

APRIL
18

Keynote Speech 1 :

Time: 09:30 - 11:00

Venue: CPD-LG.10

**The First
Global
Creative
Industries
Conference**

Magic and Creativity

**From Culture to
Business and Vice
Versa**

Prof. Brian Moeran



Brian Moeran is Professor of Business Anthropology at the Copenhagen Business School and Honorary Professor of Global Creative Industries at the University of Hong Kong. He is also founding editor of the Open Access on-line *Journal of Business Anthropology* (www.cbs.dk/jba). By training a social anthropologist, he has worked over a 48 year period in Japan, conducting ethnographic research on ceramics, art marketing, advertising, book publishing, fashion magazines, and smell cultures. Among his books are *A Japanese Advertising Agency* (1996), *Folk Art Potters of Japan* (1997), *The Business of Creativity* (2014), and *The Magic of Fashion* (2015, forthcoming). He may be reached at bmoeran@hku.hk.

Abstract

This lecture suggests that all creative industries to some extent make use of magical practices, because of the uncertainties affecting the organization of personnel, creative processes, and consumer demand. The magical systems found in fashion, film, art, advertising, and other forms of cultural production consist of three elements—magicians, rites, and spells—which together constitute what the anthropologist Alfred Gell has called “technologies of enchantment.” The lecture seeks to illustrate this argument by focussing on the worlds of fashion and fashion magazines, before arguing that we may expect to find such magical practices elsewhere, where uncertainty prevails (for example, in financial markets, medical practices, business models, and so on). In other words, magic is not specific to so-called “primitive” societies, but is alive and well in contemporary capitalist economies.



APRIL
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The First Global Creative Industries Conference

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Keynote Speech 2 :

Time: 14:00 - 15:30

Venue: CPD-LG.10

Cultural Anthropology Research and Museology at the National Museum of Ethnology, Japan

Dr. Kenichi Sudo

Director-General, National Museum of Ethnology



Kenichi Sudo has graduated in 1975 and obtained his Ph.D. in 1985 from Tokyo Metropolitan University. He worked at the National Museum of Ethnology 1975-93, joined the Austronesian Project of the Australian National University 1989-2000, and moved to Kobe University in 1993. He is currently Director-General of National Museum of Ethnology (2009-).

His specialized fields are research of Oceania including social anthropology, social structure and land tenure, the art of traditional navigation, and contemporary overseas migration. Current research topics include Anthropological Research on Democracy and Political Traditions in Oceania. His major publications include *The Structure of Matrilineal Society: Ethnography of Coral Islands in Micronesia* (1989), *Anthropology on Oceania: Overseas migration, Democracy, and Traditional Politics* (2008), *Ethnography of Sexuality* (co-edited; 1993), *Republic of Palau: Its Past, Present, and for the 21st Century* (co-edited; 2003), *Glocalization and Anthropology on Oceania* (edited; 2012), *Anthropological Study of Oceania and Public Spheres* (co-edited; 2012).

Abstract

The National Museum of Ethnology (NME) was established in 1974 as an inter-university cooperative research institute, according to the Japanese government higher research and education policy. In the Asia-Pacific region, this museum may be the largest research center for social-cultural anthropology and ethnology. We also provide graduate education at the doctoral level.

Our sixty researchers have conducted fieldwork on societies, cultures and socio-cultural changes brought by globalization at locations worldwide. We are also active in Japan. We organize and host Core Research Projects, Inter-University Research Projects, international symposia, and other academic meetings. These efforts contribute to expanding the boundaries of research. Each year, we receive more than one thousand foreign and domestic researchers to join these activities.

To pursue a deeper understanding of cultures and values our staff also collect and preserve artifactual, audio-visual, and documentary materials.

NME has collected upwards of half a million artifacts and audio-visual materials. These and our research efforts contribute to new types of exhibitions. Our permanent and temporary exhibitions receive over two hundred thousand visitors each year.

The main activities of the museum are: 1) Research, 2) Exhibition, 3) International and Domestic Contributions through Museology, and 4) Construction of an Info-Forum Museum for Cultural Resources.



