

## Background of Facilitators

### Zurich University of the Arts

... is a vibrant centre for teaching, research, and production excellence. While firmly anchored in Greater Zurich, our influence extends well beyond Switzerland to the wider international stage. We offer a broad range of degree programmes and further education courses in education, design, film, art & media, dance, theatre and music. Closely interrelating teaching and research, we provide an ideal setting for transdisciplinary projects. Committed to bridging higher education, professional practice, and the interests of the wider public, we showcase the work and achievements of our staff and students in our own exhibition spaces, theatres, and various dance and concert halls.

### Connecting Spaces Hong Kong–Zurich

... is a transdisciplinary and trans-cultural project, an initiative by Zurich University of the Arts (ZHdK). Its two principal objectives are to explore perspectives and opportunities for cooperation between Hong Kong and Zurich and to consider the future of arts universities in the globalized 21st century. Connecting Spaces rests firmly on the principle of cooperation. It aims to stimulate mutual exchange between Hong Kong and Zurich on the level of concrete cultural practices.

### The Centre of Further Education Zurich University of the Arts

... offers a range of professional development courses at the respective departments and institutes. Further education is thus closely linked to research and teaching. The Centre of Further Education ensures that all further education offered at ZHdK is closely aligned with professional standards, as determined by the Conference of Rectors of the Swiss Universities of Applied Sciences (KFH). Our role is to coordinate, market, and develop continuing education opportunities along stringent strategic lines. Zurich University of the Arts (ZHdK) offers the following university-level professional development opportunities:

- Master of Advanced Studies (MAS)
- Diploma of Advanced Studies (DAS)
- Certificate of Advanced Studies (CAS)

MAS, DAS, and CAS courses are aimed at individuals holding university degrees or equivalent qualifications and relevant professional experience. Admission requirements vary according to course specifics.

### Virtual Platform

Participating students in our Global Culture programme come from all over the world; discussions and networking are internationally oriented. Therefore, we develop an increasing number of digital platforms for sharing and learning. Artists and cultural managers from around the world use the platforms in a innovative variety of ways.

The postgraduate diploma “Executive Education on Global Culture” is addressed to an international audience. The degree uses significant international events selected annually as case studies for executive education. The most important feature of ZHdK in the context of Executive Education is the wide range of disciplines and methods of teaching and research. These strengths are complemented by a network of international experts and institutions.

The DAS „Executive Education on Global Culture“ is an innovative new format, which is constructed with both online and live elements. The concentration will be on cultural management at an international level, focused on global culture, their developments and strategies for the future. The training is based on arts practice and differs from culture management because it integrates the new non-institutionalized and interdisciplinary form of cultural work. With this focus, the supply of other basic and advanced training in cultural management is different.

The programme is based on relevant international case studies that allow meaningful connections to ZHdK and its related network. The case studies are all based on research done by Zurich University of the Arts. The programme opens up an international debate about tendencies and developments in the field of contemporary art in a global context. The programme’s modules are held in Zurich as well as in Hong Kong or online on digital platforms, and in this way support an international discussion on global culture.

[www.zhdk.ch/das-global-culture](http://www.zhdk.ch/das-global-culture)

## Organization

### Faculty:

Programm Director: Michael Schindhelm  
Head of E Learning: Renato Soldenhoff  
Head of Further Education International: Prof. Elisabeth Danuser  
Community Management: Barbara Ruf, Joline Pütz

### Responsible for Programme:

Centre of Further Education International, ZHdK  
Head: Prof. Elisabeth Danuser  
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### Connecting Spaces Hong Kong (Further Education)

Head: Nuria Krämer  
[nuria.kraemer@zhdk.ch](mailto:nuria.kraemer@zhdk.ch)

### Administration

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### Centre of Further Education ZHdK:

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hdk

Zürcher Hochschule der Künste  
Zentrum Weiterbildung

# Executive Education on Global Culture Developments and Strategies for the Future

## Objectives

### The postgraduate diploma «Executive Education on Global Culture»

- aims to advance knowledge and professional practice in the field of global culture.
- supports developing criteria for a critical engagement with global culture.
- leads to clarification of strategies for the development of art institutions and networks.
- helps to support meaningful integration of the newly acquired knowledge into one's existing practice.

