

MASTER OF ARTS ARTS AND CULTURAL LEADERSHIP

MODE

Full-Time/ Part-Time
Classes will be conducted mostly in the evenings.

INTAKE

January

DURATION

Full-Time — 1.5 Years (3 Semesters)
Part-Time — 3 Years (6 Semesters)



Image: 2nd Conference of Asia Pacific Network for Cultural Education & Research (ANCER), 2014.

Image: Faith Tan, alumna (Class of 2015)



MAKE STRATEGIC CONNECTIONS, CREATE OPPORTUNITIES AND FORGE NEW DIRECTIONS FOR ARTS AND CULTURE TO THRIVE.



MA Arts and Cultural Leadership students with lecturers at Salon Saigon in Ho Chi Minh City during an overseas study trip in 2019.

THE PROGRAMME CENTRES ON NURTURING THE ARTS AND CULTURAL LEADER WHO IS CREATIVE, FORWARD-THINKING AND EXCELS IN PARTICIPATIVE MANAGEMENT.

OVERVIEW

The MA Arts and Cultural Leadership programme at LASALLE offers arts and cultural managers the opportunity to deepen their capacity to catalyse change, develop new initiatives and take on leadership positions in the arts and cultural sector. As Asia's economies further develop and its societies become more affluent, the role of the arts, cultural and creative sectors in sustaining economic, social and community development has become more evident. There is a need for arts and cultural professionals to play leadership roles as governments in Asia and elsewhere recognise the importance of the arts and creative economy in driving future growth.

At the same time, intersections between artists, the broader creative industries and developments in technology have created exciting new formats for presenting contemporary artistic expressions and engaging the public like immersive arts experiences and multidisciplinary collaborations. Recognition of the wider benefits of the arts has resulted in new partnerships with civic actors, organisations and public agencies from other sectors such as place-making initiatives, arts in healthcare settings and public participatory arts.

Arts and cultural leadership is about creating an environment for the arts to thrive, for cultural diversity to flourish, for innovation in the sector to emerge and to foster sustainable development that is based on respect for human rights, equality and equitability. Leadership is not necessarily tied to a position within an institution, agency or organisation. Rather, it is the knowledge, skills and ability to animate artistic and creative communities.

Hence, the programme centres on nurturing the arts and cultural leader and manager who is creative, forward-thinking and excels in participative management. An individual who is able to adapt to complex environments to make contributions both to local communities and the international field and who can take on leadership roles in communities, public institutions, the private sector and non-profit arts enterprises.

The programme is designed to offer you industry knowledge and strategic management and entrepreneurial skills for the arts, as well as academic study of the arts. You will also have access to the opportunities offered by LASALLE's connection to the vibrant arts, cultural and creative sectors in Southeast and East Asia through an ongoing programme of guest lectures, artist in residence presentations and workshops and more.

PROGRAMME STRUCTURE

This full-time programme spans three consecutive semesters within a 1.5-year duration. Semesters 1 and 2 each have two 30-credit modules. In Semester 2, a 30-credit elective module option is made available to you with a choice to take the module offered by your respective programme or, in consultation with your Programme Leader, select a module offered by another MA programme. The 60-credit module in the final (3rd) semester will allow you to develop a thesis or a practice-based project/exhibition based on your research interests.

SEMESTER 1	CREDIT POINTS
Research Methods in Creative Arts	30
Arts and Culture in Changing Global Contexts	30

SEMESTER 2	CREDIT POINTS
Advanced Seminar in the Arts, Cultural and Creative Industries	30
Strategy and Leadership for Arts and Culture	30

SEMESTER 3	CREDIT POINTS
Final Research	60

In the part-time mode, the programme spans six consecutive semesters within a three-year duration. You are required to complete one 30-credit module each in Semesters 1 to 4. The Final Research 60-credit module will span the last two semesters in the final year.

