ASEAN Cultural Mapping & Research Study

In the lead up to the 50\textsuperscript{th} anniversary of the establishment of the Association of Southeast Nations (ASEAN) in 2017, the Asia-Europe Foundation (ASEF) seeks to map the contemporary arts scene in the 10 member countries. These mappings seek to explore whether and how ASEAN's contemporary cultural landscape contributes to a distinctive ASEAN narrative that is not only relevant to the sector, but may contribute to identifying and understanding the ASEAN model of networked soft power and the ways in which this resembles, or is distinct from, those of its European counterparts.

This mapping and research study brings together 10 cultural professionals and emerging researchers, one from each ASEAN member country as authors of their respective country reports. The mapping process will include face-to-face exchanges among the researchers (with the aim of nurturing a network among them) as well as two workshops (one each in Malta and Singapore). The country reports will be made publicly available on ASEF’s arts and culture portal, http://culture360.asef.org in 2017 and will also form the basis for two ASEF Policy Panel discussions next year (including with European counterparts).

For this research study, ASEF has commissioned a Griffith University (GU) team headed by Professor Ruth Bereson, expert in comparative cultural policy, cultural diplomacy, arts management and the design and delivery of cultural leadership programmes. Other partners such as the Georgetown Festival (Penang, Malaysia), the ASEAN Secretariat and ANCER/ Asia Pacific Network for Cultural Education and Research will also be involved in various stages of this project.

**Why & how**

The GU team, in conjunction with the regional researchers, will establish baseline questions concerning, but not limited to, the following arts practices: visual arts, film, literature, arts management, cultural heritage, creative industries, artists’ mobility, status of the artist, digital, culture in development etc. Broader thematic questions will be developed concerning: cultural policy, cultural diplomacy and ‘Romancing the East’ (a development on the question of embedded colonial values in the Asian art market).

Under the guidance of the Griffith Team, each Researcher will collect data and prepare a snapshot of the contemporary culture within their country. The data will be collated, synthesised and curated into a formal report.

There is also an embedded commitment to the development of cultural research and management in the region building on the aspirations of the Asia-Pacific Network for Cultural Education and Research (ANCER). The project, therefore, will resonate not only as a cultural map but also as an investment in the development of regional cultural leadership.

In addition to the traditional outcomes of a report, the mapping will involve collective activities which form part of the development of the regional capacity building initiative. These will begin
with an initial briefing with the Griffith Team and five Researchers at the 7th World Summit on Arts & Culture, Malta, October, 2016 (see Annexe 1). All other important dates, deadlines and expectations will be delivered in Malta.

**Project milestones**

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<tr>
<th>Date</th>
<th>Activity</th>
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<tr>
<td>Aug - Oct 2016</td>
<td>Develop the framework and methodology for the cultural mapping of ASEAN countries and management of the international content</td>
<td>Griffith Team</td>
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| 18-21 Oct 2016 | **ASEAN Cultural Mapping Meeting 1**<br>Malta - IFACCA 7th World Summit - 17-22 Oct 2016  
First meeting of researchers, ASEF & Griffith University team (see Schedule - Annexe 1)  
Workshop objectives  
  • Define the context and scope to be pursued  
  • Develop research questions around common themes and incorporate subtexts for specificities  
Researchers leave with a plan for data collection and information required for a snapshot of the arts scene in their country | ASEF Griffith Team Researchers (5) |
| Oct 2016 - Dec 2016 | Research, data collection, writing/editing process with oversight from Griffith Team | Researchers (All) |
| Jan 2017 TBA | **ASEAN Cultural Mapping Meeting 2**<br>Singapore – ASEF office  
Preliminary data sharing, harmonisation of methodology | Griffith Team Researchers (All) Invited Experts |
| Jan 2017 | Writing up of country reports by Researchers | Researchers (All) |
| 1 Feb 2017 | Researchers send country reports to Griffith Team | Researchers (All) |
| Feb 2017 | • Collate, synthesise and curate information, and finalise report and brochure content  
• Finalise report and design brochure for web and print purposes | Griffith Team Anna Steinkamp ASEF |
| March 2017 | Report and Brochure published on ASEF arts portal culture360asef.org | ASEF |
| March to Dec 2017 | 2 ASEF Policy Panels with Researchers, Griffith Team and European counterparts | ASEF |

This active outcome of cross-cultural participation will form the basis of partnership and networking between Asia and Europe as well as serve the development of cultural leaders within the region, with specific capacities in analysing and synthesising cultural policy information.
Who Is Involved?

