

# internship

OLD MASTER Q

PLACEMAKING



## > TRADITIONAL MODEL



A COMMUNITY IS SHAPED. THE ART FOLLOWS.

## > ARTS-BASED PLACEMAKING

Florida (2002)



USE ART ACTIVITIES TO SHAPE THE COMMUNITY.

## > SLIPPERY SLOPE?

Egg or chicken first?

Causality or correlation?

What defines the "local identity"?

Who are the agents?

Enabling conditions?



## > ARTS @ HK



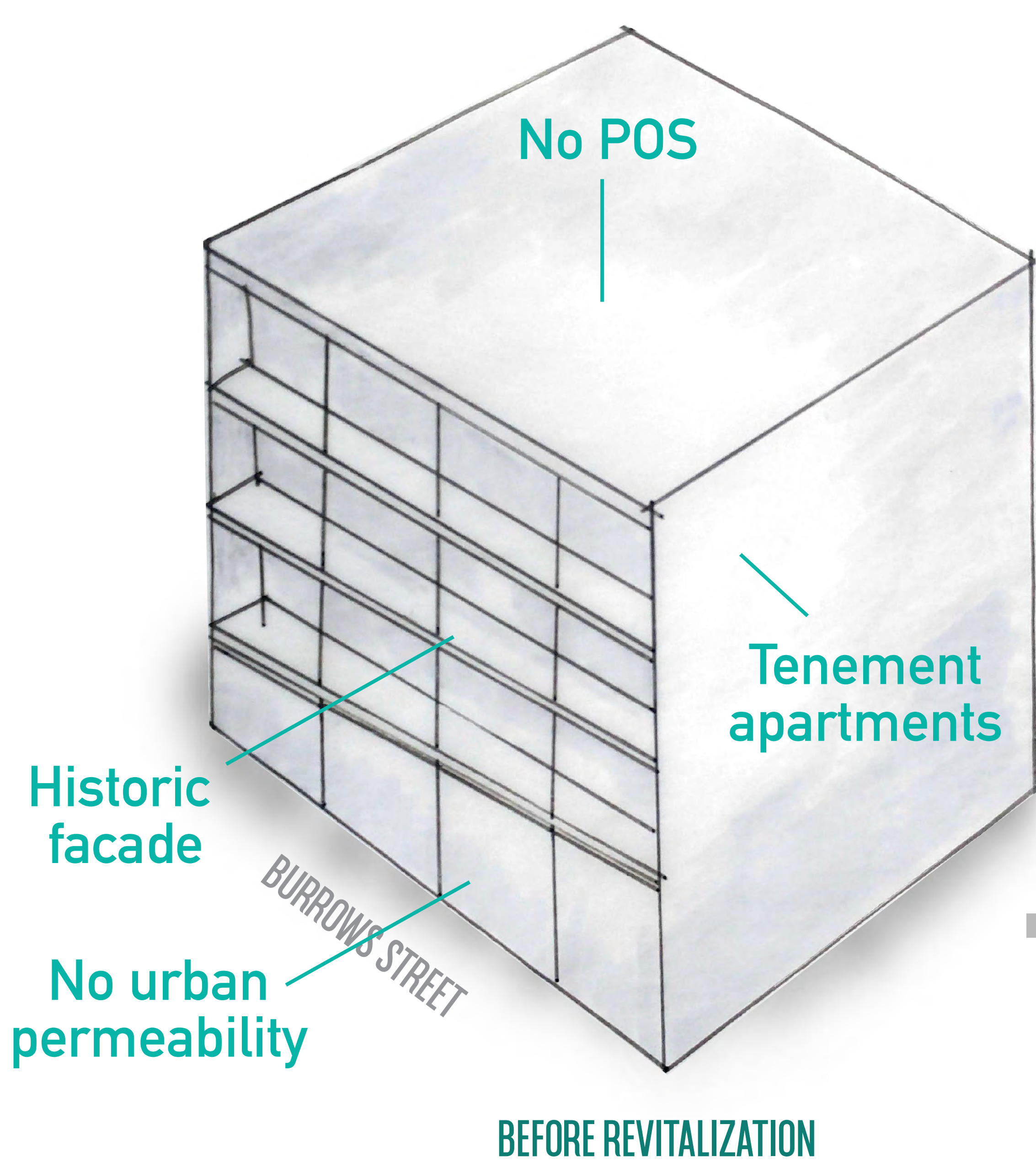
\$25M

URA funding for arts & cultural activities



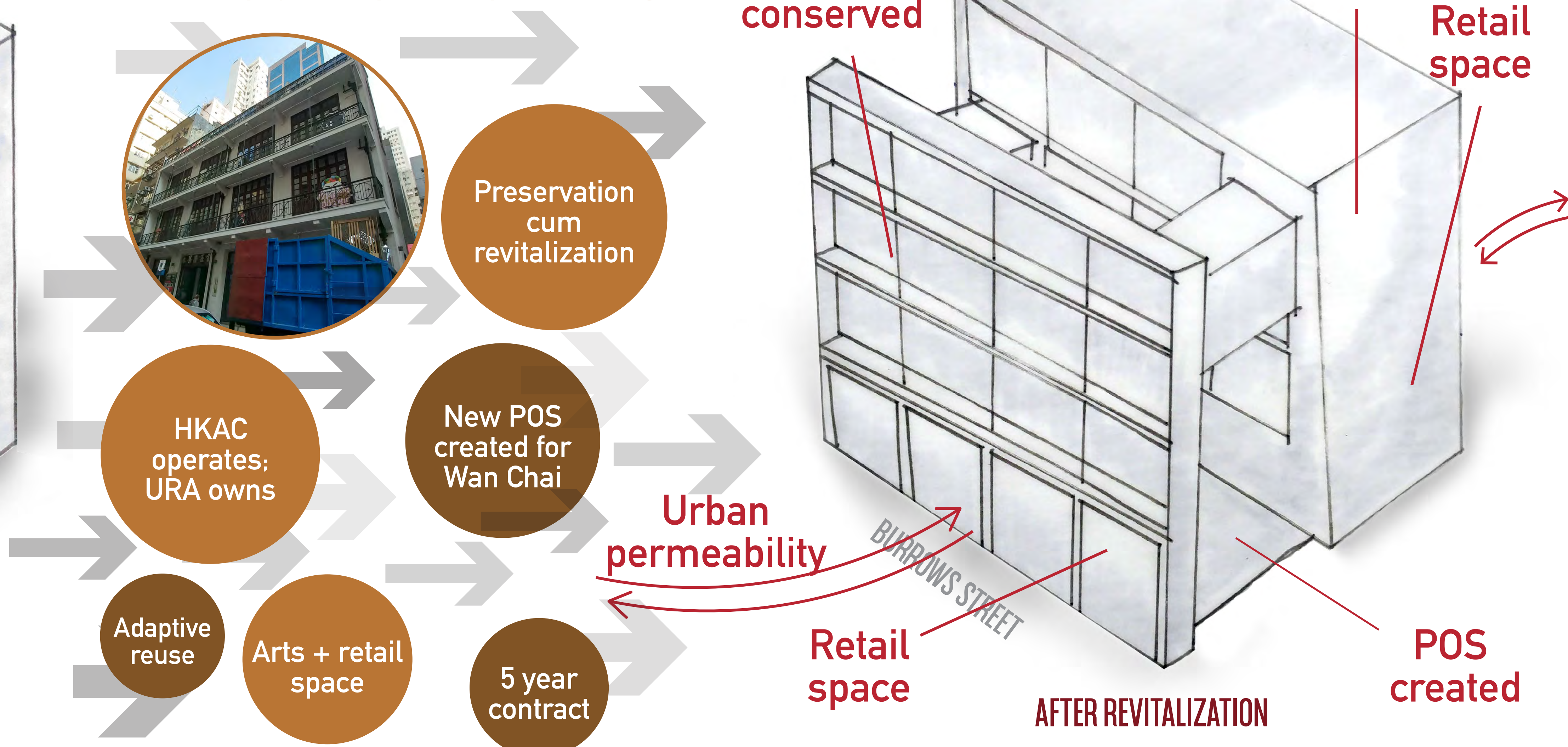
30+

Venues for arts & culture



## > COMIX HOME BASE

The physical space for placemaking



## > OMQ + LOCAL IDENTITY

LOCAL IDENTITY VS. POPULAR APPEAL