Part-time students will begin with the Research Methods in Creative Arts module as this establishes core principles and skills necessary across all MA programmes, while also introducing techniques of research, and enables you to present and write analytically and critically across relevant issues in your field of study. You will undergo academic guidance from your Programme Leader to organise your course of study.

Research Methods in Creative Arts

This module is an introduction to arts research through a thorough study of research methods and analytical techniques informing artistic and critical practices at the MA level. Research operates within a critical context and this module aims to prepare you to confidently articulate your practice as well as formulate your own critical arguments and methods to investigate and probe issues.

Arts and Culture in Changing Global Contexts

The Arts and Culture in Changing Global Contexts module establishes the foundation for the study of concepts, theories and frameworks relevant to the field of arts and cultural management today. It comprises two components – Cultural Policy, and Principles and Practice of Arts and Cultural Management.

Advanced Seminar in the Arts, Cultural and Creative Industries

This module examines current issues in the conceptualising of, and policy for, the cultural and creative industries. It invites students to investigate the responses to these developments from different constituencies in the creative and cultural sectors such as design, film, publishing, fashion and media.

Strategy and Leadership for Arts and Culture

This module focuses on strategic management for the arts and cultural sector, examines business models for arts and cultural enterprises including financial and marketing models, and leads you to the application of entrepreneurial principles and leadership theory.

Final Research

The final outcome of this programme must relate to the study of the management of the arts and cultural sectors with reference to the specialist concerns of the programme. It may either take the form of the completion of a 15,000-word academic thesis or a capstone project articulating the investigation of a practical issue within the field of arts and cultural management.

Both forms require the ability to conduct research using primary and secondary methodologies to reveal a critical engagement with issues in the creative and cultural sectors, be they focused on cultural policy, theory or business strategies.



Image:
Programme Leader Audrey Wong at Open Conversations, Cultural Leaders Lab programme 2014.



Image:
Students in discussion as part of the exhibition, Jack Tan: How to Do Things with Rules.

PROGRAMME HIGHLIGHTS

The programme recognises the importance of industry connections and collaborations to enhance your learning and help you hone your skills and perspectives as arts and cultural managers and leaders in your field. An ongoing programme of seminars with guest speakers from the industry, visiting overseas lecturers and artists in residence is organised by the programme, where specialists, artists and professors share insights into current developments in the arts and cultural field.

There are study visits to arts organisations, museums and venues including the possibility of regional study trips where you will learn on-the-ground issues directly from arts professionals.

You will also have opportunities to actively connect with the region through participation in conferences of the Asia Pacific Network for Cultural Education and Research (ANCER) – a network for arts management education and research initiated by LASALLE that links educators, researchers and arts practitioners from different countries in the region.



Image:
Overseas study trip to Guling Street Theatre in Taipei, Taiwan.



Image:
Students participating in ANCER Lab 2019 – a series of critical conversations on arts, culture and policy – held in Ho Chi Minh City, Vietnam.

POSTGRADUATE RESEARCH

LASALLE has a long tradition of practice-led research in art and design. The College aims to assume a significant role in Singapore for practice-led research in visual, performing and literary arts, and aspires to add the distinctive viewpoint of Singapore to research into artistic practice in the 21st century.

The Research Methods in Creative Arts module is a common module which all students are required to undertake. You will have the opportunity to interact with one another in the first term (seven weeks), to network with peers in other MA programmes and foster a stronger community of research practice that enhances your respective discipline of study as well as within the College.

You will be introduced to relevant professional methods of research and creation which may include profiles of and/ or dialogue with creative professionals, critical/theoretical discourse, action research, visual object analysis, textual analysis, case studies, historical and ethnographic research, interviews, life stories/autobiographies, etc. You will also be introduced to research practices such as literature reviews, process-based discovery, bibliographical searches, quantitative & qualitative methods, citations and the construction of research questions.

Postgraduate students are constantly exposed to first-hand experience in current practices of research and creation, leading to the acquiring powerful knowledge and of a wide set of skills by the time you graduate. You will have opportunities to develop expertise in accordance with your research interests.

