

广开博见 与时俱进

Museums in Tune with Tomorrow



2014-19
业务计划
Corporate Business Plan

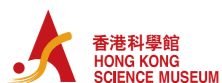
2014-15
年度计划
Annual Plans

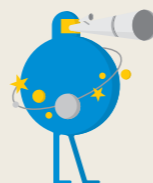
康乐及文化事务署辖下公共博物馆
Public Museums of the
Leisure and Cultural Services Department

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署长序言

Director's Foreword

我很高兴发表康乐及文化事务署(康文署)辖下公共博物馆第三份五年业务计划(2014-19),以及各间博物馆的年度计划(2014-15)。

全赖博物馆谘询委员会、专家顾问、持份者及公众提供宝贵意见、全力支持,我们已进一步修订未来五年的业务计划。第三份业务计划与前两份一样,一方面展示各间博物馆的理想、使命及信念,一方面勾划出为提高各博物馆硬件和软件而订定的八大策略方针。年度计划亦相应加入最新资讯,详述二零一四至一五年度各项展览、节目及其他措施的细节,让大家先睹为快,得悉来年的丰富文化节目。

二零一三至一四年,各间博物馆继续有长足的发展,成绩令人鼓舞。过去一年,我们总共录得630万参观人次,打破历年纪录,各项教育及推广活动则有160万人次参加。各项大型展览继续吸引不同类型、不同背景的观众。例如「巨龙传奇」展览的参观人数达772,470,创下新高,不少父母带同年幼子女入场参观。这个展览主题饶富趣味,

It is my great pleasure to present the third five-year Corporate Business Plan (CBP) 2014-19 and the Annual Plans (APs) for 2014-15 for the museums under the Leisure and Cultural Services Department (LCSD).

With the invaluable advice and unfailing support given by our Museum Advisory Panels, museum expert advisers, stakeholders and the public, we have refined our CBP for the coming five years. Like its predecessors, our third CBP (2014-19) not only presents the vision, mission and values of each of our museums, but also outlines our plans for enhancing the hardware and software of our museums in eight strategic areas. The Annual Plans have also been duly updated with details of all the exhibitions, programmes and other initiatives in 2014-15. They offer an exciting glimpse of the cultural riches to be presented by the LCSD museums to the Hong Kong community.

In 2013-14, we witnessed another year of encouraging progress for our museums. Our museums registered a record total of 6.3 million visitors, while our rich variety of education and extension programmes also attracted some 1.6 million participants. Our blockbuster exhibitions continued to draw audiences from all walks of life. For instance, the *Legends of the Giant Dinosaurs* exhibition attracted a record number of 772,470 visitors, particularly from young families. With its fascinating theme, coupled with its spectacular technology and science displays, the exhibition generated



加上善用新科技，观众反应非常热烈。另外，我们与区内及世界各地博物馆合加强合作，合办多个展览，成绩斐然。例如「国采朝章——清代宫廷服饰」、「海上瓷路——粤港澳文物大展」，以及展出著名艺术家杰作的「刻画人间——朱铭雕塑大展」。与此同时，我们亦举办以本地文化生活为主题的展览，例如「武·艺·人·生——李小龙」、「他 Fashion 传奇 • Eddie Lau 她 Image 百变 • 刘培基」以及「影藏岁月：香港旧照片展」。

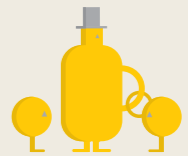
为向世界展现香港蓬勃多元的文化，我们更安排在海外展出香港各博物馆的馆藏。例如，香港艺术馆从虚白斋馆藏精选多件中国历代书画作品，借予英国的维多利亚与亚伯特博物馆，在「中国绘画千年名作展」中展出。我们会继续致力向海外观众介绍本地优秀的艺术家，例如先后安排有关作品参加世界知名的利物浦双年展以及「香港周2013@台北」的当代艺术展览。

展望未来，我们会继续依照业务计划的理想、使命及信念，订定工作的缓急优先，进一步加强服务。同时，我们将继续策划具启发性而受欢迎的大型展览，希望在开拓新观众群之余，亦能吸引观众再次到来参观。这些展览将辅以各式教育及外展活动，除提升展览的吸引力外，更会加强博物馆在艺术、历史及科学方面的教育功能，务求能增进观众欣赏创意的能力以及追求知识的精神。

an overwhelmingly positive response. By fostering closer collaboration with our counterparts in the region and around the world, our museums also successfully hosted *The Splendours of Royal Costume: Qing Court Attire and Maritime Porcelain Road: Relics from Guangdong, Hong Kong and Macao Museums*, as well as organise significant showings of the works of some renowned artists, such as the *Ju Ming – Sculpting the Living World* exhibition. In parallel, we organised thematic exhibitions with special relevance to Hong Kong, for instance the *Bruce Lee: Kung Fu • Art • Life* exhibition, *Fashion • Image • Eddie Lau*, and a wonderful photographic exhibition *Images Through Time: Photos of Old Hong Kong*.

To promote our cultural vibrancy and richness beyond Hong Kong, we welcomed opportunities to present exhibitions or items from our collections overseas. A notable example was the exhibition *Masterpieces of Chinese Painting 700-1900* held at the Victoria and Albert Museum in the UK, at which the Hong Kong Museum of Art's Xubaizhai Collection of Chinese Painting and Calligraphy was exhibited through a loan arrangement. We will continue to step up our efforts to showcase talented artists' work outside Hong Kong. A notable recent example was the Contemporary Art exhibition in Taiwan held during Hong Kong Week 2013 @ Taipei, after its successful exhibition at the internationally renowned art event in the Liverpool Biennial.

Looking ahead, we will continue to be guided by the vision, mission and values in the CBP in setting our priorities and enhancing our services. We will also continue to organise inspiring popular exhibitions – many of which will be 'blockbuster' exhibitions to build new audiences and generate repeat visitors. They will be supplemented by a diverse range of educational and outreach activities to ensure that, besides being inspiring and entertaining, our exhibitions will enhance the educational function of the museums in art, history and science, and foster a greater appreciation for creativity and intellectual endeavour.



我们会以过往的经验为基础，借鉴世界各地的做法，逐步更新各博物馆内的常设展览，为观众带来新鲜感，令展览更具吸引力，与时俱进。我们的另一目标是加强对外合作。未来数年，我们会致力拓展及深化与工作伙伴的联系，并与本地收藏家、社区团体及商业机构建立更紧密的合作关系。

全赖博物馆谘询委员会各成员竭诚努力，智虑周全，引领博物馆的工作更上层楼。我由衷感谢各位博物馆专家不吝赐教、分享经验，令我们获益良多。此外，我还要感谢各持份者和博物馆同事，全赖大家群策群力，我们方能众志成城。最后，我要衷心感谢香港市民和外地游客鼎力支持，为我们缔造这个630万参观人次的纪录。让我们继续携手合作，令香港的博物馆的服务更佳、品位更高，为香港带来更大的裨益。

Building on our past experience and taking into account good practice around the world, we will seek to renew the permanent exhibitions in our museums in phases to keep these important exhibitions fresh, relevant, and up to date. It is also our goal to forge stronger partnerships. We will expand and deepen our relationships with our partners in the years to come, building even closer collaboration with local collectors, community groups and organisations.

I am indebted to our Museum Advisory Panel members for their dedication and wise counsel in guiding our museums towards the scaling of new heights. My sincere thanks also go to all our museum expert advisers, who have generously shared with us their wealth of experience and expertise. Thanks are also due to many other stakeholders, and to our museum colleagues and staff who have worked so hard to make things happen. Finally, I must pay tribute to our local and international patrons and visitors; the 6.3 million visits in 2013-14 bear testimony to the community's staunch support for our museums. Let us continue to work in partnership to enhance the service and branding of our museums for the benefit of Hong Kong.



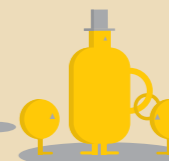
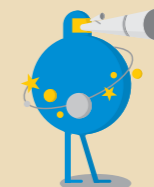
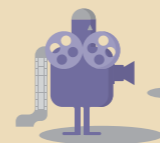
康乐及文化事务署署长

Ms Michelle LI
Director of Leisure and Cultural Services

业务计划

2014-19

Corporate
Business
Plan



业务计划

Corporate Business Plan 2014-19

理想 *Vision*

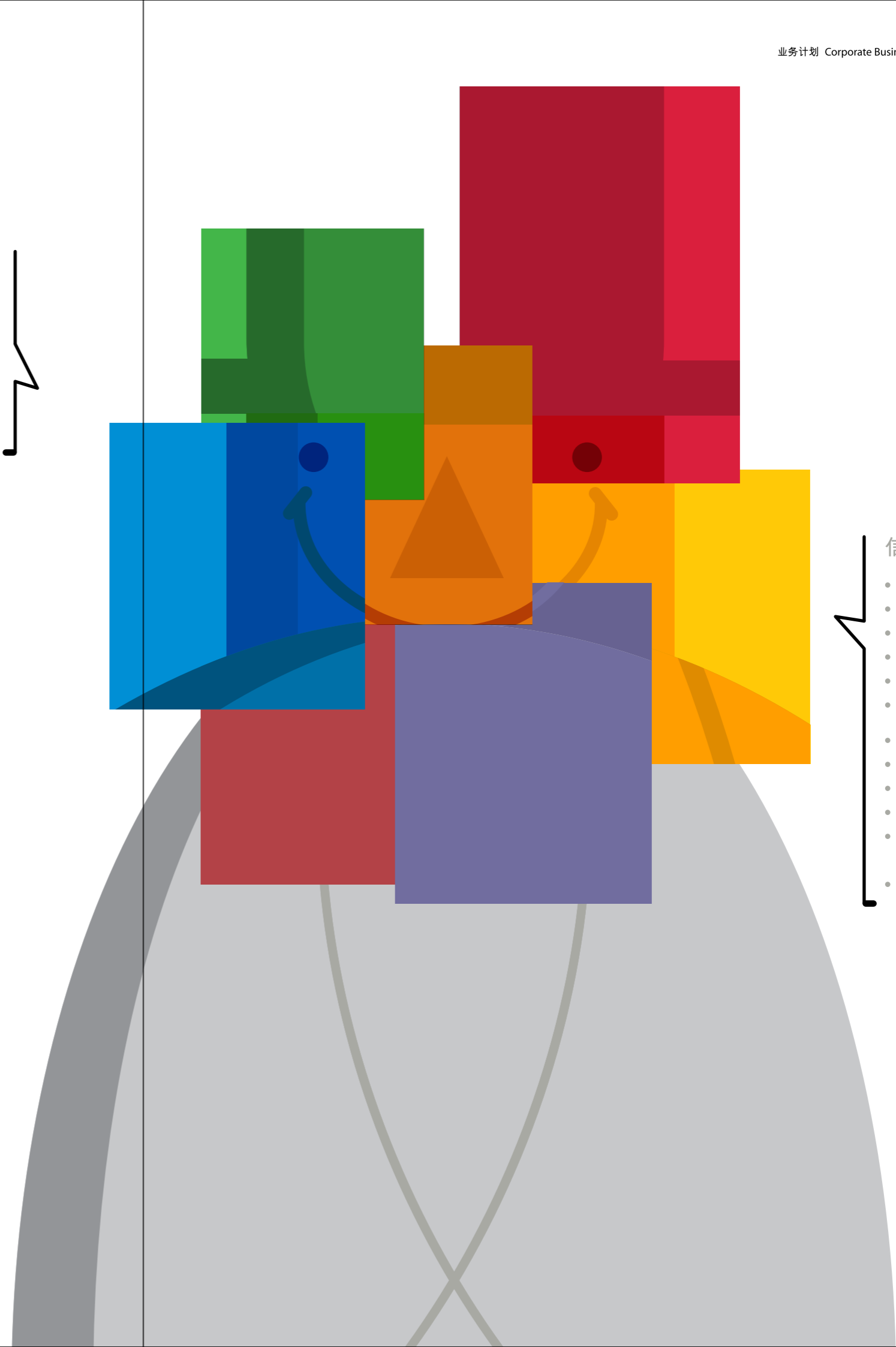
- 我们致力为公众提供愉快而具启发性的艺术、历史及科学博物馆体验。
- We aim to inspire everyone with enjoyable experiences in art, history and science.

使命 *Mission*

- 保存香港的文化遗产。
- 为广大市民提供终身学习的平台。
- 开放香港的博物馆资源，与所有人共享。
- 孕育创意想像和鼓励共同创作。
- 让博物馆融入观众，与市民的日常生活联系起来。
- To preserve Hong Kong's cultural legacy.
- To provide a lifelong learning platform for the community.
- To provide everyone with access to Hong Kong's museum resources.
- To foster imagination and encourage co-creation.
- To connect with our audiences and be relevant to Hong Kong daily life.

