

# 2024

## 粵港澳大灣區藝文界交流會

Greater Bay Area Culture and Arts Symposium 2024



25-26/10/2024 (五Fri - 六Sat)  
高山劇場新翼  
Ko Shan Theatre New Wing

# 注意事項

## Important Notes



- 公開講座及大型圓桌會議設有即時傳譯服務。請於前台登記及索取傳譯接收器，並於離場時歸還給前台工作人員。  
Simultaneous interpretation is available for Public Seminars and Roundtable Discussion. Please register and obtain an interpretation receiver at the front of house and return it to the front of house when leaving the venue.
- 請勿在場內錄音、錄影、吸煙或飲食。  
Please refrain from recording, filming, smoking, eating or drinking in the venue.
- 交流會期間，請將手提電話轉為靜音模式，並關掉其他響鬧或發光的裝置。  
Please set your mobile phone on silent mode and switch off other beeping or light emitting devices during the Symposium.
- 交流會期間，大會將進行拍攝及錄影，以作宣傳及記錄之用。  
Photo shooting and video filming will be carried out during the Symposium for the purposes of promotion and documentation.
- 主辦單位保留一切最終決定權。如交流會活動有所更改，一切資料以主辦機構公布為準。  
The presenter reserves the right of final decision. The event content is subject to change with the presenter's announcement as final.
- 謝謝參與「2024粵港澳大灣區藝文界交流會」。歡迎你填寫此次節目的電子問卷，提供寶貴意見。  
Thank you for attending "Greater Bay Area Culture and Arts Symposium 2024". You are welcome to fill in the e-questionnaire for this programme and provide your valuable feedback.

電子問卷  
e-questionnaire



本節目的內容及資料不反映康樂及文化事務署的意見。  
The content and information of this programme do not represent the views of the Leisure and Cultural Services Department.



# 歡迎辭



今年，香港首次主辦「粵港澳大灣區文化藝術節」，以「多元融合 — 創造無限機遇」為主題，透過各式各樣的文化藝術活動，展示香港與其他大灣區城市多元且獨特的藝術魅力。為配合這項盛事，我們特意舉辦「2024 粵港澳大灣區藝文界交流會」，為來自大灣區及內地其他地區的文化藝術業界人士提供交流和研討的平台。

隨着大灣區不斷發展，區內的文化產業日趨蓬勃，機遇處處。本屆交流會匯聚優秀的文化藝術工作者，透過公開講座、大型圓桌會議、小組工作坊等活動，探討文化藝術的最新發展趨勢，分享寶貴的經驗和見解，探索未來的路向和機遇。

文化藝術的發展，有賴各方共同努力。期望是次交流會能加強聯繫大灣區的藝文界工作者、團體與表演場館，締造更緊密的合作關係。香港將在「一國兩制」的獨特優勢下，以創新思維和開放的胸襟，與其他大灣區城市攜手並進，推動區內的文化藝術邁向更璀璨的未來。

謹祝「2024 粵港澳大灣區藝文界交流會」圓滿成功，希望各位嘉賓和參與者都能從中獲益。



康樂及文化事務署署長

劉明光



# Welcome Message



This year, Hong Kong is hosting the Guangdong-Hong Kong-Macao Greater Bay Area Culture and Arts Festival (Festival) for the first time on the theme "Integration in Diversity – Power and Possibilities". Through the organisation of a wide array of arts and cultural activities, the festival showcases the unique charm and diversity of the arts of Hong Kong and other cities in the Greater Bay Area (GBA). To tie in with the Festival, we specially present the Greater Bay Area Culture and Arts Symposium 2024 as a platform for exchanges and discussions between arts and cultural practitioners from the GBA and other Mainland regions.

As the GBA continues to develop, the cultural industries in the area have become increasingly vibrant with an abundance of opportunities. In this Symposium, distinguished arts and cultural professionals are brought together by such activities as public seminars, roundtable discussion and workshops to discuss the latest trends in arts and cultural development, share their valuable experiences and insights, and explore the way forward and opportunities ahead.

Arts and cultural development relies on the concerted efforts of all parties. I hope that this Symposium will forge closer ties and strengthen co-operation among arts and cultural practitioners, organisations and performance venues in the GBA. With its unique advantages under "One Country, Two Systems" and an innovative and open mindset, Hong Kong will work closely with other GBA cities to pave the way for a brighter future for arts and culture across the area.

