts administrator for more than 27 years, working for various Hong Kong arts organisations on their management, planning, programming, marketing, fund-raising, and branding, including PIP Cultural Industries Ltd., Hong Kong Dance Company, Hong Kong Repertory Theatre, Hong Kong Cultural Centre and Hong Kong Fringe Club, among others. In 2010, the Li Ka Shing Foundation appointed her Executive Director of the Cheung Kong School of Art and Design at Shantou University (STU). Lee became the Associate Dean and Associate Professor in 2014 and Director of Arts & Cultural Development of STU Arena in 2018. She is now the Executive Director of Hong Kong Ballet. Lee is also the awardee of “AmCham’s Women of Influence – Master of the Arts, 2021” and awardee of the “Asian Cultural Council Fellowship 2012”.

Services

- Council Member of Hong Kong Arts Development Council (Chairman, Arts Administration)
- Member of the Advisory Board of the University Arts Centre, CUHK Shenzhen
- Co-chair of the Creativity & Arts Committee of the American Chamber of Commerce
- Member of the Advisory Board of the Hong Kong Academy for Performing Arts Dance School
- Board Member of Hong Kong Dance Alliance
- Board Member of Intercultural Dialogue Limited (presenter of Matteo Ricci Musical)

LEE Yongwoo

Lee Yongwoo is a media historian and cultural studies scholar. He is a curator and assistant professor of cultural studies at CUHK. He focuses on critical media and cultural studies, visual studies, Asian contemporary art, exhibition & curatorial studies, popular culture in East Asia, intellectual history of wartime Japan and postwar Korea, postcolonial memory, and historiography.

Publications

- Lee, Yongwoo. (2024). *Painterly Thought as Extrapolation: On Young-Whan BAE's Artwork 1998-2023*, BB&M Contemporary Art Gallery, Seoul, Korea.
- Lee, Yongwoo. (2023). *For the Sake of an Unarchivable Past: Rebecca Pan as a Metonymy of Drifting*. In Bruce Li and Wang Weiwei (Eds.), *With the Sun, She Quells the Night – A Tribute to Rebecca Pan* (pp. 94-101). Hong Kong: CHAT/MILL6 Foundation.
- Lee, Yongwoo. (2023). *Wang Tuo's Artistic Revolution*. *ArtReview Asia*, Fall 2023, 60-65.
- Lee, Yongwoo. (2023). Interview with Rirkrit Tiravanija for the exhibition <Rirkrit Tiravanija - ?> at Shinsegae Gallery, *Shinsegae Magazine*. Issue 61, 174-179.

Research Projects

- *Colonial Diva and Unclaimed Memory: The Cultural Politics of Korean Popular Music under the Japanese Occupation Period*. (2024-25). Direct Grant, Faculty of Arts, The Chinese University of Hong Kong.
- Chair, organizer, and presenter, Panel titled *Unearthing the deserted Voices of Asian women*, AAS-IN-ASIA 2024.
- *The Politics of Affect in Popular Imagination: On Biopolitics of Sewol Ferry Tragedy and Cultural Resilience through K-Pop Poiesis*. Paper to be presented in ICAS 2024.
- *Representation of Other as Animal species in Korean anti-communist visual culture*. Next Generation Alliance Workshop on Korean Studies, Sungkyunkwan University and National Taiwan Normal University, academic workshop on *Comparative Literary History of Colonization, Division, and Development* (2024. February.1-2).
- Co-convenor, presenter, and moderator, *Dialectics of Control: An Inter-Asian Perspective*, international conference (book project on-going), The Chinese University of Hong Kong.

Creative Practices

- Co-curated (with Benny Lim) the 7th season of *For Arts' Sake* (UK) podcast.

Tony LEUNG Tun Lim

A curator and veteran cultural administrator, Tony's background as a former cultural writer and broadcaster offers a cultural and social perspective that has shaped his career, from a branding-cum-fundraising specialist for a global NGO to a touring producer of cross-cultural theatre productions, and from a festival curator at an UNESCO-winning site to a deputy director at an institution dedicated to heritage conservation. Graduated with an Executive Master of Arts in Arts Management and Entrepreneurship and a Master of Social Sciences in Media, Culture and Creative Cities, he is an avid community observer while teaching creative industries and cultural management as a university lecturer across Hong Kong and Mainland China.

