ArtScience Museum of Singapore (Photo from https://bookafly.com/)

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Every Tuesday; 6.45pm to 9.30pm
Hui Yeung Shing Building (HYS)HYS G01 (G/F)

The course is taught in English

COURSE INFORMATION AND LEARNING OUTCOMES

In the last two decades, there has been a significant growth in the number and types of cultural venues in East and Southeast Asia. Through this course, students will be introduced to a range of cultural venues including theatres and performance spaces, museums and art galleries, historical sites, concert venues, cultural districts, etc. A significant trend in the region has been the development of cultural landmarks, such as the rapid rollout of performing arts centres and museums in Mainland China. These mega cultural venues not only serve as major tourist attractions but also as symbols of national and/or city identity. The course will delve into the revitalization of heritage sites into vibrant cultural venues and districts. Beyond these large-scale projects, many institutions of higher education are also developing state-of-the-art cultural venues. There is also a growing number of non-conventional arts and cultural spaces initiated by business owners and cultural organizations. Increasingly, cultural managers are expected to contribute to the strategic planning and day-to-day operations of various types of cultural venues. At the same time, cultural managers are also taking on key roles in the venues' programming decisions, from curating

exhibitions and performances to developing educational programmes that engage and enrich communities. The COVID-19 pandemic has also triggered new thinking in the role of physical cultural venues as well as accelerated the shift towards digital venue and art tech.

At the end of the course, students will be able to:

- Understand the different types of cultural venues and their functions.
- Evaluate the values of different cultural venues.
- Evaluate the strategic and operational plans of cultural venues.
- Evaluate the concepts of cultural spaces in relation to artmaking, community, and digitization.
- Develop a proposal for a cultural district.

CLASS SCHEDULE

The course is divided into 5 main topics.

Topic One: The Role and Purpose of Cultural Venues

Dates: 7th and 14th January 2025	- Course Introduction - Typology and Functions of Cultural Venues - Values of Cultural Venues

Topic Two: Cultural Zones

Dates: 21st January, 4th and 11th February 2025	- Cultural Districts - Arts Belts - Heritage Spaces/Sites - Revitalization of Heritage Spaces

Topic Three: Programming for Cultural Venues

Dates: 18th and 25th February 2025	- Programming Management - Producing or Presenting? - Curating Education Programmes in Cultural Venues - Issues in Programming

Topic Four: Running Cultural Venues

Dates: 4th, 11th, 18th, 25th March 2025	- Strategic Management of Cultural Venues - Running Universities' Cultural Venues - Operations of Cultural Venues - House Management and Ticketing

Topic Five: Cultural Venues un the Digital Age

Dates: 1st April 2025	- Memories Institutions in the Digital Age - Curating and Audience Experience

Notes:

- No class on 28th January 2025 due to Lunar New Year
- 25th February 2025: Project Discussion 1 (in-class)
- 25th March 2025: Project Discussion 2 (in-class)
- Week of 7th April: Project Discussion 3 (via ZOOM); No physical class on 8th April 2025
- 15th April 2025: Project Presentation
- The course will arrange optional field trips to visit Cultural Venues in Hong Kong and Shenzhen. Fieldtrips will likely take place on weekdays (daytime) in February or March.

CORE READINGS

Berners, P. (2019). *The Practical Guide to Managing Event Venues*. Routledge.

Bonet, L., & Schargorodsky, H. (2018). *Theatre management: models and strategies for cultural venues*. Kunnskapsverket.

Lambert, P. D., & Williams, R. (Eds.). (2016). *Performing arts center management*. Routledge.

O'doherty, B. (1999). *Inside the white cube: the ideology of the gallery space*. Univ of California Press.

Tompkins, J. (2014). *Theatre's heterotopias: Performance and the cultural politics of space*. Palgrave Macmillan.

Additional readings will be uploaded on the blackboard weekly.

ASSESSMENTS

Class Participations and Attendance	20%
Short Essays	45%
Final Project and Presentation	40%
TOTAL	100%

Class Participations and Attendance (20%)

Students will be assessed based on level of class participations, quality of discussions, and attendance.