May I wish the Greater Bay Area Culture and Arts Symposium 2024 a resounding success, and all guests and participants a rewarding experience.



**Vincent LIU**

Director of Leisure and Cultural Services



# 2024

## 粵港澳大灣區藝文界交流會

### Greater Bay Area Culture and Arts Symposium 2024

2024 粵港澳大灣區藝文界交流會匯聚大灣區及內地業界精英，共同探討區內文化藝術發展的最新趨勢。交流會旨在建構一個互動交流的平台，促進粵港澳大灣區藝文界工作者、團體與表演場館之間的緊密合作。

交流會的活動豐富多元：工作坊以小組形式讓業內人士增進交流，了解各地區不同的發展與策略；公開講座邀請業界領袖分享前瞻觀點，探討文化藝術發展未來方向；大型圓桌會議則提供一個開放的平台，讓業界人士深入交流，共同探索合作的可能性。

交流會同時安排社區文化導賞團，讓參與者進一步體驗香港不同地區獨特的文化魅力。2024 粵港澳大灣區藝文界交流會將成為促進大灣區文化藝術發展與共同創作的重要推動力，為未來創造一個充滿活力的創意生態。

The Greater Bay Area Culture and Arts Symposium 2024 is a pivotal event to foster collaboration and innovation within the vibrant cultural landscape of the Greater Bay Area. Bringing together industry leaders from across the area, the Symposium will provide a platform for insightful discussions on the latest trends shaping the arts and culture scene.

Through a diverse range of activities, participants will gain valuable perspectives on key issues impacting the industry. Interactive workshops will provide hands-on learning opportunities, enabling participants to explore new possibilities for exchanging views. Public seminars will delve into cutting-edge developments and emerging trends, while roundtable discussion will facilitate open dialogue and knowledge sharing among cultural leaders.

The Symposium will offer immersive experiences through city walks, showcasing the unique cultural expressions of Hong Kong. The Greater Bay Area Culture and Arts Symposium 2024 is a catalyst for collaboration, a source of inspiration, and a vital step towards a thriving and interconnected cultural ecosystem for the future.



# 日程表

## 高山劇場新翼

25/10/2024 (五)

1030-1100	登記	活動室 (四樓)
1100-1230	工作坊：開放式參與創見交流活動 <sup>#</sup>	活動室 (四樓)
1230-1400	午膳	(大會安排)
1400-1430	登記	大堂接待處
1430-1445	致歡迎辭及合照	演藝廳
1445-1600	公開講座一 共製創作：文化交融與人才共創	演藝廳
1600-1645	交流及小休 <sup>#</sup>	展覽廳 (一樓)
1645-1800	公開講座二 永續拓展：文化旅遊與觀眾發展	演藝廳

26/10/2024 (六)

0930-1000	登記	大堂接待處
1000-1300	大型圓桌會議 第一部分 文化空間：記憶與創意的跨界探索 • 小休 第二部分 觀眾拓展的策略與視野	演藝廳
1300-1430	午膳	(自行安排)
1430-1700	文化導賞團：保育、活化與社區創新 <sup>#</sup> • 荃灣 • 深水埗 • 中上環 • 土瓜灣	大堂接待處集合 (大會安排專車)

<sup>#</sup> 只供獲邀人士參與



# Programme

## Ko Shan Theatre New Wing

25/10/2024 (Fri)

1030-1100	Registration	Function Room (4/F)
1100-1230	Workshops: Open Participation for Creative Exchange #	Function Room (4/F)
1230-1400	Lunch	(Arranged by the organiser)
1400-1430	Registration	Foyer Reception Counter
1430-1445	Welcome Speech and Group Photo	Auditorium
1445-1600	Public Seminar 1 Co-Creation: Cultural Integration and Creative Collaboration	Auditorium
1600-1645	Networking and Coffee Break #	Exhibition Gallery (1/F)
1645-1800	Public Seminar 2 Sustainability: Cultural Tourism and Audience Development	Auditorium

26/10/2024 (Sat)