信念 *Values*

- 专业精神
- 积极创新
- 热诚投入
- 诚实可靠
- 以人为本
- 开放透明
- Professionalism
- Creativity
- Passion
- Integrity
- People-oriented culture
- Openness



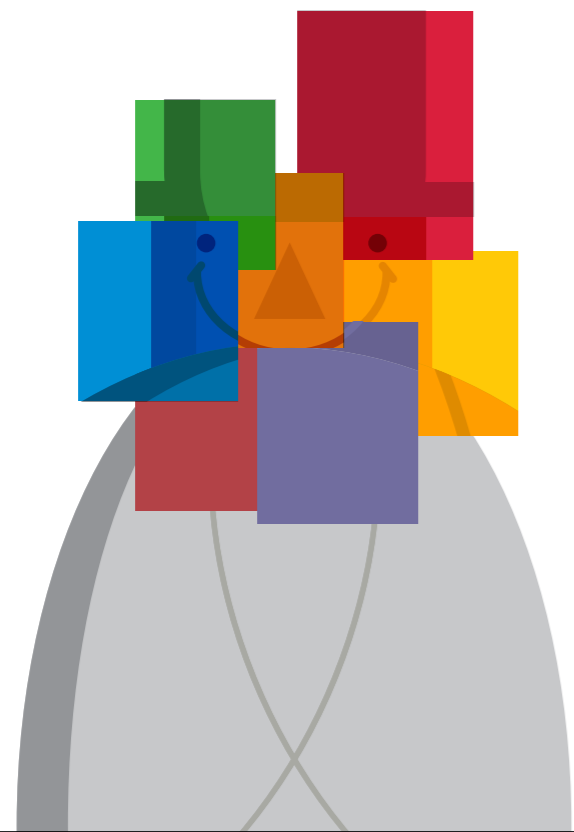


我们的博物馆

本业务计划涵盖康文署辖下十四间博物馆。这些公共机构在艺术、历史和科学三大领域携手协力，发挥重要作用，延续香港丰富而多元的文化遗产。由康文署管理的博物馆，包括七间大型博物馆——香港艺术馆、香港历史博物馆、香港文化博物馆、香港科学馆、香港太空馆、孙中山纪念馆和香港海防博物馆；以及七间规模较小的博物馆——茶具文物馆、香港铁路博物馆、三栋屋博物馆、上窑民俗文物馆、罗屋民俗馆、李郑屋汉墓博物馆和葛量洪号灭火轮展览馆。

本计划同时突显香港电影资料馆和艺术推广办事处所担当的角色。香港电影资料馆致力保存香港珍贵的电影文化瑰宝；艺术推广办事处则透过举办全港性公共及社群艺术计划，将艺术融入社区。

除此之外，本文件亦就另外两个为康文署辖下博物馆、文化场地及和办事处提供支援的重要组别订定目标：文物修复办事处负责在藏品修复及保存方面提供专业服务；市场及业务拓展组则负责博物馆的策略性形象发展、强化品牌和宣传工作。



Our Museums

This Corporate Business Plan covers the 14 museums managed by the Leisure and Cultural Services Department (LCSD). Together, these important public institutions form a rich cultural legacy in the areas of art, history and science. The LCSD manages seven major museums – the Hong Kong Museum of Art, the Hong Kong Museum of History, the Hong Kong Heritage Museum, the Hong Kong Science Museum, the Hong Kong Space Museum, the Dr Sun Yat-sen Museum, and the Hong Kong Museum of Coastal Defence. We also manage seven smaller museums – the Flagstaff House Museum of Tea Ware, the Hong Kong Railway Museum, the Sam Tung Uk Museum, the Sheung Yiu Folk Museum, the Law Uk Folk Museum, the Lei Cheng Uk Han Tomb Museum, and the Fireboat Alexander Grantham Exhibition Gallery.

This plan also highlights the roles played by the Hong Kong Film Archive in preserving Hong Kong's treasured film heritage, and the Art Promotion Office in bringing art to the community through territory-wide public art and community art projects.

The document also defines the goals for two other key units that provide support to our museums, cultural venues and offices. One of these is the Conservation Office, which provides professional expertise for the conservation of our collections; the other is the Marketing and Business Development Section, which undertakes strategic image development, branding and promotion.



策略与计划

Strategies and Plans

我们的目标是创建一个充满活力、植根于香港独特文化身份的文化生态，藉此培养和加强公众从这个地区特有的角度认识和欣赏本地以至全球文化的能力。博物馆的各项使命是实现这个目标的重要元素。

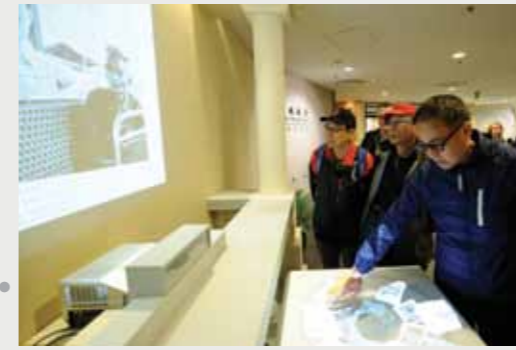
过程中，康文署辖下各间博物馆将从服务提供者蜕变成协调者。博物馆会与社会各界紧密合作，创建一个具启发性的文化环境，鼓励主动学习和培育人才。我们的工作将为香港的长远文化发展奠定稳固基础，促进社会和谐，并为香港人营造归属感。

以下是我们订定的八大策略范畴，我们将努力不懈追求卓越，务求达到目标。这八大策略范畴为计划提供框架，让我们规划远景，将资源投放于未来发展。举例来说，我们在节目策划、观众拓展、优化藏品和设施发展方面的努力能让我们向更多不同层面的观众展示香港的文化遗产。同样地，我们透过教育推广、能力提升和社区参与及伙伴合作方面的工作，将提供一个终身学习和共同创作的平台，以助香港发展成一个多元的文化枢纽。

Our aim is to create a vibrant cultural ecology rooted in Hong Kong's distinctive cultural identity. Such an environment will foster and enhance people's understanding and appreciation of both local and global culture from the unique perspective of this region. The various components of our mission are the building blocks that will achieve this.

The process will see the transformation of the LCSD museums from providers to facilitators, working in collaborative partnerships with various sectors, and creating an inspiring cultural environment that promotes active learning and nurtures talent. It will lay a solid foundation for Hong Kong's long-term cultural development, and foster social harmony and a sense of belonging among the people of Hong Kong.

These efforts are being accomplished through the pursuit of excellence in the eight strategic areas listed below. These strategic areas provide a framework for the way in which we plan for and direct our resources into the future. For example, our efforts in programming, audience building, and collection and facility development will enable us to present Hong Kong's cultural legacy to increasingly diverse audiences. Similarly, our efforts in education, capacity building, community engagement and partnership will provide a platform for lifelong learning and co-creation, essential activities in the process of building Hong Kong into a multi-faceted cultural hub.



节目策划

我们将精心策划各种跨领域的展览及公众节目。活动内容既富趣味，又具教育意义。

我们将：

- 每年举办各式各样的展览及公众节目，包括大型展览，以吸引不同的观众群。
- 举办吸引公众的展览和节目，从本土角度展示艺术和文化，采用创新的策展手法、崭新科技及互动活动，将我们的展览融入参观人士的日常生活。
- 与其他博物馆及世界各地机构建立更严密的伙伴关系，务求展览精益求精，进一步促进文化交流。
- 在本地及海外举办更多外借展览和宣传活动。
- 如申请资金获批，将用作分阶段更新各主要博物馆的常设展览，例如香港太空馆将于二零一五年开设天文厅及太空科学厅；香港科学馆将分别于二零一五年及一六年开设生物多样性展厅和儿童厅；香港科学馆将开设古生物展厅和地球科学展厅，并翻新交通科技展厅、食物科学展厅和家居科技展厅；香港海防博物馆和香港历史博物馆内的「香港故事」常设展馆将进行大型翻新工程；而香港文化博物馆内的新界文物馆亦即将翻修，翻修后将以香港文化历史为主题。
- 为香港的弱势社群举办更多活动。

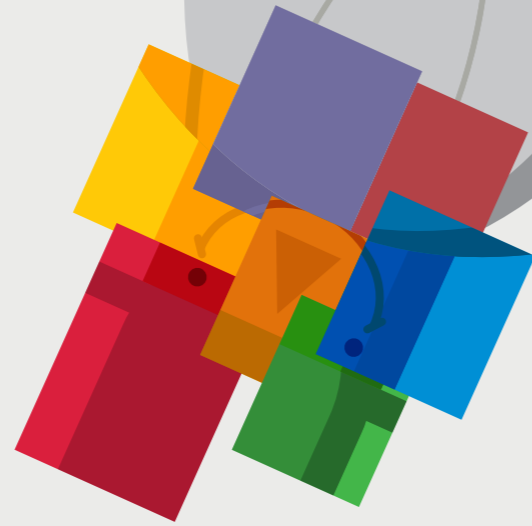
Programming

We will present a variety of sophisticated multi-disciplinary exhibitions and public programmes, thoughtfully curated, that are both enjoyable and educational.

We will:

- Present every year a dynamic mix of exhibitions and public programmes, including mega exhibitions, that appeal to a broad audience.
- Present compelling exhibitions and programmes that present art and culture from a local perspective, and that adopt creative curatorial approaches, harness new technology, and include interactive activities, to forge connections with the everyday lives of audience members.
- Strengthen our collaborative partnerships with other museums and global organisations to present even better exhibitions and encourage greater cultural exchange.
- Organise more outreach exhibitions and promotional activities, both at home and abroad.
- Implement a phased renewal of the permanent exhibitions of the major museums, subject to availability of funding, by for example opening the Hall of Astronomy and Hall of Space Science at the Hong Kong Space Museum in 2015, the Biodiversity Gallery and Children's Gallery at the Hong Kong Science Museum in 2015 and 2016 respectively, followed by opening the Palaeontology Gallery and the Earth Science Gallery and refurbishing the Transportation Hall, the Food Science Hall and the Home Technology Hall of the Science Museum, conducting a make-over of the Hong Kong Museum of Coastal Defence and The Hong Kong Story permanent exhibition at the Hong Kong Museum of History, and renovating the New Territories Heritage Hall at the Hong Kong Heritage Museum to incorporate a new focus on the cultural history of Hong Kong.
- Increase the number of programmes offered to Hong Kong's underprivileged groups.





藏品

我们将继续建立、增添及优化现存及新的藏品，加强藏品管理工作，务必更有效地运用资源，亦让公众随时都可以欣赏到我们的珍萃。

我们将：

- 增资港币5000万元购藏本地艺术品，并筹募外界捐赠，令藏品更丰富。
- 透过我们博物馆的网站及Google「艺术计划」、百度百科数字博物馆等网上平台，让公众有更多机会欣赏我们的藏品。
- 计划在天水围建立「文物保存中心」，存放我们日益增加的藏品。
- 为辖下各间博物馆建立中央藏品管理系统。
- 提升博物馆文物的修复及保存标准。
- 为辖下各间博物馆拟定风险管理计划。

教育推广

我们会继续制订多项措施，将博物馆发展成充满活力及互动的开放式教育平台。透过加强教育推广，我们将为学校提供有效支援，同时将终身学习、创意及研究推广至社会各界。

我们将：

- 与教育专家和教育团体合作，配合新高中课程设计活动，例如教师培训工作坊、电子学习平台、「与艺术家/专业人士对话」活动、融入互动和探索活动的专题研习等等。

Collections

We will continue to build, expand and refine existing and new collections and improve their stewardship, and ensure that our resources are better used and more easily accessible to the public.

We will:

- Enrich our collections by soliciting donations, and use an additional sum of HK\$50 million to make further acquisitions.
- Use our museum websites, along with online platforms such as the Google Art Project and Baidu Encyclopedia Digital Museums, to make our collections more accessible to the public.
- Plan a new Cultural Heritage Conservation Centre in Tin Shui Wai to house our growing collections.
- Develop a centralised collection management system for all our museums.
- Elevate our conservation standards for museum artefacts.
- Devise risk management plans for our individual museums.

Education

We will continue to take initiatives to make our museums into vibrant and interactive open platforms of learning. By strengthening our educational efforts, we will become a valuable support to schools, at the same time as we promote lifelong learning, creativity and research among the wider community.

We will:

- Collaborate with educational experts and groups to tailor programmes in support of the New Senior Secondary Curriculum, such as teacher training workshops, e-learning platforms, meet-the-artists / professionals events, and project-based learning involving interactive, explorative activities.



- 定期检视学校的需要，设计特别的活动和教材，让学生获得更丰富的学习经验。
- 发掘新项目及活动，以满足不同特定群体——包括弱势社群、长者、家庭和醉心艺术及文化的人士——的不同学习需要。
- 与著名书店合作举办研讨会，燃起公众对博物馆活动的兴趣。
- 激发求知欲，以及推动持续学习。

观众拓展

我们将继续拓展观众群，让观众可更容易欣赏博物馆的藏品、更投入参与博物馆活动。我们亦会活用以服务对象为本的多媒体市场推广及宣传活动，以增加博物馆对大众的吸引力。

我们将：

- 定期检讨策略，通过恰当的途径向不同观众群——包括家庭、学生、旅客、伤健人士和长者——介绍适合他们的内容。
- 通过市场推广活动，在香港和海外建立品牌效应和加强业务推广。博物馆会藉著制作展示我们藏品的全新纪念品、利用手机应用程序及博物馆的「粉丝」專頁宣传博物馆活动，并更新各间博物馆的网站，让更多观众——包括伤健人士——可以方便地获得资讯。

- Regularly review the needs of schools, and design special programmes and teaching materials to enrich students' learning experiences.
- Explore new initiatives and programmes that can meet the specific learning needs of special groups such as the disadvantaged, the elderly, families, and enthusiasts for art and culture.
- Collaborate with well-known bookstores in organising seminars that will kindle public interest in museum events.
- Stimulate inquiry and further study.

Audience Building

We will continue working to expand our audiences, increase their access to museums, and boost their participation in museum events. We will also utilise customer-oriented multi-media marketing and publicity programmes to reinforce the appeal of our museums.

We will:

- Regularly review our strategy so as to push the right content through the right channels to various audience segments, including families, students, tourists, the disabled and the elderly.
- Implement marketing initiatives that will build our corporate brand and strengthen our promotional efforts in Hong Kong and overseas, by using such tools as new souvenirs to showcase our collections, mobile applications and museum fan web pages to publicise museum events, and by upgrading the websites of individual museums to make them more accessible to a broader audience, including the disabled.



