

BA Programme in Cultural Management

文化管理文學士課程



香港中文大學
The Chinese University of Hong Kong

內學院
Faculty of Arts

文化
管理
2.0
Cultural
Management

BA Programme in
Cultural Management
文化管理文學士課程

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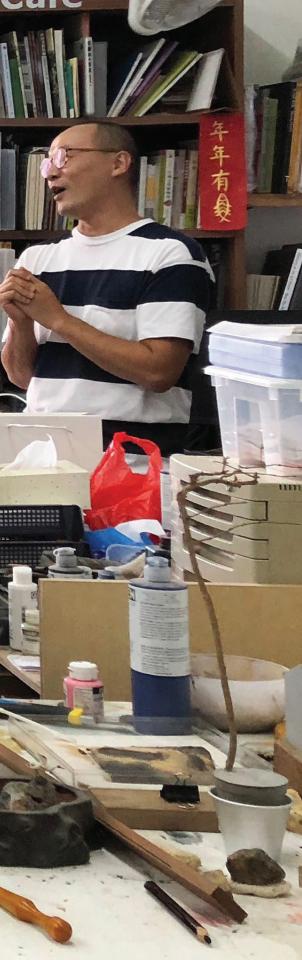
What is Cultural Management

Cultural Management is a broad field which aims to bring culture to meet public needs and enjoyment. This Bachelor Programme covers three areas of Cultural Management:

1. Heritage and Conservation;
2. Cultural Development and Creative Industry;
3. Arts and Festival.

People have come to realize that culture contributes significantly to economy. In the present century, our economy is relying heavily on

the developments of cultural and creative industries. Social awareness towards cultural authenticity, entirety and diversity, is also on the rise. There is a growing number of cultural infrastructure which include not only museums, but also large-scale cultural districts, small-sized community arts space, and public areas designated for socio-culture facilities. Thus, there is a pressing need to shape students of humanities with visions, expertise, sensibility, and ethics to serve as the mediators between the public and cultural productions. They will form



the core "cultural software of our city".

This BA programme emphasizes cross-disciplinary studies. It aims to educate and train this new breed of cultural leaders and mediators to interpret, define and defend cultures. With senses and respects for different cultures, they will commit to develop local culture from the perspectives of Fine Arts, Anthropology, History, Archeology, Cultural Studies or any combinations of the above.

甚麼是文化管理

文化管理是一門涵蓋廣泛知識的學科，其目的在於使文化活動切合公眾需要和享受。本課程涵蓋文化管理的三大範疇：

1. 古蹟保育；
2. 文創產業發展；
3. 藝術及節慶活動。

文化活動對經濟的貢獻開始備受注目。在本世紀，我們的經濟十分依賴文化及創意產業的發展。而公眾亦日益重視文化的原真性、完整性及多元化問題。近年，不少文化基建相繼落成，包括博物館、大型文化區、小型社區藝術空間，及被劃為社區文化設施的公共空間。因此，我們極需培養具人文學科知識的學生，同時兼具文化視野和觸覺、專業知識和操守，以作為公眾和文藝作品之間的中介人，成為我城的核心文化軟件。

文化管理文學士課程重視跨學科學習，以求培育新一代文化領袖和文化中介者。他們將能詮釋、界定並捍衛不同的文化。具備對不同文化的認識和尊重，學生將能從藝術研究、人類學、歷史學、考古學、文化研究等視角，積極推動本地文化發展。





Programme Introduction

The Programme is set to provide foundational trainings in Humanities for the first two to three years of studies. Students are suggested to develop one or two areas of focused studies, which may be in Fine Arts, Heritage, Performing Arts, Literature and etc. The final year provides intensive trainings in forms of research and/or internships which develops administrative skills, critical capacity and creative thinking. Graduates from the Programme will find career opportunities at cultural organizations with a public orientation, ranging from cultural institutions such as museum, performing arts venue, community arts centre, to media and social service agencies.

課程簡介

本課程首兩至三年提供人文學科的基礎訓練。我們鼓勵學生從藝術、古蹟遺址、表演藝術、文學等範疇中挑選一至兩個方向重點學習。第四年將以研究或實習項目作為進深訓練，培養學生處理行政事務技巧和批判及創意思維能力。畢業生將能投身於以公眾為本的文化組織，如博物館、表演藝術場地、社區藝術中心等文化機構，及至媒體和社會服務團體。

Skills 技能

- Organization and management skills in working with parties
掌握與不同團體合作的組織和管理技巧
- Critical skills in cultural interpretation
對文化詮釋的批判能力
- Creative skills to develop innovative approaches and shaping of cultural policy
具備創意思維，以發展創新的文化政策

Knowledge

知識

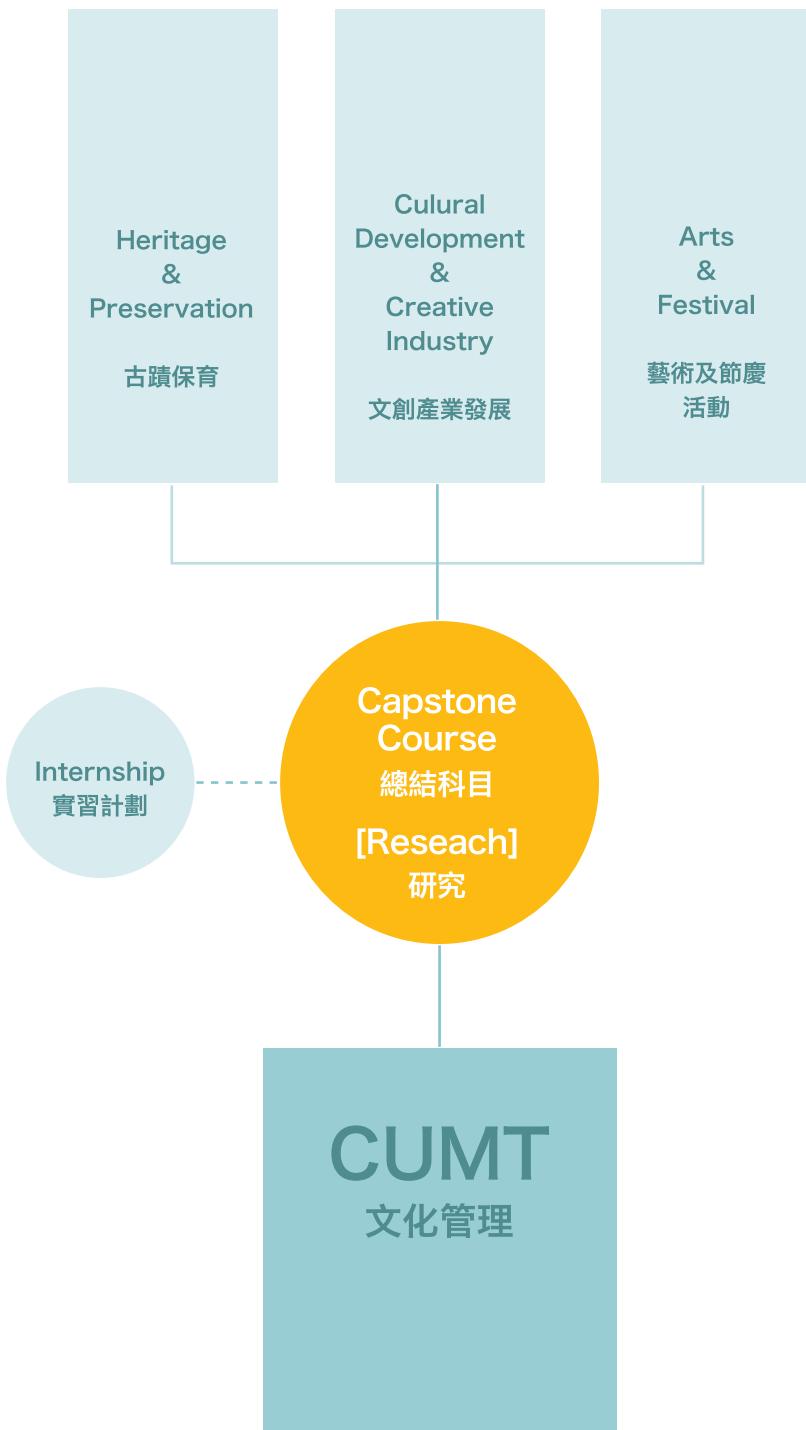
- Art History of China and the West
認識中國及西方美術史
- Cultural History and Heritage of Hong Kong and China
認識香港及中國的文化史與文化遺產
- Basic knowledge in theatrical studies, cultural tourism, arts festivals programming
學習劇場研究、文化旅遊及藝術節編目的基本知識
- Curatorial planning and skills
掌握策展計劃與策展技巧

The three main areas of our educational focus
三個主要教育重點

Values 價值

- Appreciation and respects for different cultural groups
欣賞及尊重不同文化團體
- Commitment in developing local culture with a global vision
以具前瞻性的國際視野，積極推動本地文化發展

Scope Of Studies



Our Teachers



Prof. Isaac Leung

梁學彬教授

Prof. Leung is a practicing artist, curator, and scholar in art and culture, who received an Honorary Fellowship of a BFA at the School of the Art Institute of Chicago. In 2013, He was appointed Chairman of Videotage, during which he has initiated/participated in ISEA Festival, Loop Barcelona, Clockenflap, Art Basel and many other projects. He has taught both studio and theoretical courses covering media art, curation, exhibition studies and cultural theories. His research interests include contemporary art, cultural historiography, arts management, cultural industries, and the art market.

梁學彬教授身兼藝術家、策展人及藝術文化研究學者，於美國芝加哥藝術學院取得美術學位榮譽院士。2013年獲委任為錄映太奇的主席，推動並參與電子藝術交流協會藝術節(ISEA Festival)、Loop巴塞羅那、Clockenflap和巴塞爾藝術博覽會。梁教授過去曾執教理論和工作室課程，涵蓋媒體藝術、策展、展覽研究和文化理論等領域。研究興趣包括當代藝術、文化史學、藝術管理、文化產業和藝術市場。



Prof. Fanny Chung

鍾明恩教授

Prof. Chung specializes in music and performing arts. She obtained her doctoral degree from the University of Bristol. Her substantive research interests are interdisciplinary, encompassing arts management, music and arts education, curatorship of arts festivals, and Xiqu studies. She is also a specialist in early childhood music and arts education, and her books and curriculum resources have been widely adopted by schools as textbooks and references. In addition to her role as a scholar, researcher and educator, her past works also encompass the administration, development and management of performing arts programmes in Music, Theatre and Dance.

鍾明恩教授於英國布里斯托大學取得博士學位，研究及教學主要集中於音樂、表演藝術管理及藝術節策展。鍾教授亦是幼兒音樂及藝術教育專家，其曾出版的書籍及教材廣泛被學校採用為教科書。過往的工作包括其他藝術項目的開發和管理，如音樂、戲劇和舞蹈領域等。



Prof. Peng Peng

彭鵬教授

Prof. Peng holds a PhD and an MA from Princeton University, an MA and a BA from Peking University. Before joining The Chinese University of Hong Kong, he taught at Pace University (2017) and The University of Minnesota, Twin Cities (2018-2019). His research centers on the art, archaeology, visual and material cultures of ancient East Asia. He is currently working on two book projects, respectively Metalworking in Bronze Age China: The Lost-Wax Process (peer-reviewed monograph, under contract with Cambria Press), and Bronze Casting in Early China (manuscript in progress, under contract with Amsterdam University Press).