0930-1000	Registration	Foyer Reception Counter
1000-1300	Roundtable Discussion Part 1 Cultural Space: Cross-boundary Exploration of Memory and Creativity • Break Part 2 Strategies and Perspectives on Audience Development	Auditorium
1300-1430	Lunch	(Self-arranged)
1430-1700	City Walks: Conservation, Revitalisation and Community Innovation # • Tsuen Wan • Sham Shui Po • Central and Sheung Wan • To Kwa Wan	Assemble in Foyer Reception Counter (Shuttle buses will be arranged)

# By Invitation Only



# 工作坊

## 開放式參與創見交流活動



25/10



1100-1230



活動室(四樓)

工作坊以別開生面的方式進行，四位主持人會同時在不同空間，分享特定題目，參與者可按照個人喜好，選擇參與不同题目的工作坊。參與者可以即時與主持人互動，亦可以在指定時間內，自由參與多於一節的工作坊。

### (一) 演藝空間的現況

隨著時代變遷，演藝空間面臨著前所未有的挑戰與機遇。傳統劇場空間的局限性，新興表演形式的崛起，以及觀眾需求的變化，都對演藝空間的設計、管理和營運有新的要求。

主持：王瑞璞（戲劇製作人、「曉年青劇團」製作總監）

### (二) 宣傳合作與社交媒體

在資訊爆炸的時代，如何有效地宣傳演藝活動，吸引更多觀眾，成為藝術團體和機構面臨的重大課題。我們如何掌握新媒體時代的宣傳策略？

主持：黃卓思（「香港中樂團」市務及拓展主管）

### (三) 藝術節與文創發展探索

藝術節不僅是文化盛宴，更是推動文創產業發展的重要引擎。藝術節如何與文創產業結合，創造新的經濟價值和社會效益？

主持：董雲衍（「西戲」創始人及主理人、杭州市濱江區戲劇協會副主席）

### (四) 鄉村藝術機構及其空間實踐

內地勞動力向城市流動，導致鄉村剩餘大量空間，同時缺乏生產力和社區活力。藝術機構如何透過藝術進駐鄉村，活化鄉郊地區？

主持：潘雄（「二高表演」製作人）





# WORKSHOPS

## Open Participation for Creative Exchange



25/10



1100-1230



Function  
Room (4/F)

The workshops are conducted in a unique way – four moderators share specific topics in different spaces at the same time. Participants can choose to attend workshops on different topics according to their interests. This allows immediate interaction with moderators, as well as attending more than one workshop within a given period of time.

### (1) Latest Development of Performing Arts Spaces

As times change, performing arts spaces face unprecedented challenges and opportunities. The limitations of traditional theatre spaces, the rise of new performance forms and the evolving needs of audiences have all presented new demands on the design, management, and operation of performing arts spaces.

**Moderator: WANG Ruipu** - Drama Producer and Production Director of Real Atypical Omnipotent Theatre Company

### (2) Promotional Collaboration and Social Media

In an era of information overload, how to effectively promote performing arts events and attract more audiences has become a major challenge for arts groups and organisations. This workshop will delve into the crucial role of promotional collaboration and social media in promoting performing arts by sharing practical experience to help participants master promotional strategies in the age of new media.

**Moderator: Tracy HUANG** - Head of Marketing and Development, Hong Kong Chinese Orchestra

### (3) Arts Festivals and Exploration of Cultural and Creative Development

Arts festivals are not only cultural feasts but also important engines driving the development of the cultural and creative industries. With a focus on arts festivals, this workshop will explore the development trends of the cultural and creative industries, share successful case studies and analyse how arts festivals can integrate with the cultural and creative industries to create new economic values and social benefits.

**Moderator: DONG Yunyan** - Founder and Manager of Xixi and Vice President of Hangzhou Binjiang District Drama Association

### (4) Arts Organisations in Rural Areas and the Revitalisation of Arts Spaces

The rural-urban migration of labour has resulted in a surplus of space in the countryside and a lack of productivity and community vitality. How can an arts organisation revitalise the rural area through artistic initiatives?

