
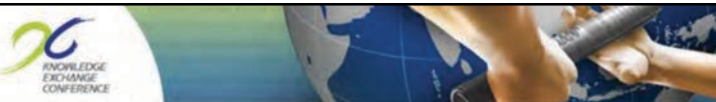


Better Community, Better Life: Community Art
A Multiple Concepts of Knowledge Transfer Project
Leung Mee-ping, AVA, HKBU




Better Community, Better Life: Community Art

- Two Partner Institutions (1 Sep 2010—31 July 2011)
- Hong Kong British Council's Connecting Classrooms
- Community Arts Axis (VAA), Academy of Visual Arts, HKBU with sponsored by Knowledge Transfer Office, HKBU



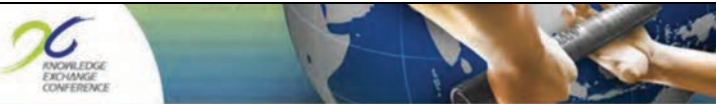
II. Project Concept

- Emerged from the title of Expo 2010 held in Shanghai—Better Cities Better Lives (HKBC's Connecting Classrooms Project);
- Response to the purpose of Expo, to showcase aspects of national creativity;
- To foster understanding exchange ideas within their own country and communities.



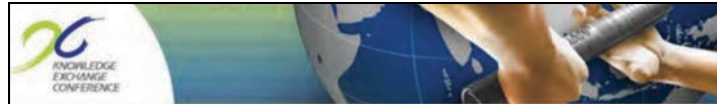
III. Project Content

- Establish classroom to classroom linkages;
- Portsmouth schools, partner schools in England (HKBC);
- Secondary schools in Hong Kong (VAA, HKBU);
- Secondary schools in Shanghai (HKBC, Shanghai division);
- Explore and research the topic "*People and Communities*" within their own communities;
- An exhibition of community art by students was launched after one year.



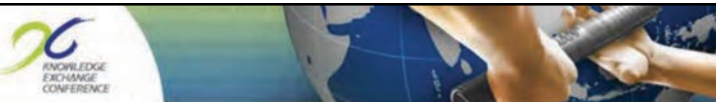
IV. Project outcome

- Impressions of local people and community that can be developed into art work appropriate to the topic;
- Concerns or findings that students with their teachers can convert into community action projects.




V. Project Process in Hong Kong

- I (Leung Mee -ping, AAV, HKBU) was the coordinator of the Hong Kong program, alongside project assistant Reds Cheung to plan the one-year community art project ;
- Attending seminars by Shanghai program partners and other related seminars in Shanghai; to pin down project theme, to exchange concepts of community art creation and practical experience;
- AVA graduates will be invited to be young tutors of the project who have passion and experience in community art;
- Young tutors will be led by me to discuss the creative concepts, methods of community art and the related knowledge of local community culture.



- Young tutors will be responsible to look after 60 secondary school students from the 6 participating high schools;
- Young tutors will provide consulting for the high school visual arts teachers and students; bringing forward community culture and associated creative knowledge to the schools and community;
- Creating community art knowledge of the students from three regions will be published and exchanged on the joint-school interactive website;
- The outcomes of the whole-year community exploration, knowledge exchange and creative practice was revealed via displaying works of art at the CVA Exhibition *Community, Better Life – Students' Community Art Exhibition*. 8-26Jul 2011, Koo Ming Kown Exhibition Gallery.



VI. Knowledge Transfer Key Concepts



- Competence
- Creativity
- Cultural Understanding
- Critical Understanding



VII. Project Practicing Outcome in Local School Partners



- Lok sin Tong Wong Chung Mind Secondary School 樂善堂王仲銘中學

The demolishment of Nga Tsin Wai Tsuen is selected as the main theme. Through community art it is hoped that various parties of the society will rethink about development and heritage conservation. This project was awarded a merit prize and displayed in Shanghai



- St. Paul's Convent School 聖保祿學校

Southeast Asian domestic helpers were inspired and invited to use recycled paper to fold paper hearts as a way to raise funds for the earthquake victims in Japan; whilst students handmade sitting mat for the domestic helpers for them to use during their gathering.


- Lee Shau Kee School of Creativity 香港兆基創意書院

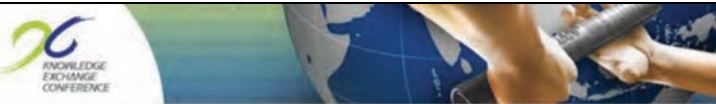
A Closer Look at Kowloon City, students selected and studied a shop in details so as to understand the needs of the shop owner and provide a tailor-made design service accordingly. Like promotional leaflets and souvenirs of the shop.