彭鵬教授於北京大學取得學士及碩士學位後，再於美國普林斯頓大學獲取博士學位。加入香港中文大學之前，彭教授曾任教於美國佩斯大學及明尼蘇達大學。研究主要集中於古代東亞的美術、考古、視覺及物質文化。彭教授近期專注研究及撰寫兩項專書作品，分別是 Metalworking in Bronze Age China: The Lost-Wax Process 及 Bronze Casting in Early China (均即將出版)。

Career Prospects

Most of our graduates are employed in NGOs, Governmental Institutions, and private funded institutions related to Cultural Management, in which some of them are employed in reference to their good internship performance. The most reported positions and job natures include:

- Administration
- Art Development Officer
- Marketing and PR
- Research
- Copywriting and editing
- Curating
- Tour Guiding
- Performance

Our graduates are employed by various kinds of institutions, such as Tung Wah Group of Hospitals, Asian Film Awards Academy, Hong Kong Society for Education in Art Limited, Hong Kong Philharmonic Society Limited, Hong Kong Repertory Theatre, Christie's Hong Kong Limited, Oil Street Art Space, The Cantonese Opera Advancement Association, Hong Kong Jockey Club, Unlock Dancing Plaza Limited, and etc.

As we encourage students to develop expertise on specific subjects, some of our graduates have had their further studies, whether in Hong Kong or overseas, on Humanities subjects such as Museum Studies, Anthropology, Fine Arts, Cultural Studies and Literary Studies.

就業概覽

本課程的畢業生多於有關文化管理的政府機構、非政府組織及私營機構就業。部份於實習期間表演優異的學生，畢業後亦獲得機構再次聘用。現時最常獲聘用的職位及工作性質包括：

- 行政管理人員
- 藝術發展統籌
- 市場策劃及公共關係
- 研究人員
- 撰稿及編輯人員
- 策展
- 導遊及導賞
- 藝術表演

畢業同學獲聘機構包括東華三院、亞洲電影大獎學院、香港美術教育協會、香港管弦樂團、香港話劇團、佳士得拍賣行、油街實現、粵劇營運創新會、香港賽馬會、不加鎖舞踊館等。

由於本課程鼓勵學生發展專科知識，部分畢業生會選擇在本地或海外繼續攻讀人文學專科，包括博物館學、人類學、視覺藝術、文化研究及各國文學等，以充實專門知識，更稱職地擔任文化管理的工作。



Voice of Students

Current Students 本科生



Chan, Wai Lam, William

Year 2 Student

Hong Kong is a melting pot of cultures of which the citizens used to be proud. But why the city has been ridiculed as 'Cultural Desert'? Studying Cultural Management allows us to look into different cultural issues and trains us to be a professional mediator for strengthening the link between the arts and the public. Cultural Management is a unique programme with much emphasis on cross-disciplinary studies. Here you could learn much more than you imagine. It offers us great flexibility and freedom to choose different streams and topics in which we are interested and enables us to evaluate diverse cultural issues widely and deeply from various perspectives. Apart from exploring an array of art forms from countries, I have also learnt to analyze the relationship between artworks, the society and the commercial market. The programme is not big but it is the reason why we are as united as a warm family.

'It was the best of times, it was the worst of times', as quoted from *A tale of Two Cities*, I wish we could contribute all our best and efforts to safeguarding our local cultures.

Li, Kin Wang, Ernie

Year 3 Student

Having studied CUMT for two years, I realized that it is an insightful exploration of the operation of cultural events and products. It is to learn how different stakeholders in the cultural industries function and organize policies, performances, exhibitions and markets, which are closely related to our daily lives. I obtained an excellent experience in coordinating a tour of historical sites in the campus. Even I am quite familiar with guided tours, I was shocked that organizing a tour could be much more difficult and complicated than I expected. I also learned that cultural industries work as an ecosystem that various elements including policies, organizations and audience tightly influence each other. Through the programme, I have got deeper insight into how we could engage in the industry with a mature mindset. It has also equipped me with multiple skills to build a bridge between numerous participants and cultures. .

Lee, Cho Ying, Kelly

Year 4 Student

Many people may not be familiar with the discipline "cultural management", wondering what they can learn from it when getting to know about the programme for the first time. First of all, "Culture" can be demonstrated in different ways: lifestyles, trends, food, habits, conversations, etc. Under the influence of globalisation, communities around the world become closer than ever, combining various cultures and diversifying the cultural landscape. People now have their own definition and opinion on culture, valuing innovation and inheritance. On the other hand, culture-related enterprises have been developing successfully over the years while creative industry is lime-lighted in current market. Under such circumstances, a new generation with both cultural and business sense is nurtured through this programme, which will contribute to the development of the cultural industry as well as our cultural values.