**Moderator: PAN Xiong** - Producer, Ergao Dance Production Group



# 公開講座一

## 共製創作：文化交融與人才共創



25/10



1445-1600



演藝廳  
Auditorium

在這個多元文化交會的時代，來自不同城市的藝術家和製作人共探創意、共製創作，這模式成為表演藝術創作的新一趨勢。共製創作打破傳統框架，匯聚不同文化背景、專業領域的人才，製作出既充滿活力與創意，同時也充滿挑戰的作品。本場公開講座將邀請在共製創作領域擁有豐富經驗的講者，與大家分享其寶貴的經驗和見解，以深入淺出的方式，結合實際案例，思考未來更多共製創作的可能性。

主持：鄭新文（香港中文大學（深圳）藝術中心顧問團主席）

講者：

王冬雲（星海音樂廳主任）

陳睿（珠海金灣藝術中心總經理、《雄獅少年》音樂劇製作人）

鍾珍珍（香港西九文化區管理局表演藝術主管（戲曲））

## PUBLIC SEMINAR 1

### Co-Creation: Cultural Integration and Creative Collaboration

In this era of multiculturalism, artists and producers from different cities are together exploring their creativity and producing new works. This kind of collaboration has become a new trend in the creation of performing arts. Co-production breaks the traditional framework and brings together talents from different cultural backgrounds and professional fields, resulting in works that are full of new energy, inspiration and creativity. However, co-production can also be full of challenges. In this seminar, speakers with rich experience in the field of co-production will share their valuable experiences and insights with the audience and reflect on the possibilities of co-production in the future.

**Moderator: TSENG Sun-man** - Chairman of Advisory Group, University Arts Centre, The Chinese University of Hong Kong, Shenzhen

**Speakers:**

**WANG Dongyun**- Chief Executive Director of Xinghai Concert Hall

**CHEN Rui** - General Manager, Zhuhai Jinwan Civic Art Center and Producer of Musical *I Am What I Am*

**Naomi CHUNG** - Head of Xiqu, Performing Arts, West Kowloon Cultural District Authority



# 公開講座二

## 永續拓展：文化旅遊與觀眾發展



25/10



1645-1800



演藝廳  
Auditorium

以文化和節慶作為旅遊拓展的策略，在很多城市已經有不同的實踐；然而如何將文化資源轉化為可持續的旅遊體驗，並吸引更多觀眾參與，同時在眾多競爭中突圍而出，是當前重要的課題。本場公開講座將邀請在文化旅遊與觀眾發展領域有獨特見解和觀察的講者，與大家分享他們怎樣看文化和旅遊結合的優勢和挑戰。

主持：陳頌瑛（香港演藝學院舞蹈學院院長）

講者：

張顯靜（「蛇口戲劇節」負責人）

林國偉（香港中文大學文化管理專業應用副教授及文化管理碩士課程主任）

## PUBLIC SEMINAR 2

### Sustainability: Cultural Tourism and Audience Development

Using culture and festivals as a strategy for tourism development has been practised in many cities. However, knowing how to transform cultural resources into sustainable tourism experiences, attract more audiences and stand out from the competition is an important issue. In this seminar, speakers with unique insights and observations in the field of cultural tourism and audience development will share their views on the benefits and challenges of integrating culture and tourism.

**Moderator: Anna CY CHAN** - Dean, School of Dance, The Hong Kong Academy for Performing Arts

**Speakers:**

**CHANG Hsien Ching** - Director, Shekou Theatre Festival

**Benny LIM Kok-wai** - Associate Professor of Practice in Cultural Management and Director of the Master of Arts in Cultural Management Programme at The Chinese University of Hong Kong