APRIL
19

Keynote Speech 3 :

Time: 09:00 - 10:30

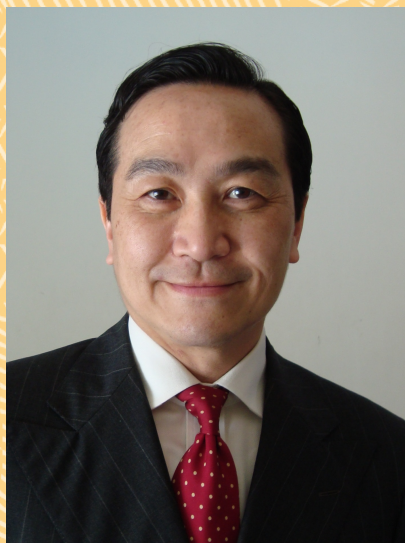
Venue: CPD-LG.10

**The First
Global
Creative
Industries
Conference**

Cantopopsibility: Reflections on the Crisis of Cantopop as a Creative Industry

**From Culture to
Business and Vice
Versa**

Prof. Stephen Yiu-wai Chu



Stephen Yiu-wai Chu is Professor & Director of the Hong Kong Studies Program, School of Modern Languages and Cultures, The University of Hong Kong. His research interests focus on Hong Kong culture, globalization and postcolonial discourse. His academic essays appear in, among others, *Social Analysis*, *boundary 2*, *Inter-Asia Cultural Studies*, *Visual Anthropology*, *Popular Music*, *Journal of Chinese Cinemas* and *International Journal of Cultural Studies*. His most recent monograph is *Lost in Transition: Hong Kong Culture in the Age of China* (Albany: SUNY Press, 2013). He is a big fan of Cantopop. Over the past two decades he has published more than ten books on Hong Kong Cantopop lyrics.

Abstract

According to *Baseline Study on Hong Kong's Creative Industries* conducted by The University of Hong Kong for the Central Policy Unit of the Hong Kong SAR Government in 2003: "The music industry in Hong Kong is dominated by Cantopop in production and sales. It constitutes a major part of the entertainment business of the territory in terms of employment and contribution to GDP. It is also a major part of the popular cultural phenomenon of Hong Kong, which 'has significant influence in the region and also a large market in every community overseas'." But while creative industries are viewed by the government to be vital to the future success of Hong Kong, people tend to think that Cantopop has been declining significantly over the past decade. This talk examines the crisis faced by Cantopop – once the trend-setter of Chinese popular music – as a creative industry. It is argued that the decline of Cantopop has to be explored in the light of the recent development of Hong Kong culture per se. As Cantopop continues to struggle to regain momentum, the valued synergy among popular cultures, inter alia, would be an indispensable factor.



Creating the Next-gen Coffee Experience

Speaker:

Mr. Henry Hu

Co-founder of Cafe X Technologies Limited

Date: April 18th, 2015

Time: 11:30 - 12:30

Venue: CPD 2.14

Centennial Campus

HKU

Language: English

* No registration required

Coffee is the world's most popular drink, yet the experience of going to a coffee shop or cafe has not changed for decades. This is the story of how **Cafe X** is creating an innovative solution to significantly improve the efficiency and convenience of the coffee service business using **robotics and mobile software**.

Mr. Henry Hu

is a 21 year old entrepreneur who founded an electronics distribution business during high school in Hong Kong. He is always passionate about technology and he started to work on the idea of a robotic cafe while studying at Babson College in the US.

The idea came from an experience of waiting 30 minutes at a cafe to get coffee for his family.

Try coffee made by robot at the conference !



台灣文創路上的得與失

講者



邱德興先生
獨立攝影師、
平面美術設計師

曾參與製作：音樂唱片、
電視劇照、雜誌、藝術
人文採訪攝影



張四十三先生
台灣獨立音樂教父

「角頭音樂」創始人
「海洋音樂祭」創始人
「很久沒有敬我了你」電影音樂劇製片
「我得內分泌有點失調」專輯歌手



范雅竹女士
華藝學術出版社經理兼總編輯

曾擔任網站編輯、節目製作、
文化活動工作者、文化政策研
究推動者。



日期：2015年4月18日

時間：15:00 – 17:00

地點：香港大學百週年校園

CPD 2.45

語言：普通話

* 無需報名註冊

話題探討：

- 台灣文化在政治及社會發展中的角色
- 文創產業的贊助及融資
- 民眾對於文創產業的常見誤解



《當日本A片遇上華人慾望》

新書座談會

講者:

王向華博士

香港大學現代語言及文化學院全球創意產業課程主任

邱愷欣博士

嶺南大學文化研究系高級講師

主持人:

范雅竹女士

華藝學術出版社經理兼總編輯

日期: 2015年4月18日

時間: 17:30 – 18:00

地點: 香港大學百週年校園
LG.34

語言: 普通話和廣東話

* 無需報名註冊

當日本A片
遇上華人慾望:



本書蒐集了兩位作者近幾年來研究日本成人A片在臺灣及香港社會的再生產、流通及消費的學術論文。通過對華人慾望遇上日本A片的人類學研究，作者希望能夠對華人社會的性別、性相及色情品做出更精闢的理解。

全書分為四個部分，第一部分為文化符號，探討性在中、日兩個社會中的文化涵義；第二部分則關於臺灣個體對日本成人A片的消費以及再生產；第三部分集中討論個人如何消費日本成人A片，從而探討「個人」與「社會」的辯證關係；第四部分則通過探討日本成人A片的全球化去反思有關跨越國境的文化產品理論的缺失。



第一屆全球創意產業研討會 The First Global Creative Industries Conference

“全球文化視野中的中國影視劇與‘國家形象’製造”

“Repositioning Japanese Pink Film”

East Asian Visual Culture in the Globalizing World

Speakers:

丁亞平教授

中國藝術研究院電影電視藝術研究所所長

Mr. Nobu Tanaka

Executive Vice President of Okura Pictures

Moderator:

Dr. Dixon Wong Heung Wah

Program Director of Global Creative Industries, SMLC,
The University of Hong Kong

Date: April 19th, 2015

Time: 11:00 - 12:30

Venue: CPD 2.14

Centennial Campus

HKU

Language: English and Putonghua

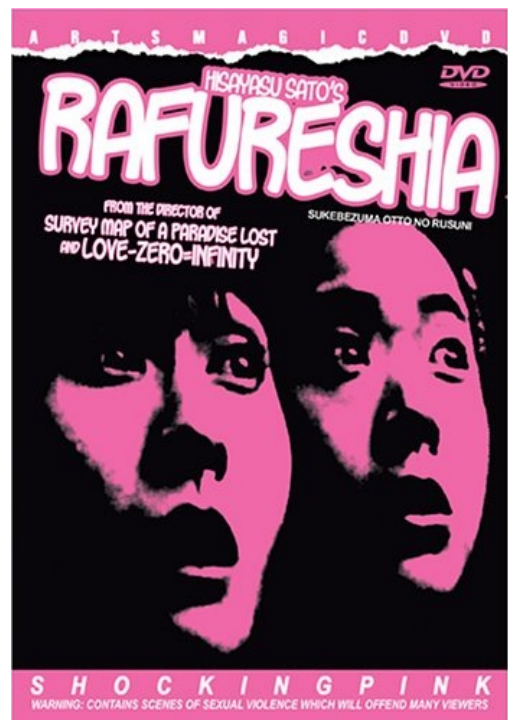
* No registration required

This forum is a platform through which the two speakers will talk about the globalization of East Asian virtual culture especially Japanese pink films and Chinese films and television programs respectively.

Professor Ding will discuss how Chinese films and television programs construct and reconstruct the image of China when they go global.

Mr. Tanaka will touch upon how he and his company re-position Japanese pink films in order to compete in the global market.

- *Special screening of pink films will be presented in the forum.*



An exhibition about the history of Pink Film and Okura Pictures is held at the conference.



SCHOOL OF
MODERN LANGUAGES AND CULTURES
FACULTY OF ARTS, THE UNIVERSITY OF HONG KONG

Creativity, Design & Supply Chain Management

创意、设计与供应链管理

講者:

林至颖先生

利丰发展（中国）有限公司华南首席代表兼总经理

日期： 2015年4月19日

时间： 14: 00 - 15: 00

地点： 香港大学百周年校园

CPD.2.45

语言： 普通话

* 无需报名注册



林至颖，利丰发展（中国）有限公司华南首席代表兼总经理。

全国港澳研究会港区特邀成员、原香港特别行政区政府中央政策组非全职顾问。

林至颖同时为中国人民大学商学院客座教授、亚洲物流与供应链管理协会（ACSC）副秘书长和广东省供应链金融专家委员会委员。

著作包括参著《丝绸之路经济带发展报告2014》、《中国供应链管理蓝皮书》、《中国商业蓝皮书》、《现代国际商都研究丛书》及专著《内外贸一体化与流通渠道建设》、《珠三角流通业蓝皮书》等。