Current Students 本科生



陳偉霖

文化管理二年級

相比起大學中的其他科目，文化管理可說是十分特別的一科。很多人經常說香港是「文化沙漠」。誠然，對比其他國家，現時香港的文化產業的確稱不上是成功。但，又有多少人問過，為什麼香港會變成「文化沙漠」？就讀文化管理的這一年中，我認為我學到的遠比我想像的更多。本科的自由度非常大，除了管理外，有著各式各樣的專項文化議題任君選擇。在課程中，我能夠探討不同地方和形式的藝術，以及藝文作品與社會及商業之間的關係。文化管理人數較少，但也因此使彼此之間更為團結，就像我們經常稱文管為「大家庭」。最後，我在此套用「雙城記」中的名句：「這是最好的時代，這是最壞的時代」。寄望在這個年代，我們都能夠為捍衛文化的發展出一分力。

李鍵泓

文化管理三年級

通過這幾年的學習經驗，我認為文化管理就是對文化、機構、活動運作進行探索，以及了解文化產業中不同的持分者如何制定文化政策及組織各類型表演和展覽等。

我曾經在課堂中組織一個導賞團。過程中，我發現舉辦導賞團不是想像中那麼輕易，而當中會遇到不少的難題，需要我們多番考量及檢討。這些經驗強化了我在策劃文化項目上的能力。其實文化政策、機構和受眾都是不斷相互影響著，從而構成文化產業這龐大的生態。課程使我學習到文管行業的基礎知識，同時培訓了我們各種管理及思考能力，有助我們更掌握行業的發展及需要，讓我將來更有效為參與者與文化之間架起橋樑。

李祖盈

文化管理四年級

相信很多人對文化管理這門學科非常陌生，初次接觸的人都會好奇到底讀文管能學習甚麼。首先，文化透過不同形式呈現：生活方式、潮流、飲食、習慣、對話等等。在全球化的影響下，不同社區的文化開始有交集，然後融合或改變。人們對文化開始有不同的界定，文化創新、文化傳承等名詞萌芽；與文化有關的產業正在不斷發展，創意產業也成為新的商機。我覺得在這大環境下，需要一群對文化和商業均有觸覺的新一代，帶動香港文化產業發展並發揮其文化價值。

Alumni 華人校友



Wong, Ho Lai, Gavin

Graduated in 2018

To the general public, "Cultural Management" is still not a very well-known term. As a graduate, I can firmly say that Cultural Management is an interesting, practical and professional subject and discipline. In this programme, freshmen began with building up their basis of cultural knowledge in their first study year. Then, they were free to acquire the specific subject knowledge that they are interested in, such as performing arts, Chinese culture, culture-led urban development, and etc. Academic knowledge which is learnt from classes does not only prepare us with skills for future career, but also provide us with the pragmatic insight which is useful in our daily life.