Research Projects

- Identity, Brand Building, and Long-Term Exhibition Design Strategy for the "Heritage Conservation and Resource Centre", a museum of conservation to be commenced in 2028 by LCSD

LI Mei Ting

Mei Ting LI (She/They) is a lecturer in the Department of Cultural and Religious Studies at The Chinese University of Hong Kong, where she completed her PhD in Chinese Language and Literature. Their current research interests include film and literature, popular culture, fandom, and queer culture in Hong Kong and among global Asian communities. She teaches literature and culture, popular culture, gender, and media courses. Besides teaching, she is also devoted to participating in cultural criticism writing. She has won the Award for Young Artist (Arts Criticism) of the Hong Kong Arts Development Awards 2018. Currently, she is dedicated to public education, with a focus on popular culture and queer studies.

Services

- Examiner (Literary Arts) of the Hong Kong Arts Development Council
- Arts Advisor (Art Criticism) of the Hong Kong Arts Development Council

Research Projects

- "The Materiality of Mourning: The Transnational Remembering of Hong Kong Queer Celebrities Leslie Cheung and Ellen Loo" (paper to be presented at AAS-in-Asia 2024)
- "Transnational Shipping Fandom and Queer Affective Community: The Case of Boyband Mirror in Hong Kong" (paper to be presented at ISAC 2024)
- "It almost feels like home: the (re)configuration and (re)imagination of community in the post-2019 Hong Kong Cinema," *Journal of Chinese Cinemas*

Publications

- Enoch Yee Lok TAM, Ella Mei Ting LI. (2024). The First Generation of Hong Kong Cinephiles: Yinguang. *Modernism/modernity*. 8 (3). <https://doi.org/10.26597/mod.0283>
- Ella Mei Ting LI. (2023). The Erotic, the Avant-Garde, and the Anarchist Arts: The Imaginations and Representations of Radical Politics in The 70's Biweekly, In Lu Pan ed., *The 70's Biweekly Social Activism and Alternative Cultural Production in 1970s Hong Kong*. (pp.196–223). Hong Kong University Press.

LI Tiecheng

LI Tiecheng is a lecturer in the Department of Cultural and Religious Studies at The Chinese University of Hong Kong, where he obtained his Ph.D. in Cultural Studies. His dissertation focuses on the ecologies and institutionalisation of Chinese independent films. His research interests include international independent film studies, documentary studies, and film education in Mainland China, Hong Kong, and Taiwan. He is currently engaged in a research project titled "Intermediality and Transmedia Storytelling in Chinese Independent Cinema," sponsored by the CUHK Direct Grant. He teaches courses primarily in film theory and practice, including Introduction to Film and Screen Studies, Chinese Independent Film Studies, Software Studies, Film Production and Presentation, Documentary Media, etc. Li Tiecheng is also a filmmaker. His documentary work "My Film and Brother Wah" was screened at the 15th IFVA and the 6th Chinese Documentary Festival.

Services

- Committee/Editor for the online journal Chinese Independent Cinema Observer by Chinese Independent Film Archive Newcastle University, United Kingdom (2020 to present) and attended the Chinese Independent Film Archive Launch conference (September to October 2023).

Research Projects

- Intermediality and Transmedia Storytelling in Chinese Independent Cinema (2022-24). Direct Grants, Research Committee, CUHK.
- Video Art Director, 'Art and Aging' impact case project for the Division of Cultural Studies (ongoing) (see page 20)
- Intercultural learning through film between London and Hong Kong. Collaborative Online International Learning Project in collaboration with Intercultural Communication MA programme at University College London.

Creative Practices

- Video Art Director, 'La rosa de mayo' by The International Poetry Nights in Hong Kong (October to December 2023).

Benny LIM

Benny Lim is the Associate Professor of Practice in Cultural Management and Director of the Master of Arts in Cultural Management programme at CUHK. He is also a Visiting Professor at The Design School of Taylor's University (Malaysia) since 2021. Beyond academia, Benny is active as a performance maker, theatre producer/director, and festival director. In the past 23 years, he has conceptualised and produced numerous theatre productions and art festivals, often with a focus on issues affecting marginalised communities.

Services

- Member of the Programme Sub-committee of The TENG Company, Singapore
- Member of the Advisory Board of the University Arts Centre, CUHK Shenzhen
- Arts Advisor (Arts Administration) of the Hong Kong Arts Development Council

Publications

- Lim, Benny (2024). The Art of Sponsorship: Navigating power relations between corporate sponsors and small performing arts organizations. Philanthropy in Performing Arts International Conference, Nova Drama Festival, Bratislava, Slovakia.
- Lim, Benny (Ed.) (2024). Bridging Cultures. Department of Cultural and Religious Studies, the Chinese University of Hong Kong. <http://doi.org/10.54165/9789887928546>
- Lim, Benny (2024). Cultural Districts and Tourism in Hong Kong: A Case Study of West Kowloon Cultural District. In: Wong, TC., See, HP., Milligan, M. (eds) Cultural Tourism in the Asia Pacific. Cham: Springer. https://doi.org/10.1007/978-3-031-63459-8_8

