



ASEAN UNIVERSITY NETWORK
on CULTURE and the ARTS

EVENT PRIMER



LEARNING SESSIONS

JUNE 2021



ASEAN UNIVERSITY NETWORK
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LEARNING SESSIONS
JUNE 4, 11, 18, 25, 2021

ARTS FESTIVAL
JULY 26-30, 2021

INTRODUCTION

The COVID-2019 pandemic has placed everyone's lives to a sudden halt as immediate measures were put in place by governments such as physical distancing, lockdowns, work-from-home arrangements, online classes, and cancellations of mass gatherings. Being highly dependent on social interaction, the creative industries and art making are among those badly hit. The sector's vulnerability is magnified by the onslaught of this crisis, and the industry, in most countries are not given funding priority in the region, especially when the immediate needs are to survive and mitigate the spread of the virus.

Various efforts from the governments in ASEAN+3 countries have already been in place for now, but they will never be enough. At some point, these nagging questions will need some answers: Will the industry ever go back to the way it was before COVID? Will the arts retain its patrons and audiences in these times of uncertainty, with limited resources and spending power, and with the looming threat of recession? Will our creatives survive?

As part of the initiatives of ASEAN University Network, the ASEAN University Network for Culture and the Arts, the Philippines' Commission on Higher Education, De La Salle University and the Association of Cultural Offices in Philippine Educational Institutions, Inc., introduce the first-ever AUN-CA "Crosslight" Learning Series and Arts Festival 2021 to be participated in by students, arts managers, artistic directors and other collaborators; showcasing various art forms; and providing platforms for exchanges of ideas and insights from the region. In theatre terms, "crosslight" means to illuminate the stage with two crossing beams of light. This would be an appropriate term for how the different cultures and the arts "crosslight" to brighten up the ASEAN+3 creative industries in its current state.



THEME & OBJECTIVES

INNOVATE ASIA

Strengthening the ASEAN+3 Youth's Creativity and Resilience in the New Normal

The theme seeks a deeper reflection and meaning to being ASEAN & Asian as all of us in the academe are being challenged to innovate our pedagogies and creative practices to ensure that our youth, being the culture bearers and future creators of art will be reinforced with the necessary knowledge and skills for them to continue and flourish in their craft despite the uncertainties brought by the New Normal.

OBJECTIVES

Considering today's evolving creative industries and campus environment, **AUN-CA's "Crosslight" will provide learning opportunities for cultural officers, arts administrators, artistic directors, arts organizations, and student artists for them to:**

- 1) Share their best practices and gather insights in retooling for the new normal;
- 2) Discuss issues and concerns of culture and the arts in the ASEAN+3 countries; and
- 3) Strengthen the ASEAN+3 identity through collaborations through the arts festival.



PROGRAMME DETAILS

The programme was created to fulfil the objectives set by the AUN-CA in responding to the need for the ASEAN+3 countries to evolve, innovate and strengthen our youth's creativity and resilience. The forum consists of the following activities:

- 1) Virtual plenary and parallel sessions with experts for academe-based arts managers and artistic directors – via Zoom + breakout groups
- 2) Arts-based Virtual Workshops and discussions – via Zoom+ breakout groups
- 3) Arts Festival – Design Art Exhibit, Film Festival, Performances

SUMMARY OF EVENTS

DATE/S	ACTIVITIES
June 4	Day 1 Learning Session
June 11	Day 2 Learning Session
June 18	Day 3 Learning Session
June 25	Day 4 Learning Session
July 26-30	Design Art Exhibit; Opening : July 26
July 28	Film Festival
July 30	Performances

TARGET PARTICIPANTS

CLASSIFICATION	TARGETS/ LIMITATIONS	ACCESS	FEES
AUN members in ASEAN +3 countries	Learning Session: Maximum of 10 per institution for the learning sessions (teachers) in Zoom link; no limit on students for Day 1 only via Facebook Live.	Learning Sessions Day 1 – 4 & Arts Festival	FREE
AUN-CA institutional members	Learning Session: Maximum of 3 per institution for the learning sessions (teachers) in Zoom link; no limit on students for Day 1 only via Facebook Live.	Learning Sessions Day 1 – 4 & Arts Festival	FREE
ACOPEI institutional members	Learning Session: Maximum of 3 per institution for the learning sessions (teachers) in Zoom link; no limit on students for Day 1 only via Facebook Live.	Learning Sessions Day 1 – 4	FREE
ACOPEI individual members	Individual entry	Learning Sessions Day 1 – 4	FREE
Non AUN/ AUN-CA/ACOPEI members	Individual entry		USD30

For inquiries regarding AUN-CA & ACOPEI membership, please contact aunculturearts@gmail.com or glorife.samodio@dlsu.edu.ph.



