

# MASTER OF ARTS ARTS AND CULTURAL LEADERSHIP

**Duration:**

Full-Time — 1.5 Years (3 Semesters)

Part-Time — 3 Years (6 Semesters)

**Award:**

Master of Arts

Arts and Cultural Leadership

**Mode:**

Full-Time or Part-Time

Classes will be conducted  
mostly in the evenings

**Intake:**

January





"At LASALLE, we don't just emphasise the acquisition of skills, we emphasise deepening the understanding of the arts and artists among our arts management students...At Masters level, the emphasis is on a deeper critical inquiry into issues in arts management and cultural policy, and students are encouraged to pursue research into those areas that interest them."

*Audrey Wong, former Nominated Member of Parliament (2009-2011); Programme Leader, MA Arts and Cultural Leadership*

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. At the same time, intersections between artists, the broader creative industries, and developments in technology have created exciting new formats for the presentation of contemporary artistic expressions and engaging publics (e.g., immersive arts experiences, multi-disciplinary collaborations), while recognition of the wider benefits of the arts has resulted in new partnerships with civic actors, organisations, and public agencies from other sectors (e.g., place-making initiatives, arts in healthcare settings, public participatory arts, and more).

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; 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, in 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.





2 MA candidates' overseas study trip to Guling Street Theatre, Taipei

## PROGRAMME STRUCTURE

The 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 support you to develop a thesis or a practice-based project based on your research interests.

### FULL-TIME

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 3-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 2 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 introduces you 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, formulate your own critical arguments, and formulate methods to investigate and probe issues.

#### Arts and Culture in Changing Global Contexts

The module Arts and Culture in Changing Global Contexts 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, where current practices and concerns are examined.

#### 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, and 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 and 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.

## 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 (7 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 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.

## 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 participating 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.



3 MA candidates in a discussion at the Conference table, part of the exhibition, Jack Tan: How to Do Things with Rules



4 2nd Conference of Asia Pacific Network for Cultural Education & Research (ANCER), November 2014



5 Yuni Hadi, Alumna, MA Arts and Cultural Management (Class of 2007)

“As a working professional, I benefited from the academic environment of LASALLE because my continued studies allowed me to research into the specific area of my career where I wanted to focus and grow in. There are very few institutions in Singapore that provide the platform for higher learning in arts management. The dedicated staff and their professional network added to a fulfilling experience as a MA candidate in LASALLE.”

*Yuni Hadi, Executive Director, Singapore International Film Festival; Producer, Ilo Ilo by Anthony Chen, Camera d'Or for Best First Film at the 66th Cannes Film Festival (2013) & winner of four Golden Horse Film Awards 2013; Alumna, MA Arts and Cultural Management (Class of 2007)*



## THE FACULTY



### Audrey Wong

Head, School of Creative Industries  
Programme Leader

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

Audrey was a Nominated Member of Parliament (NMP) for the arts from 2009 to 2011. During her term, she championed the cause of freelance artists in the arts and media sectors in Singapore, as they sought to improve their working conditions. She was Artistic Co-Director at a leading independent arts space in Singapore, The Substation, from 2000 to 2009, where she produced and presented various arts projects and international exchanges in the visual and performing arts, and launched the centre's Associate Artists Programme. Audrey has served on various committees and boards, including the Singapore Art Museum, National Arts Council (NAC), and the Arts and Culture Strategic Review Committee. In 2013, she was a recipient of the NAC's Cultural Leaders Fellowship.



### Jason C. Vitorillo

Lecturer

- MA in Arts Administration, Teachers College, Columbia University, USA
- BFA in 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 moving to LASALLE, Jason was the chairperson of the Arts Management Programme of the School of Design and Arts, College of Saint Benilde; a lecturer in the Fine Arts Programme of Ateneo de Manila University; a part-time lecturer in the Masters of Fine Arts and Design Programme of Philippine Women's University; and project moderator of Kultura, University of Asia and the Pacific in Manila.



### Sunitha Janamohanam

Lecturer

- MA in Arts Administration, Teachers College, Columbia University, USA
- BA in Communications, 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 and music, as well as heritage. She has been a curator in the Islamic Arts Museum Malaysia; arts manager and head of programmes for the British Council Malaysia; Education & Outreach manager for George Town World Heritage Inc.; and most recently Manager of a multipurpose art space called MAPKL in Kuala Lumpur.

## TEACHING STAFF

The full-time team is supported by fractional and part-time lecturers with expertise as researchers and practicing arts managers who have worked in museums and arts organisations locally and internationally, including Michelle Loh, Lecturer (Fractional), arts researcher; and Kathy Rowland, Part-Time Lecturer, editor and arts manager. Faculty from other programmes in LASALLE also guest-lecture in the programme.

## GRADUATE 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.

## ENTRY REQUIREMENTS

- A degree in Arts Management, Arts or equivalent from a recognised institution.
- Minimum 2 years of relevant working experience in a related field or at least 4 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 or TOEFL iBT 100 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.

Prospective candidates will have to undergo an interview process.

### Southeast Asia (SEAsia) Scholars Award

The SEAsia Scholars Award, which covers the full tuition fees, is open to new MA Arts and Cultural Leadership students pursuing full-time postgraduate studies at LASALLE. Mid-career professionals with outstanding track record and/or relevant experience in the chosen field from Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Thailand, Timor-Leste, or Vietnam are eligible to apply.

## APPLICATION ASSIGNMENTS

### a) Research Proposal

A Research Proposal of 800 — 1000 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.

### b) 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 candidate for admission into the programme.

We welcome students from diverse professional and cultural backgrounds.



6 Open Conversations at the 2014 Cultural Leaders' Lab programme



7 ANGER Conference co-organised with Cambodian Living Arts in Phnom Penh, 2016.



8 Faith Tan, Alumna, MA Arts and Cultural Management (Class of 2015)

"After working in the arts for over 10 years, I wanted to refresh my mind with new ways of thinking about arts management. The MA programme provided insightful and pertinent perspectives that reflected current trends and issues within international and local art scenes. The MA thesis was a valuable process that brought more focus and rigour in my research and writing, these are valuable skills for an arts manager."

Faith Tan, Head, Dance & Theatre, The Esplanade Co Ltd;  
Alumna, MA Arts and Cultural Management (Class of 2015)

## PHOTOS

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5. © Courtesy Ming

## ABOUT LASALLE COLLEGE OF THE ARTS

LASALLE College of the Arts in Singapore is a leading tertiary institution in cutting edge contemporary arts and design education and practice. The college offers more than 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.

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. Critically acclaimed alumni form the core of the cultural and creative sectors in Singapore and increasingly, internationally.

Founded in 1984 by De La Salle Brother Joseph McNally – a visionary artist and educator – LASALLE is a not-for-profit, private educational institution. LASALLE receives tuition grant support from the Singapore 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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Monday – Friday, 9:30am – 5:30pm  
Closed on weekends and Public Holidays

## CONNECT WITH US

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**Goldsmiths**  
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