Research Projects

- Leading the 'Art and Aging' impact case project for the Division of Cultural Studies (ongoing) (see page 20)
- Convened the conference 'Cultural Management in the Post-Pandemic World' held in CUHK (October 2023) (see page 22)

Creative Practices

- Participating artist in 'La rosa de mayo' held in Aranya, China (October 2023)
- Participating artist in 'La rosa de mayo' held at Tai Kwun, Hong Kong (November 2023)
- Co-curated (with Yongwoo Lee) the 7th season of For Arts' Sake (UK) podcast for museum people (released from February 2024 onwards)
<https://forartsake.co.uk/>

Ashley Lee WONG

Ashley Lee Wong is Assistant Professor of Cultural Studies at CUHK. Her research bridges theory and practice to analyse the cultural economies of artists and practitioners working with art and technology. She is Co-Founder and Artistic Director, MetaObjects, a studio that facilitates digital projects with artists and cultural institutions. Her work has been published in academic journals including, *DATA browser*, *Curating Superintelligences*, 2024; *Screened Bodies*, *The Journal of Embodiment*, *Media Arts and Technology*, Vol. 7, Iss. 1, 2022; *Visual Culture Studies Journal*, Iss. 3-4, 2022. She is working on a monograph to be published by The MIT Press.

Publications

- Wong, Ashley L. (2024). *Beyond Scarcity: Intangible Art Markets of Digital and Conceptual Art* [Paper presentation]. 7th Annual Conference of The International Art Market Studies Association. The University of Melbourne, Melbourne, Australia.
- Wong, Ashley L. (2024). *LuYang - DOKU, Binary World: A Networked Live Motion Capture Performance Between Hong Kong and Sydney* [Paper presentation]. EVA London, British Computer Society, United Kingdom.

Research Projects

- *Building Digital Literacy in the Arts and Humanities*. (2024-26). Fund for Innovative Technology-in-Education (FITE), University Grants Committee.
- *A Response to Hong Kong's Arts Tech Policy: Shifting the Narrative on Art and Technology to Reconsider Cultural Development*. (2024-25). Direct Grant, Faculty of Arts, CUHK.

Louis YU Kwok Lit

Louis Yu is Adjunct Associate Professor of the Culture Department of CUHK, Adjunct Professor, Music Academy, Jiangnan University, Wuhan, and Adjunct Professor of the Royal Melbourne Institute of Technology (RMIT). He is also an Honorary Fellow of the Hong Kong Academy for Performing Arts. His first book *How to Culture a City* (2022) won the Hong Kong Publishing Biennial Award in 2023. His second book *Towards a Cultural City* was published in April 2024. His previous roles include the Director of the Hong Kong Art School, Executive Director, Performing Arts of the West Kowloon Cultural District, Chief Executive of the Hong Kong Arts Development Council and the Executive Director of the Hong Kong Arts Centre.

Publications

- Yu, Kwok-Lit. (2024). *Towards a cultural city* (in Chinese). International Association of Theatre Critics (Hong Kong).
[《文化城市之路》國際演藝評論家協會(香港分會)·2024]
- Yu, Kwok-Lit. (2023). The BEAM Cultural Indicators–A Pilot Study of an Urban Cultural Indicators System. *Culture: Policy, Management, and Entrepreneurship*, 2(1), 79-96.

MIA CMM



PROGRAMME ACTIVITIES

1

ART AND AGING PROJECT

Art and Aging:

The Role of Art in Shaping Collective Intersubjectivity and Mediating Social Change

The 'Art and Aging' research project was initiated by Professor Benny Lim, inspired by Professor Pang Laikwan's research. Prof Pang's research argues that the value of art transcends its practical, or utilitarian, functions. Her research also demonstrates how the arts can uniquely present us with an aging future that is worth anticipating.



Activities

Producing 11 short documentary films

With the advice from Dr Li Tiecheng, students from the Division Cultural Studies, including MACM students, produced 11 short documentary films featuring the artistic life of 11 seniors in Hong Kong. The films premiered at the Jockey Club Creative Arts Centre on 2 March 2024.

Community screenings and sharing

On 21 and 22 May 2024, the research team screened some of the short documentary films to seniors at Tai Po Neighborhood Elderly Centre and Yan Kwong Elderly Centre of Ying Ying Hsien Kwan. Several seniors featured in the films were also invited to share their stories. These two sessions attracted over 25 seniors from the elderly centres to sign up for our upcoming drama workshops.