- 与旅游业界合作，进一步宣传我们的博物馆。
- 与其他政府机关合作，例如香港经济贸易办事处，争取机会将我们的主题展览和电影节带到海外巡回展出。
- 重新设计我们的宣传品，并制作全新而吸引的通讯、小册子和短片等，令更多人关注和欣赏我们的博物馆。
- 举办全面和多元化的展览及公众节目，以吸引不同的观众群。
- 通过市场推广活动和合作伙伴的宣传渠道，推广博物馆通行证。
- 筹备一个比「国际博物馆日」规模更大的「博物馆节」，以吸引更多新观众。
- 推出创新的社群及公共艺术计划和项目，让公众有更多机会参与艺术，从而获得启发。

能力提升

我们不断致力提升我们的核心实力和服务社会。我们将继续在艺术、历史及科学方面教育观众，并投放资源培育本地人才，以及提升社区团体作为文化推广者的能力。

我们将：

- 举办展览、推广活动、教育节目及艺术专修课程，以加强公众对艺术、历史和科学的认识、了解和欣赏能力。
- 举办公众活动让本地艺术家更广为人知，以及栽培新进人才。

- Collaborate with the tourism sector to further promote our museums.
- Collaborate with other government agencies, such as the Hong Kong Economic and Trade Offices, for opportunities to take our thematic exhibitions and film programmes on tour overseas.
- Refresh our promotional materials and create attractive new items such as newsletters, booklets and videos to lift awareness and enhance appreciation of our museums.
- Present a diverse and balanced mix of exhibitions and public programmes to attract different audience segments.
- Promote the Museum Pass through marketing activities and our partners' communication channels.
- Organise a Museum Festival on a scale larger than the International Museum Day to attract new audiences.
- Launch innovative community and public art programmes and projects to take art to the people in ways that engage and inspire.

Capacity Building

We continually strive to enhance our core strengths and serve our community. We will continue to educate our audiences about art, history and science. We will invest in developing a pool of local talent and building the capacity of community groups to act as culture promoters.

We will:

- Hold exhibitions, extension activities, education programmes and art specialist courses aimed at fostering awareness, understanding and appreciation of art, history and science.
- Launch public programmes to make local artists better known, and nurture new talent.



- 继续举办各种精彩的视觉艺术活动，提供优质服务。
- 透过「博物馆小先锋」和「文化新人类」，继续激发和培养儿童及青少年对博物馆工作的兴趣。
- 为有志投身博物馆行业的人士提供更多实习和培训机会。
- 继续举办活动以加强社区团体在文化推广方面所担当的角色。

社区参与及伙伴合作

我们将继续与持份者保持紧密联系，并与外界机构建立伙伴关系，以争取支持实现我们的理想。

我们将：

- 就重要策略和发展事宜咨询博物馆咨询委员会和博物馆专家顾问。
- 维持现有的伙伴关系，同时物色新的协作机会，共同举办展览、公众节目和艺术项目，添置藏品、进行研究、推广博物馆的活动。
- 鼓励赞助活动及推动捐赠藏品的文化，推出新的赞助计划，促进博物馆发展。

- Continue to provide diverse and high quality visual art activities and services.
- Continue to encourage and nurture interest in museum work among children and youth, through our MuseKids and MuseTeens programmes.
- Increase the number of internship and training opportunities for people aspiring to a museum career.
- Continue to organise activities to foster the role of community groups as agents for cultural promotion.

Community Engagement and Partnership

We will continue our vigorous engagement with stakeholders and build partnerships with external entities to gain support for our vision.

We will:

- Consult Museum Advisory Panels and Museum Expert Advisers on major strategic and development matters.
- Continue existing partnerships and explore new collaborative opportunities for organising exhibitions, public programmes and art projects, acquiring collections, conducting research and promoting our museum activities.
- Encourage sponsorship and foster a culture of donation, and launch new sponsorship schemes to support museum development.



- 继续定期招募博物馆之友、导赏员和义工，并鼓励更多退休人士加入行列。
- 继续举办公众及社群艺术计划，鼓励社会各界参与。
- 通过不同渠道收集公众意见，例如民意调查和旅客问卷调查。
- 透过新媒体、博物馆门户网站及全新的康文署博物馆「粉丝」专区，增加公众与博物馆的互动。

优化设施及访客服务

我们将继续更新设施和提升服务质素，务使博物馆设备更臻周全，令参观人士更满意我们的服务。

我们将：

- 透过「油街实现」及利用梳士巴利花园艺术广场所设立的一个开放、展示本地艺术品的平台，继续培育新进艺术家和推广社区艺术。
- 争取拨款翻新香港艺术馆，工程项目包括增建展厅、重新开设香港艺术展览厅，展出本地艺术家的作品。
- 继续提升博物馆设施，积极建立无障碍环境。
- 以新程序外判博物馆餐厅和书店 / 礼品店的营运。
- 执行香港科学博物馆发展第二阶段的可行性研究。

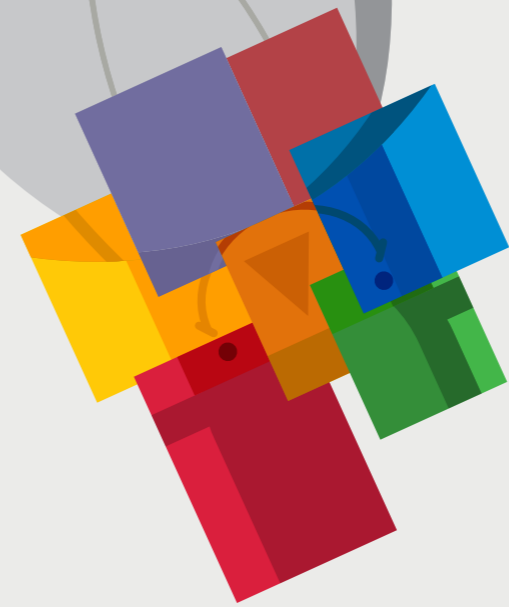
- Continue to recruit new museum friends, docents and volunteers on a regular basis, and engage more retirees in these roles.
- Continue to engage different communities through public and community art projects.
- Collect public feedback through various channels such as opinion polls and tourist surveys.
- Engage the public through new media, the museum portal and the new LCSD museum fan page.

Enhancement of Facilities and Visitor Services

We will continue to modernise our facilities and improve our services to enhance accessibility and increase customer satisfaction.

We will:

- Continue to nurture young artists and promote community art through Oil, and by using Art Square in Salisbury Garden as an open platform for local art displays.
- Seek funding to refurbish the Hong Kong Museum of Art, adding more galleries and re-establishing a Hong Kong Art Gallery to showcase the work of local artists.
- Continue to upgrade museums, in particular to facilitate barrier-free access.
- Implement new outsourcing procedures to run museum cafés and shops.
- Conduct a technical feasibility study on the Phase II Development of the Hong Kong Science Museum.



学术研究及机构发展

博物馆的成功有赖于高水平的专业精神和服务质素。我们致力为员工提供持续的培训机会，提升博物馆管理人员和前线员工的能力，确保博物馆的使命得以履行。

我们将：

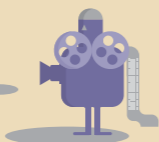
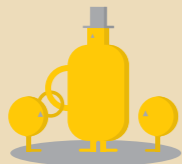
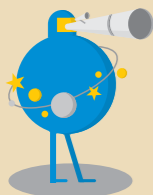
- 继续进行有关藏品、展览、非物质文化遗产及文物保育的研究。
- 继续进行香港艺术发展的研究，将研究结果集结成网上资料库。
- 以新一轮的资助添置一系列公众艺术品。
- 继续为博物馆职员物色合适的培训及发展课程。
- 培训香港电影资料馆人员在数码影片修复技术的专业知识。
- 继续出版刊物及举办国际性活动，如与国际文物修复学会合办「二零一四年国际文物修复学会香港会议」，藉此展现博物馆馆长和相关人员的专业水平。
- 出版内容全面的年报，并根据统一的指标评估博物馆表现。

Research and Institutional Development

The success of our museums depends on high standards of professionalism and service. We are committed to providing ongoing training opportunities that will equip our management and staff with the skills they need to ensure our museums continue to fulfil their missions.

We will:

- Continue conducting research on collections, exhibitions, intangible cultural heritage, and artefact conservation.
- Continue our research into the development of Hong Kong art, and build up an on-line database of the findings.
- Build up a public artwork collection through new funding.
- Continue to explore suitable training and development programmes for museum staff.
- Develop in-house expertise in digital film restoration.
- Continue to publicise the expertise of museum curators and staff through publications and international events such as the IIC 2014 Hong Kong Congress with the International Institute for Conservation of Historic and Artistic Works (IIC).
- Publish comprehensive annual reports and assess the performance of our museums against standardised Performance Indicators.



年度计划

2014-15

*Annual
Plans*

香港艺术馆

Hong Kong Museum of Art

使命 Mission

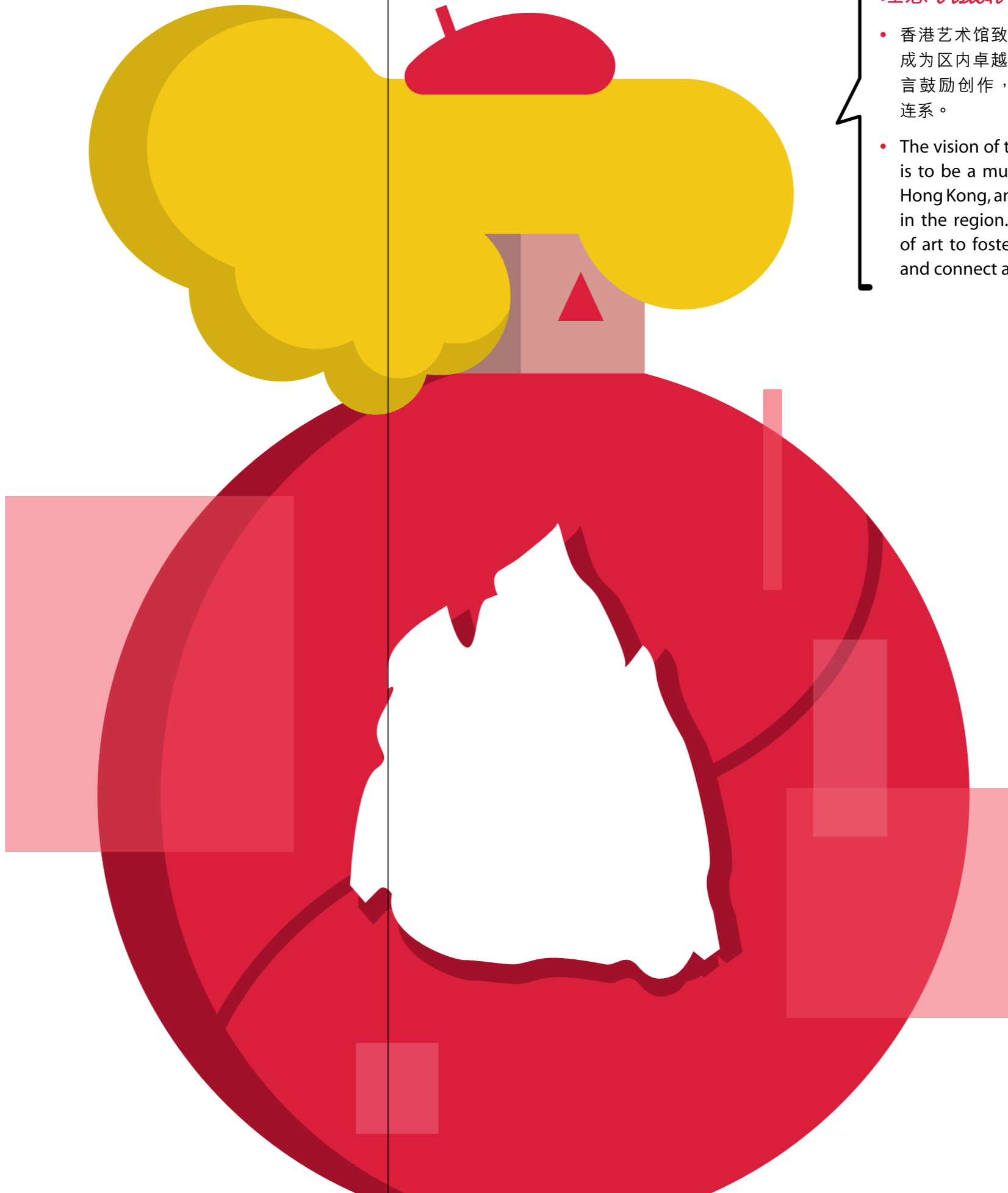
- 在本地及海外推广香港艺术。
- 将艺术馆发展成本地藏品齐集的地方。
- 致力推动香港社会与艺术界建立更紧密的伙伴关系，从而使艺术馆成为香港文化认同的重要部分，以助市民大众建立对香港的归属感。
- 让公众得到富启发性的艺术欣赏和终身学习的经验。
- To promote Hong Kong art locally and internationally.
- To establish the Museum of Art as the home for local collections.
- To be a vital part of Hong Kong's cultural identity by creating close partnerships between society and the art community, in a way that helps people to gain a sense of belonging to the city.
- To deliver inspiring experiences that assist in art appreciation and lifelong learning.

理想 Vision

- 香港艺术馆致力成为香港人的艺术馆，更要成为区内卓越的艺术馆。我们以艺术作为语言鼓励创作，并让公众分享艺术，与艺术连系。
- The vision of the Hong Kong Museum of Art is to be a museum of art for the people of Hong Kong, and an art museum of excellence in the region. We aim to use the language of art to foster creativity, and also to share and connect art with everyone.

