In this lecture Danny Yung will share with us his views and experience in cultural advocacy as a frontline cultural practitioner in the last 30 years. He proposes that city development should be spearheaded with a cultural blueprint with emphasis on not the economic ends, cultural tourism, political propaganda, nor cultural diplomacy but on providing its citizens a platform to seek cohesion and a sense of identity. In other words it provides a centrifugal force and a direction for a city. Priority should be given to the establishment of interactive communication channels among citizens and all through different sectors and levels of society. Innovative exchange platforms serving local, regional and global discourses should be established through collaborative efforts in order to maintain the momentum of cultural interflow and counter consumerism-driven, capitalistic development. Thus would lay the groundwork for participatory and interactive dynamics among citizenry groups for moving towards a true civil society and true democracy.