
Generating Social Capital with the Arts

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Material civilization, morality of citizens and cultural accomplishment constitute the overall development of a civilization. Artistic activities serve as an essential pathway to elevate the morality of citizens and cultural accomplishment, which in turn will help creating and reinforcing social capital, as well as social harmony and civilization development.

Associations are the Carrier of the Arts

As a small yet close-knit city, Macao is a typical community society. With a population of over 600,000, Macao boasts thousands of arts and cultural associations, which conduct various government-funded arts and cultural activities.



The principal function of associations is to mitigate the shortcomings of the public sector and the market. They provide more direct and targeted service to different sections in the community. They can promote citizen's participation, enhance mutual trust and public governance. Being one of these associations, cultural and arts associations also organize activities as their public goods, which also enhance social capital.

Promoting Social Harmony with the Arts

The popularization of arts and culture can, on the one hand, enriches the cultural life of citizens and enhances their cultural cultivation; on the other hand, the close exchanges between the associations and their members can increase mutual trust and promote cooperation, thereby raising the collective awareness among citizens and the public's recognition of the community, alleviating social conflicts, and promoting social harmony and stability.



Maintaining Common Social Values with the Arts

Moreover, the existence and operation of these associations can directly maintain common social norms and beliefs, as well as establish social values and a sense of belonging to the group. They have contributed to Macao's current social stability, including their initiatives in organizing artistic activities.



Macao Foundation - Three "100 plans"

The Macao Foundation has been one of the principal entities in Macao in supporting artistic activities. Apart from providing sponsorships to activities organized by hundreds of arts associations, the Foundation has promoted three "100 plans" since 2011:

■ Macao Literature Series

■ Macao Artists Promotion Project

Citizens' Concert



Macao Literature Series

To publish 100 volumes that constitute the "Macao Literature Series". Such systematic organization of Macao's development in literature can help enhance its image as a cultural city.



Macao Artists Promotion Project

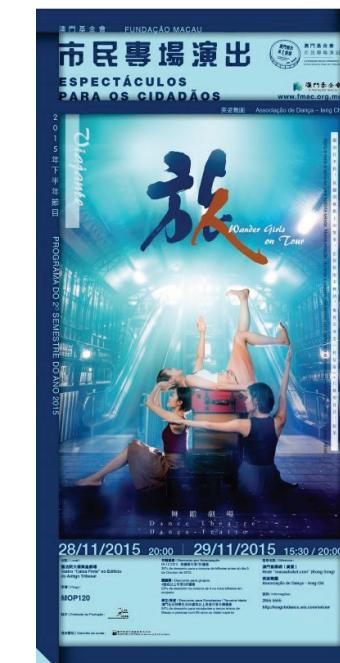
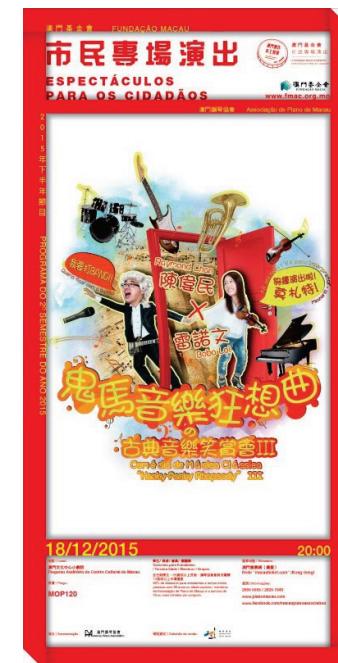
To organize exhibitions for 100 local artists, to reflect the ecology of Macao's plastic arts.





Citizens' Concert

To organize 100 shows through associations to help reaching arts among the population and to rejuvenate the community spirit.



Photos of Citizens' Concert





So far, 66 volumes that constitute the "Macao Literature Series" have been published, and the "Macao Artists Promotion Project" and the "Citizens' Concert" have all been completed.



2019

"Macao Youth Artists Promotion Project"



The Macao Foundation initiated the "Macao Youth Artists Promotion Project" from 2019 with the support of the China National Arts Fund. 20 young artists under the age of 45 were selected to organize exhibitions, workshops and their works published, which helped them to improve their skills and approach to the general public.

Shaping Cultural Image of the City

These series of activities promote interactions between artists and citizens, enrich the cultural life of the population, enhance the cultural atmosphere of the community, enhance the capacity of the population in appreciating arts and of the artists in improving their skills.



Impact of the Pandemic on the Arts Development

The pandemic has inevitably altered the ways and attitudes of the communication among people, resulting in the loss of social capital. Under such circumstance, how to reconnect with the public in an innovative way that can help reducing the loss of social capital, and increasing new social capital is a subject the arts world needs to think about presently.





Reconnect with the Public

During the initial stage of the pandemic, Macao artists organized charity sales to help cushion out the crisis. Many reached out to the community to reflect their observations and pay tributes to the frontline personnel. As the pandemic eases, online exhibitions and performances are now being organized in an attempt not to disconnect themselves with the public. It is believed that artistic activities in Macao will revitalize again as prevention policy further relaxes.

- Thank You -