信念 Values

- 建立关系
- 专业精神
- 共同创造
- 适切相关
- 以人为本
- Connectivity
- Professionalism
- Co-creation
- Relevance
- People-oriented approach





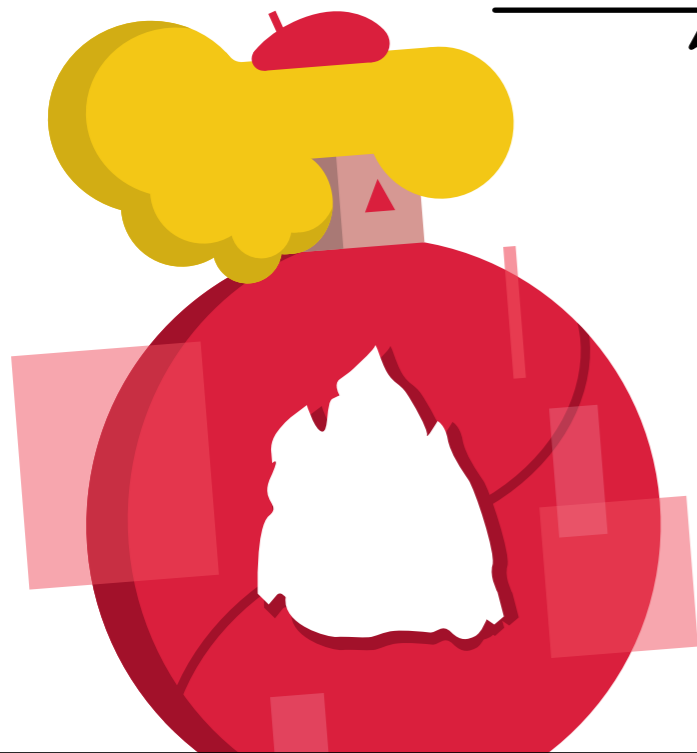
引言

香港艺术馆（艺术馆）包括其分馆茶具文物馆，主要展出香港及中国的视觉艺术品，是区内数一数二的博物馆。艺术馆一向植根于本土文化传统，重视本地创作，兼怀地区及国际视野。

我们建立了多元化的本地作品馆藏，并积极从事研究和策划展览，将艺术馆打造成香港艺术的重要中心。本馆荟萃形形色色的中国文物和绘画艺术藏品，当中包括中国书画（特别是广东画作）和历史绘画，以新颖角度诠释中国与地区文化传统，为展示大珠江三角洲丰硕的艺术遗产出一分力。

艺术馆致力以专业水准精心策展，已成为本地收藏家展示藏品的理想地方。我们与海外博物馆合作多时，藉此融贯内外视野，为观众提供均衡多元的节目，包括来自内地以至全球的大型展览。近年多个展览皆见出色，包括大英博物馆神禽异兽藏品展、中国皇族珍品展、宋元明三代书画珍品展，以及安迪·华荷、丰子恺及吴冠中等中西艺术大师的精选作品展。

我们会继续向香港市民介绍当今国际艺术潮流，同时向海外观众推广香港艺术家的作品。我们亦会继续参与全球艺术对话，在国际舞台上展示香港艺术，以及参与海外的艺术活动。



Introduction

The Hong Kong Museum of Art (Museum of Art), which includes its branch museum the Flagstaff House Museum of Tea Ware, is a leading regional museum dedicated to the visual arts of Hong Kong and China. Rooted in local work and local traditions, the museum also embraces regional and international perspectives.

We have built up comprehensive collections of local art, with accompanying research and exhibitions, that have made the museum an important centre for Hong Kong art. Based on its strong collections of Chinese antiquities and Chinese paintings, comprising the Chinese Fine Arts collection (particularly the Guangdong paintings) and the Historical Pictures collection, the museum has contributed new interpretations of Chinese and regional cultural traditions, and in particular helped reveal the rich artistic heritage of the Greater Pearl River Delta region.

Committed to applying the highest professional standards to creative curatorial approaches, the Museum of Art has become the ideal home for local collectors. By leveraging its long-standing relationships with several overseas museums, the museum has been able to combine global and local perspectives to bring audiences a balanced mix of programmes that have included blockbuster exhibitions from China and around the world. Outstanding exhibitions from recent years have included exhibitions of fantastic creatures from the British Museum, imperial treasures from China, classical paintings and calligraphy of the Song, Yuan and Ming Dynasties, and selected works of Western artists such as Andy Warhol, and Chinese masters like Feng Zikai (丰子恺) and Wu Guanzhong (吴冠中).

We will continue to bring in the latest international art trends to Hong Kong, while at the same time promoting the work of Hong Kong artists to international audiences. We will also continue to take part in global artistic dialogues by presenting Hong Kong art in international environments, and by taking part in overseas events.



年度计划



Annual Plan

节目策划

香港艺术馆对出的梳士巴利花园经翻新后，于二零一四年二月重开，摇身一变成为专为举办视觉艺术、音乐表演及其他文化活动而设的艺术广场。首场户外展览「天、地、人——香港艺术展览」展出的大型雕塑作品，由三位本地著名艺术家李展辉、甘志强及李慧娴特为展览而创作。雕塑品呼应「天、地、人」主题，带领观众欣赏大自然不同风貌，细味人与人之间的互动，感受周遭的艺术氛围。艺术广场乃香港艺术馆的前庭，开放予公众游览，让观众与艺术馆直接对话。

「刻画人间——朱铭雕塑大展」是艺术大师朱铭首次于香港举办的大型个展。展品来自《人间系列》，以不同素材雕刻出家庭、社会里的种种面貌，诉说日常生活的点滴。是次展览集结一百二十件艺术品，取材自木、陶、石、铜、不锈钢，呈现《人间系列》三十年来的演变，展现朱先生对现代生活的观察及反思。

Programing

In February 2014, Salisbury Garden (in front of the Hong Kong Museum of Art) will reopen to the public after renovation as Art Square, a site dedicated to visual art events, music performances and other cultural events. The first-ever outdoor exhibition there will be *Heaven, Earth and Man - A Hong Kong Art Exhibition*, made up of large site-specific sculptures by three renowned local artists, Danny Lee Chin-fai (李展辉), Kum Chi-keung (甘志强) and Rosanna Li Wei-han (李慧娴). Linked by the theme "Heaven, Earth and Man", the sculptures will encourage visitors to contemplate and appreciate different aspects of the natural world along with human interaction, while also making them more aware of the surrounding environment of art. Effectively a forecourt of the Museum of Art, the Art Square will serve as an open platform that will allow for more direct dialogue between the Museum and its visitors.

Ju Ming - Sculpting the Living World is the first large-scale solo exhibition of the acclaimed artist Ju Ming (朱铭) to be held in Hong Kong. All exhibits are part of Ju Ming's *Living World Series*, in which the artist tells stories of daily life and explores different roles in family and society using sculptures created from different materials. The exhibition gathers together 120 pieces of art in wood, ceramics, stone, bronze and stainless steel, which together reveal the gradual evolution of the *Living World Series* over the past 30 years as the artist has observed and reflected on changing contemporary life.



二零一四至一五年，我们亦会继续与海外博物馆合作。我们与巴黎赛努奇博物馆合作筹办大型展览「巴黎——丹青：二十世纪中国画家展」，展现二十世纪的中国艺术家如何因旅法经历改变、西方文化如何启发现代中国画坛。

我们亦会争取在海外举办展览的机会。二零一五年，我们将于巴黎赛努奇博物馆举办「折衷先驱——岭南画派特展」，展出本馆收藏的岭南画派作品。馆方亦会积极协助私人收藏家将收藏品公诸市民同赏。本馆与私人收藏家合作举办的「长青馆藏明清瓷、玉、角、竹、画珐琅」，正是其中一例。

藏品

艺术馆拥有逾一万五千件珍藏。我们将不懈地搜求香港艺术藏品，特别是历史绘画藏品。艺术馆计划将康文署的五千万元额外拨款用于添购本地艺术家的佳作。

我们藉网上资料库将馆藏推广海外，效益显注。来年，我们会在网展更多珍品。艺术馆将迈向 Google「艺术计划」的第二阶段，兼试新猷，如部分精选的展览厅将设「街景模式」，让展览于网络上呈现观众眼前。

We will continue our collaborations with overseas museums in 2014-15. Our major exhibition *Paris - Chinese Painting: Legacy of 20th Century Chinese Masters*, jointly organised with the Musée Cernuschi, Paris, will reveal the impact of French experience on Chinese artists of the 20th century, and show how one strand of modern Chinese painting developed under the influence of western culture.

We will also continue to look for opportunities to stage exhibitions of our collections overseas. For example, we will showcase items from our collection of the Lingnan School of painting in the exhibition *The Eclectic Pioneers: Lingnan School of Painting*, to be held at the Musée Cernuschi in Paris in 2015. In Hong Kong, we will also be actively involved in helping share private collections with the Hong Kong public. One such collaboration between the museum and the private sector will be the exhibition *Ming and Qing Chinese Arts from the C. P. Lin (练松柏) Collection*.

Collections

The collection of the Museum of Art currently stands at over 15,000 items. We aim to continue expanding our collections, retaining our focus on Hong Kong art in general and historical pictures in particular. We plan to utilise the additional funding of \$50 million allocated for the LCSD to acquire further quality artworks by local artists.

Our on-line database has proven an important tool for promoting the museum's collections internationally, and in the year to come we will further expand the number of artefacts accessible on it. We will also start another phase of promoting our collections with the *Google Art Project*, and try out some new features that may include, among others, bringing the museum's exhibitions to online audiences by offering a 'street view' of selected galleries.



艺术馆亦会研究如何提供更多空间，储存日渐增加的藏品。馆方正筹划全面提升并扩充展览空间，重新规划展览厅、商店、咖啡店。为收改头换面之效，艺术馆将闭馆三年，我们会在政府或康文署辖下其他场地寻找馆外的储存空间。

教育推广

艺术馆将继续寻求与学术机构合作的机会，将艺术欣赏融入学校课程。我们正与香港美术教育协会(HKSEA) 筹办「艺术全接触」节目，透过一连串互动教育活动，向本港学子推广本馆的「当代香港艺术」系列藏品，培养他们对本地艺术界的关注。我们希望透过学校网络，建立发展未来观众群的根基。

观众拓展

我们举办的主要展览以不同的艺术形式吸引广大观众。二零一四至一五年，艺术馆将贯彻风格多样的节目策略。「朱铭雕塑大展——赛马会艺术共赏计划」正是一例，是次计划由香港赛马会慈善信托基金赞助，让普罗市民和伤健人士均有机会认识台湾著名雕塑家朱铭。「雕塑朱铭——朱铭国际学术研讨会」正好与「刻画人间——朱铭雕塑大展」展览同于二零一四年三月一日举办，研讨会由香港艺术馆之友赞助，将吸引美国、日本、中国内地、台湾、香港各地的杰出

The museum will also explore options for extra storage space for its growing collections. A major upgrading of and addition to our display spaces, involving the reorganisation of the galleries, museum shop and cafe, is at the planning stage. To make way for this transformation, the museum will be closed for a period of about three years, and we will look for external storage space in other LCSD or government locations.

Education

The museum will continue to look for opportunities to collaborate with academic institutions on projects that combine art appreciation with topics in the education curricula. To keep our educational mission going, we are planning to launch an *In Touch with Hong Kong Artists* programme, jointly organised with the Hong Kong Society for Education in Art (HKSEA). This programme is designed to get local school students interested in the local art scene by introducing them to the museum's Contemporary Hong Kong Art collection through a series of interactive educational activities. We expect the programme also to lay a good foundation for building up future audiences through the school network.

Audience Building

Our major exhibitions deliberately embrace a variety of art forms and include many different extension activities, with the aim of appealing to the broadest possible range of audiences. In 2014-15, the museum will continue with this strategy of programme diversification. An example is the *Jockey Club Art Appreciation Programme for Ju Ming – Sculpting the Living World* sponsored by The Hong Kong Jockey Club Charities Trust, which gives members of the public and special needs groups the chance to learn more about renowned Taiwanese sculptor Ju Ming (朱铭). The



讲者共济一堂。伤健人士可参与艺术馆特设的艺术通达项目，以及免费公开的香港艺术馆周日音乐会系列之「艺韵乐音」。

在外地举办展览以及下一阶段的Google「艺术计划」，有助我们接触其他地方的新观众。

艺术馆致力让公众便于享用相关设施与资源。大型展览获得赞助，让我们可以为特殊团体，例如学校及非牟利团体提供免费巴士服务和导赏服务等，方便他们到馆参观。

能力提升

明年，我们将继续研究新方法，藉此善用藏品和其他资源，以提升艺术馆的能力。我们会积极采用新颖而有趣味的策展方法，从多方面提升艺术馆对社会各界的吸引力。

二零一四至一五年，艺术馆会增聘博物馆见习员，让他们实习策展和博物馆其他方面的工作。

Modeling Ju Ming – Ju Ming International Symposium will be held on 1 March 2014 to coincide with the *Ju Ming – Sculpting the Living World* exhibition. Sponsored by The Friends of the Hong Kong Museum of Art, the event will bring distinguished speakers from around the world, including the USA, Japan, the Mainland, Taiwan and Hong Kong. Disabled audiences will be able to participate in our ongoing art accessibility programmes for the disabled, and concerts in the free *The Sound of Art – Sunday Concerts* series are open for all.

Outbound and overseas exhibitions help us to reach new external audiences, as will the next phase of the *Google Art Project*.

We are committed to making access to our facilities and resources as easy as possible for all. Sponsorship for major exhibitions will enable us to make our museums even more accessible to special groups. Such sponsorship enables us, for example, to offer free coach services and guided tours for schools and non-profit groups.

Capacity Building

In the coming year we will continue to explore new ways of using our collections and other resources to build capacity. This will include making efforts to adopt fresh and interesting curatorial approaches that will increase our appeal to different sectors of the community.

The museum will also take on more Museum Trainees between 2014 and 2015, giving them hands-on experience of curatorial methods and other aspects of museum work.



