**Appendix - Program Outline**

**Wednesday 6th July – Creating the Modern**

The program begins by looking at what was “modern art” in the early 20th century. We will examine the writings of British artist and critic Roger Fry (1866-1934), who linked the aesthetics of Chinese art with that of Modernism in Britain. We will also look at Chinese artists, who lived and worked abroad but embraced different aspects of European art. The afternoon seminar discusses how in the absence of official patronage, artists had to look for different places to display and market their work. We will also hear from Edouard Malingue – his father was the dealer for some of the greatest masters of European modernity, while Edouard has set up his own gallery for international artists working today.

* Course Introduction
* Writing: Roger Fry and China
* Image: China looking at the West
* Creating an Audience for Modern Art
* Two Generations of Art Dealing @ Edouard Malingue gallery

**Thursday 7th July – Contemporary Artists in Asia**

On day two, we look at examples of key artists working in Asia today, in particular artists from China, Japan, India, as well as local artists in Hong Kong. Questions discussed include what makes an artist important, what is unique about contemporary art, and the different media through which artists engage. We will visit artist studios in Hong Kong, and hear firsthand from artists about their ideas, methods, and practice.

* 5 Japanese artists
* 5 Indian artists
* 5 Chinese artists
* 5 Hong Kong artists
* Visit to Artist Studios @ Fotan

**Friday 8th July – Contemporary Art Markets**

Day three is about how the market shapes our understanding of contemporary art. We begin by looking at the different roles within the art industry – dealer, critic, art fair, auction house, collector, and museum – as well as the relationship between these roles. Then, François Curiel, Chairman of Christie’s Asia Pacific and a 47-year auction veteran will analyze the different attributes that determine the value of a work of art. We will learn about how auctions work, engage in a mock auction, and visit some of the top art galleries in Central.

* Mapping the World of Contemporary Art
* What Makes Art Valuable?
* Mock Auction Challenge @ Christie’s
* Central Gallery Tours

**Saturday 9th July – Art & Place Identity**

The fourth day is about how a nation or a city’s arts scene can shape its identity. First, we examine mega-events, such as Biennales and Art Fairs, which have the power of attracting visitors from all over the world to the host city. Then, we discuss the role of museums, and how to make such institutions relevant to local, regional, and international audiences. We hope to also hear from someone in the Hong Kong government, to better understand the city’s motivations and ambitions in developing its cultural landscape. A visit to the Asia Society concludes the day’s program, where we will hear from the Executive Director and tour the current exhibition.

* What is a Biennale?
* The Making of a Fair
* A Museum for Today
* Development of Hong Kong’s Cultural Landscape
* Visit to Shahzia Sikander @ Asia Society

**Sunday 10th July – Paths of Passion**

The program concludes with a series of case studies on different ways to pursue a passion in the arts. There will be a discussion with young people who are starting careers in different areas of the art world, offering perspectives from both the commercial and academic sectors. We will also hear from people who engage with the arts in other ways, whether through consulting by leveraging relevant expertise, or being an art collector, and supporting artists and institutions through patronage. We finish with a networking brunch, where participants can have the opportunity to chat with select speakers and others working within the industry.

* Panel Discussion: How to Start a Career in the Art World?
* Working Art into your Career
* Conversation with a Collector
* Networking Brunch

Seminars, discussions, and program materials will be in English.

Program details are subject to change. Please visit <http://arts.hku.hk/events/christiesprogram> or [www.christies.edu/hku](http://www.christies.edu/hku) for full program information.

Letter of attendance will be issued to participants who attend all sessions.

**Price**

Regular: HK$22,000

HKU student, alum, or Friend of UMAG: HK$21,000

Early bird (payment before 10 June): HK$20,000

Very limited scholarship positions are available. Please contact the Faculty of Arts should you be able to demonstrate need and wish to apply for a scholarship.