Chan Ying Hang, Harmony

Graduated in 2018

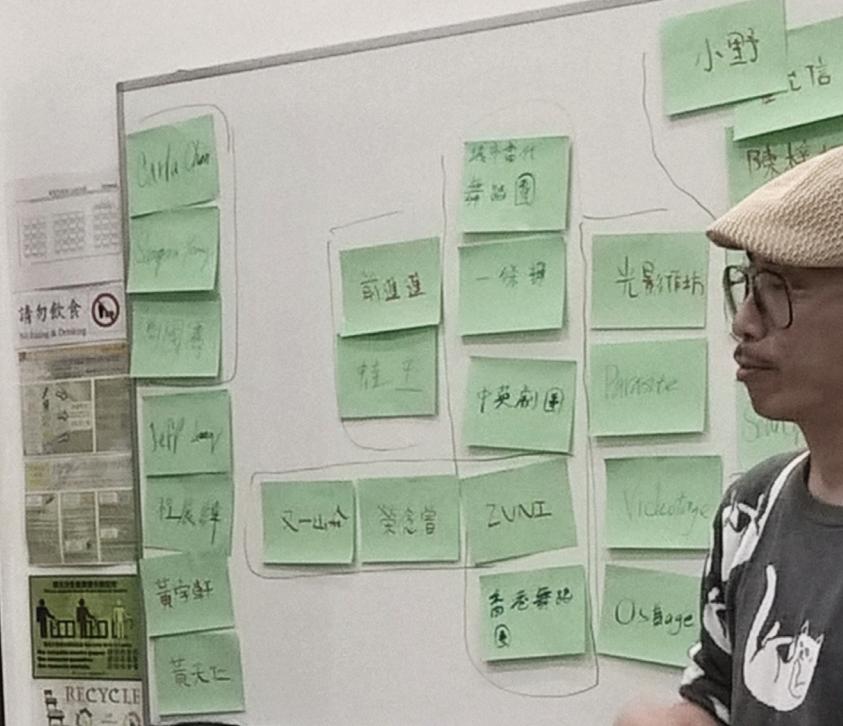
I am so grateful to have my precious four years' university life being spent in Cultural Management Programme which allows me to explore different knowledge about arts and culture. I used to believe that I would only be interested in Visual Art. However, at the end, I learnt more than I expected. I explored widely about art in different region and forms, deeply on how to influence the society through art. Most importantly, I have learnt to embraces all possibilities that art and culture could bring us. For me, what I have learnt in these years is to open up myself to various possibilities and unknowns, and believing in what you are doing are the most important & meaningful things.

Leong, Ka Hou, Kelvin

Graduated in 2017

Cultural Management Programme is not only about how to manage, it also expanded my vision on understanding and exploring cultures. We have much freedom to take different courses, and express our thoughts in class. Only through real and thorough experiences could we fully understand the meanings and values of cultures, so as to present them with management strategies. I wish this programme could keep nurturing student the spirit as a cultural defender with the ability to think critically , and the respectfulness towards other cultures, so that graduates could contribute to both local and international cultural developments in this era.

Alumni 毕業生



小野
立信

陳梓

王顯禮

2018 畢業

「文化管理」一詞對大眾來說，仍是一個較陌生的名詞。作為畢業生，我可以肯定地說，這是一門有趣、實用且專業的學科。從新生入學便開始鞏固其文化知識的基礎，往後三年可向自己喜愛的範疇邁進，例如表演藝術、中國文化及文化導向城市發展等。課堂上獲得的專業知識，不僅為我將來的工作做好準備，在日常生活中亦可以活學活用。

陳映亘

2018 畢業

我很慶幸能夠在文化管理課程渡過寶貴的大學四年。這四年讓我有足夠的空間和機會探索不同新奇有趣的事物，不同的藝術和文化知識。我曾經以為我只對視覺藝術感興趣，但最後，我學到的比我想像的多。我探索過不同地區和形式的藝術，深入探討過如何通過藝術影響社會，更重要的是學會了接受藝術和文化給我們帶來的所有可能性。並不是所有可能性都是我們期望之內的，但學會和願意擁抱可能性很重要。對我來說，學會打開胸襟接受各種可能性和未知，並相信你正在做的事情是有意義的，是這四年來我學到的最重要的事情。

梁嘉豪

2017 畢業

文化管理不只教我們如何管理，更擴大了我對文化的視角、帶領我走進文化大觀園。學生有很大自由度去選修不同科目，也有很多發表意見的機會，因為必須親身體會文化、了解其內涵，才能有效把文化的意義和價值透過管理方法發揮出來。我寄望文化管理能培養學生文化捍衛者的氣度、批判思考能力及尊重文化的胸襟，並在這重視文化藝術發展的年代，推動國際及本土文化事業的發展，為文化發展出一點力。

Feedbacks on CUIMT Cultural Exchange Programme



LI Wing Yan, Cyan

Seoul and Gwangju, South Korea

I decided to join this fieldtrip because I wanted to know more about Gwangju's history on democratic activities. So, I was very excited to visit the May 18 Memorial Culture Center. It was stunning to go into the restored military court and prison coincided with historical materials, in which I had a completely different feeling when comparing to the time I read the books and watched the movies on this topic in Hong Kong. I love the visit to Leeum, Samsung Museum of art and National Museum of Modern and Contemporary Art in Seoul. It is not only because I could now understand much better about Korean artworks despite of the language barrier but I could also feel how warm experience could be provided by an art museum to local and foreign visitors. Such experience echo and support the knowledge of Cultural Management I have learnt in classes and has further broadened my horizon .