Drama Workshops

The research team organised two sets of drama workshops for the seniors from the elderly centres in Tai Po. The sessions started in July and will span over 12 weeks.





Method of the Empowerment of Cultural Revitalization of Mainland China

Xiang, Yong

Professor, School of Arts, Peking University

Institute of Cultural Industries, Peking University

Director of Rural Innovation of China Cultural Industries Association

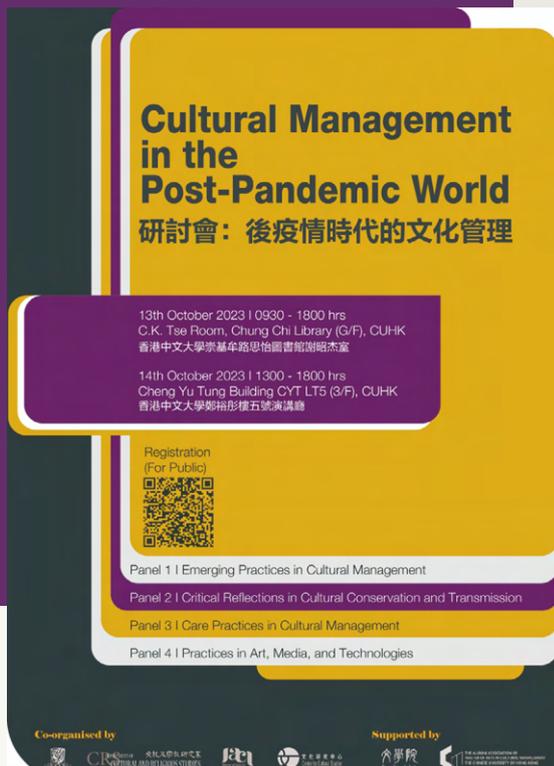
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2

CONFERENCE: CULTURAL MANAGEMENT IN THE POST-PANDEMIC WORLD

CONFERENCE:
CULTURAL MANAGEMENT
IN THE POST-PANDEMIC WORLD

Keynote lecture by Prof. Xiang Yong



13-14 October 2023

Convener: Benny Lim

Co-organised by MACM Programme and The Centre for Cultural Studies

This two-day conference engaged more than 20 scholars and practitioners in meaningful discussions on the new directions of post-pandemic cultural management practices and education, particularly in the Greater Bay Area and the region (East and Southeast Asia).

Keynote Speakers:

Dr Samuel Wong

(The TENG Company, Singapore)

Prof Xiang Yong

(Peking University, China)

Panel 1: Emerging Practices in Cultural Management

Panel 2: Critical Reflections in Cultural Conservation and Transmission

Panel 3: Care Practices in Cultural Management

Panel 4: Practices in Art, Media, and Technologies

Online Panel: An Ecology of Care For The Arts



Panel discussion (left to right: Benny Lim, Hoe Su Fern, Augustine Mok, Patrick Mok, Isabella Yun)

2



3

Visit to THE UNIVERSITY OF MANCHESTER

VISIT TO THE UNIVERSITY OF MANCHESTER

7-9 March 2024

The University of Manchester (UoM) is a strategic partner of CUHK. In March 2024, 3 faculty members and 12 MACM students visited UoM's Institute for Cultural Practices for an exchange. Exchange activities included course auditing and museum tours. The exchange also led to a joint research project which was awarded the Global Scholars Fund 2024-25. The research project will take place between August 2024 to July 2025.



01

Manchester Museum Visit



02

Whitworth Art Gallery Visit



ACADEMIC EXCHANGE WITH ATENEO DE MANILA UNIVERSITY

4

8-9 May 2024

In May 2024, 9 faculty members and 21 students/alumni from the MACM and M.A. in Intercultural Studies (MAICS) Programmes visited Ateneo de Manila University for an academic exchange. During the exchange, students/alumni presented in a graduate

symposium on “Archive as Method in Literary and Cultural Studies”, and participated in a one-day cultural tour to Pintô Art Museum and UNESCO World Heritage sites within Intramuros in Manila.