The ASEAN Researchers

Joining the Malta programme in October

- **Cambodia**: Rithisal Kang, Executive Director, Amrita Performing Arts
- **Indonesia**: Felencia Hutabarat, founder, Indonesian Arts Coalition
- **Malaysia**: Kathy Rowland, independent writer/researcher on the politics of culture
- **Philippines**: Sharon Arriola, Associate Dean of the New Media, De La Salle – College of Saint Benilde, Manila
- **Thailand**: Ritirong Hong Jiwakanon, Assistant Professor, Department of Dramatic Arts, Faculty of Arts, Chulalongkorn University, Bangkok

Joining the Singapore programme in December

- **Lao PDR**: A.J. Phothisane, President, Laobangfai Prime Association & Managing Director, Lao Pride Record Company Limited.
- **Singapore**: Ailin Chin, Programme Manager for Education & Outreach, The Substation
- Researchers from Brunei, Myanmar, and Vietnam (currently being finalised)

Griffith University (GU) Team

ASEF will work in partnership with Griffith University, Australia on this project. Professor Ruth Bereson, Dean (Academic) of the Arts, Education and Law Group at Griffith will lead the research.

GU Team:

- Professor Ruth Bereson, Dean (Academic), Arts, Education & Law Group, Griffith University
- Dr. Caitlin Byrne, Senior Lecturer, International Relations, Bond University, and member of the Griffith Asia Institute
- Ronda Jones, Executive Officer, Office of the Dean (Academic), Arts, Education and Law Group, Griffith University

Asia-Europe Foundation (ASEF)

[asef.org; culture360.asef.org](http://asef.org; culture360.asef.org)

The Asia-Europe Foundation (ASEF) is an intergovernmental not-for-profit organisation, which strengthens relations between Asia and Europe. Founded in 1997, it is the only institution of the Asia-Europe Meeting (ASEM)¹, which is an intergovernmental forum for dialogue and cooperation established in 1996.

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¹ ASEM currently brings together 53 partners (21 Asian and 30 European countries, the ASEAN Secretariat, and the European Union). The 53 ASEM Partners are Australia, Austria, Bangladesh, Belgium, Brunei Darussalam, Bulgaria, Cambodia, China, Croatia, Cyprus, the Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, India, Indonesia, Ireland, Italy, Japan, Kazakhstan, Korea, the Lao PDR, Latvia, Lithuania, Luxembourg, Malaysia, Malta, Mongolia, Myanmar, the Netherlands, New Zealand, Norway, Pakistan, the Philippines, Poland,
In the area of arts & culture, ASEF funds and facilitates multilateral cultural co-operation among 51 countries in Asia and Europe. The culture portfolio of ASEF comprises of artistic collaborations, support to networks, policy dialogues and the arts portal, culture360.asef.org

ASEF team:
- Anupama Sekhar, Director, Culture Department
- Fatima Avila, Project Executive, Culture Department
- Anna Steinkamp, Consultant
- Rhea Antony Bennan, Videographer
- Daniel Ho Sheng, Rapporteur
- Piero Zilio, Social Media Co-ordinator

ANCER/ Asia Pacific Network for Cultural Education and Research Network

ANCER is Asia Pacific’s first Network for Cultural Education and Research. An initiative of LASALLE College of the Arts, Singapore, the network was formed as a way to stimulate international inquiry and research in this sector in order to contribute to a better understanding of the unique factors contributing to the study of arts management and cultural policy in the Asia-Pacific region.

(Profiles in Annexe 1)
Appendix 1: Profiles

ASEF

**Anupama Sekhar** is the Director of the Culture Department at the Asia-Europe Foundation (ASEF) and is in charge of ASEF’s culture portfolio. She is also part of UNESCO’s Expert Facility to support capacity development initiatives for the implementation of the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions. She holds degrees in English Literature and International Studies. She is a trained dancer in the Indian classical style of Bharatnatyam. Prior to joining ASEF, Anupama worked with the International Labour Organisation and with independent arts spaces in India.

**Fatima Avila** is Project Executive in ASEF’s Culture Department. Prior to ASEF, Fatima has worked in the visual arts field as gallery manager of Tin-aw Art Gallery and Manila Contemporary (Valentine Willie Fine Art) where she was able to navigate Southeast Asia through artistic and institutional collaborations by means of exhibitions and commercial projects. She also had a stint in public policy as staff of the Philippine Senate. Fatima holds a Master’s degree and a Bachelor’s degree in Business Management from the University of Edinburgh and Ateneo de Manila University respectively.