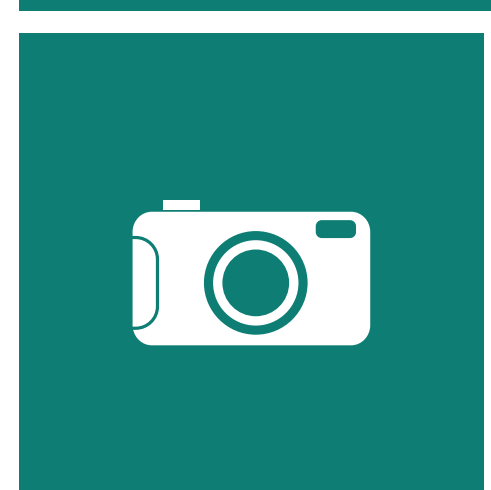
VISITORS USE RETAIL SPACES



SOCIAL CAPITAL  
Putnam (2000)



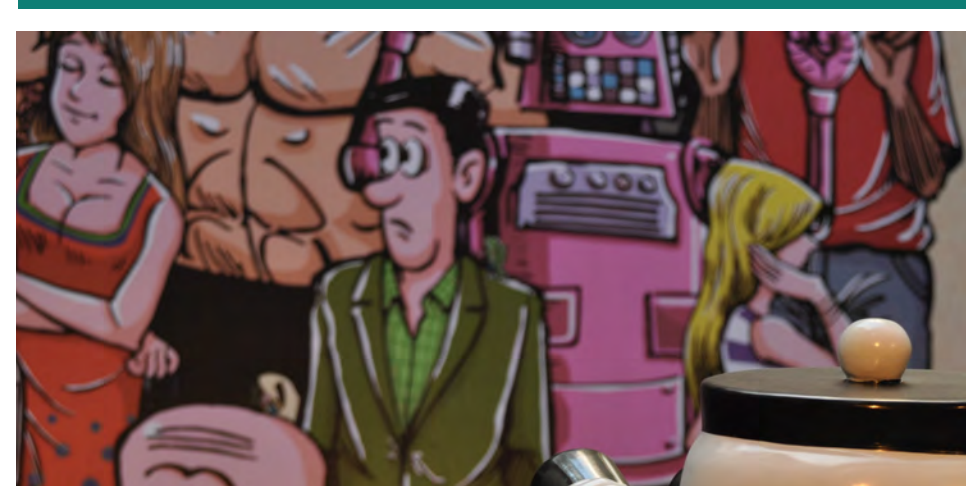
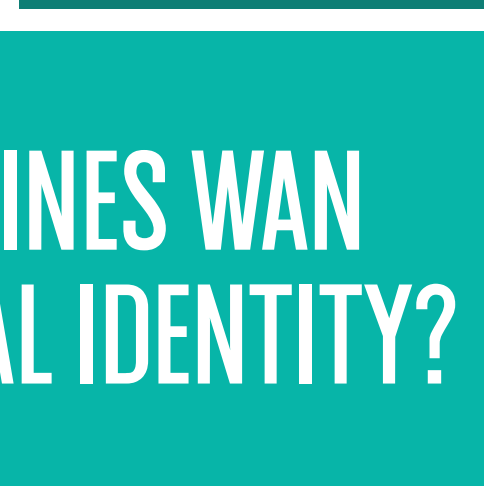
WAN CHAI VS HK LOCAL IDENTITY



OMQ is a "collective memory" of HK...  
Woo Kwok-hing

## > VALUE CREATION

WHAT DEFINES WAN CHAI'S LOCAL IDENTITY?