CHEUNG Tze Yau, Louis

Taipei, Taiwan

In this five-day exchange programme, I have visited several Cultural Parks in Taipei such as Songshan Cultural and Creative Park and Huashan 1914 Creative Park. I was glad that we happened to visit a graduation exhibition held by students who are studying subjects related to cultural industry in Taipei. I had an opportunity to explore their exhibitions which included Comics designs, Music and Dance Performance, etc. Amazed by the diversity on their graduation projects, this experience has also inspired me to explore and review how my acquired knowledge in Cultural Management could be effectively applied on future career like curating exhibition.



CHU Kei Tin

Beijing, China

The most valuable experience in this fieldtrip, is the academic exchange session with students from the Central Conservatory of Music, National Academy of Chinese Theatre Arts, and Renmin University of China. Of course, we have learnt about many cases on cultural management of different regions in classes, but it was like armchair theories on books which is more distanced. In this fieldtrip, however, I learnt a lot from the views and ideas of those students in Beijing about the situation of the cultural management sector in China, as well as their own perspectives towards such field, hence enhancing my understanding towards cultural management and related issues in China.

海外交流活動成員感想



李詠欣

首爾光州文化藝術體驗團



回想當初是被光州民主運動的歷史吸引而決定參加，所以對參觀5.18自由公園的展覽館特別期待。歷史資料配合親身走進當時的法庭和監獄所帶來的震撼，與在香港透過閱讀或電影去了解是兩種截然不同的感受。另外，我很喜歡交流團安排參觀的三星美術館和國立現代當代美術館。除了因為可以欣賞以往因語言限制而無法深入了解的韓國藝術作品，更讓我體會到美術館的設施如何帶給當地人甚至外國人更貼心的觀賞經驗。這些經驗與我們在上課時學到的文管知識互相補足，擴闊了我的視野。



張子游

台北文化藝術交流團

這次為期5日的台灣交流活動，我們參觀了很多台北的文化景點，包括參觀了松山文創園區及華山1914文化創意產業園區。遊覽這些文創園區的同時，我們有幸遇上了一些有關文創科目所舉辦的畢業展覽。我們亦趁這個機會和他們的準畢業生交流，在欣賞他們的作品的同時也了解他們的創作理念。他們的作品形式豐富，包括有漫畫、音樂及舞蹈表演設計等。是次的台北交流活動令我眼界大開，除了體會到文化創作形式的多元化之外，同時也令我反思文化管理的學科知識如何應用在舉辦藝術展覽等文化工作。

朱元天

北京文化藝術交流團

這次北京文化交流之旅最難得的經驗，想必是親身與中央音樂學院、中國戲曲學院及中國人民大學的學生對話。平日的課堂中，固然會提及其他地方與文化管理有關的案例，但是因為只能夠透過文字紀錄了解當地的情況，往往難以有更深刻的體會，所以是次文化交流中，內地學生們分享對內地業界環境，以及自己個別的想法，都使我獲益良多，對內地文化管理相關事務有了更多的理解。





* 嘴謝合舍及金齡圖書館



Academic activities and Student activities

In order to provide the latest information and knowledge out of class, public lectures and workshops are regularly held in every semester. Experts and scholars from Hong Kong and overseas are invited to deliver lectures specialized in cultural management covering topics on performing art, curatorship, heritage management, archeology, community arts, cultural tourism, etc.