8-9
MAY

University Visit

4

Graduate symposium: Archive as Method in Literary and Cultural Studies



COURSE ACTIVITIES

Field trips - Visual Arts and Films



Field Trip to CHAT Rebecca Pan exhibition

With the Sun, She Quells the Night – A Tribute to Rebecca Pan, exhibition at Centre for Heritage, Arts and Textile (CHAT), The Mills (CULS5301)

Sigg Collection: Another Story, exhibition at M+ Museum (CULS5307)

Offerings for Escalante, exhibition at Para Site (CULS5307)



Field trip to Para Site's Annual Auction Preview

Para Site 2023 Benefit Auction Preview exhibition at Soho House (CULS5307)

Non-Fiction Film Fortnight, screening and events by Hong Kong Baptist University Academy of Film (CULS5329)

Digital Art Fair 2023 at Kunsthalle, K11 MUSEA (CULS5330A)

Mediatheque, M+ Museum (CULS5309)



Art Basel Field Trip

Art Basel HK 2024 (CULS5318)

Sour Punch: Magdalen Wong Solo Show, exhibition at Current Plans (CULS5401)

Field trips - Performing Arts

HK Wind Band History, concert by Men of Winds (CULS5308)

Stream of Dust by City Contemporary Dance Company at Freespace, West Kowloon Cultural District (WKCD) (CULS5308)

Chinese Opera Festival 2023, Cantonese opera at Bamboo Theatre in Victoria Park (CULS5317)

The Flower Princess, Cantonese opera at Shek O Tin Hau Temple (CULS5317)

The Great Gatsby by Hong Kong Ballet at Hong Kong Cultural Centre (CULS5320A)

Our Journal of Springtime, musical by Boom Theatre (CULS5320A)

Dance: Convergence by Hong Kong Dance Company at Freespace, WKCD (CULS5320A)

Imagine Land, HK Pop Culture Festival opening event at Victoria Park (CULS5320B)

Live jazz performance by Joyce Cheung trio at Laubak Livehouse, Freespace, WKCD (CULS5320B)



Blue House Field Trip



Shenzhen Trip

Field trips - Cultural Venue and Urban Districts

Trip to Macau - Galaxy Arena, Cinematheque Passion, Dom Pedro V Theatre (CULS5326)

Trip to Shenzhen - University Arts Center at CUHK (Shenzhen), OCAT (CULS5326)

Venue tour and sharing at Xiqu Centre and Freespace, WKCD (CULS5308)

Blue House Cluster and Wan Chai district guided tour (CULS5313B)

Wah Fu Estate, investigating urban renewal and the restoration of community culture (CULS5328)

The "Forgotten Spots" of Taipo, Taipo district tour (CULS5415)

Guest Speakers

Myriem Alnet (Islanders, HK), Visibilising island narratives against the developmental gaze: reflections from the Inter-Island Festival (CULS5313B)

Nixon Cheung (tramplus), sharing on Art Producing and Marketing (CULS5320A)

James Chong (Rolling Books), sharing on City and Culture Development (CULS5330B)

Rebecca Chou (Galaxy Entertainment Group), David Chew (National Heritage Board, Singapore), Benjamin Milton Hampe (ASEAN Foundation), Seminar on Cultural Leadership (CULS5303)

Benjamin Hao (Artist), sharing of art projects and exploring the relationship between community and nature (CULS5328)

Tim Hung (Blossom Lane Communications), sharing on Art Producing and Marketing (CULS5320A)

Jaffa Lam (Artist), Humanizing the Material (CULS5318)



Myriem Alnet

Marietta Li (United Overseas Bank Limited),
sharing on Art Producing and Marketing
(CULS5320A)

Jenny Liang (Guangzhou Opera House), Theatre
Lab and Stage Experimenters (CULS 5320A)

Liu Ding and Carol Yinghua Lu (Curators), Front-
stage and Backstage with the 8th Yokohama
Triennale (CULS5318)

Livia Nolasco-Rózsá (ZKM), The Virtual Condition
(CULS5330A)

Isabella Tam (M+), Curating in the 21st Century
Museum (CULS5307)

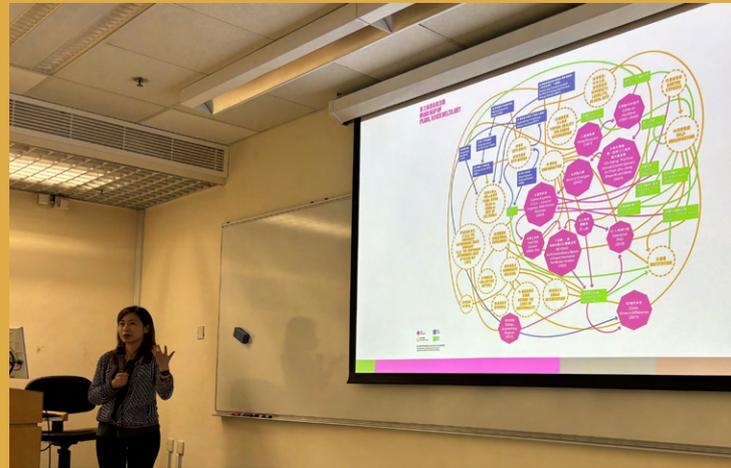
Tan Hua (Communication University of China),
Film Producing and Distribution (CULS5329)

