Hacking Global Pop Icons

Title: Hacking Global Pop Icons
Dates: 5–9 August (online)
12–23 August (face to face)
Location: Hong Kong

The sixth edition of the Hacking Global Pop Icons summer school continues the legacy from the previous editions' format. Students will choose a pop icon as a common starting point for cultural analysis and create creative works and interventions in the form of a pop-up event.

The summer school will take place at Hong Kong Baptist University. Students from partner universities in both Europe and Asia, spanning various creative disciplines such as contemporary art, film, pop music, sound design, product design, spatial design, comics and illustration, curatorial practice, cultural studies, and more, will collaborate and learn from each other. Faculty members from the shared campus network will provide guidance.

Past pop icons selected for analysis and creative exploration in previous editions of the summer school include Tinder (the dating app), Greta Thunberg (the environmental activist), Billie Eilish (singer and songwriter), NFTs, and the Ocean.

Learning Outcomes /Competences	• Understand cultural concepts in global contexts • Examine how global icons interact with and are shaped by digital monism • Experience practice-based transcultural and transdisciplinary creative collaboration • Discuss and apply media representation theory • Develop presentation skills
Faculty	Kingsley NG, Media Artist, Associate Professor, Academy of Visual Arts (HKBU) Prof. CHOW Yiu Fai, Writer, Lyricist, Researcher & Professor, Department of Humanities and Creative Writing (HKBU) Tom GERBER, Director for Feature Films and TV Series, Lecturer & Researcher, Film Department (ZHDK) Claudio BUCHER, Author, Musician, Lecturer & Researcher, Department of Cultural Analysis (ZHDK) SUN Shao-Ting, Lecturer (TNUA) Jack PISTERS, Guitarist, Lecturer (AHK)
Modality	One week online, two weeks face to face

Dates	5–9 August (online), 12–23 August (face to face in Hong Kong)
Participants	This course offers places to 20–25 students from all arts and design disciplines, including performing arts, film, music, fine arts, media arts, design, curating 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 summer school? 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)
Credits	Awarded as stipulated by the home institution.
Accomodation	The following is kindly offered to students by the Eaton Hotel, which is tentatively our venue sponsor for the finale event. The cost per night for a twin shared room is around 400 HKD per person.

Student Costs	• No course fees for students from Shared Campus partner institutions
	• Students travelling to Hong Kong 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/hacking • Submission deadline: 15 April 2024 • Contact (application enquiries and submission of documents): Sira Negri, Administrator, Shared Campus Office — sira.negri@zhdk.ch • Participants will be selected by the responsible faculty • Confirmation of participation: 3 May 2024 Students of the following institutions are welcome to apply for this summer school: City University of Hong Kong, Hong Kong Baptist University, LASALLE College of the Arts, Taipei National University of the Arts, Tokyo University of the Arts, Zurich University of the Arts, Amsterdam University of the Arts, Kyoto Seika University.
Collaborating Partners	Amsterdam University of the Arts (AHK) Hong Kong Baptist University (HKBU) Taipei National University of the Arts (TNUA) Zurich University of the Arts (ZHdK)

Shared Campus
International Summer Schools

Call for Application

Deadline 15 April 2024

Contact (application enquiries and submission of documents):
Sira Negri, Administrator, Shared Campus Office

sira.negri@zhdk.ch

Participants will be selected by the responsible faculty.
Confirmation of participation: 3 May 2024

Information events:

6 March 2024, 11:00 – 12:30 GMT — 1st info event

11:00 – 12:30	GMT	(London/Lisbon)
12:00 – 13:30	GMT+1	(Amsterdam/Paris/Zurich)
19:00 – 20:30	GMT+7	(Hong Kong/Singapore/Taipei)
20:00 – 21:30	GMT+8	(Tokyo/Kyoto)
22:00 – 23:30	GMT+10	(Melbourne)

3 April 2024, 09:00 – 10:30 GMT — 2nd info event

09:00 – 10:30	GMT	(London/Lisbon)
10:00 – 11:30	GMT+1	(Amsterdam/Paris/Zurich)
16:00 – 17:30	GMT+7	(Hong Kong/Singapore/Taipei)
17:00 – 18:30	GMT+8	(Tokyo/Kyoto)
19:00 – 20:30	GMT+10	(Melbourne)

Access for both dates:
Zoom: https://zhdk.zoom.us/j/5568218974   Password: 468588

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