社区参与及伙伴合作

艺术馆一直仰赖与专家合作，定期徵询艺术博物馆咨询委员会和博物馆专家顾问的意见，并在有需要时与持份者讨论艺术馆翻新后的未来定位，以及有关香港艺术的展览和研究计划。

我们正致力加强与海外著名博物馆和学者 / 策展人的伙伴合作关系，例如与台湾朱铭美术馆合办朱铭作品回顾展，以及与南京博物馆合办「南京瑰宝——南京博物院 / 南京市博物馆紫砂茶具精选」。

我们一向悉力鼓励社区支持艺术，我们会继续投放资源在香港艺术之友所赞助的教育活动上，例如为配合朱铭个人展览而举办的国际研讨会。我们亦会继续与个别收藏家合作。年内，我们将与练松柏先生合作举办「长青馆藏明清瓷、玉、角、竹、画珐琅」展览，展出练先生珍藏的中国古物。

优化设施及访客服务

艺术馆将展开大型翻新工程，以提升品牌形象及定位，进一步落实长远的扩建和翻修计划。这项翻新工程带来多项改善措施，包括全新展览厅、更多与展览相关的储存空间、美化艺术馆的外观、重置咖啡店及书店、拆除正门楼梯，以及改善现有展览厅设施等。

Community Engagement and Partnership

As part of our reliance on expert partnerships, we regularly consult the Art Museum Advisory Panel and the Museum Expert Advisers for guidance and advice. As necessary, we will hold discussions with stakeholders about our positioning after the renovations, and about our future plans for exhibiting and researching Hong Kong art.

We are strengthening partnerships with overseas museums and scholars/curators through projects such as the Ju Ming retrospective, organised in collaboration with the Ju Ming Museum of Taiwan, and the *Gems of Yixing Tea Ware from the Nanjing Museums*, a collaboration with the Nanjing Museum.

Our commitment to encouraging community support for the arts will see us continuing to invest in educational programmes sponsored by the Friends of the Hong Kong Museum of Art, such as the international symposium for the *Ju Ming* exhibition. We will also go on collaborating with individual collectors; this year, one collaboration highlight is our work with C.P. Lin (练松柏) to present his remarkable collection of Chinese Antiquities, in the exhibition *Ming and Qing Chinese Arts from the C. P. Lin Collection* (长青馆藏明清瓷、玉、角、竹、画珐琅).

Enhancement of Facilities and Visitor Services

The museum will embark on a series of major renovations that will boost our brand identity and positioning, and further take forward our long-term plans for extension and overhaul. The renovations will bring many improvements, including new exhibition galleries, more exhibition-related storage space, revitalisation of facades, relocation of the café and the bookshop, removal of the grand staircase, and upgrading of the existing gallery facilities.



在梳士巴利花园兴建的艺术广场位于艺术馆前方，将在二零一四年年初竣工。开幕展览将以本地艺术家的特色作品为主，艺术广场计划每年举办两场展览，以保持新鲜感与吸引力。这个全新的别致开放空间，会让本地艺术家有更多机会一展才华。

学术研究及机构发展

艺术馆与亚洲艺术文献库合办的「香港艺术史研究——先导项目」已告完成，甚获艺术界支持和好评。研究材料与艺术家访谈内容已载于网上资料库。年内，艺术馆将与亚洲艺术文献库再度合作，开展第二批研究。艺术馆正寻求与本地大学合作，进行有关香港艺术的专题研究。我们旨在就本地艺术史方面，逐步建立具权威性的研究材料库。

艺术馆亦致力拟订新举措，以更有效地共享这些研究材料。我们以设立网站为目标，搜罗所有现存的香港艺术资料，以便本地及海外学者查阅。

Art Square in Salisbury Garden, in front of the Museum, will be completed in early 2014. The launch exhibition will feature works of local artists, and it is hoped to put on two displays annually to keep the square fresh and interesting. This fine new open space will provide local artists with more opportunities to showcase their talents.

Research and Institutional Development

The Museum's collaboration with the Asia Art Archive "Hong Kong Art History Research – Pilot Project" has been completed, and has received encouraging support and positive feedback from the art community. An online database containing research materials and interviews with artists is now available. In 2014, the Museum will again collaborate with the Archive to launch a second batch of studies. In the meantime, the Museum is exploring other possible collaborations with local universities to undertake thematic research into Hong Kong art. Our aim is to gradually produce an authoritative body of research material on local art history.

The Museum is also working on a new initiative to share all these research materials more effectively. The goal is to create an online portal that will gather together all existing materials on Hong Kong art, with a view to making them more accessible to both local and overseas researchers.

香港历史博物馆

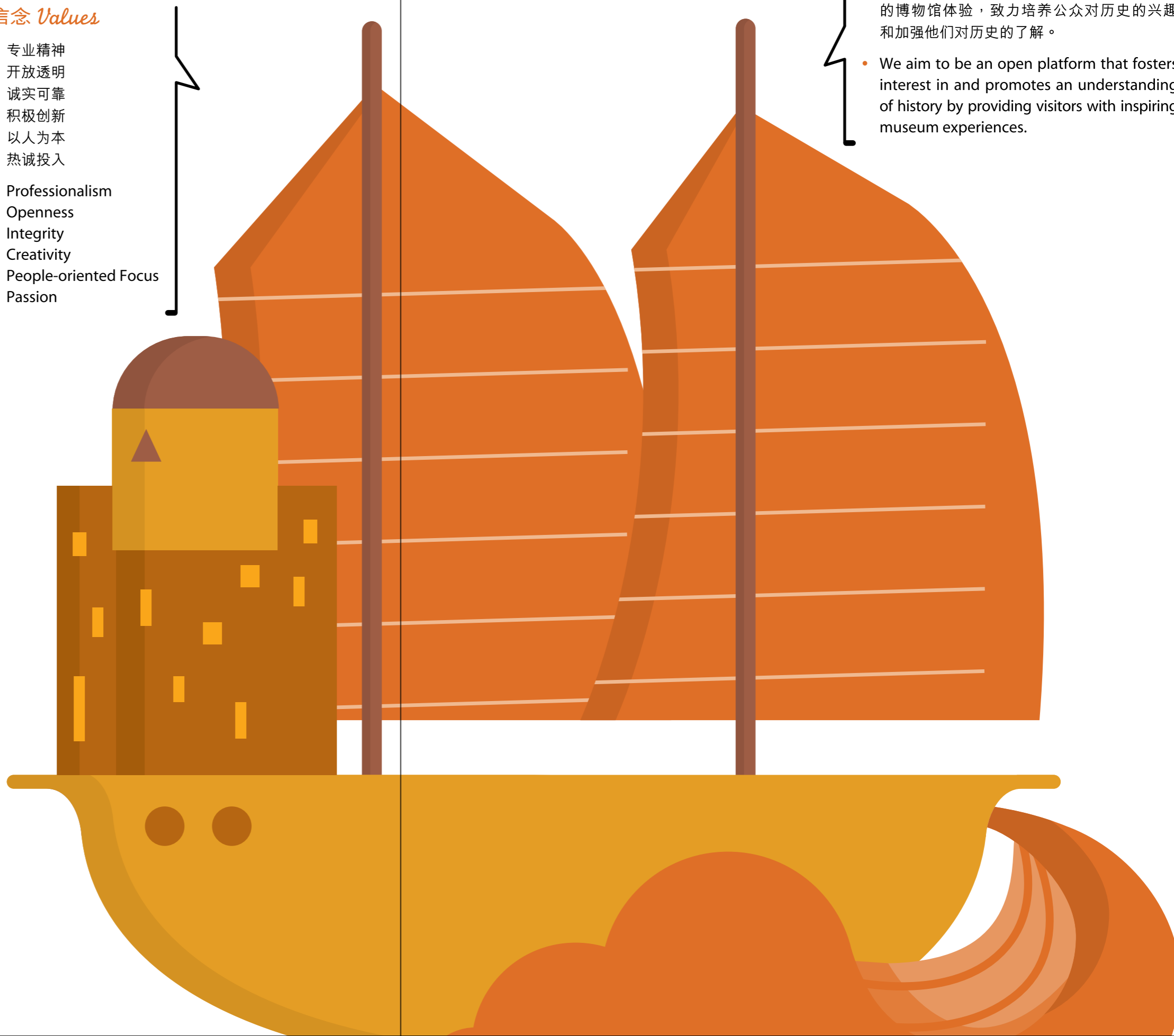
Hong Kong Museum of History

信念 Values

- 专业精神
- 开放透明
- 诚实可靠
- 积极创新
- 以人为本
- 热诚投入
- Professionalism
- Openness
- Integrity
- Creativity
- People-oriented Focus
- Passion

使命 Mission

- 搜集、保存、研究、诠释和展示与香港和南中国历史相关的藏品。
- 鼓励参观人士了解和诠释香港历史。
- 普及香港历史，加强大众对香港的身份认同，为日常生活添上文化姿彩。
- 与同类型文化机构建立合作网络，同心协力推广历史学习。
- 让所有人都能享用博物馆资源。
- To collect, preserve, research, interpret and exhibit collections related to the history of Hong Kong and South China.
- To engage audiences to understand and interpret our history.
- To promote an understanding of local history to enhance people's identity and enrich people's cultural lives.
- To network with similar cultural institutions to create synergies that promote history learning.
- To maintain open access for everyone.



理想 Vision

- 我们矢志成为一个开放平台，透过富启发性的博物馆体验，致力培养公众对历史的兴趣和加强他们对历史的了解。
- We aim to be an open platform that fosters interest in and promotes an understanding of history by providing visitors with inspiring museum experiences.



引言

香港历史博物馆(历史博物馆)是香港重要历史文物的主要收藏机构,肩负搜集、研究和记录香港历史及文化遗产之责。历史博物馆与地方团体、学术机构和海外博物馆携手合作,促进公众对香港与其他各地历史和文化的认识 and 了解,扮演举足轻重的角色。

历史博物馆辖下有五间分馆:孙中山纪念馆、香港海防博物馆、葛量洪号灭火轮展览馆、李郑屋汉墓博物馆和罗屋民俗馆。

香港海防博物馆(海防博物馆)呈现香港六百年的海防历史,是本港唯一以军事和战争为题的博物馆。

孙中山纪念馆展示孙中山先生的革命生平以及对近代中国的影响,并特别说明孙中山先生与香港的关系。我们的展品集中介绍孙中山先生在香港时期的历史,展示香港如何孕育孙中山先生的思想发展。

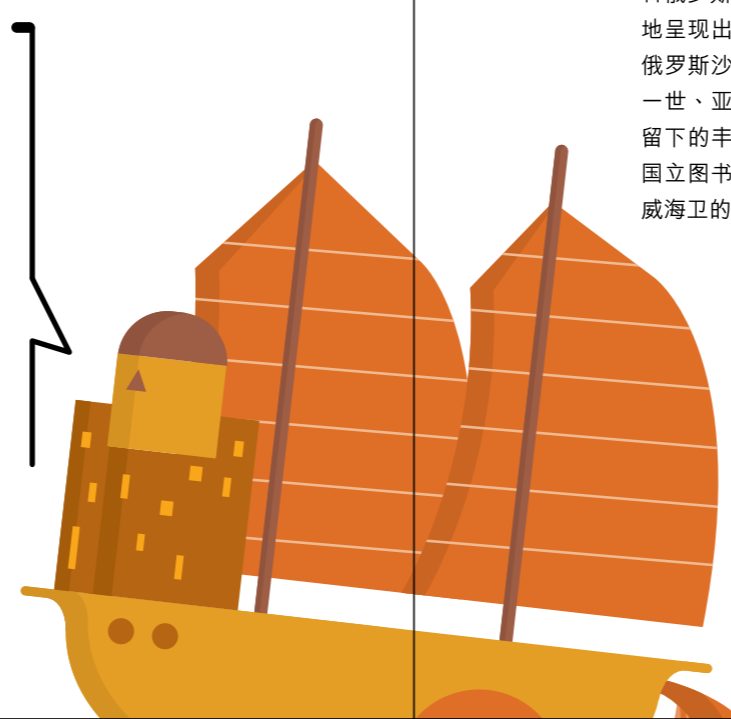
Introduction

The Hong Kong Museum of History (Museum of History) is a major repository for significant physical relics of Hong Kong's past, and is responsible for collecting, researching and documenting materials related to the history and heritage of Hong Kong. Through collaborations with community organisations, academic institutions and overseas museums, we play a vital role in fostering public awareness and understanding of the history and culture of Hong Kong and other regions.

The Museum of History manages five branch museums: the Dr Sun Yat-sen Museum, the Hong Kong Museum of Coastal Defence, the Fireboat Alexander Grantham Exhibition Gallery, the Lei Cheng Uk Han Tomb Museum, and the Law Uk Folk Museum.

The Hong Kong Museum of Coastal Defence (Museum of Coastal Defence) is Hong Kong's only military and war museum, and focuses on Hong Kong's 600-year history of coastal defence.

The Dr Sun Yat-sen Museum showcases the history of the revolutionary Dr Sun Yat-sen and his impact on modern China, with a special focus on Dr Sun's Hong Kong connections. Our collections focus on Dr Sun's Hong Kong period, and reveal how Hong Kong nurtured his intellectual development.



年度计划

Annual Plan

节目策划

在二零一四至一五年度,历史博物馆筹划了多个展览,宣扬香港独有的文化身份,并介绍世界其他地区的文化和历史。

历史博物馆即将著手策划名为「岭南印记:粤港澳考古成果展」的大型展览,展出粤、港、澳三地重要考古遗址出土的文物,探讨珠江三角洲从旧石器时代至明朝的文化及历史发展。我们亦正在筹备另一项大型展览,展出来自国立俄罗斯皇村博物馆的瑰宝。是次展览是香港与俄罗斯的其中一项文化合作计划,由昔日俄罗斯君王的夏宫——「皇村」借出珍藏文物,生动地呈现出俄罗斯的文化及历史。展览主题围绕著五位俄罗斯沙皇:彼得大帝、叶卡捷琳娜大帝、亚历山大一世、亚历山大二世、尼古拉二世,以及他们为后世留下的丰富的建筑文化遗产和文物。我们亦与苏格兰国立图书馆合办展览,介绍英国租借香港新界及山东威海卫的历史。

Programming

For 2014-15, the Museum of History has organised exhibitions aimed at communicating a strong sense of the unique identity of Hong Kong, while also offering insights into other cultures and their histories.

