British Council in Hong Kong

SPARK

PURPOSE

SPARK festival: creating connections across cultures

SPARK is a space for creativity, collaboration and visionary thinking. A British Council online festival, it celebrates connections and inclusion in our communities and offers a platform for cultural exchange between Hong Kong and the UK across arts, education and the English language.

OBJECTIVES

- Create connections and partnerships that benefit both Hong Kong and the UK and promote inclusive communities
- Develop and exchange ideas between the UK and Hong Kong that have the potential to transform and enrich people's lives
- Share knowledge and build relationships between the UK and Hong Kong arts and higher/further education sectors that contribute to mutual sustainability

AUDIENCES

The SPARK festival programme will be curated to reach people from diverse backgrounds.

The priority audience is **young people aged 15-35.**

As well as this (and across this group), we especially plan to include:

- People with special needs/disabilities, people from ethnic minorities, elderly people, socioeconomically disadvantaged young people and the people who care for and work with them

And also aim to reach:

- Creative UK and HK arts and higher/further education institutions and individuals (both SPARK collaborators and non-collaborators), their partners, participants and beneficiaries
- Community leaders, influencers and groups
- Think tanks and other opinion formers
- HK/UK educators/teachers/school leaders
- Corporates, trusts and foundations and civic organisations
- British Council existing audiences, including students and tests takers, social media followers, partners and participants in our programmes

PARTNERS

- Education institutions and organisations (including schools, further and higher education, UK and Hong Kong)
- Arts organisations and practitioners (UK and Hong Kong)
- Commercial organisations and sponsors (UK and Hong Kong)
- Media partners (both English and Chinese language outlets)
- Community organisations and other groups (UK and Hong Kong)
- UK and Hong Kong festivals

DATE

SPARK is scheduled to take place in 20-23 October 2021.

PLATFORM AND CONTENT

SPARK will take place online, utilising the Microsoft TEAMS platform, with a website interface, to enable an interactive audience experience through a mix of live and pre-recorded content.

BACKGROUND

The first edition of SPARK took place in January 2019, at Tai Kwun, Hong Kong. You can find out more and watch the festival video here.