

## TNUA and Shanghai Theatre Academy establish sister ties

TNUA and Shanghai Theatre Academy (STA) signed an agreement on March 26, 2009 to establish sister ties to boost cultural and artistic exchange between Taiwan and China. With the agreement the number of TNUA's sister schools has increased to 23.

TNUA President Prof. Ju, Tzong-Ching noted that

TNUA's School of Theatre Arts has worked with STA for many years. Students and teachers from the School of Theatre Arts have won wide acclaim for their participation in various international events in Shanghai. A team of more than 20 members from TNUA is expected to stage a play in a theatre festival in Shanghai in June.



## TNUA steps up preparations for World Games ceremonies



TNUA, in charge of staging the opening and closing ceremonies of the World Games 2009 in Kaohsiung, is stepping up preparations for spectacular shows that will be broadcast live to millions of people round the world this summer.

TNUA President Prof. Ju, Tzong-Ching, noting that sports events have always been able to raise the spirit of the people, said amid the economic downturn his team is making prudent use of its limited budget and giving all-

out efforts to make sure that the ceremonies, through artistic packaging and creative renditions, will be a unique demonstration of Kaohsiung's characteristics and history as a port city.

Prof. Ju said the team comprises artists and experts from various fields. As the chief director of the project, Prof. Ju said he has been working hard to coordinate and make efficient use all available resources inside and outside TNUA. Under much time pressure, Prof. Ju said he has also been engaged in brainstorming with experts from all walks of life so as to efficiently arrange rehearsals and other necessary measures.

Mr. Michael Tu, president of Uniplan Taiwan who is the chief planner for the project, promises that the opening and closing ceremonies will be the most professional audio-visual shows that Taiwan will have ever seen. He disclosed that the opening ceremony alone will see a show involving the work by almost 4,000 people.

Two major spectacles at the opening ceremony will be a projection show combing the real and the virtual, and a firework display. The World Games, taking place from July

16 to 26, 2009 in the southern Taiwanese port city, will be presented to worldwide audiences via live high-definition broadcast.

TNUA has been working with Germany-based Uniplan Group for the task of planning and implementing the opening and closing ceremonies.

## Lyon Asian Film Festival director at TNUA

Mr. Jean Pierre Gimenez, director of the Lyon Asian Film Festival, has paid TNUA a visit recently. Welcoming the guest, TNUA President Prof. Ju, Tzong-Ching also extended an invitation to Mr. Gimenez to give lectures or workshops at TNUA in the future. The guest replied that he would be delighted to do so.

## IEC introduces new website for foreign students

The International Exchange Center has introduced a new website for foreign student enrollment to help foreign students better understand TNUA.

The website provides information on the application process, as well as scholarships, living expenses, school activities and others.

The website is: <http://foreignstudent.tnua.edu.tw/show/index.php>

## MusicFest Vancouver program director reveals art of management

Mr. George Laverock, program director of MusicFest Vancouver, shared his years of experience in art administration, as well as the operation of the Canadian city's music festival, during a talk at TNUA in March.

In his talk "Operating a Non-profit Society in North America," delivered on March 12, recalled how he received music training as a young boy, and how he became a professional performer and art administrator.

Now chiefly as the program director of MusicFest Vancouver, Mr. Laverock said the event has taken place in August annually since 2000 when it was then known as Festival Vancouver. With so many festivals in the cities year round, the music event's name has been changed, and its focus fine-tuned to distinguish it from others.

Mr. Laverock stressed that an art group needs the devotion of passionate people whose purpose is not to make profits, but to work for art. But for such an organization to be run efficiently, he said it must have the participation of professionals from different areas: lawyers for legal papers, producers for advertising, businesspeople for fund-raising and so on.

He noted that financing is one major aspect of an art group. Administrators need to look for as many sources of funding as possible, as well as cutting costs, and they need to carefully calculate all risks.

MusicFest Vancouver's financial structure is rather different from others in Europe. Currently 20% of its



funding comes from ticket sales (compared to 50% in Germany) and 20% from the government. The rest depends of fund-raising activities and sponsorships.

All of its sponsors must be kept informed of the fund-raising process and other production details, so that they may know that each penny is being used prudently, he added.

Art groups should reevaluate and adjust their marketing strategies every three years to keep track of the changes in the market, Mr. Laverock suggested.

He also stressed that the success of an event needs a clear direction for brand development, which will allow it to stand out from others.



## Pianist Coop, artist Thirkell lecture at TNUA

Professor Jane Coop from the University of British Columbia, who is one of the most famous pianists from Canada, gave one-on-one piano lessons to TNUA students, as well as two lectures and a concert, in March.

Dr. Paul Thirkell, a senior research fellow from the

University of the West of England (UWE), gave a one-week workshop on collotype in February.

There was also an exhibition of works by UWE and TNUA graduate students.

## Performance schedule April 12-May 11

F Free  
\$ Ticket

Music : 02-2893-8245 TNUA Concert Hall

May 02 2:30 pm TNUA Wind Ensemble \$ 100  
\* For further details, please visit: <http://music.tnua.edu.tw/music/m1-1.html>

KdMoFA Open: Tuesday-Sunday, 10 am-5 pm  
(closed on Monday) Tel : 02-2896-1000 ext. 2444

April 10 - May 17 POWER SHOWS 4 F  
《About the orientation of 21st century artist》  
201、301、401、402、501 KdMoFA rooms

April 10-June14 《Life, Illusion of bodies》 F  
A solo-show by Lee, Kuang-Yu  
101、102、103、104 KdMoFA rooms

"AIR (Artist-In-Residency)" KdMoFA Artist in Residency

April 20-June 21 <Maruyama Junko> F  
For further details, please visit: <http://kdmofa.tnua.edu.tw/>