Weiwei Wang (CHAT), Activating the Cultural
Heritage Through Exhibition Making (CULS5301)

Michelle Wong (HKU), The Artist's Archive: Ha Bik
Chuen Archive (CULS5309)

Samuel Wong (The TENG Company, Singapore),
Music for Mindfulness (CULS5308)

Mathias Woo (Zuni Icosahedron), Arts Tech Policy
and The Performing Arts (CULS5313A)



Isabella Tam



Samuel Wong

Workshops

Lecture and workshop on Aerial Filming
(CULS5329)

Hakka-inspired plant based hand-dyeing
workshop in Lai Chi Wo (CULS5328)

Art Happening workshop at Long Mei Beach
(CULS5401)

INTERNSHIP

Course Information and Learning Outcomes

Practical working experience is essential for the studies of cultural management. Internship in Cultural Management is a credit-bearing course in the second semester of the academic year. The programme identifies (mainly) non-profit arts and cultural organisations, each providing around 240 hours of internship opportunities. Apart from gaining practical experience, students will be able to build social and professional networks through working directly with arts and cultural organisations. Students will learn skills that will be useful for their career development after graduation.

In the 2023-24 academic year, the programme collaborated with 16 organisations, providing internship opportunities for 22 students (18 working in local organisations and 4 overseas).

List of internship organisations in 2023-24

Hong Kong

- 1 A.J.T. Music Academy
- 2 Art Museum, CUHK
- 3 Blindspot Gallery
- 4 Centre for Community Cultural Development
- 5 Centre for Cultural Studies, CUHK
- 6 Centre for Heritage, Arts and Textile
- 7 City Contemporary Dance Company
- 8 Drip Music
- 9 Hong Kong International Film Festival Society
- 10 Hong Kong Philharmonic Society
- 11 International Association of Theatre Critics (Hong Kong)
- 12 Kiang Malingue Gallery
- 13 Para Site

Overseas

- 1 18th Street Arts Center (Santa Monica, USA)
- 2 Adelaide Festival Centre (Adelaide, Australia)
- 3 InterAccess (Toronto, Canada)



Alice Wang (second left) visiting local art space with Para Site team



Event set up by Liao Ziling at Blindspot Gallery

GRADUATE RESEARCH PAPER/PROJECTS

Graduate Research Paper/Project is an elective course in which students are required to undertake an independent academic research or an independent research project in an area related to Cultural Management.

2023 - 2024

Cui, Jidan. *The Establishment and Generation of the Subjectivity of Shaowu Nuo Dance Inheritors.*

Feng, Xinning. *Fusing Culture and Commerce: A Case Study of the HE Art Museum in China.*

Liu, Yuxuan. *The art experience of the Immersive Exhibition: a Bodily Perceived Arousal – a Case Study of “Sea of the Cloud”.*