**Daniel Ho** is a Projects and Partnerships Manager for Mothership.sg, Singapore’s fastest-growing digital news and multimedia content company. Prior to this appointment, he was involved in legal, strategic, and policy work for various local and intergovernmental organisations. He holds a BA (Communication) from University at Buffalo, The State University of New York, and a Master of Science (International Relations) from the Nanyang Technological University. Daniel has completed a United Nations Intensive Study Program, at the John C. Whitehead School of Diplomacy and International Relations. Daniel is a rapporteur for ASEF and author of numerous reports.

**Anna Steinkamp** is Senior Programme Specialist at the German Commission for UNESCO.

**Rhea Antony Bennan**, Videographer

**Piero Zilio** manages communication for the EU Gateway | Business Avenues programme, covering 37 countries between Europe and Asia. He collaborates as communication expert with Government agencies, companies and organisations in Europe and Asia. Piero has been collaborating as social media manager with the Asia-Europe Foundation since 2014. He graduated with honor with an MSc (Communication) from 'La Sapienza' University of Rome and holds a post-graduate master degree (Public Affairs) from the University of Sydney. He is the youngest national delegate at the Italian Association for Public and Institutional Communication.
Professor Ruth Bereson is Dean (Academic) of the Arts, Education and Law Group at Griffith University. She holds a PhD from the Department of Arts Policy and Management at City University London and has a diverse background in the fields of arts management, cultural policy, cultural diplomacy and cultural leadership. Her major research interest is the relationship between governmental policies and their effects on the arts internationally and over time.

Professor Bereson was Founding Director of the Arts Management Program at SUNY Buffalo, and Associate Director, TC Columbia University Arts Administration Program. She recently designed and delivered the Cultural Leaders’ Lab, an international program for experienced Arts Managers and Practitioners, for the National Arts Council of Singapore. She has held membership of both the Association of Arts Administration Educators (AAAE) and the European Arts and Cultural Management and Training Association (ENCATC), the Asia-Pacific Network for Cultural Education and Research (ANCER) Advisory Board, the Asia Pacific Journal of Arts and Cultural Management and most recently was an invited participant of Living Arts in Post Conflict Forum, Cambodia (Mar 2016), ICCPR (Nov 2015 in Gwangju and Seoul (July 2016). She is also a member of the Georgetown University Laboratory for Global Performance and Politics Think Tank USA, She is invited frequently to lecture and provide policy advise to government agencies in the arts and cultural sector internationally. She has contributed to the field through a wide range of books, edited volumes and articles on arts management and cultural policy and diplomacy.

In addition to her scholarly work, her professional experience extends to the profit and not-for-profit sectors across the arts where she has held such diverse positions as General Manager of a touring musical theatre company, Logistics Manager for an international arts festival, and coordinator of an international visual arts exhibition and artist exchange.

Dr Caitlin Byrne is a senior lecturer in International Relations at Bond University where she teaches courses in Diplomacy, Public Diplomacy, Conflict Resolution and Negotiation. Her research focuses on the theory and practice of soft power and public diplomacy and she has a special interest in the role of education, sport, culture and the arts in bridging difference and creating opportunities for dialogue - particularly within the Asia Pacific.

Caitlin's work is published in a range of journals including the Hague Journal of Diplomacy, the Australian Journal of International Affairs, Sport in Society, International Journal: Canada's Journal of Global Affairs and CPD Perspectives. Caitlin is a former research fellow of the University of Southern California's Centre for Public Diplomacy, and research adjunct with the Griffith Asia Institute.

Prior to joining academia, Caitlin had established a professional career leading, managing and implementing foreign, legal and social policy, including with the Australian Government Department of Foreign Affairs and Trade (1993-2001), the Queensland Government's Office for
Women (2003-2005) and Department of Communities (2009-10). She has also held roles across the private and community sectors.

Caitlin consults on occasion to government agencies on public diplomacy strategy, and is currently participating in the Asialink Leaders' Program (Brisbane). She also sits on the Queensland Fulbright Scholarship Selection Panel.

Ronda Jones has a BA in social science, postgraduate qualifications in applied ethics and governance, and a Master's degree in public administration. She previously worked as a research project officer in the Faculty of Humanities and Social Sciences and has considerable experience working in a number of administrative and research positions at Griffith University. Ronda has experience in data collection and quantitative and qualitative analysis. She provided data and analysis for an Australian Vice-Chancellor’s Committee funded equity research project and has co-authored articles about equity and citizenship in higher education. She has co-authored a literature review on international practice in cultural measurement and provided data and analysis for a cultural indicator framework developed for the Cultural Ministers Council of Australia and Arts Queensland.