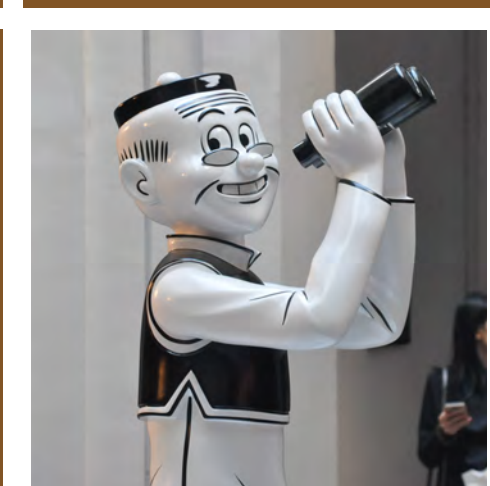
POSITIVE EXTERNALITIES



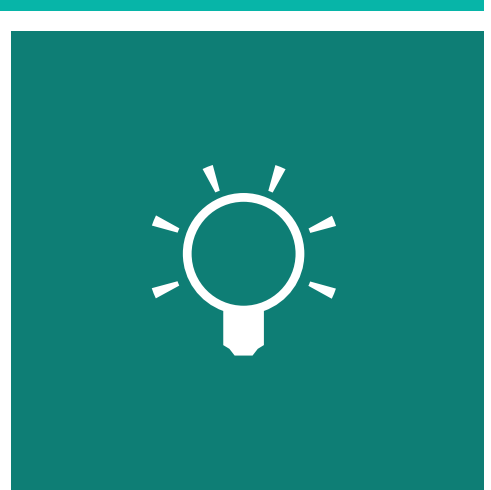
COMMUNITY BENEFITS?



WHO ARE THE USERS?  
WHO BENEFITS?

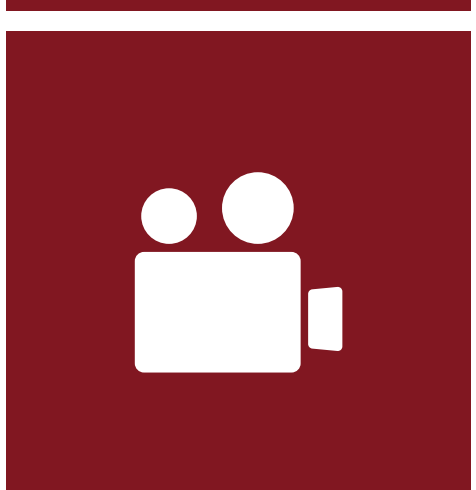
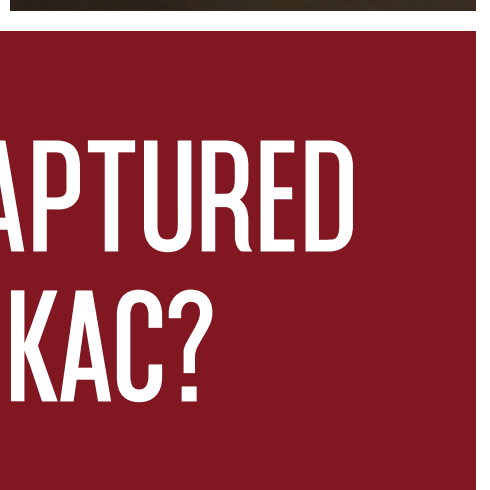


[OMQ] really reflected modern society & cultural values in the 1960s-80s...  
Amateur artist

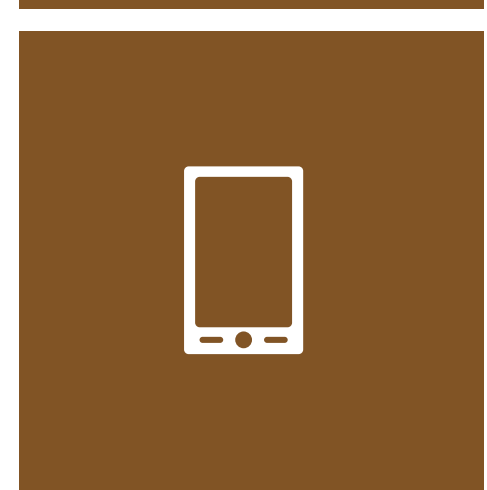


FREE ADMISSION+ SPONSORSHIP

VALUE CAPTURED BY HKAC?



## > COMMUNITY BUILDING



CHO HIN TING FRANKIE (2013527318)  
INTERNSHIP: VISUAL ARTS (EXHIBITION PLANNING & RESEARCH)  
COMMUNITY PARTNER: HONG KONG ARTS CENTRE

Hong Kong Arts Centre



5<sup>th</sup> Anniversary

