

# HACKING GLOBAL POP ICONS

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17 JUNE  
JULY 2020  
ONLINE

Hosting Institution:  
University of the Arts London

We are living in extraordinary times. The global COVID-19 pandemic has catalysed unprecedented change. What was once thought impossible is now being rolled out by different countries in quick succession. Such accelerated revisions of everyday life demand reappraising who and what we hold dear. Amid these unfamiliar and novel circumstances, Hacking Global Pop Icons sets out to use creative practice to explore who and what can be thought of as globally iconic, and to what effect.

The term global pop icon may have manifold meanings: internet memes; global systems; pervasive social networks; virtuous and famous people, objects and places. What do global icons tell us about our identities, society and culture? Who and what makes an icon? And which role do global pop icons play in our strange new world? In this three-week online summer school, one icon will serve as a catalyst for cultural analysis and for the transdisciplinary production of artworks that will reflect our new cultural landscape. Participants from Europe and Asia will convene and collaborate online. We will avoid long video calls at all cost!

The selected participants will be invited to present their ideas at the *Shared Campus Global Pop Cultures Symposium 2020* with a focus on the staging and understanding of “self-imaging” in different cultural contexts. Student collaborations will be exhibited online and offline in a final presentation encompassing multiple formats. To conclude the online course and if the situation allows, it is intended that participants will meet physically to share their creative work at a salon, to be held in London or Zurich in late autumn 2020.

## FACULTY

- CAITLIN SHEPHERD Artist & Lecturer in Contextual and Theoretical Studies, London College of Communication, UAL
- TOM GERBER Film Director, Lecturer at the Department of Performing Arts and Film (ZHdK)
- CLAUDIO BUCHER Author, Music Producer, Cultural Advisor (ZHdK)
- JUSTIN WONG Comic Artist, Assistant Professor, Coordinator of Crafts and Design, AVA/HKBU
- DR. Chow Yiu Fai, Writer/Lyricist, Associate Professor at the Department of Humanities and Creative Writing, HKBU
- ADDITIONAL GUEST SPEAKERS

## LEARNING OUTCOMES

- Understanding cultural concepts in global contexts
- Transcultural and transdisciplinary collaboration
- Pop culture theory and social history
- Creative writing
- Digital and sensory ethnography

## DATES

17 June – 3 July 2020 (online)

London or Zurich Salon, Autumn 2020 (4-days physical meeting, exact dates to be confirmed)

## PARTICIPANTS

The programme offers places to 25 students from the participating partner institutions from a wide range of arts and design disciplines, including performing arts, film, music, fine arts, media arts, design, and art education.

## ADMISSION CRITERIA AND REQUIREMENTS

- Proficient in English
- Level: BA, MA, MPhil, PhD
- Disciplines: all arts and design disciplines

## APPLICATION DOCUMENTS

- Brief statement (max 1 page): What would you be able and willing to bring to the course?  
What draws you to the subject of Global Pop Icons? Which aspects of global phenomena and/or international collaboration are you interested in most?
- Portfolio: 1 work sample (please submit as a pdf, video or sound file)

## CREDITS

As stipulated by participants' home institution

## STUDENT COSTS

- No course fee for students from Shared Campus partner institutions
- Accommodation arrangements to be made in agreement with the home institution
- Travel expenses to/in London or Zurich
- Insurance fees
- Visa fees: Tourist visa

## APPLICATION PROCESS

- Submission deadline: 18 MAY 2020
- Contact (application enquiries and submission of documents):

Valérie Jetzer, Administrator, Transcultural Collaboration — [valerie.jetzer@zhdk.ch](mailto:valerie.jetzer@zhdk.ch)

- Participants will be selected by the responsible faculty
- Final confirmation of participation: 29 MAY 2020

## COLLABORATING PARTNERS

- Hong Kong Baptist University (HKBU)
- University of the Arts London (UAL)
- Zurich University of the Arts (ZHdK)