



**Faculty of Arts, HKU**  
**Bachelor of Arts in Humanities and Digital Technologies**  
**Programme**  
**Trajectory Workshop Presents**

**The Latest Arts Tech Policies of Hong Kong**  
**And**  
**Navigating a Career in the Industry**



**Abstract of the talk:**

In the 2020 Policy Address of the Hong Kong Chief Executive, the government implemented strategies to integrate arts and technology as a new trend in cultural development. With the coexistence of governmental initiatives under the rubric of 'arts tech' development and the rapid advancement of new technologies, there appears to be an increasing adoption of novel technologies, such as virtual reality and augmented reality, across arts and cultural productions in Hong Kong. Based on an ethnographic study conducted in a cross-media creative studio in Hong Kong, this talk will analyse the impact of recent arts tech policy on creative practitioners' work practices and the ecology of the creative industry. Additionally, we will discuss the new job opportunities that have emerged as a result of the significant financial investment and promotion by the government in the development of arts tech.

**DATE: Apr 26, 2024. VENUE: CPD 3.28 TIME: 2:30PM - 4PM**

**Speaker's biography :**

Holy Shum is a PhD candidate in the Department of Sociology at the University of Hong Kong. Her PhD research focuses on new technologies' impact on transforming cultural and creative industries and the practitioners working in them. Along with her PhD studies, she takes a keen research interest in popular culture, social media, and postcolonialism. Her work has been published in the European Journal of Cultural Studies, Global Media and China, Media International Australia, and Social Transformations in Chinese Societies. Before her PhD studies, Holy worked as an advertising copywriter and marketer.