谢燕燕／报道

新加坡管理大学

新大主席：艺术文化企业家

也可培养

新加坡管理大学除了培养新一代商业管理人才外，也可培养未来艺术与文化企业家。新大主席刘国强日前为新大2008年艺术节开幕时，对这所被美术馆、博物馆、表演中心、艺术学院围绕的大楼，提出这样的期许。

今年的艺术节，通过13名本地知名艺术家的12项邀请艺术，把贯穿各座校舍的地下走道变化艺术走廊。新大学生也参与展出，还将校内一些厕所当创作空间。

李文献致词时说，大学主办艺术节，将能鼓励学生发挥创意创新。他说，面对全球化市场激烈竞争，新加坡需要更多这类人才。他以去年刚从新大毕业的符积金（Joe Fu）为例，指出大学能协助学生的探索和创新精神。

去年刚从新大毕业的符积金构思了kiMobile计划，希望能为手机铃响设置类似YouTube平台，让人们设计本身的手机铃响。这一构思获得新闻、通讯及艺术部支持，得到一笔种子基金，协助他把构思变成商业计划。

李文献相信新大还有更多像符积金那样的学生。他告诉在座学生，如果你有好的创意点子，可向创意社区计划的种子基金寻求援助，把创意点子变成商业点子。

他也说，本地艺术活动越来越多，前年有超过2万1000项艺术表演和展览，平均每天有60项艺术活动让国人和访客观赏。他强调，艺术不能单以数量胜，重要的是作品的素质和艺术家的创意。不过，他指出现时新加坡人参与各种艺术活动，显示本地艺术社群在素质和创意方面都有显著进展，也成功吸引观众沟通。

新大艺术节共三部分：12项邀请艺术，13名本地艺术家的12项邀请艺术属于“Always Here But Not Always Present”计划的一部分，由陈继强博士策划。这部分展览分布校园各处走道，当中有即席表演及连线改变空间的行动……韩国女艺术家《卢森湖反映城市脉动》、何子彦的《白马非马》、‘图中的艺术’等。

由学生作品组成的部分，取名“Non-sense-sification”，由黎ETYPE协助，作品包括在厕所里唱迪斯科灯光和音乐等。

开幕演出是由新加坡艺术学院音乐系主任许美爱所构思的一场结合声光、舞蹈和展览表演的演出，取名为《无界前奏》。
The Singapore Management University can nurture the next generation of arts and cultural entrepreneurs even as the University develops business leaders for Singapore.

Minister for Information, Communications and the Arts Dr Lee Boon Yang gave SMU such a vision when he launched the University’s 2008 Arts Festival at its opening ceremony. He observed how SMU is surrounded by museums, art galleries, performance centres and the new School of the Arts.

This year’s SMU Arts Festival features 12 works and installations of 13 well-known local artists within the premises of the city campus, transforming the area into an arts corridor. SMU undergraduates are also involved in some of the creative works and have even used a toilet as a creative space for one installation.

Dr Lee said that by organizing such an arts festival, the University is encouraging students to develop their creativity and innovativeness. He stressed that Singapore needs more of such creative and innovative talents as we continue to compete in a globalised market. He raised the example of a recent SMU graduate, Mr Joel Pu, as how universities can inculcate the spirit of exploration and innovation in their students.

Joel has developed a ringtone community social networking portal called IkiMobile which aims to become the Youtube of ringtones for people to create their own mobile phone ringtones. He has received support under the Creative Talent Fund as well as seed money to make it into a commercial enterprise.

Dr Lee asked students to tap on the Creative Talent Fund if they have good ideas that can be turned into businesses as he believed there are many more such business-savvy students in SMU.

The Singapore arts scene has seen unprecedented activity in recent years, he said. In 2006 alone, there were over 21,000 performances and exhibitions. This translates to almost 60 arts activities a day for Singaporeans and visitors to enjoy. “Of course, art cannot be measured by numbers alone. What matters is perhaps the quality of artworks and the creativity of the artists. The fact that more Singaporeans are attending arts events would suggest that in both quality and creativity, the arts community has made good progress and successfully connected with the audience,” he said in his speech.

The SMU Arts Festival is divided into three parts: a major visual arts exhibition of 12 works by 13 of Singapore’s well-known artists called ‘Always Here But Not Always Present’ is curated by Dr Eugene Tan. This is situated in the underground concourse of the campus comprising an installation using threads, another called Pulse by a Korean artist as well as a Malaysian history poem.

SMU students also present Nonsense-tification, a series of installations including one that deploys music and disco lights in a toilet.

The opening gala performance is conceptualized by Dr Joyce Lee, Head of Music at the School of the Arts. It integrates sound, dance and visual performance.