Qi, Shiyi. *Research on the Situation of Shenzhen’s Private Theatre Troupes.*

Tang, Lihan. *Cultural Communication in the Baishatun Mazu Pilgrimage.*

Wong, Nga Ki. *Art, Policy, and Poverty.*

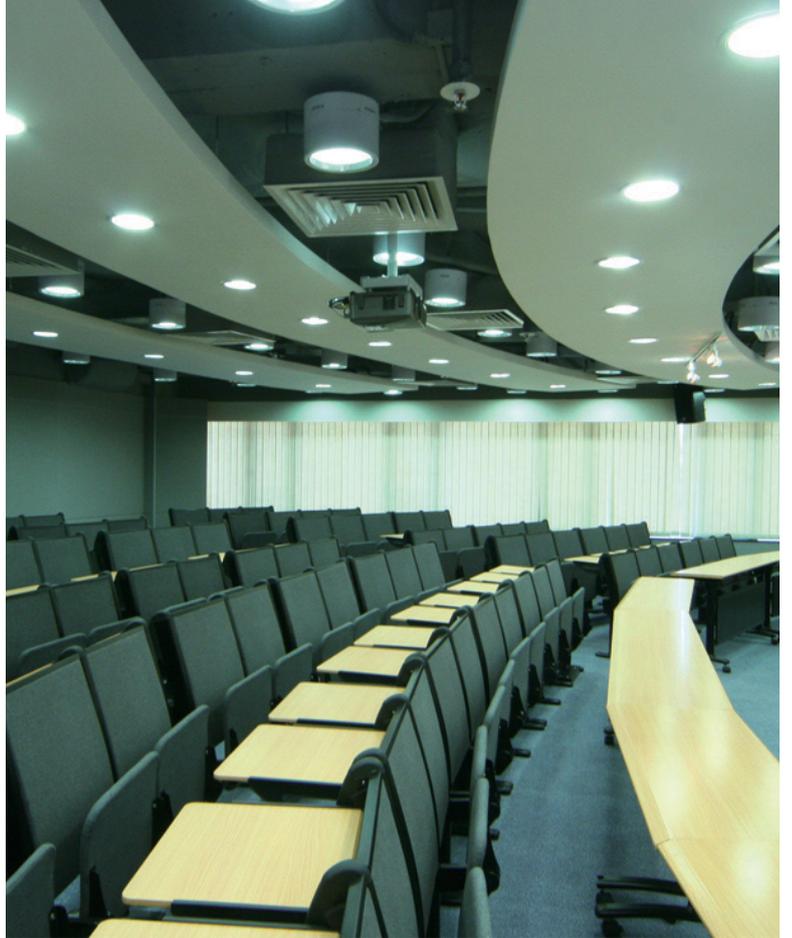
2022 - 2023

Chen, Chen. *Bamboo Theatre in Hong Kong: Challenges for Preserving Intangible Cultural Heritage.*

Gonzales, Joseph Victor. *Menempa Tari Tradisi – Preservation and Propagation of Intangible Cultural Heritage of Traditional Malaysian Dances.*

Lu, Haomin. *A Study on the Impact of Regional Cultural Policies on the Museum: An example of the impact of cultural policies in the Greater Bay Area Policy and the 14th Five-Year Plan on the Hong Kong Palace Museum.*

Wong, So Kwan. *The Phenomenon of Marginality: How can screendance be resituated in the dance ecosystem in Hong Kong?*



2021 - 2022

Cheung, Yuk Fan. *Survival for Small and Medium Arts Groups in Hong Kong.*

Gao, Ying. *Research on the Sustainable Development of Cultural Tourism Program - Take the Unique Henan • Land of Drama as Example.*

Lau, Tung Yan. *Rethinking networks: independent art spaces in 2021 Hong Kong.*

Ouyang, Yidan. *The Palace Museum on Cultural Diplomacy: Challenges and Opportunities in the digital age.*

Rooney, Mikayla Jing Mazzone. *Visual Culture, Social Media and the Artist.*

Ruan, Xinyi. *Art Mall and Art Activities - K11 as an Example.*

Tang, Xiaoyi. *Ethical Dilemmas in Performing Arts Management During Covid19: A Case Study of Hong Kong Ballet.*

STUDENT ACHIEVEMENT

MACM Merit Award 2023-24

Chan Chui Ying Ava, Cheung Yuk Yu Karma and Tse Chung Yuen Desmond have been awarded the MA in Cultural Management Programme Merit Award for the academic year 2023-24. This award is to recognize students who have excelled in their studies and actively participated in programme and course activities. Each recipient will receive a scholarship of HK\$10,000.



I am immensely grateful for the invaluable learning experience and support provided by the MACM program, enabling me to broaden my knowledge and skills in Cultural Management. I extend my gratitude to the dedicated faculty and my fellow students for their continuous guidance and collaboration. Reflecting on my MACM journey, transformative experiences emerged from various courses on diverse topics including film production, cultural policy, public humanity, and performing arts. I would also like to express my gratitude to the Leisure and Cultural Services Department for their support during my studies, and my heartfelt appreciation to my wife, whose care for our family has given me the space and support to concentrate on my studies.

Tse Chung Yuen Desmond

As a part-time student with over 10 years of work experience in the design and culture industry, this MACM programme has been a fruitful unlearning and relearning journey. It has enabled me to gain fundamental concepts and insights into the transformative power of art and culture to reimagine and reinterpret the world we live in. I have greatly enjoyed the sharing sessions by professors with diverse backgrounds and expertise, as much as I have treasured the peer exchanges and discussions. With these new lenses, I have more confidence and passion to pursue meaningful work at the intersection of art, culture, community and the world.

Chan Chui Ying Ava

Enrolling in the MACM program has been an enriching experience, offering a diverse curriculum and unique learning opportunities, including field trips and an exchange study trip to Manchester. I'm grateful for the collaborative environment, where working with passionate peers has broadened my perspectives. Special thanks to my professors—Prof. Benny Lim, Prof. Yongwoo Lee, and Prof. Ashley Lee Wong—for their guidance, expertise, and encouragement. I am grateful to have studied under them; they ignited a deep passion in me and shaped my career aspirations and vision for the cultural and creative industries.