- Ching Chung Hau Po Woon Secondary School 青松侯寶垣中學


Taking Tuen Mun River as a subject matter, the river water has undergone re-packaging and beautification, and was interpreted and promoted by various creative ways.





- Church of Christ in China Kwei Wah Shan College 中華基督教會桂華山中學

North Point is known as "Little Fu Jian". Photographs taken in the area were used to produce series of learning cards/ postcards in Cantonese and Minnanese; with this delicacy they wish to make the community a better place. This project was awarded a merit prize in China.




- G. T. (Ellen Yeung) College 優才（楊殷有娣）書院

Students made a film about Tseung Kwan O district to express their thoughts about the urban development, planning and policy in Hong Kong.




BRITISH COUNCIL

Connecting Classrooms

Better Community, Better Life – Students' Community Art Exhibition
「社區點亮生活」學生社區藝術作品展

Community, Better Life – Students' Community Art Exhibition.
8-26 Jul 2011, Koo Ming Kown Exhibition Gallery, CVA, HKBU.



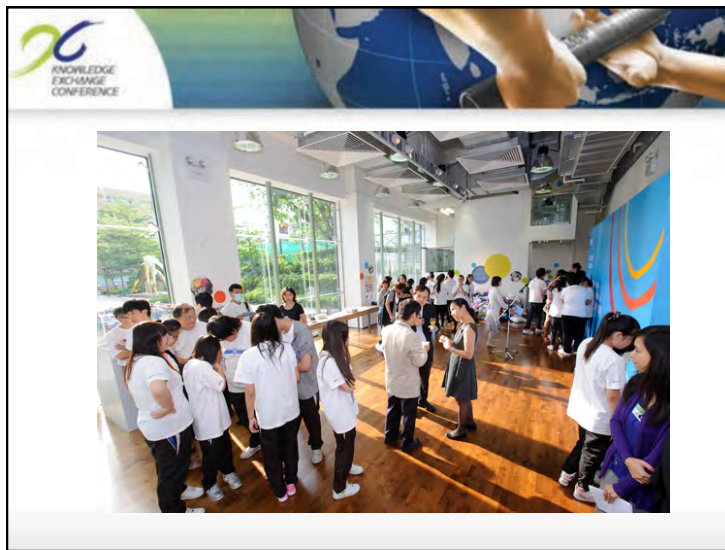
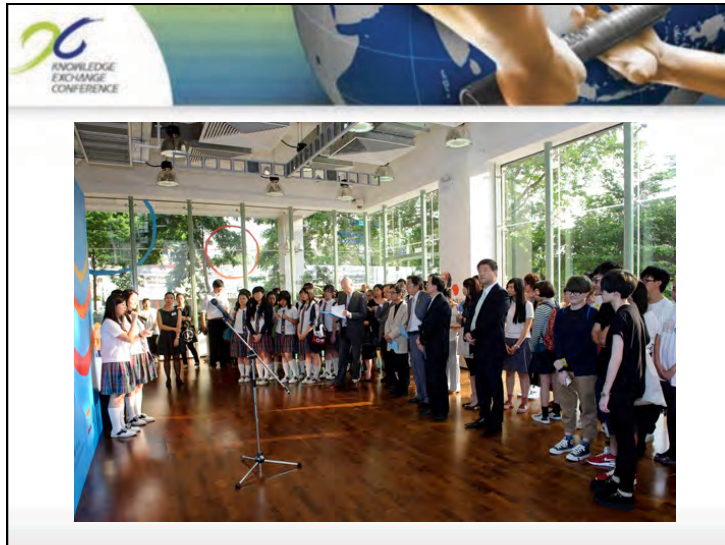
BRITISH COUNCIL

