

# KUMA – Young Voices

First Edition

Transformation.

Social, Cultural, Medial

30<sup>th</sup> September 2014, 2pm – 6pm

Stiftung Starke | Gemeinnützige Kunststiftung

Koenigsallee 30, 14193 Berlin



Prof. Dr. Klaus Siebenhaar



Institut  
für  
Kultur  
und  
Medienmanagement



Prof. Dr. YU Ding

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China Central Academy of Fine Arts

## Preface

„KUMA – Young Voices“ is the new Chinese-German forum addressing socially relevant questions of art culture and media management. It is a platform of discussion for young German and Chinese managers born in the 80s who are today working in museums, theaters, Festivals, cultural administration, institutions or as free curators and media managers.

The Chinese participants have completed the “Culture Management in China” (KUMA) program, which was established six years ago and which is planned and carried out jointly by the IKM and the Central Academy of Fine Arts (CAFA) Beijing as well as the National Art Museum of China (NAMOC). Their German colleagues are alumni of IKM most of whom have taken part in the “Summer Academy. Berlin – Peking – Shanghai” organized by IKM and the Department of Arts Administration in the School of Humanities of CAFA. This is reason enough for initiating a thematically focused exchange seeking for commonalities and differences, with no predetermined goal in mind. With “Transformation. Social, Cultural, Medial” we will be initially inquiring about the respective individual perception in a global context – we are excited to listen to the Chinese and German voices of the 80s generation.

Prof. Dr. Klaus Siebenhaar

Prof. Dr. Yu Ding



## **Welcome greeting from the State Minister for Culture and Media Prof. Monika Grütters (Member of the German Bundestag) for the KUMA program of the FU Berlin**

A Chinese idiom reads “Dig the well before you are thirsty” - 毋临渴而掘井. Following this idea, the qualification program “Culture management in China” (KUMA) of the Institute for Arts and Media Management of the Free University Berlin, with its goal to promote young professionals in the area of culture management, has been established just at the right time. Young associates of Chinese cultural institutions are given the possibility to acquaint themselves with the basics of Western European culture management over the course of four months – an offer that they themselves are not the only ones to profit from, as with the growing cultural infrastructure there is also an increasing demand for professionals in Chinese cultural institutions. KUMA prepares young people from China for their future tasks in culture management by conveying the necessary expertise on the basis of democratic values. Thus, KUMA does not only promote intercultural exchange and communication across cultural borders but also strengthens the forces that have the power to transform a society from within. The fact that this particular force of culture is also being recognized by political leaders in China is demonstrated not least by their treatment of artists like Ai Weiwei, whose exhibition at the Martin-Gropius-Bau in Berlin this year did break visitor records. Ai Weiwei is being deprived of his physical freedom in China, but his works demonstrate that the indomitability of the artist can serve as a powerful force of change and as a sign of hope for democracy and freedom in China. For the benefit of the participants of KUMA, I wish that this hope will be nourished further – and I wish the program continuing success.

  
Prof. Monika Grütters MdB  
Staatsministerin bei der Bundeskanzlerin

# Schedule

<b>Subject</b>	<b>Time</b>	<b>Keynote (20min)</b>	<b>Statement (10min)</b>	<b>Discussion (30-40min)</b>
<b>Greeting</b>	2 – 2.15pm	Prof. Dr. Klaus Siebenhaar / Prof. Dr. YU Ding		
<b>Moderation</b>		Achim Müller		
<b>Social Transformation</b>	2.15 – 3.30pm	WANG Wenting	GUO Cheng	Dorine Wolf Maja Dziehel
<b>Break</b>	3.30 – 4pm			
<b>Cultural Transformation</b>	4 – 5.15pm	WANG Congcong	LIANG Xingyi	Marc Lippuner Thea Dymke
<b>Medial Transformation</b>	5.15 – 6.30pm	HU Danjie	YANG Zi	Daniela Blaschke Marie-Christine Knop

1<sup>st</sup> Section

Social

Trans-

formation

2.15 - 3.30pm

Keynote

**WANG Wenting**

Wang Wenting (\* 1984) is a lecturer of Arts Administration and German at the Central Academy of Fine Arts (CAFA). She has completed two graduate programs in China and Germany respectively and has been co-organizing several cultural management projects such as the Sino-German Annual Summer Academy on Arts Administration, KUMA, and the “Chinese Public Art Exhibition” in Kassel. She has been teaching in China, Italy, and Japan and has published widely both in Chinese and German on the topics of arts administration and cultural policy.