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1. Workshop of Artist-in-Residence: Visiting the Studio of local Artist Wong Tin Yan | 香港藝術, 實地唔難? 文化中介工作坊: 參觀本地藝術家王天仁工作室
2. Ethnic Dance Performance | 民族舞表演
3. Space invaders Hong Kong | 香港入侵
4. Conference on Shang and Zhou Bronzes and Casting Technology | 《商周青銅器暨鑄造工藝研究》研討會
5. CUMT O' Camp 2015 | 2015 文化管理課程迎新營



Most of the CUMT subjects contain local fieldtrip as a part of experiential learning. Students are brought to the sites, such as artist's studios, museums, backstage of performances and etc., so as to link up their classroom knowledge with on-site experience.

Organized by Student Committee, seminar series, workshops and cultural tours are held on irregular basis. For leisure, parties and gatherings are held every semester which aim to connect students from various study years and to build up the student network in cultural management.

學術活動及學生活動

為了向學生提供業界最新動向和課堂外的知識，我們定期在每學期舉行公開專題講座和工作坊，並邀請來自香港及海外的專家學者就文化管理作專題講座，涵蓋表演藝術、策展、遺址管理、考古、社區藝術、文化旅遊等範疇。

由本課程提供的科目，不少包含本地考察活動作為學習經歷的一部分。學生將能進入藝術家的工作室、博物館和表演後台等工作現場作實地視察，讓學生連結課堂知識和現場狀況。

由學生幹事會舉辦的專題講座系列、工作坊和文化導賞等亦不定期舉行。學生幹事會亦會於每學期舉辦聯誼派對等活動，讓不同年級的同學能互相認識，藉以建立起文化管理課程的學生網絡。



香港藝術中心
HONG KONG ARTS CENTRE

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1. CUMT Internship Programme: Hong Kong Arts Centre | 實習計劃: 香港藝術中心 2. Fieldtrip to Korea: Visiting SNU Museum of Art | 韓國考察團: 參觀首爾大學美術館 3. Fieldtrip to Beijing: Visiting the Temple of Heaven | 北京考察團: 參觀天壇 4. CUMT Student participated in the Beijing Palace Museum Conservation Internship Programme | 文化管理學生參加「北京故宮博物院實習計劃」 5. CUMT Internship Programme: Hong Kong Repertory Theatre | 實習計劃: 香港話劇團



Overseas Fieldtrips and Internship Opportunities

Since 2014, overseas fieldtrips, such as visits to Taipei, Beijing, Seoul and Gwangju, were organized every year aiming to provide cultural exchange opportunities to our students. Students are exposed to local cultural performances, institutions and sites so as to gain visions, inspirations and reflections towards the situation and future development of cultural management in Hong Kong.

As a feature of cultural management programme, internship programme is offered to our students as a credit bearing subject. Senior students are encouraged to enroll the programme as practical training before their graduation.

Recently, over 20 institutions are collaborating with us and providing relevant internship positions to our students. You may check the list on our website.

海外考察團及實習計劃

自2014年起，本課程每年均舉辦海外考察團，為學生提供海外交流機會。近年，考察團曾到訪台北、北京、首爾及光州等地。透過觀賞當地文藝表演、參觀文化機構和場地，學生得以開闊眼界，獲得啟發，並通過比較反思香港文化管理的現狀和將來。

本課程其中一個特點是為學生提供有學分的實習計劃。我們鼓勵高年級學生選修實習計劃，作為畢業前的實務訓練。現時超過20間合作機構為本課程的學生提供相關的實習機會。機構名單可參閱本課程的網頁。

BA Programme in Cultural Management

文化管理文學士課程

management

ɪ'mændʒmənt

noun [mass noun]

1 the process of dealing with or controlling things or people: the management of the economy | businesses were slow to adopt the key elements of environmental risk management.

- [treated as singular or plural] the people managing a company or organization, regarded collectively: management were extremely cooperative.
- the responsibility for and control of a company or organization: a successful career in management.
- Medicine & Psychiatry the treatment or control of diseases or disorders, or the care of patients who suffer them: long-term management of patients with cirrhosis.

• archaic trickery; deceit: if there has been any management in the business, it has been concealed from me.



BA Programme in Cultural Management

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