Connecting Classrooms

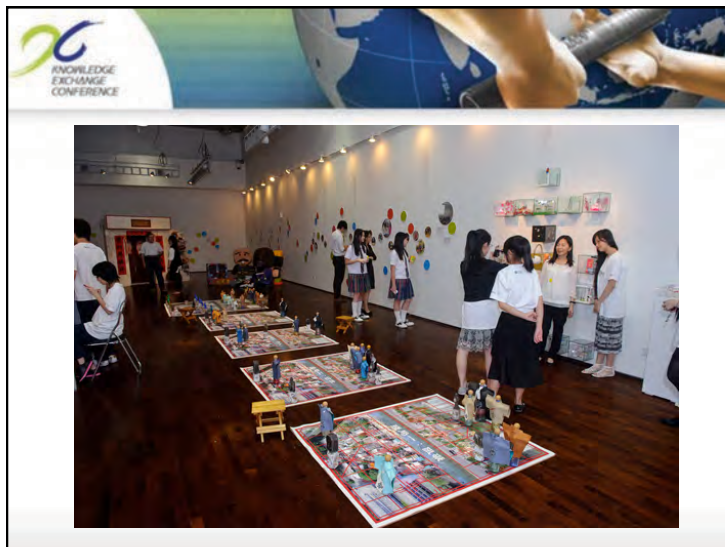
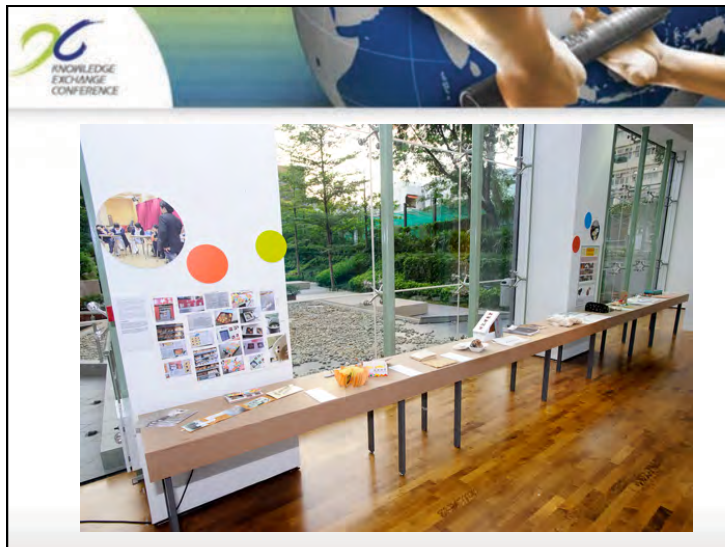
Better Community, Better Life – Students' Community Art Exhibition
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8-26.7.2011



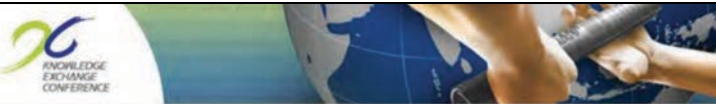






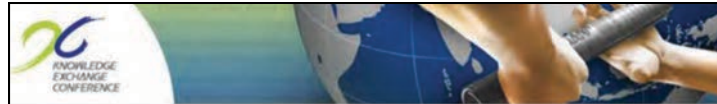
A Multiple Concepts of Knowledge Transfer

- Knowledge Transfer Cultural Partners: National and Regional between the Three Regions
- Secondary Schools in Mainland
- Portsmouth schools in England
- Secondary Schools in Hong Kong



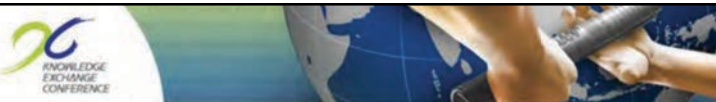
Knowledge Transfer Cultural Partners: National and Regional between the Three Regions

- Hong Kong British Council
- Shanghai British Council
- VAA, Academy of Visual Arts, HKBU
- Knowledge Transfer Office, HKBU




Project Mentors and Participating Students

- 2 artist representatives assigned by British Council
- 4 teachers in England, 60 students
- 6 Mainland secondary school teachers, 50 students
- 6 Hong Kong secondary school teachers, 60 Students
- 6 young tutors, AVA, HKBU
- 1 project co-ordinator and lecturer, AVA, HKBU



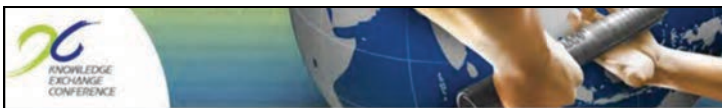
Linkages of Multiple Knowledge Transfers Between

- organizations
- seminars
- internet forum
- teachers and students
- art creation and exhibition audience
- above linkages within local communities



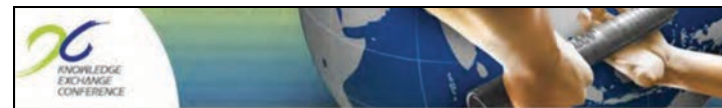
The Outcomes of Knowledge Transfer

- Understanding the difference between the perception of community art in Hong Kong and China: different concepts of Hong Kong residents' social community culture and serving the community mission in China;
- The direction of British community art culture and concepts development within Chinese culture;
- Local secondary school teachers will employ integrated knowledge teaching in diverse visual and general education;



The Outcomes of Knowledge Transfer

- No-gap verbal communication between secondary school students and young tutors;
- Internet – knowledge exchange outside classroom;
- Actual exchange between environment, community and people;
- Platform and models of visual creative culture.



End
Thank you