

Conceptual Practice: Research and Pedagogy in Art, Design, Creative Industries, and Cultural Heritage International Conference Programme (1/5/2023)

Lee Ping Yuen Chamber, 8/F, Lee Quo Wei Academic Building
The Hang Seng University of Hong Kong, Hang Shin Link, Siu Lek Yuen, Shatin, HK
Zoom Link - <https://hsuhk.zoom.us/j/92337243255>; Meeting ID: 923 3724 3255; Passcode: vcF93N

10:00 Opening by **Prof K K TAM**, Dean of School of Humanities and Social Science

10:15-10:30 *Keynote 1*

Prof Desmond HUI, Conference Convenor, HSUHK

Introducing the Theme of Conceptual Practice in Art, Design, Creative Industries, and Cultural Heritage

10:30-11:45 *Panel 1 (4 presentations)*

- **Aaron CHIU**, National Tsing Hua University, Taiwan - *Interdisciplinary Strategy and Conceptual-based Practice of Virtual Archive: A Cultural Analysis on “Achieve or Alive” Experimental by Et@t in Taiwan*
- **Kenneth WONG**, Founder of People Ideas Culture, Malaysia - *From Margin to Spectrum: A Critical Analysis on Queer Art Representation in Spectrosynthesis I and II*
- **Tzang Merwyn TONG**, Singapore – *Zen-Mind Filmmaking: a pedagogical approach to make the practice of filmmaking more mindful and in-the-present*
- **Federico GRANDESSO**, Fellini Foundation, Switzerland – *An Academic Perspective of Studying Cinema Directors of the Past to Navigate in the Prestigious European Film Festivals*

11:45-12:00 Break

12:00-13:00 *Panel 2 (3 presentations)*

- **Markus WERNLI, Kam-fai CHAN, Jonathan YU**, HK PolyU School of Design - *The farm as quasi-object in design education: Living-learning towards pluriversal forms of sustenance*
- **Annise LAM**, National Taiwan University of Science and Technology - *Putting Glocalised Marketing into Practice: A Case Study of Multiliteracies Pedagogy at a University in Taiwan*
- **Lok-Yin LAW**, HKMU - *(Re)inventing Intangible Cultural Heritage and Safeguarding Rural Villages in Urban Hong Kong: Case Studies of Three Hong Kong Villages*

13:00-14:30 Lunch (HSUHK)

14:30-15:00	<p><i>Keynote 2</i></p> <p>Prof Christoph WECKERLE, Zurich University of the Arts</p> <p><i>Creative Economies Research: From Creative Industries to Creative Skills?</i></p>
15:00-16:20	<p><i>Panel 3 (4 presentations)</i></p> <ul style="list-style-type: none"> • Samuel SWOPE, HSUHK - <i>Examples of recent research and pedagogy experimentation?</i> • Cho-kiu LI, Pui-sze CHEUNG, Christine CHOY, Kin-long TONG, HSUHK/ University College London - <i>Video Game as Cultural Heritage: Exhibition, Education, and Research</i> • Rochelle YANG, HSUHK - <i>Visual Design Concept and Methods for Immersive Chinese Dance Theatre: An empirical study on “The Way of Chinese Painting in Dance”</i> • Patrick MOK, HSUHK - <i>Practice as Research: Learning Chinese Martial Arts for the Creation of Dance Pieces</i>
16:20-16:30	Break
16:30-17:50	<p><i>Panel 4 (4 presentations)</i></p> <ul style="list-style-type: none"> • Marsha BRADFIELD, University of the Arts, London - <i>#TransActing - A Market of Values: Art, Design and Architectural Research for Repurposing the Market as a Public Good</i> • Iris De OCAMPO, De La Salle – College of Saint Benilde, Manila - <i>Kombucha Contemplations: Pedagogical Perspectives from a Practice of Fermenting Cultures</i> • Hanzel F GAPAYAO, Daryl D GADINGAN, Jaimee Anne M ESTEBAN, Candice Marie V PEREZ, Reinette R NATIVIDAD, De La Salle University, Manila - <i>DISCOVERING, MAKING, UNDERSTANDING: Reflecting on and Mapping out the Horizon of Senior High School Arts and Design Research of the De La Salle University Integrated School, Philippines</i> • Francesca MUZZILLO, Vanvitelli University, Italy - <i>Design Creativity in Food Management: Experiments in Italy</i>
17:50-18:00	Conclusion
18:30-21:00	Dinner (HKJC Shatin)