# 大型圓桌會議



26/10



1000-1300



演藝廳

主持：茹國烈（資深藝術行政人員）

## ❁ 第一部分 文化空間：記憶與創意的跨界探索

講者：

安妮（北京南陽·共享際劇場顧問、蘇州蘇藝演藝文化集聚區顧問）

從文化觀察者和製作人的角度，討論內地近年新興的文化空間的經營策略

莫兆忠（澳門劇場文化學會理事長）

從編導的角度分享在澳門進行特定場域創作與流動表演的優勢與挑戰

漢坤（「一台好戲」廠牌創始人）

從創立一台好戲的品牌經驗，看文化空間的製作與劇場營運

劉曉義（新加坡藝術團體「避難階段」藝術總監）

從文化研究的角度討論文化和空間的結合對文化發展來說產生怎樣的效益

## ❁ 第二部分 觀眾拓展的策略與視野

講者：

李思遙（「遙劇場」創始人、藝術總監）

從劇團打造沉浸式、漫步式的教育體驗，分享如何進行兒童劇場的觀眾拓展策略

李琮洲（《弗蘭肯斯坦》製作人、奧哲維文化總裁）

從製作人的角度，分析疫情前後內地觀眾消費模式的轉變和製作人應對的方式

沈璐珺（「瘋閣樓 Mad Attic」主理人、《請問最近的無障礙廁所在哪裡？》製作人）

從製作《請問最近的無障礙廁所在哪裡？》的經驗，分享特定主題如何帶動觀眾思考和發展

楊小亂（戲劇自媒體「劇場摩天輪」主理人）

從自媒體創作者／藝評人的角度分析內地觀眾的形態，以及自媒體在觀眾拓展的角色

鄺華歡（創作創意有限公司營運及創作總監）

從策劃人的經驗，討論灣區觀眾的特性，分享如何把節目介紹給目標觀眾



# Roundtable Discussion



26/10



1000-1300



Auditorium

**Moderator: Louis YU Kwok-lit** - Veteran Arts Administrator

## ❁ Part 1 Cultural Space: Cross-boundary Exploration of Memory and Creativity

### Speakers:

**Annie FENG** - Consultant of Nanyang 5Lmeet in Beijing and Suyi Show Zone in Suzhou

*Discussing the business strategies of emerging cultural spaces in mainland China in recent years from the perspective of a cultural observer and producer.*

**MOK Sio Chong** - President, Macao Theatre Culture Institute

*Sharing insights from a director's perspective on the advantages and challenges of creating site-specific and mobile performances in Macao.*

**LIU Hankun** - Founder and CEO of Focustage

*Sharing insights into production and theatre operation in a cultural space based on the branding experience of Focustage.*

**LIU Xiaoyi** - Artistic Director, Emergency Stairs in Singapore

*Discussing the benefits of combining culture and space for cultural development from a cultural studies perspective.*

## ❁ Part 2 Strategies and Perspectives on Audience Development

### Speakers:

**Siyao LI** - Founder and Artistic Director of YAO Theater

*From the experience of creating an immersive, walk-through educational experience, sharing how to conduct audience development strategies for children's theatre.*

**Joe LI Congzhou** - Producer of *Frankenstein* (by Nick Dear), President of Beijing ATW Culture Media

*Analysing the shift in mainland audience consumption patterns before and after the pandemic and sharing how producers respond to the shift.*

**Mia SHEN** - Founder of Mad Attic, Producer of *Be Seen*

*Sharing experiences from producing *Be Seen* and highlighting how specific themes can stimulate audience reflection and development.*

**YANG Xiaoluan** - Founder of the self-media Theatre Go Round

*Analysing the characteristics of mainland audiences and the role of social media in audience development from the perspective of a social media creator and theatre critic.*

**Erik KUONG** - Managing & Creative Director, Creative Links Limited

*From a curator's perspective, discussing the characteristics of the Greater Bay Area audience and sharing how to introduce programmes to target audiences.*



# 文化導賞團： 保育、活化與社區創新



26/10



1430-1700

## City Walks: Conservation, Revitalisation and Community Innovation

文化導賞團將會探索荃灣、深水埗、中上環和土瓜灣四個社區，透過不同焦點考察香港對於保育、活化與社區創新的文化策略。活動行程由本地文化企業「活現香港」設計及導賞。

The city walks will explore four communities: Tsuen Wan, Sham Shui Po, Central and Sheung Wan, and To Kwa Wan, examining Hong Kong's cultural strategies for conservation, revitalisation and community innovation from different perspectives. The itineraries are designed and guided by the local cultural enterprise Walk in Hong Kong.