### At the end of the programme, participants have

- gained a broader knowledge of new trends and developments in the field of global culture.
- learned from different case studies from all over the world how to look at their own arts practice from a global perspective.
- extended their discussion in an international network with colleagues from all over the world.
- integrated this knowledge in their own practice and have developed new individual projects.

### Structure of the Diploma of Advanced Studies «Executive Education on Global Culture»

- The programme consists of various formats:
- Live courses (3–5 days), which can be attended both in Zurich and Hong Kong
  - SPOC: Small Private Online Courses: online formats, which can be credited with a successful participation as a module of the DAS, Diploma of Advanced Studies
  - MOOC CCAA: Massive Online Open Course „Chinese Contemporary Art Award“ on the platform iversity.org.
  - Mentored project development and DAS diploma module

Each course corresponds to one case study.

The successful completion of each case study, face-to-face or online, will be acknowledged with a Certificate of Attendance.

In 2017 and 2018, a minimum of three case studies will be offered in a live course each year. It will be possible to attend the case studies either in Zurich or in Hong Kong. In addition, 3–4 online courses are offered as additional case studies from March 2017 until November 2018.

The successful participation in two online courses can also be credited as a module of the DAS.

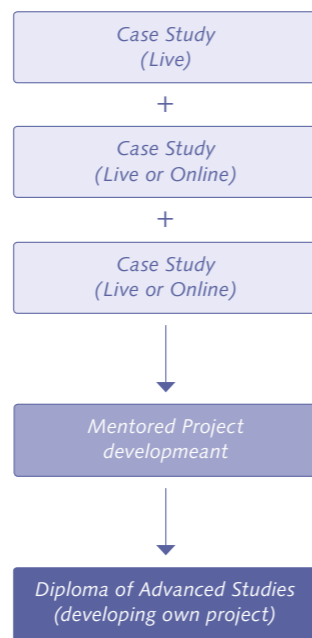
### Modular Design

Candidates seeking to earn a DAS “Executive Education in Global Culture” are required to attend three case studies, to elaborate and develop an individual concept within the “Mentored Project Development in the Arts” module, and to submit a written paper.

Participants are free to choose the first two modules and to select the remaining modules upon consultation with the Head of Further Education International. In addition, other requirements include developing and elaborating a key project question within the “Mentored Project Development in the Arts” module.

The DAS thesis paper must analyse and describe a topic belonging to the candidate's professional practice. Ideally, candidates will choose a topic from their “Mentored Project Development in the Arts” module. The paper's theme and form must be presented first in a concept outline in order to be submitted to the Head of Further Education for approval.

At the end of the programme, participants receive formal confirmation of attendance. Candidates fulfilling all certification requirements are awarded a Diploma of Further Education from Zurich University of the Arts (ZHdK).



### Participants

Curators, artists, journalists, cultural producers, gallery owners, collectors, researchers, and teaching faculty in the field of international contemporary art.

### Finances

Fee 1 Case study:  
(calculation remains equal for all cases)  
CHF 800 / HKD 6,500

Fee Diploma of Advanced Studies (DAS):  
(including 3 cases and module mentored project development)  
CHF 5,500 / HKD 42,000

Fee Online Course:  
CHF 390 / HKD 3000

### Terms and Conditions

The terms and conditions Further Education ZHdK are the same for the course in Zurich and in Hong Kong. Applicants send in the completed admission form and accept with their signature the conditions of ZHdK.

## Programme Overview

### Live Courses 3–5 Days

#### Case Study 1

##### Global Culture and Politics in the Urban Age

The city as a laboratory and powerhouse for creativity and social innovation  
*Michael Schindhelm: writer, filmmaker, curator and advisor to various international organisations*  
*Tim Renner, Secretary for Cultural Affairs Berlin*  
*Jackie McNerney, Cultural Strategy Manager, Mayor of London*

#### Case Study 2

##### International Curating Studio: Curation and Social Change

The possibilities and limitations of critical and curatorial practise.  
*Prof. Dorothee Richter: curator, art historian and filmmaker. She is the co-director of the Research Platform in Curating at the University of the Arts Zurich and PhD supervisor at the Department of Art at Reading.*

#### Case Study 3

##### Dream and Reality of Cultural Development in Emerging Cities

Strategies and issues of the development of culture and art in emerging cities and their diverse eco-systems. (Hong Kong, Singapore, Dubai, Moscow)  
*Michael Schindhelm: writer, filmmaker, curator and advisor to various international organisations*  
*Prof. Elisabeth Danuser, Head Center Further Education International*

