

Case studies in knowledge transfer  
from Hong Kong Baptist  
University: **Enhancing social  
integration through arts**



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# Hong Kong Baptist University (HKBU)

Established since **1956** as the leading tertiary institution in Hong Kong providing **Whole Person Education** – grooming not just the workforce of tomorrow but shaping our future leaders.

Comprises of **8** academic teaching units, namely in **Arts, Business, Chinese Medicine, Communication, Science, Social Sciences, Academy of Visual Arts (AVA), and Continuing Education.**

Total students intake in 2010-2011 is **11796** persons in main campus and **26565** in Continuing Education.

Teaching staff: **1749** persons

Non-teaching staff: **1830** persons



# Knowledge Transfer at HKBU

## Mission of Knowledge Transfer Office (KTO)

The Knowledge Transfer Office is committed **to match the needs of the community at large with the strengths of Hong Kong Baptist University**, to work in partnership with members of HKBU to proactively contribute to the community, and **to enable knowledge transfer as the third pillar** of HKBU.

## Vision of KTO

The Knowledge Transfer Office aspires to become an *enabling catalyst* and a *supportive bridge* between the broader community and HKBU, **to enrich research and inform teaching**, and to become a driving force in **realising HKBU's vision of being the best regional provider of whole person education**.



# Project on “Better Community, Better Life”

- Project Leader: Assistant Professor LEUNG Mee Ping (AVA)
- External Partner: Hong Kong British Council’s Connecting Classrooms Project
- Community served: Local Secondary Schools



# Project on “Better Community, Better Life”

- Project Summary:
  - Through art and its creation, to give young people a shared, creative public platform to explore their local community, learn about other cultures and express themselves on global issues.
  - Through this project, secondary school students have enhanced their appreciation and awareness of visual arts with an international perspective.





# Project on “V.AI”

- Project Leader: Associate Professor Victor LAI (AVA)
- External Partner: A renowned Hong Kong venue provider and an art advocate – K11
- Community served: Local Secondary Schools’ Visual Arts Students

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V.AI  
HONGKONG



# Project on “V.AI”

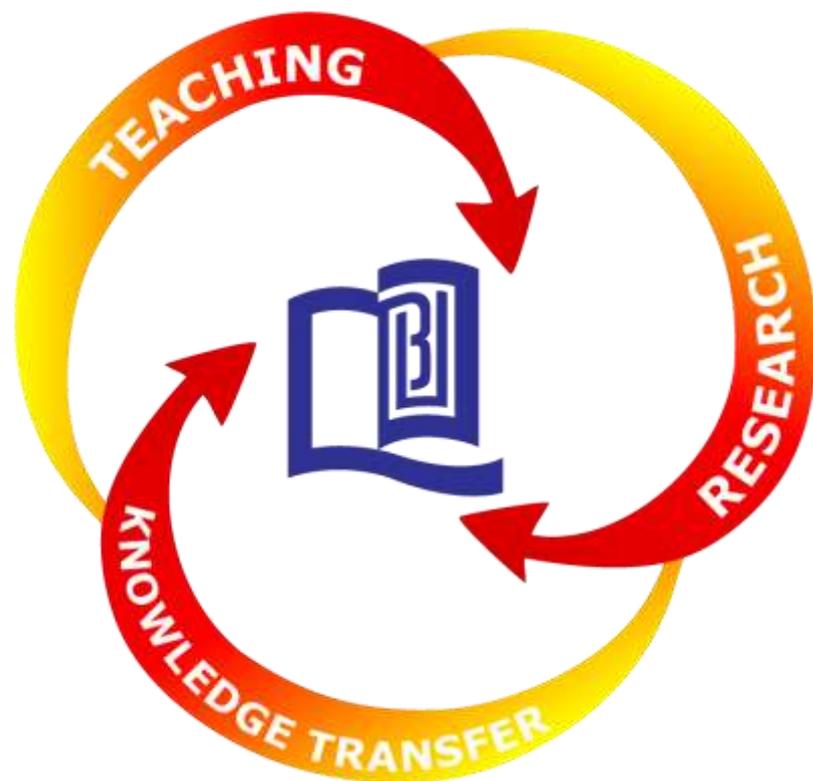
- Project Summary:
  - To promote collaboration and to strengthen the impact of knowledge transfer by engaging secondary school visual arts students, and to encourage communication between different parties including social services organization and commercial enterprises.
  - Participants took part in a day camp and prepared for the exhibition which will help students, schools and parents to recognize students’ potentials and, most importantly, how art making can be beneficial to both the local and global community.



# Project on “V.AI”

- Project Challenges & Outcomes:
  - This project has raised to the challenges of increasing the community awareness on cross-cultural exchange among secondary school students and the public.
  - This is also an opportunity for students to create marketable artworks and design, which enables them to rethink the role of art, artwork and its relationship with (public) space as well as the public.
  - Measurable outcomes from this project visual documentation of the seminars and workshops, the mentoring programme, pre-exhibition preparation and the exhibition.
  - One aspect of this project is that the final works to be exhibited will be sold and the revenue generated will be donated to Japan for earthquake relief.





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