### 荃灣 Tsuen Wan

這個行程將探索荃灣的歷史文化遺產，感受保育與活化藝術的魅力。首先參觀南豐紗廠，欣賞舊廠房的現代化改造，回顧香港紡織工業輝煌的發展歷程。接著前往三棟屋，探索客家圍村的建築風格和生活方式。然後造訪石碧新村，參觀香港少數分佈於大廈中的「城中村」，再到賽馬會德華公園欣賞中國傳統園林的設計。最後前往如心園，參觀香港唯一的木化石公園，探索地質學與自然歷史的奧秘。此行程讓大家體驗濃厚歷史與文化氣息的荃灣。



To experience the charm of conservation and revitalisation of historical and cultural heritage in Tsuen Wan, we will pay a visit to The Mills to uncover the modernisation process of an old factory and the rich history of Hong Kong's once-important textile industry. We will then explore the traditional architectural style of and way of life in Sam Tung Uk Village, a Hakka walled village. Next, we will visit Shek Pik San Tsuen, one of the few urban villages in Hong Kong, followed by a stroll in the Jockey Club Tak Wah Park featuring the design of a traditional Chinese garden. Our final stop is Nina Park, the only petrified wood park in Hong Kong, where we learn about its geology and natural history. Experience Hong Kong's diverse culture and history in Tsuen Wan.





## 深水埗 Sham Shui Po

這個行程將會探索深水埗的創意與文化，感受舊區的活化與發展。起步於賽馬會創意藝術中心，了解這幢由舊工廠大廈活化而成的垂直藝術村兼藝術中心，沿白田街步行到由第一型「H型」徙置大廈活化而成的美荷樓青年旅舍，參觀舍內生活館，回望香港早期公共房屋的生活樣貌。之後，到訪公和荳品廠，了解古法石磨豆製品的製作過程，接著漫步鴨寮街和大南街，探索特色小店，感受藝術與創意、情懷與創新交織於多元魅力的深水埗。

In this route, we will explore the creativity and culture of Sham Shui Po, an old district where revitalisation and development are in progress. The tour starts at Jockey Club Creative Arts Centre where the old factory building is revitalised and transformed into an vertical arts hub. Then, we will go to Mei Ho House and experience the way of life in Hong Kong's earliest public housing estate. Next, we will visit the Kung Wo Beancurd Factory, getting to know the traditional stone mill process of making bean products. Afterward, we will stroll through Apliu Street and Tai Nan Street to explore specialty stores and enjoy the artistic and creative expressions woven into the diverse neighbourhood in Sham Shui Po.





## 中上環 Central and Sheung Wan

這個行程將會探索中環和上環的歷史、文化與藝術景點。起步於具八十年歷史的中環街市，欣賞經過活化的現代街市，然後在中環乘搭全世界最長的戶外扶手電梯通往半山，將香港獨特的城市景觀盡收眼底。接下來造訪大館，了解前中區警署建築群的前世今生與中西合璧的建築特色，然後慢步荷里活道，欣賞沿途歷史建築與特色店舖。接著前往 PMQ 元創方，感受創意產業的蓬勃發展。最終參觀「卅間」活化唐樓及太平山街的壁畫，體驗香港的藝術活力。

This itinerary will take you on a journey to explore the historical, cultural and artistic landmarks in Central and Sheung Wan. The tour begins at the Central Market where the 80-year-old historic building has been revitalised and modernised. Riding the Central-Mid-Levels Escalators, the world's longest outdoor covered escalator system, we arrive at Tai Kwun to get in touch with the history and the unique east-meets-west architectural features of the former Central Police Station. Afterward, we will stroll along Hollywood Road where historical buildings and specialty stores stand. Next, we will visit PMQ, delving into the vibrant development of the creative industry in Hong Kong. Finally, we will visit the revitalised "30 Houses" and murals in Tai Ping Shan Street and experience Hong Kong's artistic vitality.







## 土瓜灣 To Kwa Wan

這個行程將會探索土瓜灣的歷史文化與藝術元素。首先行逛宋皇臺花園，了解南宋末代兩位皇帝的南逃流亡故事，然後漫步北帝街和「十三街」，歷史悠久的建築群展現土瓜灣的傳統社區風貌。隨後造訪此次遊歷的重點：建於 1908 年由屠宰場改建的牛棚藝術村，參觀 1a space 等藝術場所。這條路線讓大家了解土瓜灣的歷史變遷，體驗香港小劇場及實驗藝術的發展，感受藝術為舊區注入的新活力。

This route will be an exploration of the historical, cultural, and artistic elements of To Kwa Wan. First, we will visit the Sung Wong Toi Garden and learn about the history of the exile of the last two emperors of Southern Song dynasty. Then, we will stroll through Pak Tai Street and "13 Streets" to get a taste of the local community atmosphere of To Kwa Wan. Next is the highlight of the route, the Cattle Depot Artist Village, which was originally a slaughterhouse built in 1908, is now inhabiting art venues such as 1a space where arts energise the old district. This route will lead you to understanding the historical changes of To Kwa Wan and the development of alternative theatre and experimental art in Hong Kong.



