CULS 5307A Visual Arts Administration Course Outline

The course provides a basic training in the professional practice of visual arts management. It covers a broad spectrum of topics within the profession, ranging from general planning and operation, to the actualization of various types of visual arts projects, with emphasis on the practical, operational as well as the creative, critical aspects of the profession.

Tutor: Prof. Oscar Ho Hing-kay

Course Content

1. Introduction
   This class gives an introduction to the profession of visual arts management, the roles, functions, operational structures and modes of governance of various types of visual art spaces (museum, gallery, commercial gallery, artists’ co-op, community art space, etc.) in a contemporary society.

   Reading:
   - 何慶基「文化把關人」《當代藝術新聞》2011年2月號

2. Exhibition space: Historical Development
   This session traces the historical development of art gallery, museum and other exhibition space, study how the development of new social and cultural trends in post-industrial society affect the operation of visual arts management.

   Reading:
   - Jan Glaser & Artemis Zenetou, ‘Museums – today and tomorrow’, <Museums: A
3. **Institutional Identity, Building and Services**
   
   This session looks into two related areas: the identity and the architectural configuration of an art institution. The identity relates to the vision, mission as well as mandate of the institution, it also gives shape to its institutional culture. The architectural configuration reflects not only the artistic identity, but also services provided and curatorial thinking behind the institution. The session will also covers alternative space, evaluating its strength, weakness and possibilities.

   **Reading:**

4. **Exhibition Programming and Operation**
   
   The session investigates the managerial support required for exhibition programming, including the operational procedures in actualizing programmes, drafting of proposal, operational plan, budgeting and schedule, as well as other supporting events such as exhibition opening.

   **Reading:**
   - Michael Belcher, ‘*Exhibition model*’, *Exhibition in Museums*, chapter 5, p.44-57’, Smithsonian Institution Press 1991

5. **Funding and Resources Building**
   
   With reduction of government funding and increasing competition, art institutions are desperate in seeking funding. This session looks into various types of funding sources, ranging from government grant, corporate sponsorship to private donation, and investigates different ways of building self-generated fund and some of the creative ways of seeking new resources.

   **Reading:**
6. **Marketing and Publicity**
Increasingly marketing becomes an important part in cultural management in helping to increase audience and support. The session studies the work of marketing and publicity of cultural institutions, which are different from business marketing and relies heavily on free advertising. Emphasis is given to the practical skills in undertaking effective promotion and publicity in relationship with the vision and missions of the institution.


7. **Education and Outreach Activities**
This session focuses on the planning and organization of various types of education programmes, from school programme to programme for general public and special community groups. The class also discusses outreaching programme and audience building programme.

**Reading:**

8. **Art and urban development**
This session studies how the new waves in cultural tourism and creative affects the development of art, and how globalization shapes the physical and cultural language of the non-Western districts.
9. **Planning Museum**

Focusing on the setting up of the Museum of Contemporary Art in Shanghai and the planning of M+ at the West Kowloon Cultural District, this session focuses on the planning of a cultural space and study the various procedures involved, including both the practical as well as the conceptual work.

**Reading:**

10. **Fieldtrip**

11. **Crisis Management and Professional Ethics**

This session discusses the design and management of the venue, provision of various types of public services an art institution provides, the sensibility and the ethical conduct required, and some of the problematic issues such as ‘admission charge’ that emerge. It also studies the creative solutions in dealing with accidents and crisis in the presentation and conservation of art objects.

**Reading:**
- <Codes of Ethics for Museums>, American Association of Museums, 2000, (http://www.aam-us.org/museumresources/ethics/coe.cfm)

12. **Local Art Scene and Future Development**

This session looks into the local visual art scene, the cultural policy and ecology that are affecting the development of art, the challenges and possibility during the post 1997 era.

**Reading:**
• David Clarke, ‘The Culture of Democracy: Looking at Art in Hong Kong’, <Art & Place: Essays on Art from a Hong Kong Perspective>, chapter 8, p.47-51, Hong Kong University Press 1996.

• Vivienne Chow, ‘A Series of Unfortunate Events: The Past and Present of West Kowloon Cultural District’, <Cultural Vision>, 05/2015

Other references:


13. Review

This session will give an overall review to the course, answer enquires and discuss issues raised related to the course and the final paper.

Evaluation:

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<th>Component</th>
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<tr>
<td>Attendance/class participation</td>
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<td>Mid-term paper</td>
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