A major exhibition will be organised to cover archaeological finds from the most significant sites in Guangdong, Hong Kong and Macao. Entitled *Historical Imprints of Lingnan: Major Archaeological Discoveries of Guangdong, Hong Kong and Macao*, the exhibition explores historical and cultural developments in the Pearl River Delta region from the Palaeolithic Period through to the Ming dynasty. We will also organise a mega exhibition showcasing treasures from Tsarskoye Selo, the State Museum-Preserve of Russia. A cultural co-operation project between Hong Kong and Russia, the exhibition will use the collections drawn from Tsarskoye Selo, a summer residence of the Russian monarchs, to bring alive Russian history and culture. It will have a special focus on the monarchs Peter the Great, Catherine the Great, Alexander I, Alexander II and Nicholas II, as well as on the rich legacy of architectural and cultural relics associated with them. We will also join hands with the National Library of Scotland to present an exhibition on the lease of the New Territories of Hong Kong and Weihaiwei to Britain in 1898-1899.



我们将与广西壮族自治区文化厅、广西壮族自治区文物局合办「瓯骆汉风：广西古代陶制明器」展览，展出约七十组西汉至南朝的陶制明器，包括陶屋、陶仓、陶井、陶灶、动物俑，反映汉代人们渴望在死后的世界，仍可过著富裕的生活。展品亦展现了华南汉代的民居建筑形态及生活面貌。

各分馆将举办多项大型展览，包括：海防博物馆举办的「勇者无名：香港军事服务团历史展」与「甲午——争与战」、孙中山纪念馆举办的「纸上风云：辛亥革命在广东」与「黄埔军校——近代中国军事人才的摇篮」。

我们继续透过更新展品来加强「香港故事」常设展览的内容。此外，馆方正翻新多个展区，以展示新展品或主题。

藏品

我们目前拥有逾130,000件藏品。历史博物馆经常举办不同主题的文物徵集活动，丰富馆藏，并配合现有的研究计划。二零一二年以来，我们已举办四次文物徵集活动，获得逾5,000件新藏品。二零一四至一五年度，我们计划推出另一次徵集活动，收集本地儿童的玩具。

We will jointly present *Assimilation into Han Culture: The Ancient Funerary Pottery of Guangxi* with the Cultural Department of the Guangxi Zhuang Autonomous Region and the Bureau of Cultural Relics of the Guangxi Zhuang Autonomous Region. The exhibition will include some 70 sets of burial pottery models dating back to the Western Han and Southern Dynasties, including pottery houses, granaries, wells, stoves and animal figurines. These will be used to show the urge of these ancient peoples to enjoy a life of luxury after death, and to shed light on the major forms of architecture and modes of everyday life of the common people then living in south China.

Other major exhibitions to be held in branch museums will include *Unsung Bravery: History of the Hong Kong Military Service Corps* and *Conflict and War: China and Japan, 1894-95* at the Museum of Coastal Defence, and *History in Prints: The 1911 Revolution in Guangdong* and *The Whampoa Military Academy: Modern China's Crucible for Military Talent* at the Dr Sun Yat-sen Museum.

We will continue to enhance *The Hong Kong Story* permanent exhibition by rotating exhibits and renovating some sections of the displays to showcase new exhibits or new themes.

Collections

Our collection presently numbers over 130,000 items. We regularly launch thematic collection campaigns in which we appeal for items to enrich the museum's collections and complement our current research projects. Since 2012, we have launched four such collection campaigns, which between them have helped us acquire over 5,000 new items. In 2014-15, we plan to launch a further collection campaign appealing for toys used by local children.



教育推广

每年，历史博物馆均推出许多创意新颖、深具启发意义的教育节目。在二零一四至一五年度，历史博物馆将举办配合专题展览的讲座系列、为学生而设的讲座、导赏团、亲身体验活动、讲故事环节、校际比赛、模型制作工作坊、外展计划及国际学术研讨会。我们的活动按不同界别人士的需要而设计，将博物馆塑造成全民的公开学习平台。

观众拓展

我们采取多种策略吸引观众进馆参观，重视策划有趣的节目、提供以客为本的服务。我们亦致力拓展观众群，包括青少年、少数族裔人士、长者、家庭及新移民。我们还为伤健人士——特别是听障和视障人士——提供特别导赏。我们会继续为弱势家庭、学校及非政府组织安排导赏团。

能力提升

我们的宗旨之一是培养新一代博物馆专业人才，薪火相传。历史博物馆已推出「未来馆长培训课程」和「未来馆长实习生计划」，以加深青少年对博物馆的认识，并鼓励他们投身博物馆的工作。在二零一四年，我们会与行政长官卓越教学奖教师协会推出试行计划，名为「活历史大使」，招募一群年轻的博物馆之友。

我们亦将持续透过实习和培训计划，向青少年提供实践机会。

Education

The Museum of History runs many creative and inspiring educational programmes each year, and in 2014-15 these will include lecture series to complement the thematic exhibitions, talks for students, guided tours, hands-on activities, story-telling sessions, school competitions, model-making workshops, outreach programmes, and international conferences. We attempt to tailor each activity specifically to the needs of target participants from different sectors, and in doing so to make our museums into open learning platforms for all.

Audience Building

Among the many strategies we adopt to attract visitors to our museums, perhaps the most important are the organisation of interesting programming, and the provision of customer-oriented services. We are also looking to attract new audience groups such as teenagers, ethnic minorities, the elderly, families and new immigrants. We offer special guided tours for people with disabilities, particularly those with hearing and visual impairments. We will continue providing guided tours for underprivileged families, schools and groups from non-governmental organisations (NGOs).

Capacity Building

One of our aims is to develop a new generation of museum professionals to continue our work. The Museum of History's *Future Curator Training Course* and the *Internship Project of Future Curators* programme have been developed to educate young people about museology and to encourage them to pursue museum work as a career. In 2014, we will launch a pilot scheme called *History Ambassador* jointly with the Chief Executive's Award for Teachers Excellence (CEATE) Teachers Association, with the aim of building up a pool of young friends for our museum.

We will also continue to provide placement opportunities for young people in our internship and trainee programmes.



社区参与及伙伴合作

历史博物馆获香港赛马会慈善信托基金赞助350万元，与非政府机构「艺术在医院」合作，推行为期十八个月的试行计划，由二零一四年三月至二零一五年八月为止。试行计划将举办特殊导赏团和工作坊，并配合历史博物馆的展览，为长者与阿尔茨海默氏症患者举办特殊外展计划。办方将委托香港中文大学内科及药物治疗学系评估该项计划。我们亦会展出试行计划的参与作品，并编制一本图录，辑录参与作品、评估报告与培训手册。

我们会继续采用新媒体，将许多节目的讯息发放予社区及各个团体。为配合「皇村瑰宝：俄罗斯宫廷文物展」专题展览，馆方将开发手机应用程序，适时更新各项教育及推广活动的消息，提供各项展览的额外资讯。我们亦打算举办平板电脑多媒体导赏团，带领青少年一睹俄罗斯夏宫的珍藏文物。我们亦会向学校提供免费专车接送服务与导赏团。

二零一四年四月及十一月，历史博物馆将与消防处合办「葛量洪号灭火轮展览馆同乐日」，提高展览馆的知名度，亦加强公众对防火安全的意识。同乐日将有丰富的艺术及音乐活动，及以灭火轮和海上救援为主题的话剧。

Community Engagement and Partnership

Cash sponsorship of \$3.5 million from The Hong Kong Jockey Club Charities Trust is being secured which will be used to launch an 18-month pilot project, running from March 2014 to August 2015, with Art in Hospital (an NGO). The pilot project will provide special guided tours and workshops as well as special outreach programmes on the exhibitions of the Museum of History for the elderly and for Alzheimer patients. The Department of Medicine & Therapeutics of The Chinese University of Hong Kong will be commissioned to conduct an evaluation of the project. We will also stage an exhibition of the works of those participating in the pilot project, and will publish a catalogue featuring these works together with the assessment report on the project and the training manual.

We will continue to use new media to ensure our programmes reach different communities and groups. For instance, to complement the exhibition *Treasures from Tsarskoye Selo: Residence of the Russian Monarchs*, we will produce a mobile app to keep users updated on the rich variety of education and extension activities on offer, and provide extra information about the exhibits. We also intend to conduct iPad tours to explore the cultural heritage of the Russian Imperial Summer Residence especially for youngsters. We will also provide free coach services and guided tours to schools.

The *Fun Day* of the Fireboat Alexander Grantham Exhibition Gallery will be organised in April and November 2014, in collaboration with the Fire Services Department, to promote the gallery and enhance public awareness of fire safety. It will include a range of art and musical activities, and drama focusing on the fireboat and on the theme of fire-fighting at sea.



优化设施及访客服务

我们不懈提升博物馆设施，陆续加装无障碍询问柜台、入口及洗手间，让所有观众都能享用博物馆资源。今后，我们会继续改善博物馆设施，并计划为残疾人士装设无障碍通道，以及为视障人士铺设触觉引路带。

学术研究及机构发展

二零一四至一五年度，我们将继续围绕香港历史和博物馆的各式藏品，开展不同的研究计划。目前正进行的计划包括有：「古巴华工文献研究」、「中日甲午战争木刻版画」、「香港商人群体——巴斯商人的故事」、「香港与威海卫」。我们亦已在筹备多项研究，包括「香港战后的历史碑刻」、「葡萄牙人在香港」、「香港玩具」、「中港历史相片」、「孙中山先生的建国方略与现今发展之比较」。我们会继续与学术机构合作，对馆内藏品作系统性研究。在二零一四至一五年度，我们计划出版五本图录。

为了支持博物馆员工，我们将继续鼓励员工参与培训，参观内地及海外的大型博物馆，增广见闻。

历史博物馆将发表年报，向公众介绍过去一年完成的工作，年报其中一个部分，会按照既定的服务表现指标评估历史博物馆的服务表现。

Enhancement of Facilities and Visitor Services

As part of our goal of making the museum more accessible and inclusive, we have been upgrading a number of our facilities, specifically by installing barrier-free or easily accessible information counters, entrances and toilets for patrons. We will continue to upgrade our facilities, and have plans to install accessible passageways for the disabled and tactile guide paths for the visually impaired.

Research and Institutional Development

In 2014-15, we will continue our engagement in a wide range of research projects on Hong Kong history and different aspects of our collections. Our current research topics include *Historical documents related to the Chinese Labourers in Cuba*, *Woodblock Prints of Sino-Japanese War*, *Parsee Communities in Hong Kong*, and *Hong Kong and Waiheiwai*. Research studies on *post-war inscriptions in Hong Kong*, *Hong Kong Portuguese communities*, *Hong Kong toys*, *historic photos of Hong Kong and Mainland China*, *The Development Strategy of Dr. Sun Yat-sen and its Comparison with Contemporary Development* are in the pipeline. We will continue to partner with academic institutions for the systematic study of our collections. We also plan to publish five catalogues in 2014-15.

To support our staff members, we will continue to encourage museum staff to take up training opportunities and expand their horizons through visits to major museums overseas and on the Mainland.

The Museum of History will publish an annual report to inform the public about its work over the past year. The report will assess the performance of the museum against relevant Performance Indicators.

香港文化博物馆

Hong Kong Heritage Museum

理想 Vision

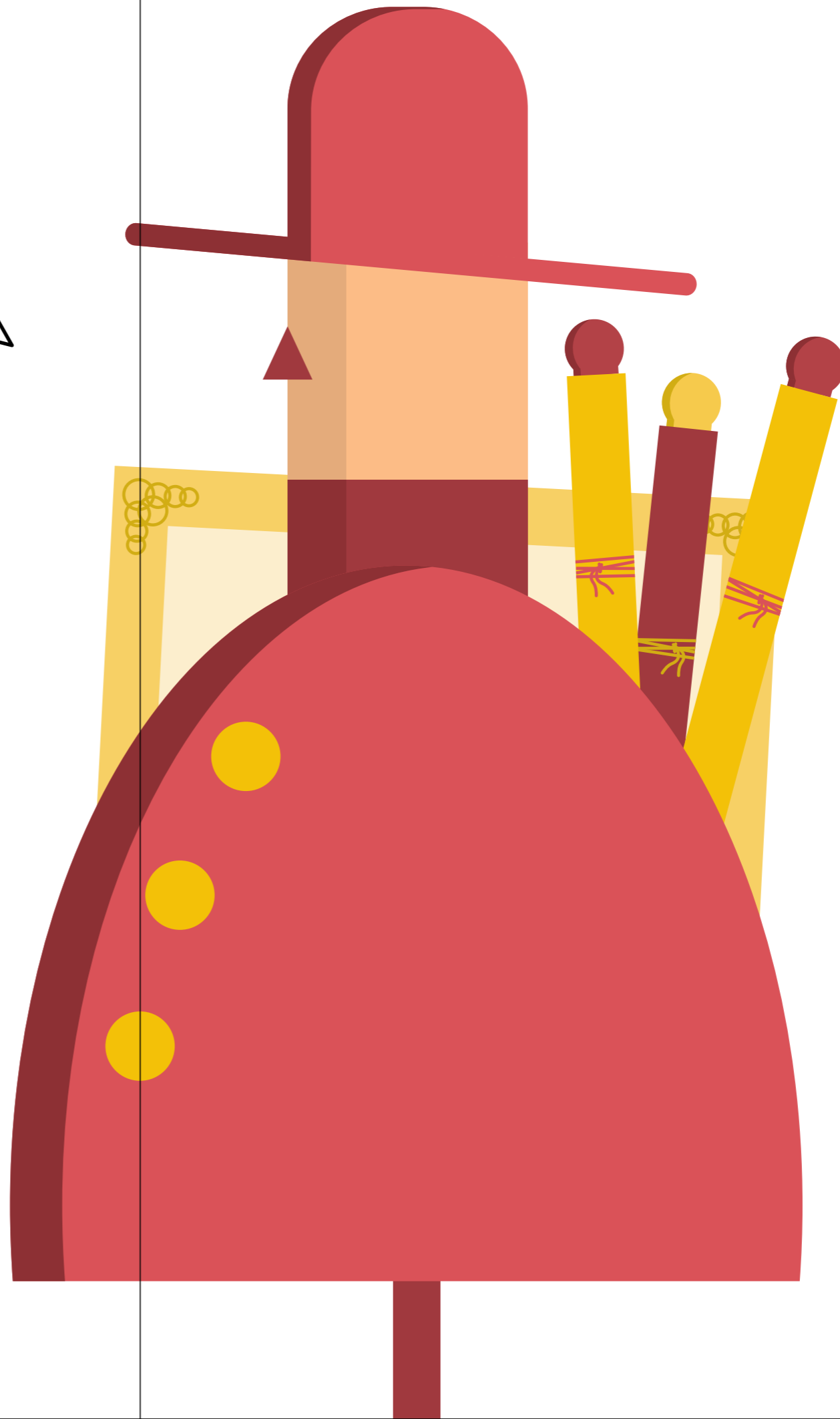
- 我们透过探索香港和世界各地的多元文化，以及促进与保存香港的文化活力，使人们的生活变得更丰盛，并获得启发。
- We enrich and inspire by exploring the diverse cultures of Hong Kong and the world, and by promoting and preserving the vibrant cultures of Hong Kong.