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## 工作坊：開放式參與創見交流活動

### Workshops: Open Participation for Creative Exchange

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**王瑞璞 WANG Ruipu**

戲劇製作人、  
「曉年青劇團」製作總監  
Drama Producer and Production  
Director of Real Atypical  
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**董雲衍 DONG Yunyan**

「西戲」創始人及主理人、  
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Founder and Manager of Xixi  
and Vice President of Hangzhou  
Binjiang District Drama Association



**潘雄 PAN Xiong**

「二高表演」製作人  
Producer, Ergao Dance  
Production Group

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## 公開講座一 共製創作：文化交融與人才共創

### Public Seminar 1 Co-Creation: Cultural Integration and Creative Collaboration

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**鄭新文 TSENG Sun-man**

香港中文大學（深圳）藝術中心  
顧問團主席  
Chairman of Advisory Group,  
University Arts Centre, The Chinese  
University of Hong Kong, Shenzhen



**王冬雲 WANG Dongyun**

星海音樂廳主任  
Chief Executive Director of  
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**陳睿 CHEN Rui**

珠海金灣藝術中心總經理、  
《雄獅少年》音樂劇製作人  
General Manager, Zhuhai Jinwan  
Civic Art Center and Producer of  
Musical / *Am What / Am*



**鍾珍珍 Naomi CHUNG**

香港西九文化區管理局  
表演藝術主管（戲曲）  
Head of Xiqu, Performing Arts,  
West Kowloon Cultural  
District Authority

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## 公開講座二 永續拓展：文化旅遊與觀眾發展

### Public Seminar 2 Sustainability: Cultural Tourism and Audience Development

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**陳頌瑛 Anna CY CHAN**

香港演藝學院舞蹈學院院長  
Dean, School of Dance,  
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**張顯靜 CHANG Hsien Ching**

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Director, Shekou Theatre Festival



**林國偉 Benny LIM Kok-wai**

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文化管理碩士課程主任  
Associate Professor of Practice in Cultural  
Management and Director of the Master of  
Arts in Cultural Management Programme at  
The Chinese University of Hong Kong



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## 大型圓桌會議 Roundtable Discussion

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**茹國烈 Louis YU Kwok-lit**

資深藝術行政人員  
Veteran Arts Administrator

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### 第一部分 文化空間：記憶與創意的跨界探索 Part 1 Cultural Space: Cross-boundary Exploration of Memory and Creativity

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**安妮 Annie FENG**

北京南陽·共享際劇場顧問、  
蘇州蘇藝演藝文化集聚區顧問  
Consultant of Nanyang 5Lmeet in  
Beijing and Suyi Show Zone  
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**莫兆忠 MOK Sio Chong**

澳門劇場文化學會理事長  
President, Macao Theatre  
Culture Institute



**漢坤 LIU Hankun**

「一台好戲」廠牌創始人  
Founder and CEO of Focustage



**劉曉義 LIU Xiaoyi**

新加坡藝術團體「避難階段」  
藝術總監  
Artistic Director, Emergency  
Stairs in Singapore

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### 第二部分 觀眾拓展的策略與視野 Part 2 Strategies and Perspectives on Audience Development

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**李思遙 Siyao LI**

「遙劇場」創始人、藝術總監  
Founder and Artistic Director of  
YAO Theater



**李琮洲 Joe LI Congzhou**

《弗蘭肯斯坦》製作人、  
奧哲維文化總裁  
Producer of *Frankenstein* (by Nick  
Dear), President of Beijing ATW  
Culture Media



**沈璐瑤 Mia SHEN**

「瘋閣樓 Mad Attic」主理人、  
《請問最近的無障礙廁所在哪裡？》  
製作人  
Founder of Mad Attic,  
Producer of *Be Seen*



**楊小亂 YANG Xiaoluan**

戲劇自媒體「劇場摩天輪」  
主理人  
Founder of the self-media  
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講者與主持的簡介：  
Biographies of  
Speakers and Moderators:





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