Cheung Yuk Yu Karma



10th Hong Kong University Student Innovation and Entrepreneurship Competition

MACM students Wong Yi Ling Elaine, Cheng Sin Ying Hebe and Cheung Yuk Yu Karma participated in the 10th Hong Kong University Student Innovation and Entrepreneurship Competition with their project Digiverse, developed based on the course project of CULS5303 Cultural Management and Arts Administration. Project Digiverse was awarded the Merit Prize of Social Enterprise/ Cultural and Creative Services in the Competition.

ALUMNI ASSOCIATION



Alumni Association President's Message

Established in 2010, The Alumni Association of Master of Arts in Cultural Management (AACM) has been facilitating effective communication among alumni and providing supporting to current students (e.g. through our mentorship programme "Buddy Scheme" since 2017 till now), acting as a communication channel between CUHK and our alumni by participating in events like busking performance at CUHK Alumni Homecoming 2023, promoting the professional exchange of experience and expertise in cultural management among alumni through recent events such as the Annual Dinner and watching shows together, trying best to be an advocate and facilitator in the field cultural management to foster professionalism with fellow alumni's joint efforts and MACM's support. Together with our alumni, AACM shall continue to sustain and strive for excellence in the changing world.

- CHENG Hung Kam Wayne



AACM Annual Dinner (Oct 2023)



AACM 7th Executive Committee 2024-2026

**Alumni Association of M.A. in Cultural Management (AACM)
The 7th Executive Committee Member List (2024-2026)**

- President: CHENG Hung Kam Wayne (2011)
- Vice President: WONG Kin Kong (2018)
- Honorary Secretary: LAW Sze Ida (2019)
- Honorary Treasurer: DENG Fuyi Shirley (2018)
- Executive Officers: SUM Choi Lo Renee (2020)
ZHOU Qiqing Sophie (2018)



Drama Watching
(and conversation with the Director)
(May 2024)

AACM Website: <http://cuhkaacm.com>

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Follow us on Instagram

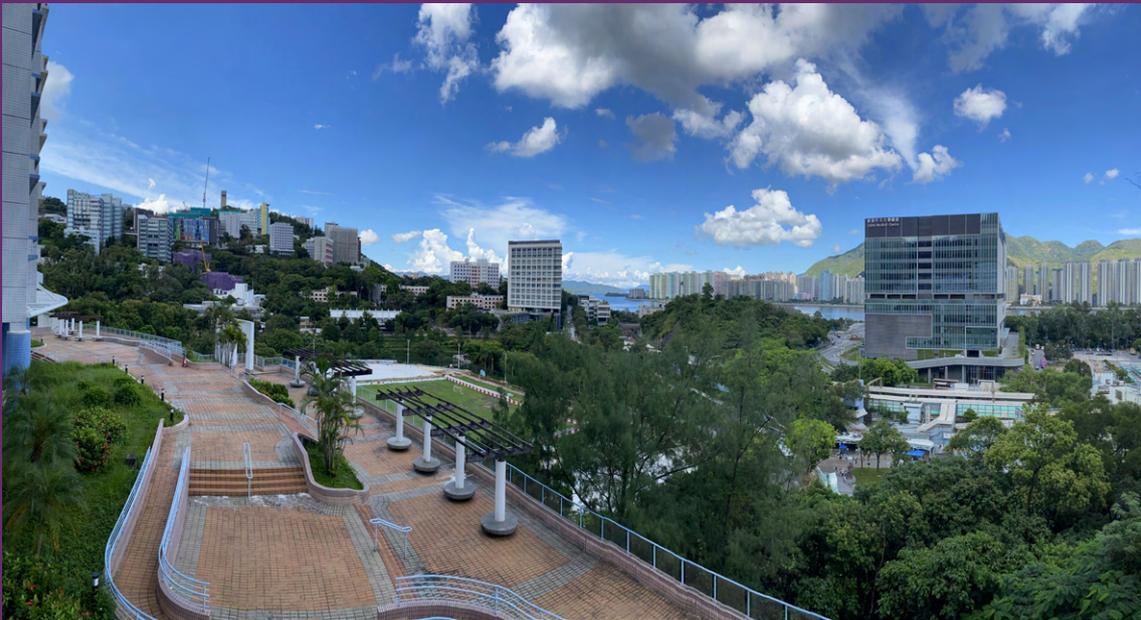


Busking at CUHK Alumni Homecoming
(Dec 2023)

MACM

ANNUAL REPORT

2023/2024



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