使命 Mission

- 保存、研究、展示和诠释香港的多元文化，特别是现存文化传统与创意文化；
- 让香港市民与世界文化接轨；
- 带给观众创新、富启发性、具教育意义和愉快的博物馆体验；
- 支持和鼓励对知识、艺术及创意的追求。
- To preserve, study, present and interpret Hong Kong's diverse cultures, with special emphasis on living heritage and creative culture.
- To connect Hong Kong people with world cultures.
- To engage and stimulate audiences with innovative, inspiring, educational and enjoyable museum experiences.
- To support and encourage intellectual, artistic and creative pursuits.

信念 Values

- 专业精神
- 热诚投入
- 以人为本
- 真挚诚恳
- 多元特色
- Professionalism
- Passion
- Focus on people
- Sincerity
- Diversity



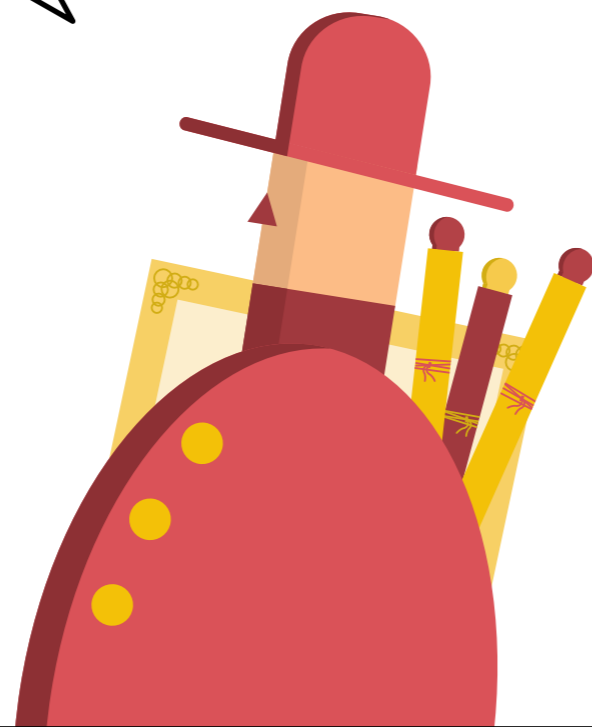


引言

香港文化博物馆已准备就绪，迎接2014-15年度的到来，向市民呈献连场精彩展览与相关活动。今年，我们将举办四场大型展览，带领观众遨游无限创意与多元文化的世界。首场展览的主角是日本动画大师宫崎骏与高畑勋，从两位经典动画大师的当代杰作，一窥其幕后的繁复制作过程。第二场展览的主题转往为人熟悉的日常家具：椅子，我们将藉著展出世界各地的椅子，探索它在不同文化与时代之中的重要地位。第三场展览以敦煌文化及艺术为题，敦煌是古代丝绸之路的重镇，亦是昔日东西往来的枢纽。今年的文化之旅将以「视野——香港国际海报三年展2014」作结，汇聚香港与世界各地的优秀海报设计，从中反思这种媒介在文化中的重要作用。四场展览虽各异其趣，但我们会加入香港元素，以引起本地观众的共鸣。

保存和推广本地文化是香港文化博物馆的一项重要工作，我们将于年内与香港摄影文化协会合作举办展览，展示香港摄影的面貌，还会随著香港非物质文化遗产普查的完成，于2014年上半年公布香港首份非物质文化遗产清单，并会建立非物质文化遗产网上资料库，供公众查阅清单项目资料。

我们作为一所社会及文化机构，非常重视与社区群体之间的紧密联系，并会经常和本地民间组织与学术团体合作，举办展览、策划教育活动，进行研究，从而克尽使命，让港人发现和体验本地与海外文化的多元之美。



Introduction

The Hong Kong Heritage Museum is looking forward to 2014-15 with great enthusiasm; plans are in place to offer the public a stimulating array of fascinating exhibitions and related events. Four major exhibitions will be presented in the year, which will take visitors on a journey through both private imaginations and public cultures. The first of these, an exhibition on the animation of the Japanese masters Hayao Miyazaki (宫崎骏) and Isao Takahata (高畑勋), looks behind the scenes at the complex detail that has gone into the making of the modern masterpieces of these classic animators. By contrast, the second exhibition turns attention to an everyday, utilitarian object that is often taken for granted: the chair. By showcasing chairs from around the world, we will explore the significance of this simple object across cultures and through the centuries. Later we will mount a mega exhibition on the art and culture of Dunhuang, once a major stop on the ancient Silk Road and an important site of interaction between East and West in former times. The year's exhibition journey will be rounded off with the *Vision - Hong Kong International Poster Triennial 2014* which will bring together distinctive local and international poster designs in an exhibition that we expect will reassess the importance of this medium in our culture. Though the exhibition topics are diverse, one of our goals is to draw connections between them in a variety of ways, especially by including local elements that link all the exhibitions in some way with Hong Kong.

As part of our mission to promote and preserve local culture, we will be presenting an exhibition of Hong Kong photography in collaboration with the Hong Kong Photographic Culture Association. Meanwhile, following the completion of a comprehensive survey of Hong Kong's intangible cultural heritage (ICH), the first-ever ICH inventory will be published in the first half of 2014, with an online ICH database to be developed later in the year that will open up the inventory for public access.

The museum has become an important part of Hong Kong's social and cultural landscape. This has been achieved by building and maintaining close links with the community, and by partnering with local groups and academic institutions in activities such as the mounting of exhibitions, the running of educational programmes, and the carrying out of cultural and historical research. In such ways are we following through with our commitment to offer the people of Hong Kong a platform from which to discover and experience the fascinating diversity of local and world cultures.



年度计划

Annual Plan

节目策划

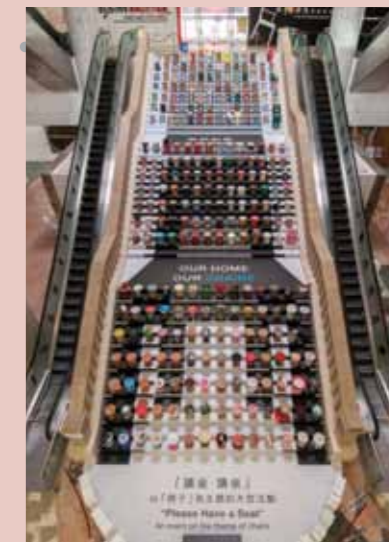
我们在制订2014-15年的节目时，抱有四个大方针：(a) 采用互动的策展模式，(b) 提高观众欣赏世界多样文化的能力，(c) 提供省思与发现的机会，(d) 保护本地的非物质文化遗产。我们将会活用博物馆的空间，以配合年内一连串的精彩节目。

我们的首场展览于2014年夏季开幕，题为「吉卜力工作室场面设计手稿展 • 高畑勋与宫崎骏动画的秘密」。日本与美国均为世界动画大国，我们继先前举办「彼思动画25年」展览的成功，将推出吉卜力工作室的场面设计手稿展，展示超过1,300件吉卜力工作室动画电影作品的原创场面设计手稿，包括来自高畑勋与宫崎骏的早期动画、短片和工作室的叫好钜作。对香港影迷来说，实是一睹世界级动画工作室手绘作品的难得机会。

Programming

For 2014-15, the museum has developed a stimulating lineup of public programmes built around four major aspirations for our museum work: (a) to use an interactive curatorial approach, (b) to foster a deeper appreciation of the rich cultures across the world, (c) to provide opportunities for reflection and discovery, and (d) to safeguard our local ICH. The programmes we have developed are ambitious ones, and will require us to use museum space in creative ways.

The first exhibition to be presented in the year, in the summer of 2014, will be the fascinating *Studio Ghibli Layout Designs: Understanding the Secrets of Takahata and Miyazaki Animation* (吉卜力工作室场面设计手稿展 • 高畑勋与宫崎骏动画的秘密). Japan, along with the United States, is one of the world's animation superpowers, and this exhibition follows up the success of our previous Pixar exhibition from the US by presenting a special exhibition of layout designs from Studio Ghibli. The exhibition will include a comprehensive survey of over 1,300 layout designs created for Studio Ghibli's animated films, including examples from early animations, short films, and popular major works directed by Isao Takahata (高畑勋) and Hayao Miyazaki (宫崎骏). This will be a wonderful opportunity for Hong Kong audiences to view drawn masterpieces from one of the most distinguished animation studios in the world.



2014年6-9月期间，我们将推出名为「请坐•请坐」的崭新活动，设有连串以椅子为主题的教育活动与展览，其中焦点当属本馆策划的「卓椅非凡：穿梭时空看世界」展览，纵览世界各地的椅子，跨越时代探讨这日常家具在人类生活中的角色与重要地位。是次展览亦将展出各地著名博物馆（包括故宫博物院、大英博物馆、国立维多利亚阿伯特博物院、大都会艺术博物馆、布鲁克林博物馆等）的珍藏，所有作品皆是首度在港展出。展品亦包括本地坐具。我们期待透过是次展览，介绍椅子背后的种种故事，让观众耳目一新，引起观众对文史与艺术的兴趣。

我们将与敦煌研究院携手合办和敦煌文化及艺术有关的大型展览，展期由2014年11月底至2015年3月中。是次展览旨在让观众欣赏横跨千年的敦煌文化。敦煌是名副其实的百科全书，涵盖当地的历史、宗教、艺术与社会生活，亦见证中原与西方文化早期的交流。是次展览将设有互动展品，以丰富参观人士的体验。

Between June and September 2014 we will be introducing a new initiative, an event entitled *Please Have a Seat* (请坐•请坐). Made up of a series of educational and exhibition programmes on the theme of chairs, the highlight programme will be an exhibition curated by the museum titled *The Extraordinary in the Ordinary: Chairs for Viewing the World through Time* (卓椅非凡：穿梭时空看世界). The exhibition will offer a global perspective on chairs and explore the roles and significance of this everyday, utilitarian object in people's lives throughout the ages. It will include valuable exhibits from the collections of a number of major museums from around the world (including, inter alia, The Palace Museum, the British Museum, the Victoria and Albert Museum, the Metropolitan Museum of Art, and the Brooklyn Museum), all of which will be exhibited for the first time ever in Hong Kong. Chairs from Hong Kong will also be featured. We expect the stories about chairs that are narrated by the exhibition will delight visitors, while also stimulating their interest in history, culture and art.

A large-scale exhibition on the art and culture of Dunhuang will be staged in collaboration with the Dunhuang Academy from late November 2014 to mid-March 2015. One aim of the exhibition is to help visitors appreciate Dunhuang culture across a thousand-year time span, making for a veritable encyclopedia of the region's history, religion, art and social life. It will also present evidence for Dunhuang's part in the early exchanges that took place between the cultures of central China and the west. This important exhibition will be enriched with interactive installations designed to engage visitors and enhance their overall museum experience.



2014年12月登场的「视野——香港国际海报三年展2014」将由本馆与香港设计师协会合办。活动汇聚世界各地的特色海报，旨在让市民欣赏优秀的设计作品，以及促进香港与世界各地的文化交流。三年展2014以「视野」为主题，另特设「盲点」专题组别，邀请设计师重新思考海报设计的本质及其重要性。

今年香港国际摄影节期间，香港文化博物馆将夥拍香港摄影文化协会，举办摄影专题展览，邀请本地资深和新晋摄影师参展，回顾香港摄影界的发展及本地摄影师的杰出成就。

去年，我们根据全港非物质文化遗产普查的结果，以及非物质文化遗产咨询委员会的建议，草拟了一份香港非物质文化遗产清单。我们就该草拟清单进行的公众咨询在2013年11月完成，而非物质文化遗产咨询委员会亦刚就收集到的公众意见完成审议，预计可于2014年第二季公布香港首份非物质文化遗产清单。年内的另一项工作重点是建立香港非物质文化遗产资料库，供市民网上查阅清单项目的资料。我们也计划从

On show in December 2014 will be the *Vision - Hong Kong International Poster Triennial 2014* (视野——香港国际海报三年展2014) exhibition, jointly presented with the Hong Kong Designers Association. By assembling a distinctive collection of international posters, this event aims to educate the public about poster design and foster cultural exchange with other countries and regions. The overall theme of the 2014 Triennial is 'Vision', with a special thematic category carrying the theme 'Blind Spot'; with this in mind, we have invited different designers to rethink the fundamentals of poster design and reflect on its importance.