CAREER PATHS

Upon graduation, you will be equipped with a lateral and comprehensive knowledge of the field. This will enable you to undertake management and leadership positions in public and private sector arts organisations and foundations, cultural agencies and institutions, or work independently and spearhead new initiatives and enterprises. You will also be part of a dynamic network of arts management alumni from LASALLE who are currently practising arts professionals, who can share resources, information, and knowledge about the sector.

THE FACULTY



Audrey Wong
Head, School of Creative Industries

- MA (Arts Administration & Cultural Policy), Goldsmiths College, University of London, UK
- MA (English Literature), National University of Singapore, Singapore
- BA Honours (English Literature), National University of Singapore, Singapore

Audrey Wong is a cultural policy expert, civil society advocate, arts and cultural scholar and the first Nominated Member of Parliament for the arts in Singapore.

As an educator, Audrey was an adjunct lecturer in the MA Arts and Cultural Management Programme at LASALLE from 2006–2009. She was also an adjunct lecturer in the Theatre Studies programme at the National University of Singapore from 2001–2003. At LASALLE, she has enabled a transformative impact on the BA(Hons) Arts Management and the MA Arts and Cultural Leadership programmes, where students are prepared to be reflective, critical and innovative arts managers.

Prior to joining LASALLE, Audrey was the artistic co-director of The Substation, an independent art space, from 2000–2010. She was the first woman to be appointed to this role in the arts centre. With co-director Lee Weng Choy, she launched The Substation's Associate Artists programme in 2003 to support local artists in sustaining their practice. She also curated and organised festivals, exhibitions, conferences and artists' exchanges.

From 1996–1999, she worked at The Substation in various capacities, including starting the *Moving Images* film programme in 1997 – Singapore's first year-round film programme with a focus on local and regional filmmakers. As an arts manager, Audrey was comfortable working in both visual and performing arts (reflecting The Substation's interdisciplinary approach), and was particularly interested in nurturing emerging artists, developing platforms for contemporary performance and cross-disciplinary collaboration by independent artists, and audience development for contemporary arts.

In 2009, Audrey was nominated by the arts community and appointed as a Nominated Member of Parliament in Singapore. During her two-year term, she championed the cause of freelance artists in the arts and media sectors in Singapore as they sought to improve their working conditions.

Audrey is highly sought after for her expertise and guidance on arts policy matters. She has served and continues to serve on various institutional boards and committees including the Singapore Art Museum, National Arts Council, Singapore International Foundation and the Singapore Arts Festival Advisory Committee. She also sat on the Arts and Culture Strategic Review Committee (2010–2012) and is currently on the board of theatre company Nine Years Theatre.

Audrey's other professional activities include co-convening the HAO Summit with artist-curator Khairudden Hori in 2008 – a mentorship, networking and training summit for young art curators, artists and visual art managers in Southeast Asia.

In 2003, she co-founded Magdalena (Singapore) with theatre practitioner and writer Verena Tay, a society of women theatre practitioners affiliated with the global network of the Magdalena Project. They organised Singapore's first women's contemporary theatre festival in 2006.



Jason C. Vitorillo
Lecturer

- MA (Arts Administration), Teachers College, Columbia University, USA
- BFA (Theatre Arts), Ateneo de Manila University, Philippines

Jason is a scholar and lecturer in the field of Arts Management. He was a recipient of the International Fellowships Program of the Ford Foundation in 2009.

Prior to joining LASALLE, Jason was based in the Philippines as Chairperson of the Arts Management programme in the School of Design and Arts at College of Saint Benilde, lecturer in the Fine Arts programme at Ateneo de Manila University, part-time lecturer in the Masters of Fine Arts and Design programme at the Philippine Women's University and project moderator of Kultura at the University of Asia and the Pacific in Manila.