Short Essays (45%)

This is an individual assignment. Students are required to submit three short essays. Students must refer to a different type/function of cultural venue for each essay. Chosen venues must be in East or Southeast Asia (Digital venues must be initiated by organizations located in East and Southeast Asia)

Essay 1: Discuss, with examples, the values of a cultural venue of your choice. You may include comparisons with other equivalent cultural venues. (max. 1200 words)

Essay 2: Develop a comprehensive curatorial/programming proposal of a cultural venue of your choice. It should focus on overarching programming strategy or vision for the venue (with examples of possible programmes), rather than focusing on a singular programme. Visuals are welcomed. (max. 1500 words)

Essay 3: Write a review of a cultural venue you visited. The review should include discussions on its operations and visitors' experience. (max. 800 words)

Students can submit the three essays (as one PDF document) onto Veriguide anytime during the term so as long it is before **2359hrs of 31st March 2025 (Monday)**. Signed Veriguide forms should be emailed to the instructor and TA.

Final Project and Presentation (35%)

This is a group assignment with 4 to 5 students per group.

Design a new cultural district in **Hong Kong**. The cultural district should include at least one new landmark or revitalized building/ site (proposed by the group).

The group project report should include (but not limited to) the following:

- Introduction of the cultural district (the landmarks/buildings/places in the district)
- Justifications, purpose, values of the cultural district
- Governance and management of the cultural district
- Strategies to activate the cultural district

You are expected to enrich the report with visuals (maps/ other visuals). You may also submit additional documentations (such as video). Keep the report to a maximum of 20 pages or 25 pages for groups with five students (single-spacing/ Times New Roman, font size 12).

Each group will also be given a maximum of 10-12 minutes to share your cultural district to the class. The presentation should focus on the introduction of the cultural district (keep the justifications and governance/management brief).

The hardcopy of the report should be submitted in class before the presentation begins on **15th April 2025**.

HONESTY IN ACADEMIC WORK: A GUIDE FOR STUDENTS AND TEACHERS

The Chinese University of Hong Kong places very high importance on honesty in academic work submitted by students, and adopts a policy of zero tolerance on cheating and plagiarism. Any related offence will lead to disciplinary action including termination of studies at the University. All student assignments in undergraduate and postgraduate programmes should be submitted via VeriGuide with effect from September 2008:
http://veriguide1.cse.cuhk.edu.hk/portal/plagiarism_detection/index.jsp

Although cases of cheating or plagiarism are rare at the University, everyone should make himself/herself familiar with the content of this website and thereby help avoid any practice that would not be acceptable.

Section 1 What is plagiarism
http://www.cuhk.edu.hk/policy/academichonesty/Eng_htm_files_(2013-14)/p01.htm

Section 2 Proper use of source material
http://www.cuhk.edu.hk/policy/academichonesty/Eng_htm_files_(2013-14)/p02.htm

Section 3 Citation styles
http://www.cuhk.edu.hk/policy/academichonesty/Eng_htm_files_(2013-14)/p03.htm
Section 4 Plagiarism and copyright violation
http://www.cuhk.edu.hk/policy/academichonesty/Eng_htm_files_(2013-14)/p04.htm

Section 5 CUHK regulations on honesty in academic work
http://www.cuhk.edu.hk/policy/academichonesty/Eng_htm_files_(2013-14)/p05.htm

Section 6 CUHK disciplinary guidelines and procedures
http://www.cuhk.edu.hk/policy/academichonesty/Eng_htm_files_(2013-14)/p06.htm

Section 7 Guide for teachers and departments
http://www.cuhk.edu.hk/policy/academichonesty/Eng_htm_files_(2013-14)/p07.htm

Section 8 Recommended material to be included in course outlines
http://www.cuhk.edu.hk/policy/academichonesty/Eng_htm_files_(2013-14)/p08.htm

Section 9 Electronic submission of assignments via VeriGuide
http://www.cuhk.edu.hk/policy/academichonesty/Eng_htm_files_(2013-14)/p09.htm

Section 10 Declaration to be included in assignments
http://www.cuhk.edu.hk/policy/academichonesty/Eng_htm_files_(2013-14)/p10.htm