

# Culture x Creativity in East Asia

## Course Description

“Culture x Creativity in East Asia” is a 2-week cross-cultural learning programme across Hong Kong and Kobe, Japan which provides students chances to learn about the development of the creative industries in East Asia through a comparative perspective. The programme enables students to experience different learning environments and cultures as they are expected to stay in Hong Kong and Kobe for a week respectively to attend lectures and workshops at the University of Hong Kong and Kobe University.

Students are expected to learn about the general development of the creative industries in East Asia, the practices and key practical issues of the industries as well as the commercialization process of creativity. In addition to introducing and examining theoretical concepts and frameworks essential to the study of the creative industries, the programme also aims at nurturing the entrepreneurial spirits of the students and enhancing their generic abilities central to the success in the field. Interactive workshops will be arranged to coach students to learn about the design, finance and promotion of creative business projects.

The programme also places strong emphasis on the experience of the creative industries through out-of-classroom learning. Site and company visits will be arranged to familiarize students with the creative scenes in Hong Kong and Japan. Students will also have the chance to conduct their own ethnographic research to interact with the practitioners in the field and gain an understanding of the insider perspectives of the creative industries.

## Aims and Objectives

- To enable students to examine, analyze and compare the development of the creative industries in East Asia;
- To enable students to understand the actual operation of the creative industries through the lectures, interactive workshops and site and company visits;
- To enhance students’ creative and entrepreneurial skills through the conducting of group projects and field research;
- To enable students to familiarize themselves with the cultural and creative scenes in Hong Kong and Japan;
- To enhance students’ intercultural capacity through the cross-cultural knowledge exchange across Hong Kong and Japan

## Assessment

100% coursework (20% participation and 80% group project presentation)

## Tentative Schedule

Date	Programme
Day 1 August 14	<b>Introduction</b>
Day 2 August 15	Morning Session (10:00 – 12:00) <b>Lecture: “Introduction to Creative Industries in Greater China”</b> (Dixon Heung Wah Wong, The University of Hong Kong)
	Afternoon Session (14:00 – 16:30) <b>Interactive Workshop: “Introduction to Group Project”</b>
Day 3 August 16	Morning Session (10:00 – 12:00) <b>Lecture: “Commercializing Creativity: A Cultural Process”</b> (Dixon Heung Wah Wong, The University of Hong Kong)
	Afternoon Session (14:00 – 16:30) <b>Group Project Workshop</b>
Day 4 August 17	Morning Session (10:00 – 12:00) <b>Lecture: “Labor, Organization and Management of Creative Industries”</b> (Dixon Heung Wah, The University of Hong Kong)
	Afternoon Session (14:00 – 16:30) <b>Group Project Workshop</b>
Day 5 August 18	Morning Session (10:00 – 12:00) <b>Lecture: “The Politics of Cultural Policy”</b> (Dixon Heung Wah, The University of Hong Kong)
	Afternoon Session (14:00 – 16:30) <b>Group Project Workshop</b>
Day 6 August 19	<b>Company Visit and Ethnographic Research</b>

Day 7 August 20	<b>Field Trip and Ethnographic Research</b>
Day 8 August 21	<b>Hong Kong → Kobe</b>
Day 9 August 22	Morning Session (10:00 – 12:00) <b>Lecture: “Introduction to Creative Industries in Japan”</b> (Greetings; Noriyuki INOUE, Vice President, Hiroko MASUMOTO Dean, Graduate School of Humanities, Prof. Kiyomitsu YUI, Graduate School of Humanities, Sociology, Kobe University)
	Afternoon Session (14:00 – 16:30) <b>Field trip @ Osamu Tezuka Manga Museum</b> ( <a href="http://www.city.takarazuka.hyogo.jp/tezuka/">http://www.city.takarazuka.hyogo.jp/tezuka/</a> )
	Evening Session (17:30 – 19:00) <b>Welcome Reception</b>
Day 10 August 23	Morning Session (10:00 – 12:00) <b>Lecture: “Comparative Analysis of Creative Industries in East Asia”</b> (Matsuyama Hidetoshi, President of <i>Enchantment</i> (a manga/anime culture company) Kiyomitsu YUI, Graduate School of Humanities, Sociology, Kobe University)
	Afternoon Session (14:00 – 16:30) <b>Company Visit @ Enchantment (Manga Culture) and Japan Expo in Paris</b> ( <a href="http://www.mangaculture.com/index.html">http://www.mangaculture.com/index.html</a> )

Day 11 August 24	Morning Session (10:00 – 12:00) <b>Lecture: “Creative Industries in Japan II”</b> (Noriyuki INOUE, Vice President, Professor of Graduate school of Law, Kobe University)
	Afternoon Session (14:00 – 16:30) <b>Group Project Workshop</b>
Day 12 August 25	One-day Session (10:00 – 16:30) <b>Company Visit @ Japanese Liquor (Sake) Brewery and Sake Museum; Sake, Washoku and the Global Strategy</b>
Day 13 August 26	One-day Session (10:00 – 16:30) <b>Field Research and Group Project Workshop @ Apparel Industry, Fashion, and Design (Kobe Fashion Museum) (Kobe City <a href="http://www.kobe-designhub.net/">http://www.kobe-designhub.net/</a>) KIITO (<a href="http://kiito.jp/english/">http://kiito.jp/english/</a>)</b>
Day 14 August 27	One-day Session (10:00 – 16:30) <b>Group Project Presentation</b>
	Evening Session (17:00 – 18:30) <b>Farewell Party</b>
Day 15 August 28	<b>Kobe → Hong Kong</b>