PROGRAMME SCHEDULE

LEARNING SESSIONS

DAY 1

THEME: The Role of the Arts in Healing and Gearing up for the New Normal

06.04.21

PLATFORMS:



zoom AUN-CA PAGE

EVENT DATE - LIVE

POST EVENT

PARTICIPANTS: Arts Managers, Artist Teachers/ Artistic Directors , Student Artists

TIME	ACTIVITY
8:30-9:15am	Opening Ceremonies
9:15-9:35am	KEYNOTE SPEAKER 1
	BREAK
9:45-10:05am	KEYNOTE SPEAKER 2
	BREAK
10:15-11:20am	COUNTRY REPORTS on the effect of the Pandemic and the move towards the New Normal
11:20-11:30am	PERFORMANCE (Philippines)
11:30-12:20nn	OPEN FORUM

DAY 2

THEME: Managing the Arts and Empowering Young Artists in the New Normal (PART 1)

06.11.21

PLATFORMS:



zoom CLOSED GROUP

EVENT DATE - LIVE

POST EVENT

PARTICIPANTS: Arts Managers, Artist Teachers/ Artistic Directors

TIME	ACTIVITY
9:00-9:10am	Introduction and Recap of Day 1
9:10-9:40am	PLENARY SPEAKER 1: Overview of Culture and Arts Management; Arts Organizations and the Creative Industries in the new normal
	BREAK
9:50-10:20am	PLENARY SPEAKER 2: Strategic Leadership in the Arts
	BREAK
10:30-11:00am	PLENARY SPEAKER 3: Student Artist Talent Management & Development in the New Normal
11:00-11:10am	PERFORMANCE (SINGAPORE)
11:10-12:00nn	OPEN FORUM



PROGRAMME SCHEDULE

LEARNING SESSIONS

DAY 3 THEME: Managing the Arts and Empowering Young Artists in the New Normal (PART 2)

06.18.21

PLATFORMS:



EVENT DATE - LIVE

POST EVENT

PARTICIPANTS: Arts Managers, Artist Teachers/ Artistic Directors

TIME	ACTIVITY (ARTS MANAGERS)	ACTIVITY (ARTIST TEACHERS/ ARTISTIC DIRECTORS)
9:00-9:10am	Introduction and Recap of Day 2	
9:10-9:40am	PARALLEL SPEAKER 1: Financial Management in Arts Organizations in times of crisis	PARALLEL SPEAKER 1: Online Pedagogies in Teaching Music in the New Normal
	BREAK	
9:50-10:20am	PARALLEL SPEAKER 2: Marketing Management in the Digital World; Social Media Management	PARALLEL SPEAKER 1: Online Pedagogies in Teaching Dance in the New Normal
	BREAK	
10:30-11:00am	PARALLEL SPEAKER 3: Intellectual Property Rights for Online Productions	PARALLEL SPEAKER 3: Online Pedagogies in Teaching Theatre & Film in the New Normal
11:00-11:10am	PERFORMANCE (CHINA)	
11:10-12:00nn	OPEN FORUM	



PROGRAMME SCHEDULE

LEARNING SESSIONS

DAY 4 THEME: Exploring New Technologies and Engagements for Young Artists and Arts Audiences in the New Normal

06.25.21

PLATFORMS:



EVENT DATE - LIVE

POST EVENT

PARTICIPANTS: Arts Managers, Artist Teachers/ Artistic Directors

TIME	ACTIVITY
9:00-9:10am	Introduction and Recap of Day 3
9:10-9:40am	PLENARY SPEAKER 4: Innovative Technologies in Teaching and Performing the Arts; Preparing the Stage for the New Normal
	BREAK
9:50-10:20am	PLENARY SPEAKER 5: Putting the Heart in the Arts (i.e. arts & wellness, inclusivity and social engagement)
	BREAK
10:30-11:00am	PLENARY SPEAKER 6: Managing Online Festivals and Collaborations
11:00-11:10am	PERFORMANCE
11:10-11:45am	OPEN FORUM
11:45-12:30pm	CLOSING CEREMONIES

REMINDER:

SESSION DAYS 2 to 4 are open ONLY AMONG ARTS MANAGERS/ CULTURAL OFFICERS and ARTISTIC DIRECTORS who have registered in this form. For Days 2 and 4, plenary sessions will be held. For Day 3, there will be 2 simultaneous parallel sessions involving the arts managers/ cultural officers, separate from the artistic directors/ teachers. It is advised for registrants to follow this allotment based on roles and type of membership:

- AUN member universities- maximum of 3 ARTS MANAGER participants, and 7 ARTIST TEACHER/ DIRECTOR participants.
- AUN-CA & ACOPEI member universities- maximum of 1 ARTS MANAGER participant, and 2 ARTIST TEACHER/ DIRECTOR participants.

General participation in the Zoom link is only limited for the first 400 registrants; the rest can participate in the AUN-CA Crosslight streaming at a closed Facebook group. We shall follow a first-come, first-served policy in accepting registered attendees within the Zoom meeting room on the day of the learning session.

REGISTRATION LINK : <http://bit.ly/AUNCACLLSRF21>

REGISTRATION DEADLINE : MAY 31, 2021





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LEARNING SESSIONS
ARTS FESTIVAL



RESEARCH FORUM

For more information about these AUN-CA events, please check out:
<https://www.facebook.com/aunculturearts>

You may also get email us at
aunculturearts@gmail.com.

In partnership with:

