

Shared Campus  
International Summer Schools

Call for Application

# Shared Campus

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Hacking Global  
Pop Icons

# Summer School

15 August – 03 September 2022

Zurich

# '22

# Title: Hacking Global Pop Icons

## Dates: 15 August – 03 September 2022

### Location: Zurich

Hacking Global Pop Icons is a practice-based three-week summer school organized by ZHdK together with the University of the Arts London (UAL). It will explore the relationship between global pop cultures and local identities through examining the political, social, technological and historical dimensions of (mass) production and reception. A global pop icon will serve as the common starting point for cultural analysis and for the transdisciplinary production of new works seeking to deconstruct, remix and expand the influence of the chosen icon. The overarching theme for 2022 is “Real Fake/Fake Realness.” Participants from Europe and Asia will apply various research methods (ethnographic field research, pop culture theory, reception theory, discourse analysis) and co-create various formats in a collaborative setting.

This practice-based summer school will offer students a unique opportunity to experience new creative fields in transcultural collaborations and to learn about cultural concepts in global contexts, global mainstream and transcultural adaptation. In tandem with the 2022 Shared Campus-Global Pop Cultures-Festival in Zurich, participants will conduct practice-based research on “Real Fake/Fake Realness: (Re) Appropriation, Irony and Fandoms in Pop Cultures.”

Collaboration will result in a final presentation in multiple artistic formats (e.g. fiction and documentary film, interactive media, performances, creative nonfiction, short stories, comics, podcasts, discourse analysis, spatial installations, art in public space, songs, music videos, etc.).

**LEARNING OUTCOMES /COMPETENCES**

- Understand cultural concepts in global contexts.
- Understand how global icons interact with and are shaped by digital monism.
- Probe into and scrutinise what makes an icon real and or fake.
- Engage in practice-based international and transdisciplinary creative collaboration.
- Gain insights into media representation theory.
- Build and practise presentation skills.
- Develop creative writing skills.

**FACULTY**

- Dr. Caitlin SHEPHERD, Artist, researcher and lecturer in Contextual & Theoretical Studies, London College of Communication (UAL)
- Tom GERBER, Director for feature films and TV series, Lecturer & Researcher at the Film Department (ZHDK)
- Claudio BUCHER, Author, Music Producer, Lecturer & Scientific Associate (ZHdK)
- Kingsley NG, Media Artist, Associate Professor at the Academy of Visual Arts (HKBU)
- Prof. CHOW Yiu Fai, Writer/Lyricist/Researcher, Professor at the Department of Humanities and Creative Writing (HKBU)

**MODALITY**

- Face-to-face in Zurich

**DATES**

- 15 August – 03 September 2022

**PARTICIPANTS**

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

**ADMISSION CRITERIA AND REQUIREMENTS**

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

**APPLICATION DOCUMENTS**

- Brief statement (max 1 page): What is your background? What are your interests? What perspectives would you bring to the workshop, p.e. related to “Real Fake/Fake Realness” and global pop icons? What do you expect from the workshop?
- Portfolio: A work sample related to the aims and contents of the Summer School (pdf, video or sound file)

**CREDITS**

- Awarded as stipulated by the home institution.

**STUDENT COSTS**

- No course fee for students from Shared Campus partner institutions.
- Students travelling to Zurich will need to cover their own costs:
  - Travel expenses
  - Accommodation expenses
- Please refer to your home institution for potential financial support.

**APPLICATION PROCESS**

- Application form: <https://intern.zhdk.ch/?hacking>
- Submission deadline: 25 APRIL 2022
- Contact (application enquiries and submission of documents): Iris Meili, Administrator, Shared Campus Office — [iris.meili@zhdk.ch](mailto:iris.meili@zhdk.ch)
- Participants will be selected by the responsible faculty.
- Final confirmation of participation: Beginning of May 2022

**COLLABORATING PARTNERS**

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

**COVID RELATED INFORMATION**

- In case travel restrictions are in place, the summer school will take place in a hybrid format (online and face-to-face in Zurich).

Shared Campus is a cooperation platform for international education formats, research networks and joint productions launched by seven arts institutions.

Shared Campus establishes connections that generate value for students, academics and professionals, and enables participants to share knowledge and competencies across borders and disciplines. The platform is designed around internationally relevant themes focusing on transcultural issues and cross-disciplinary collaboration.

Shared Campus Partners

- City University of Hong Kong / School of Creative Media (SCM)
- Hong Kong Baptist University (HKBU)
- Kyoto Seika University (SEIKA)
- LASALLE College of the Arts, Singapore (LASALLE)
- Taipei National University of the Arts (TNUA)
- Tokyo University of the Arts (TUA)
- University of the Arts London (UAL)
- Zurich University of the Arts (ZHdK)

## Deadline 25 April 2022

### Dates & times:

1<sup>st</sup> Summer School Information event  
15.03.2022

11:00 – 12:00	London
12:00 – 13:00	Amsterdam/Trondheim/Utrecht/Zurich
19:00 – 20:00	Hong Kong/Taipei
20:00 – 21:00	Tokyo/Kyoto
22:00 – 23:00	Melbourne

2<sup>nd</sup> Summer School Information event  
04.04.2022

11:00 – 12:00	London
12:00 – 13:00	Amsterdam/Trondheim/Utrecht/Zurich
18:00 – 20:00	Hong Kong/Taipei
19:00 – 21:00	Tokyo/Kyoto
20:00 – 23:00	Melbourne

Access for both dates:

Zoom: <https://zhdk.zoom.us/j/5568218974>

Password: 468588