#### Case Study 4

##### CCAA: Chinese Contemporary Art Award

First-hand information about the art scene in China.  
*Michael Schindhelm: writer, filmmaker, curator and advisor to various international organisations*  
*Dr. Uli Sigg: collector, entrepreneur and founder CCAA*

### Online Courses: Vocabularies on Resilient Art Practice

#### Case Study 5

##### Art Practice, Policy and Education in a Fast-changing World of Globalisation and Digitalisation

Challenges and possibilities for art practitioners, policymakers and educators in a cultural environment which is fast-changing under the condition of globalisation and digitalisation.

#### Case Study 6

##### The Cultural Prime Cities: London, Berlin. Is there any Future in Sight?

The top policymakers of both cities represent the strategies for the further development of art and culture in their cities with particular reflection on how to cope with migration, new forms of consumption and production of art, gentrification and city-competition.

#### Case Study 7

##### Dream and Reality of Cultural Development in Emerging Countries

Strategies and issues of the development of culture and art in emerging cities and their diverse eco-systems.

#### Case Study 8

##### MOOC CCAA : Chinese Contemporary Art Award

Exclusive material and insights into the Chinese art scene's developments over the past 40 years

	Zurich	Hong Kong	Application Deadline
<b>Case Study 1</b> <b>Global Culture and Politics in the Urban Age</b> The city as a laboratory and powerhouse for creativity and social innovation <i>Michael Schindhelm: writer, filmmaker, curator and advisor to various international organisations</i> <i>Tim Renner, Secretary for Cultural Affairs Berlin</i> <i>Jackie McNerney, Cultural Strategy Manager, Mayor of London</i>	10–12 Feb 2017		15 Jan 2017
<b>Case Study 2</b> <b>International Curating Studio: Curation and Social Change</b> The possibilities and limitations of critical and curatorial practise. <i>Prof. Dorothee Richter: curator, art historian and filmmaker. She is the co-director of the Research Platform in Curating at the University of the Arts Zurich and PhD supervisor at the Department of Art at Reading.</i>	MAS Curating	27 Mar 2017– 1 Apr 2017	1 Mar 2017
<b>Case Study 3</b> <b>Dream and Reality of Cultural Development in Emerging Cities</b> Strategies and issues of the development of culture and art in emerging cities and their diverse eco-systems. (Hong Kong, Singapore, Dubai, Moscow) <i>Michael Schindhelm: writer, filmmaker, curator and advisor to various international organisations</i> <i>Prof. Elisabeth Danuser, Head Center Further Education International</i>	2–4 Sep 2017	21–23 Apr 2017	30 Mar 2017 15 Aug 2017
<b>Case Study 4</b> <b>CCAA: Chinese Contemporary Art Award</b> First-hand information about the art scene in China. <i>Michael Schindhelm: writer, filmmaker, curator and advisor to various international organisations</i> <i>Dr. Uli Sigg: collector, entrepreneur and founder CCAA</i>	Online from Jan 2017– Mar 2017	1–3 Dec 2017	1 Nov 2017

	Online from	Online from
<b>Case Study 5</b> <b>Art Practice, Policy and Education in a Fast-changing World of Globalisation and Digitalisation</b> Challenges and possibilities for art practitioners, policymakers and educators in a cultural environment which is fast-changing under the condition of globalisation and digitalisation.	Mar 2017– Dec 2018	Mar 2017– Dec 2018
<b>Case Study 6</b> <b>The Cultural Prime Cities: London, Berlin. Is there any Future in Sight?</b> The top policymakers of both cities represent the strategies for the further development of art and culture in their cities with particular reflection on how to cope with migration, new forms of consumption and production of art, gentrification and city-competition.	Mar 2017– Dec 2018	Mar 2017– Dec 2018
<b>Case Study 7</b> <b>Dream and Reality of Cultural Development in Emerging Countries</b> Strategies and issues of the development of culture and art in emerging cities and their diverse eco-systems.	Mar 2017– Dec 2018	Mar 2017– Dec 2018
<b>Case Study 8</b> <b>MOOC CCAA : Chinese Contemporary Art Award</b> Exclusive material and insights into the Chinese art scene's developments over the past 40 years	Online until Apr 2017	