

**Leung, Yuk Ming Lisa**, Lingnan University, Hong Kong

### **Enterprising ‘Jim Chim’ – Cultural Entrepreneurship of Performing Arts in Hong Kong**

When the performing arts company decided to become financially independent from government subvention, PIP (Pleasure-Imagination-Play) became the only group who ventured into a ‘creative arts enterprise’ model by ‘blending arts with commerce’. Since then, the company went through a transformation in the artistic direction, organizational structure, human resources management, and marketing strategies to suffice the model. Most importantly, it boils down to the successful ‘branding’ of the company’s mastermind, Jim Chim, to suit local popular tastes. This paper examines the dynamics and challenges in the ‘enterprising’ of Hong Kong’s cultural industry in the case of PIP, especially under the management of Chim as the cultural entrepreneur: localized popularized/ populist theatrical positioning, self-styled cross –media popular icon, and centralized authority but fluid management style. The case would hope to shed light on the problems of government funding for the arts, and the survival and opportunities of ‘cultural small-medium enterprise’ amidst the government rhetoric of ‘creative arts enterprising’ in Hong Kong.