City and Cultural Development

Course Code: CULS5330B
Special Topics in Cultural Management II:
City and Cultural Development 城市與文化發展

Instructor: Professor Louis YU

Day and Time: Sat 10:30 to 1:15 pm
Location: G02, Lee Shau Kee Architecture Building (ARC G02)

City and Cultural Development

Course Description

This course aims at equipping the cultural management students with the conceptual and analytic tools of urban culture and to link the practices of cultural management with the macro perspective. Through the studying of city and culture theories and concepts, students will be able to use multiple angles to examine the relationship between city and culture. Students will be introduced to use different ways to articulate, measure and compare culture development of cities. Through case studies, individual assignments and group projects, students will learn how to make a city more cultural from the cultural management perspective.

Intended Learning Outcomes:

1) Understand theories and concepts on city and culture.
2) Learning different ways to analyse and articulate city culture.
3) Learning the principles in city culture planning.
4) Apply the learning in cultural management practices.

Course Syllabus

Week	Topic / Lesson	Contents / Fundamental Concepts
1	What is a city?	City as the centre of power, wealth and living.
2	Concepts of City Culture	Urban culture theories. BEAM theory.
3	Culture and the 18 districts of Hong Kong	18 districts cultural analysis, Urban and Rural Culture.
4	Cultural policy and Hong Kong	History of cultural develop in HK
5	Culture and Places	Place and placemaking
6	Culture and Economy	Creative economy
7	Culture and Society	Culture and Social innovation
8	Culture, City Branding and Tourism	Soft power and city branding
9	Culture, Environment and Sustainability	Sustainable development and culture
10	Festival, Music and Cities	Festivalisation of cities and music cities
11	Mega cultural projects	Cultural districts, West Kowloon.
12	City Cultural Policy	City Cultural Policy
13	Group Project Presentation	

Course components (Teaching modes and Learning activities)

Teaching Modes and Learning Activities

100% on-site face-to-face lectures

Use of Generative Artificial Intelligence (AI) Tools in Teaching, Learning and Assessment

All use of AI tools is prohibited in assignments and assessment tasks

Assessment and Evaluation
Attendance and participation: 20%

Individual assignment: 40%

Group Project: 40%

Individual Assignment

Students will find a cultural project from an overseas city (excluding mainland China and Hong Kong China) that helps develop, safeguard, promote and celebrate the city's culture and also brings social, economic, branding and environmental benefits. Please analyse the project using theories and concepts learnt in the course.

The essay should be around 2000 words. Date of submission: SEVEN DAYS AFTER WEEK 13.

Assessment criteria

- Understanding of the city
- Analysis of the cultural significance of the project
- Analysis of the Social, Economic, Branding and Environmental benefit to the city
- Reference to the theories and concepts learnt in the course

Group Project

Students will form groups of 4-5 people.

Each group will <u>choose ONE district of Hong Kong and devise a multi-faceted project which helps to develop, safeguard, promote and celebrate the culture in that district and also brings social, economic, branding and environmental benefits.</u>

Each group will write a 6000-7000 words essay to describe the Project and to make a 20 minute presentation to the class on WEEK 13. Date of submission: 7 DAYS AFTER WEEK 13.

Assessment criteria
- Understanding of the district
- Cultural significance
- Creativity
- Practicality
- Social, Economic, Branding and Environmental benefit (short-term and long-term) to the district
- Reference to the learning materials of the course

<u>References</u>
The Culture of Cities
Lewis Mumford
Harvest Books, 1970

The Cultures of Cities
Sharon Zukin
Blackwell Publishers, 1996

The Origins of the Arts Council Movement: Philanthropy and Policy
Anna Rosser Upchurch
Palgrave Macmillan, 2016

Music Cities: Evaluating a Global Cultural Policy Concept
Christina Ballico (Editor), Allan Watson (Editor)
Palgrave Macmillan, 2020

Music/City: American Festivals and Placemaking in Austin, Nashville, and Newport
Jonathan R. Wynn

Cities of Culture - A Global Perspective
Deborah Stevenson
Routledge, 2014

Festival Cities - Culture, Planning and Urban Life
John R. Gold, Margaret M. Gold
Routledge, 2020

城市如何文化,
茹國烈
中華書局, 2022

城市文化之路,
茹國烈
國際演藝評論家協會, 2024