

# MASTER OF ARTS **ARTS AND CULTURAL LEADERSHIP**

**MODE**

Full-time  
Classes will be conducted mostly  
in the evenings.

**DURATION**

1.5 years (3 semesters)

**INTAKE**

January

# TAKE THE LEAD AND MAKE AN IMPACT FOR ARTS AND CULTURE TO THRIVE.



Image: Faith Tan, alumna (Class of 2015)

Image: ANCER Meeting 2018 – Future Forward: Emerging Issues in Arts Management in Asia.



Image: Programme Leader Audrey Wong moderating a panel at ANCER Lab 02, Ho Chi Ming City.

## OVERVIEW

The MA Arts and Cultural Leadership programme believes that all arts practitioners, arts managers and cultural workers have the capacity to practice leadership and make a difference in their communities.

By way of a close and critical study of theories and principles of arts leadership and management, cultural policies and artistic and creative practices, the programme will enable you to learn to formulate deep and impactful approaches through practical application of classroom learning, personal research projects and a thesis.

Seeking to redefine the future of cultural leadership, the programme creates a peer-learning environment to train you to think about how you can create contexts for the arts to thrive, for cultural diversity to flourish, for innovation to emerge, spaces where arts and culture connect with conversations on sustainable development, social justice, equality and equitability. The programme pays attention to developments in the Asian cultural and creative ecology and the interrelations between state policy bodies, museums and cultural institutions, grassroots organisations, the market and creative practitioners from varied disciplines.

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 an arts and cultural leader and manager who is creative, forward-thinking and ready to make a difference in society, 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, strategic management and entrepreneurial skills for the arts, as well as academic study of the arts. Students will also have access to the opportunities offered by LASALLE's connection to the vibrant arts, cultural and creative sectors in Southeast Asia through an ongoing programme of guest lectures, artist in residence workshops, study visits and more.

The MA Arts and Cultural Leadership programme attracts arts practitioners, arts managers and cultural workers, and its graduates have gone on to make impactful contributions to their respective organisations, communities and sectors.

The programme centres on nurturing the arts and cultural leader who is creative, forward-thinking and ready to make a difference in their communities.



# 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            |

## 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:  
Lecturer Sunitha Janamohan



Image:  
LASALLE's Arts Management faculty and Deans, as well as academics, arts managers and artists from Taiwan, Singapore and Malaysia at the ANCER Lab: Arts Policy, Cultural Democracy and Artist Communities at Universiti Malaya's Cultural Centre in Kuala Lumpur.

# 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, 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 and 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 of powerful knowledge and 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.



Image: Participants of ANCER Lab O2 visiting A. Farm, a Saigon-based art residency initiated by Nguyen Art Foundation, MoT+++ and Sàn Art, in Ho Chi Minh City.

Image: Yuni Hadi, alumna (Class of 2007)



# ENTRY REQUIREMENTS

## Academic requirements

- A Bachelor's degree from a recognised local or international institution.
- 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.

## Statement of Purpose

In 500 – 1,000 words, highlight your reasons for applying to this programme and how they relate to your future plans. You should also include a brief description of your research intention / interest(s) that you are keen to explore. You are required to submit your Statement of Purpose online.

## Reference letter

Provide a reference letter to support your application. You are required to upload your reference letter online during your application.

## Portfolio

If available, you are invited to submit samples of your academic writing and published work. These will need to be uploaded online.

## Interview

Shortlisted applicants will attend an interview. During the interview, you are required to participate in a dialogue regarding the purpose of your application. Please be prepared to talk about your background, what inspires you and your influences. We would like to find out what motivates you to learn, explore and experiment in your areas of interest. You should also share how you think the programme will benefit you in your future career choices or develop your research interests.

## International applicants

If you are unable to attend the interview at LASALLE, an online interview will be arranged for you.

# THE FACULTY



## Audrey Wong

Programme Leader, MA Arts and Cultural Leadership

- 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 such as 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.



## 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 Communications, University of Amherst, MA, USA

Sunitha Janamohanam has worked in the arts since 1999 with a portfolio that covers 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., in Penang, and, prior to moving to Singapore, she was the manager of a multipurpose art space called MAPKL in Kuala Lumpur.

In 2018 she participated in a UNESCO workshop for experts from the Asia-Pacific region on the 2005 Convention on the Protection and Promotion of Expressions of Cultural Diversity, and in 2019 conducted a study on the financial environment for the cultural and creative industries in the Southeast Asian sub-region for the UNESCO office in Bangkok.

She has been a member of the Heritage Advisory Panel for the National Heritage Board of Singapore for two terms (2018–2019, 2020–2021), serving on a sub-committee for Intangible Cultural Heritage. In this capacity she has also served on the evaluation panel for the inaugural Stewards of Singapore's Intangible Cultural Heritage Award Scheme in 2020 and in its second year, 2021.

At LASALLE she is the coordinator of ANCER, the Asia-Pacific Network of Cultural Education and Research, and has been the convenor of two ANCER Labs and the ANCER 2020 conference.

In 2013 she was the researcher for a project to document community-based Arts & Culture Workers in Malaysia initiated by the Penang-based NGO Arts-ED, which led to the founding of a fledgling network of community engaged arts practitioners in the Southeast and East Asian region. She continues to research community engaged arts and social practice, speaking and moderating in regional forums.



## Michelle Loh

Lecturer, Arts Management

- MA Arts Management, City University, London
- BSc Real Estate, National University of Singapore, Singapore

Michelle is trained as a teacher and performer in piano and Chinese pipa. Her passion in international music touring and cultural policy brought her to London, where she worked with the Tate Britain in bringing international music ensembles and organising music events for the *Late Nights @ Tate* series. She also worked for International Intelligence on Culture in the areas of research and transcription, focusing on cultural indicators in European countries.

In Singapore, Michelle worked at National University of Singapore Centre for the Arts, playing a key role in establishing Singapore's leading Chinese Instrumental Examination system. She also managed numerous performances at the National University of Singapore's *NUS Arts Festival* from 2004 to 2008. In addition, Michelle organised workshops and international concert tours to countries such as Switzerland and Malaysia.

As an educator, Michelle was a part-time lecturer from 2006 and recently became a full-time lecturer with the undergraduate Arts Management programme at LASALLE since 2006. She teaches History of Music in Singapore, History of World Music, and Arts Policy.

Michelle's strong interest in research has led her to be one of the thesis supervisors for MA and BA(Hons) Arts Management Programmes.

# ABOUT LASALLE COLLEGE OF THE ARTS

Asia's leading contemporary arts and design institution.

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. LASALLE is ranked within the top 151-200 institutions globally for art and design (QS World University Rankings 2021).

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, with degree programmes validated by Goldsmiths, University of London. The College receives tuition grant support from Singapore's Ministry of Education. It is set to become part of Singapore's new university of the arts, which is currently under development.

## CONTACT US

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

LASALLE College of the Arts  
1 McNally Street  
Singapore 187940

+65 6496 5111

admissions@lasalle.edu.sg

www.lasalle.edu.sg

Monday – Friday, 9:30am – 5:30pm  
Closed on weekends and Public Holidays

## CONNECT WITH US

lasalle.sg

@lasallesg

@lasallesingapore

lasallesingapore

Partner Institution:



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

LASALLE College of the Arts is registered with the Committee for Private Education (CPE). The Committee for Private Education is part of SkillsFuture Singapore (SSG).  
Registration No.: 199202950W  
Validity: 25/03/2019 – 24/03/2023

**Goldsmiths**  
UNIVERSITY OF LONDON