Sunitha Janamohanam
Lecturer

- MA (Arts Administration), Teachers College, Columbia University, USA
- BA (Communication), University of Amherst, MA, USA

Sunitha has been working in the arts since 1999, with a portfolio that extends across a range of art forms and creative industries, from visual and performing arts to literature and film, design, animation, music and heritage.

She has been a curator in the Islamic Arts Museum Malaysia, arts manager and head of programmes for the British Council Malaysia, Education and Outreach Manager for George Town World Heritage Inc., and most recently manager of a multipurpose art space called MAPKL in Kuala Lumpur.

She is an associate with creative economy consultancy Andrew Senior Associates Ltd. and has worked freelance as a producer, curator, researcher and project manager. In addition to artists, Sunitha has worked with multiple stakeholders, including government agencies, ministries, private corporations and NGOs.

In October 2011, she was invited as a representative to the Experts Meeting for UNESCO Asia-Pacific for the ratification of the 2005 Convention on the Diversity of Cultural Expression.

ENTRY REQUIREMENTS

- A degree in Arts Management, Arts or equivalent from a recognised institution.
- Minimum two years of relevant working experience in a related field or at least four years of working experience in a non-related field.
- Well-established professionals from other fields who wish to transfer to the cultural sector must demonstrate a commitment to the arts or heritage.
- A minimum of IELTS 7.0, TOEFL iBT 100 or PTE Academic 65** for applicants from countries where English is not the first language or whose qualifications are obtained from institutions where English is not the medium of instruction.
- Curriculum Vitae (indicating training/experience in the arts and/ or volunteer experience).
- Two letters of recommendation: one professional, one academic.

We welcome students from diverse professional and cultural backgrounds. Prospective students will have to undergo an interview process.

- Application assignments:**
 - Research Proposal – A research proposal of 800–1,000 words on a specific area in the field of arts and cultural management or arts and cultural policy that you would like to pursue during the course of study that will culminate in a thesis. The research proposal should be word processed, using Arial 11-pt font and double spacing. It should contain the following:
 - A clearly defined title.
 - A background of the proposed research topic.
 - The rationale and objective of the research area.
 - The significance of the proposed research area.
 - A brief explanation of how the research will be conducted.

Please submit your Research Proposal as a .doc or .pdf file only in the format prescribed.
 - Personal Statement – A 500-word personal statement indicating why you wish to pursue a career in the arts and cultural sector, what led you to this point as well as what makes you a good student for admission into the programme.

^A Image: **ANCER Lab** co-organised with Cambodian Living Arts in Phnom Penh in 2016.

Image: **Yuni Hadi, alumna (Class of 2007)**

ABOUT LASALLE COLLEGE OF THE ARTS

Asia's leading tertiary institution in contemporary arts
and design education and practice.

LASALLE College of the Arts offers 30 diploma, undergraduate and postgraduate programmes in fine arts, design communication, interior design, product design, film, animation, fashion, dance, music, theatre, arts management, arts pedagogy and practice, art therapy, Asian art histories and creative writing.

LASALLE provides a nurturing, interdisciplinary learning environment to inspire the next generation of forward-looking, globally engaged artists, designers and leaders of creative industries.

Its faculty is led by a community of award-winning artists, designers, educators and researchers, and their practice-led research sets LASALLE apart as an international centre of excellence.

Founded in 1984 by the late De La Salle Brother Joseph McNally – a visionary artist and educator – LASALLE is a non-profit private educational institution. The College receives tuition grant support from Singapore's Ministry of Education. Its degree programmes are validated by Goldsmiths, University of London.

CONTACT US

For programme consultation or to schedule a guided campus tour, contact our Admissions Office.

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Closed on weekends and Public Holidays

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Cert No.: EDU-1-1002
Validity: 01/10/2019 - 30/9/2023

Partner Institution:

Goldsmiths
UNIVERSITY OF LONDON

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Registration No.: 199202950W
Validity: 25/03/2019 - 24/03/2023