Researchers

Rithisal Kang (Cambodia) is the Executive Director of Amrita Performing Arts, a contemporary dance and producing company based in Cambodia. Rithisal holds an MA in Arts Management from the State University of New York, Buffalo. He has received several awards including Fulbright Scholarship, Asian Cultural Council’s grant and the King’s Gold Medal for his contribution to the Arts and Culture. In this capacity, he has represented Amrita, and Cambodia, speaking and moderating at local and international workshops and conferences. He has maintained a strong bond with colleagues at Cambodia’s main educational arts institutions and has initiated crucial dialogue between them and the Ministry of Culture and Fine Arts. He has produced works, tours and festivals in Cambodia, Europe, United States and Africa, working with world’s renowned art practitioners including Peter Sellars. He is also a member of several international networks including International Network for Contemporary Performing Arts (IETM), International Society for the Performing Arts (ISPA), and World Dance Alliance-Asia Pacific (WDA-AP). Rithisal started Contemporary Dance Platform in 2013, enabling emerging Cambodian choreographers with a safe and nurturing space to pursue their contemporary artistic endeavours.

Felencia Hutabarat (Indonesia) (Ellen) is a member of the Indonesian Arts Coalition and founder of Arslonga; she was formerly the arts and culture program staff at HIVOS for areas of Southeast Asia. She also worked as a consultant for British Council working on the creative economy. Areas of work includes policy advocacy to create a domestic and international network, exchange knowledge, financial stabilization, tax policy, cultural diversity, creative economy, and establish a close relationship with cultural operators in cultural strategy, particularly in Indonesia, India, and South Africa. She completed her Economics and Cultural Entrepreneurship at the Erasmus University, Rotterdam.
Kathy Rowland (Malaysia) is an independent editor, writer, researcher and producer. Her articles on the politics of culture have appeared in publications in Hong Kong, Malaysia, Singapore, the US and South Korea. She has edited and introduced several volumes of plays by leading playwrights in Malaysia and Singapore. Kathy has produced theatre and visual arts events in Malaysia, Singapore, South Korea, New York, Australia and Thailand. In 2001, Kathy and Jenny Daneels co-founded the pioneering arts website, kakiseni.com in 2001. In November 2016, Jenny and Kathy will launch ArtsEquator.com a new platform focusing on arts and culture in Southeast Asia.

Sharon Arriola (Philippines) is the Associate Dean of the New Media of De La Salle-College of Saint Benilde School of Design and Arts. She has been part of the academe for more than 20 years teaching humanities, art studies, multimedia arts, and contemporary arts. Aside from teaching, she is also involved in various government and private initiated projects and research related to arts and design such as the 2016 National Commission for Culture and the Arts' National Living Treasures Award. She was part of the Ad Hoc Panel of Experts as a researcher in the field during the search and validation process.

In addition, Sharon was given a grant as a Visiting Fellow of the National Endowment for the Arts and the U.S. State Department International Arts Journalism Institute in Visual Arts in 2009. She earned her Bachelor of Fine Arts and Master of Arts in Art Theory and Criticism at the University of the Philippines Diliman. Currently, she is a PhD. Candidate of the Philippine Studies Tri-College Program at the Asian Center, University of the Philippines Diliman.

Rittirong Hong Jiwakanon (Thailand) received his M.F.A. in theatre design from Yale School of Drama and spent several years after school professionally designing for theatre in New York City. Now he is an assistant professor in the Department of Dramatic Arts, Chulalongkorn University in Bangkok, as well as professionally working as a theatre production designer in many countries. He is also the deputy director of the Institute of Thai Studies and a committee of Cultural Management Program, Graduate School, Chulalongkorn University.

A J Phothisane (Lao PDR) is President, Laobangfai Prime Association & Managing Director, Lao Pride Record Company Limited.

Ailin Chin (Singapore) received her M.A. in Arts and Cultural Management from LASALLE College of the Arts, Singapore. Prior to pursuing her postgraduate studies, she worked as an arts educator for five years. She is now the Programme Manager for Education and Outreach at The Substation, the oldest independent art space in Singapore, where she manages the residency programme. At The Substation she is currently working the School of Uncommon Knowledge, an experiment in alternative modes of education, as well as The Co-op, an ongoing experiment in self-organisation which explores a co-operative model in programming for an arts space.

Myanmar, Vietnam, Brunei (TBA)
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