

Call for Papers

International Conference of Cultural Governance in Asia (ICCGA) Cultural Governance in Asia: Soft Power, Place-(re)making and Civility

Venue | City University of Hong Kong, Hong Kong Shue Yan University, Hong Kong

Dates | 10 - 11 May 2019

Asia is a region of diverse cultures and peoples. Through processes of colonization and imperialism, many Asian places have redefined their national boundaries and cultural make-up. The reshuffles of power regimes and the transformation of social and economic structures since the second half of the last century have brought about new cultural faces in Asia and uneven development. While colonialism is a common experience amongst Asian countries, decolonization brings extremely different social, economic and political processes and meanings to the Asians. Since the late 20th century, culture has intrinsically intertwined with economic development as many countries used culture as development strategies. At the same time, culture, traditions, heritage are often part of the ingredients for the cooking of place identity, and the upholding of national pride. The maintenance, management, and creation of cultural resources requires creative and responsive policies.

Cultural governance has been a catchphrase since the 2000s. It entails myriad strategies for the (re)making of cultures as well as national and sub-regional identity, which often faces challenges from within and beyond national boundaries. Policies related to creating cultural patchwork and the infrastructure for cultural management can be both cohesive and divisive forces. Post-Cold War Asia has witnessed the reopening of borders and the escalation of cross-border connections and exchanges. Instead of using the encompassing concept of globalization, we situate the cultural development in Asia in the contexts of the transformation of the regional political economy and cross-border relations. With the rise of China as a regional and global power, such changes have been particularly salient in terms of China's growing soft power, often backed by economic power and forceful diplomacy.

This conference aims to examine the different aspects of cultural changes and cultural governance since the late 20th century. It will begin with such simple questions as what are those cultures that are fading and arising and who are responsible for the changes. It will continue with discussions of more complex connectivity and divides. It seeks to interrogate the colonial legacies, momentum and powers that have been shaping Asia's cultural tapestry. We believe cities, nations and people alike aspire to build their unique identity and define their own civility (the spirit and ethos of a place in relation to others). But such processes inevitably encounter challenges both from within and without. The conference will address these questions:

- What are the major strategies of cultural preservation and development in Asia?
- How different cities and states search for their cultural positioning amidst the rapidly evolving political economies in Asia and the pivotal shifts of cross border relations?
- What kinds of cultural governance models have been produced by Asian countries and how are they linked to local and regional sectors and the well-being of the people?
- How does culture and art and its governance contribute to city-branding, face-lifting, and city-gentrification in different Asian places?
- What are the relationships between cultural changes and economic development?
- What kinds of soft power have been produced in Asia and how they have impacted on each other?
- What are the dynamics in Asia with regard to cultural diffusion, postcolonialism and the rise of new powers?

Interested researchers, scholars, practitioners and policy-makers are invited to send a 200-300 word abstract and 50-100 word bio for the following panel sections, or suggest new panels that are related to the overall themes of the conference:

- Heritage management, curatorship, and cultural tourism
- Place making and city branding
- Media, creative arts and popular culture
- Soft power, nationalism, and transnational ties
- Pluralism, multiculturalism and postcolonial identities
- Border crossing, governance, and civil spaces

Please send abstract and bio (with email address) to this email: <aisiccga@cityu.edu.hk>

Deadline for abstract submission | 30 Jan 2019

Acceptance of abstracts will be announced in mid-February 2019

Convenors:
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