Statement

**GUO Cheng**

Guo Cheng (\* 1986) studied at the Jiangnan University in Wuhan and received his Master’s degree from the Hubei Institute of Fine Arts. He worked as a journalist for the magazine of Fine Arts Literature, Wuhan, and for the Wuhan Art Museum. He is currently deputy-chief-editor of the Art and Fortune magazine. He participated in KUMA in 2013.

Discussion with

**Dorine Wolf**

Consultant for Cultural Sponsoring and Policy, Kulturkreis der deutschen Wirtschaft im BDI e.V.  
(Association of Arts and Culture of the German Economy at the Federation of German Industries)

**Maja Dziehel**

Project Manager, Institute for Arts and Media Administration, Freie Universität Berlin

2<sup>nd</sup> Section

Cultural

Trans-  
formation

4 – 5.15pm

Keynote

WANG Congcong

Wang Congcong (\* 1986) graduated from the Chinese Central Academy of Fine Arts (CAFA) with a Master's degree in art management in 2010. She is currently studying at the China ART ACADEMY in order to receive a doctoral degree in cultural policy while at the same time being still engaged at the central Academy of Culture Administration in the department of art management in art institutions. During the last four years, she has been engaged in different culture research projects for the Chinese Ministry of Culture. She participated in KUMA in 2013.

Statement

LIANG Xingyi

Liang Xingyi received her Master's degree from the Chinese Academy of Fine Arts (CAFA). She trained as a director assistant at the National Art Museum of China where she is currently engaged as research assistant. She has coordinated several cultural exchange programs such as NAMOC's overseas exhibitions in London and Paris and training programs such as KUMA.

Discussion with

Thea Dymke

Marketing and Communication, Bundesverband Deutscher Galerien (BVDG)

Marc Lippuner

Stage director; Arts and Research Project Manager, Institute for Arts and Media Administration, Freie Universität Berlin

3<sup>rd</sup> Section

Medial

Trans-

formation

5.15 – 6.30pm

Keynote

HU Danjie

Hu Danjie is a curator currently living and working in Beijing. She studied at the China Central Academy of Fine Arts (CAFA) and received her Master's degree in Curating Contemporary Art at the Royal College of Art, London, in 2011. She participated in KUMA in 2012 and in the Young Curator Overseas Training Program of the Wu Zuoren International Art Foundation in 2013. She has been involved in numerous national and international exhibitions (Beijing, London, Nantong).

Statement

YANG Zi

Yang Zi (\* 1984) graduated from the Chinese National Academy of Art with a Master's degree in Fine Arts. Since 2010, she has been employed by the National Art Museum of China (NAMOC) where she has been engaged in Media Resource Management and Audience Development. She already participated in KUMA in 2012.

Discussion with

Daniela Blaschke

PhD student, Institute for Arts and Media Administration, Freie Universität Berlin; Political Communication, Volkswagen Aktiengesellschaft

Marie-Christine Knop

Partner Relations Manager, MINZ GmbH

# KUMA - Culture Management in China

The program "Culture Management in China" trains a new generation of young managers of every cultural branch, for museums, museums of art, performing arts institutions (theaters, dance), cultural administration, film and theater festivals as well as media sector. In the years following 2009 more than 70 participants have been trained in the program with tremendous success.

