

Hacking Global Pop Icons

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7 – 27 August 2023

Zurich

In this three-week summer school, a global pop icon will serve as the common starting point for cultural analysis and for the transdisciplinary production of new artistic and journalistic works seeking to deconstruct, remix and expand the influence of the chosen icon. Participants from Europe and Asia will collaborate through using various methods of research (ethnographic field research, pop culture theory, reception theory, discourse analysis) and through co-creation in various formats.

Students are offered 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 Shared Campus-Global Pop Cultures-Festival “Out in the Loop”, participants will conduct practice-based research on this year’s theme “The Natures of Pop”.

Collaboration will result in a final presentation at the festival 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
- Examine how global icons interact with and are shaped by digital monism
- Probe into the topic “The Natures of Pop”
- Experience practice-based transcultural and transdisciplinary creative collaboration
- Discuss and apply media representation theory
- Develop presentation skills

FACULTY

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)
 Tom GERBER, Director for Feature Films and TV Series, Lecturer & Researcher at the Film Department (ZHDK)
 Claudio BUCHER, Author, Musician, Lecturer & Researcher at the Department of Cultural Analysis (ZHDK)
 — and guest speakers

MODALITY

Face to face.

DATES

7 – 27 August 2023

PARTICIPANTS

This course offers places to 20-25 students from all arts and design disciplines, including performing arts, film, music, fine arts, media arts, curating, art education, journalism and game design.

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 summer school, e.g. related to “The Natures of Pop” and global pop icons? What do you expect from it?
- Portfolio: A work sample related to the aims and contents of the summer school (pdf, video or sound file, website)

CREDITS

Awarded as stipulated by the home institution.

ACCOMMODATION

Accommodation will be organised by ZHdK. Costs are to be covered by the participants themselves. The mode of payment will be communicated at a later stage. Reference price: approx. CHF40 per night.

STUDENT COSTS

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

APPLICATION PROCESS

- Application form: <https://intern.zhdk.ch/hackingglobal>
- Submission deadline: 13 MARCH 2023
- Contact (application enquiries and submission of documents): Iris Meili, Administrator, Shared Campus Office — iris.meili@zhdk.ch
- Participants will be selected by the responsible faculty
- Final confirmation of participation: Beginning of April 2023

ORGANISING PARTNERS

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

**Shared Campus
International Summer Schools
2023**

Call for Application

Deadline 13 March 2023

Contact (application enquiries and submission of documents):
Iris Meili, Administrator, Shared Campus Office — iris.meili@zhdk.ch
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First information event 08.02.2023

09:00–10:30	London/Lisbon
10:00–11:30	Amsterdam/Paris/Siegen/Trondheim/Zurich
17:00–18:30	Hong Kong/Singapore/Taipei
18:00–19:30	Tokyo/Kyoto
20:00–21:30	Melbourne

Second information event 28.02.2022

11:00–12:30	London/Lisbon
12:00–13:30	Amsterdam/Paris/Siegen/Trondheim/Zurich
19:00–20:30	Hong Kong/Singapore/Taipei
20:00–21:30	Tokyo/Kyoto
22:00–23:30	Melbourne

Access for both dates:

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

Password: 468588