In 2014, "Culture Management in China" launched its sixth project. The project is jointly planned and organized by the Institute for Arts and Media Management (IKM) of Freie Universität Berlin, in cooperation with the Central Academy of Fine Arts (CAFA) Beijing and the National Art Museum of China (NAMOC) and supported by the BMW Group, the Ministry of Culture of the People's Republic of China and the Committee of Art Museums in China. The sixth version of the project "Culture Management in China" is focused on museums, galleries, foundations, collections, creative industries and cultural administration.

The structure of the project's training course is to be composed of two parts, namely a theory training course and into practical internships. After finishing the cultural management theory training course in Beijing which lasts 10 days, all participants are going to visit Berlin. The primary content of the training courses in Berlin are visits to cultural organizations, foundations, museums of art, museums, cultural and creative industries. The training courses in Berlin are aiming to give an insight into the German cultural system and their organizations. Afterwards the participants are going to be divided into groups according to their field of work as well as their affiliated branch in order to do a short internship in German cultural institutions.



# Institute for Arts and Media Adminis- tration, Freie Universität Berlin

The Freie Universität Berlin, founded in 1948, is a leading German research institution and was chosen as one of nine “elite” universities within the federal and state Excellence Initiative. The Institute for Arts and Media Management (IKM) was founded by Prof. Dr. Siebenhaar in 1991, and merged with Freie Universität Berlin in 2004, where it is part of the Department of Philosophy and Humanities. The Institute itself set out to act as a center of competency for the cultural institutions and business sector in the entire urban area surrounding Berlin – and beyond. IKM has always devoted itself to a mix of theoretical education and practical experience of culture and media management. Throughout its entire educational system, IKM integrates media theories, legal concepts, culture communication, economics, and science into the practice of project management and cultural institutional management. The program investigates the cultural dimension of management and at management and leadership concepts for cultural processes, with the products of artistic and cultural endeavours as the background.

IKM carries out its research activities within its own research facilities such as the Berlin Media Professional School (BMPS), Center for Audience Development (ZAD), Center for Culture Management in China (KUMA) and Creative Industries Competence Center (CICC).

KUMA is the center of excellence as well as the umbrella brand for all arts management-related programs and projects of the IKM in cooperation with Chinese institutions. In addition to the annual advanced training and study program for young, qualified Chinese arts managers, KUMA organizes special German-Chinese projects in the field of arts management supporting or supplementing exhibitions, festivals, literature and theater programs, for example by means of Audience Development concepts with focus on evaluation and marketing. KUMA offers its expertise and experience in establishing academic programs in the fields of arts, theater, museum, and music management.

# Department of Arts Administration, School of Humanities, Central Academy of Fine Arts, Beijing

The Central Academy of Fine Arts (CAFA), the only fine arts institution of higher learning directly under the Ministry of Education, was founded in April 1950 by combining the National Beiping Art College with the Fine Arts Department of Huabei University. As one of the premier fine arts academies in China, CAFA is dedicated to the promotion of the nation's finest artists and related professionals such as designers, art critics and arts managers. With its deep social commitment, CAFA has been a leader and trailblazer in the curriculum and academic establishment of fine arts education in China, exercised through a combination of intellectual, experimental, pragmatic and cross-disciplinary approaches. CAFA is and will continue to be a crucial experimental lab and talent pool of arts education in China.

The Department of Arts Administration in the School of Humanities of CAFA has been established in 2003. It is the first such department founded in China focusing on visual arts administration and a "key program" supported by the Ministry of Education through the initiative "New Disciplinary Establishment in the 21 Century". Its current dean is Prof. Dr. Yu Ding. Under the School of Humanities of CAFA, the department largely benefits from the rich visual arts resources of the academy. Dedicated to establishing a distinguished program for arts administration, the department has achieved rapid progress in recent years, including the recruitment of a team of professional teachers, and the independent publication of professional textbooks in collaboration with other fine arts institutions. Having established collaborative relationship with top international institutions in related fields, the department has made a whole series of intellectual achievements in arts administration, cultural policy consultancy and art market research. Its many graduates are becoming an important contributing force in art marketing and administration in China.