In a partnership project between the Heritage Museum and the Hong Kong Photographic Culture Association, a thematic exhibition of photography will be held during this year's Hong Kong International Photo Festival. Local photographers both young and old will be invited to take part in the exhibition, which will review the development of Hong Kong photography over time, and highlight some of the special achievements of our local photographers.

Last year, a draft inventory of ICH in Hong Kong was drawn up with reference to the results of the territory-wide survey of ICH in Hong Kong and the recommendation of the ICH Advisory Committee. A public consultation exercise on the draft inventory of Hong Kong ICH was completed in November 2013. The comments collected from this exercise have recently been reviewed by the ICH Advisory Committee, with the release of the first inventory of Hong Kong ICH targeted for the second quarter of 2014. Another work focus for the year will involve setting up a database of Hong Kong's ICH which can be accessed by the public

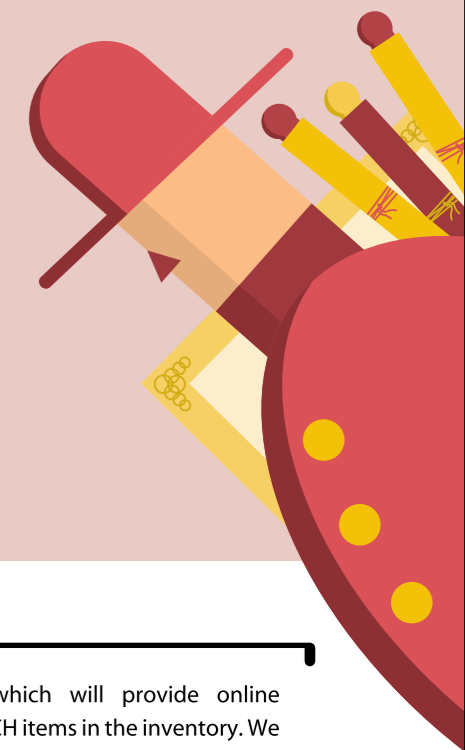


清单中挑选项目，编制香港非物质文化遗产代表作名录。其他有关非物质文化遗产的推广措施包括：继续举办展览和教育活动，如公开讲座、示范和实地考察等，以提高市民对本地珍贵的非物质文化遗产之兴趣和认识，尤其是已列入国家级名录的项目。此外，我们将于2014年在台湾举办「香港周」，推广本港的非物质文化遗产。

藏品

本馆馆藏约12万项，2014-15年间，我们会继续致力丰富馆藏。除了收藏具代表性的历史文物外，我们也会善用额外分配给康文署的5,000万元，购买本地艺术家的作品，有系统地建立香港当代艺术藏品，尤其是摄影、版画和陶瓷作品。

在进一步运用馆内珍藏方面，我们将于来年与谷歌探讨，使用他们的「十亿像素」图像拍摄技术，在「谷歌艺术计划」中，呈现我们具代表性的典藏，让观众欣赏作品时，得以细看肉眼无法辨识的极致细节。



through the internet, and which will provide online information about each of the ICH items in the inventory. We will also begin to prepare for the drawing up of a Hong Kong ICH Representative list containing items selected from the inventory. In other ICH-related initiatives, we will continue to organise exhibitions and education programmes such as public lectures, demonstrations and field studies to foster community interest in and appreciation of our precious ICH, with a special focus on those items that have already been added to the national list. A special promotion of local ICH is planned for Hong Kong Week, to be held in Taiwan in 2014.

Collections

The collections of the Heritage Museum now number nearly 120,000 items, and in 2014-15 we will be continuing to add to and improve them. Besides continuing to collect representative historical objects, we will also be utilising the additional funding of \$50 million that has been allocated for the LCSD to acquire works of art by local artists. We are planning to identify and systematically collect contemporary works of art in the disciplines of photography, print and ceramics.

We have some fine collections, and we want them to be used in the best ways possible. In the coming year, together with Google we will explore the possibility of utilising "gigapixel" photo-capturing technology under the *Google Art Project* to present a representative selection from the museum's collections. This technology captures an extraordinary level of detail using super high resolution, enabling viewers to study details of the brushwork and patina that cannot be seen with the naked eye alone.



教育推广

在2014-15年度，我们会配合展览，推出多元化的教育及推广活动。例如，我们正筹划一连串节目，介绍吉卜力工作室的动画艺术，以及日本和香港两地动画的最新发展，为「吉卜力工作室场面设计手稿展 • 高畑勋与宫崎骏动画的秘密」展览增色。这些节目适合所有热衷动画文化的爱好者，形式包括讲座、工作坊、放映会，以及电影原著音乐的录音导赏。我们亦会与外界专才和机构合作，为「请坐 • 请坐」节目及敦煌展览举办连场精彩的跨界别活动。

我们的导赏员对博物馆贡献良多。在带领导赏团时，导赏员充分运用专业知识，尽心尽力为观众介绍艺术、历史及文化，同时亦担任博物馆与观众之间的沟通桥梁。2013年间，我们招募了一批新力军加入导赏员的大家庭。今年，随著导赏员人数增加，我们将为导赏员提供训练，培训导赏员照顾不同年龄层的特殊需求，包括感官障碍人士及残疾人士等。

Education

Throughout 2014-15, we plan to offer an array of education and extension programmes in association with the exhibitions at the museum. For instance, to complement the *Studio Ghibli Layout Designs: Understanding the Secrets of Takahata and Miyazaki Animation* exhibition, we are planning to organise a series of programmes introducing the art of animation at Studio Ghibli, as well as the latest animation developments in both Japan and Hong Kong. Targeted at all who are interested in animation culture, these programmes will include lectures, workshops, screenings, and audio guides with original film music. In collaboration with external professionals and institutions, a series of rich cross-disciplinary activities are also being organised for the other two programmes, *Please Have a Seat* and the mega exhibition on the art and culture of Dunhuang.

Our docents are extremely important contributors to the life of the museum. In leading guided tour services, docents are able to make excellent use of their specialist knowledge of history, culture and art, while at the same time building bridges between the museum and its visitors. In 2013 we ran a recruitment exercise to encourage new members to join the existing pool of docents; this year, with numbers expanded, we will be providing special training programmes for docents that will equip them to cater for people of different age groups with special needs, including those with sensory impairments and those with physical disabilities.



在2014-15年间，我们期望推出更多节目，加强「共融计划」服务，以满足残疾人士及其他弱势社群的需要。我们也希望与民间机构多加合作，鼓励更多弱势社群前来参观博物馆，一同享受文化艺术所带来的无穷乐趣。

我们也会继续与教育界携手合作，让博物馆成为学生主动学习和发挥创意的空间。例如，我们与香港知专设计学院和香港专业教育学院（李惠利）合办「从教室到博物馆——全民座椅」艺术项目，邀请不同学系同学为「请坐 • 请坐」展览设计展品，作品会于2014年年中在博物馆的公共空间展出。最近，我们与香港浸会大学及教育局一同筹办为期六个月的「艺术同行」项目，为中学生和大专生提供多项训练活动，增进艺术知识及艺术推广技巧。另外，我们将继续配合教育局，定期举办教师培训工作坊。这些活动向来成效甚佳，有助教师活用博物馆资源，为学生举办更多别具意义的博物馆参观活动。

In 2014-15, we are looking to consolidate the services offered by our *Social Harmony Project* (共融计划) by introducing more programmes to suit the needs of people with physical disabilities and sensory impairments, along with other underprivileged groups. We hope to establish closer partnerships with NGOs through which we will be able to bring more groups of such visitors to the museum to immerse themselves in a stimulating environment of art and culture.

We are also continuing to collaborate with the education sector, with the aim of making the museum an active learning space and a creative platform for students. For example, the art project *From Classroom to Museum – Chairs for All* (从教室到博物馆——全民座椅), launched with the Hong Kong Design Institute and the Hong Kong Institute of Vocational Education (LWL), invites students from various departments of the institute to design products for the *Please Have a Seat* project; their works will be displayed in the museum's public space in mid 2014. We have also recently partnered with the Hong Kong Baptist University and the Education Bureau in launching a six-month project entitled *Arts Buddies* (艺术同行) in 2014. The project offers a series of training programmes to participating secondary and tertiary students that will boost their knowledge of the arts and their skills in art promotion. We will also continue arranging regular teachers' training workshops with the Education Bureau; these events have proven very valuable in helping teachers better utilise museum resources and organise more effective museum visits for their students.



拓展观众

拓展观众群是我们的一项持续目标，我们会透过精心挑选的大型展览题材，比如今年的高畑勋和宫崎骏动画展、椅子展和敦煌文化及艺术展，再配合一系列多元化的公众节目，以吸引不同观众群。

今后，我们会继续巩固迎合亲子的形象。我们的「博物馆小先锋」现有约4,600名成员。我们将继续鼓励孩童加入「博物馆小先锋」，并计划致力举办适合年幼观众的亲子活动。对于年龄稍长的青少年，我们每年一度的「文化新人类——青年领袖奖励计划」有助加深他们对博物馆及馆藏的认识。

本馆的「共融计划」将继续为弱势社群提供定期文艺节目，加强弱势社群与博物馆的联系。剧院每周上演的粤剧表演，吸引数以百计热爱粤剧的年长观众，并成为我们的忠实支持者。此外，我们筹划的学校节目，如教师培训工作坊、学校文化日和高中学生艺术学习之旅等，可鼓励学校到博物馆参观。

Audience Building

We have a long-term goal of building up a wider audience base for the museum, and this is being achieved by careful selection of blockbuster exhibitions – this year on the animation of Takahata and Miyazaki, on chairs, and on Dunhuang culture – supplemented by a diverse array of public programmes.

Looking to the future, we are constantly working to consolidate our image as a child- and family-friendly museum. Our MuseKids group now has around 4,600 members, and we will continue to encourage children to join the group. We also plan to tailor activities to other junior visitors and their families wherever possible. For older youngsters, our annual MuseTeens training programme will offer many of them a chance to enrich their understanding of our museum work and of the collections we hold.

Our ongoing *Social Harmony Project* will continue to deliver regular art and cultural programmes to disadvantaged groups, and strengthen their ties with our museum. Our popular weekly Cantonese opera performances will also continue at the theatre; these bring in hundreds of enthusiastic elderly people who tend quickly to become firm supporters of the museum. To encourage visits from schools, we will be organising a number of school programmes such as teacher training workshops, the School Culture Day, and art appreciation tours for Senior Secondary students.



提升能力

为观众提供优质博物馆体验，是我们在2014-15年度作为提升观众能力的重要策略。我们深知观众对博物馆有很高的期望，因此，我们会透过举办的展览、出版的刊物和提供的教育活动（如讲座、研讨会、参观、工作坊及导赏服务等），为观众带来富启发性的艺术、历史和文化体验。我们也会为教师举办工作坊，介绍本馆的资源及探讨如何将有关资源应用于教育上。

对于有兴趣加入博物馆专业的年轻人而言，本馆的活动为他们提供多种培训机会，是重要的训练场。我们每年一度的「文化新人类——青年领袖奖励计划」，结合培训课程与参观活动，可引起参与者对博物馆工作的兴趣。此外，我们继「博物馆练习生计划」在首阶段的成功，于2012年开展了计划的第二阶段，增收学员，提供为期两年的训练；与此同时，我们也将继续为本地及海外大学生提供短期实习机会。

Capacity Building

Offering our visitors a high-quality visitor experience will remain our core tactic for building capacity in 2014-15. Our visitors expect and value a rich and varied output from the museum, and consequently we have planned exhibitions, publications and education activities that include talks, seminars, visits, workshops and guided tours to stimulate and offer insights into art, history and culture. The museum will also offer workshops for teachers which will introduce our valuable resources and show how they can be used for educational purposes.

The museum is a vital training ground for new museum professionals, in part due to the programmes with multiple entry points that we offer. One important initiative is the annual MuseTeens programme, which incorporates training sessions and visits that stimulate participants' interest in museum work. Following the success of the first phase of the museum trainee programme, we increased the intake of trainees for the two-year programme with the commencement of the second phase in 2012. We will also continue to offer training opportunities for interns from local and overseas universities.



社区参与与夥伴关系

一直以来，我们与香港其他文教单位维系紧密与健全的合作关系。来年，我们将继续与本地不同机构，包括香港摄影文化协会、香港设计师协会、本地大学及教育局等携手合作。

我们将于今年的香港国际摄影节，与合作多年的香港摄影文化协会举办香港摄影展，又计划与香港设计师协会在2014年12月合办「视野——香港国际海报三年展2014」。此外，我们邀得香港知专设计学院和香港专业教育学院(李惠利)，配合我们的「请坐·请坐」活动，举行「从教室到博物馆——全民座椅」的院校艺术项目，又会与该两所院校合作，为敦煌文化及艺术展览设计多媒体节目。最近，我们还夥拍香港浸会大学及教育局等，为中学及大专生举办名为「艺术同行」的艺术教育项目。

在馆藏、制订节目、市场推广及非物质文化遗产工作方面，我们会咨询非物质文化遗产咨询委员会、艺术博物馆咨询委员会、历史博物馆咨询委员会和博物馆专家顾问，听取他们的专业意见。

Community Engagement and Partnership

The Heritage Museum depends on close and robust partnerships with other cultural and educational institutions in Hong Kong. Some of the local institutions with which we will be working particularly closely in the coming year include the Hong Kong Photographic Culture Association, the Hong Kong Designers Association, local universities, and the Education Bureau.

Our longstanding partnership with the Hong Kong Photographic Culture Association will see us presenting an exhibition on Hong Kong photography during the Hong Kong International Photo Festival this year. Together with the Hong Kong Designers Association we will be co-organising the *Vision – Hong Kong International Poster Triennial 2014* exhibition in December 2014. We are also collaborating with the Hong Kong Design Institute and the Hong Kong Institute of Vocational Education (LWL) on the art project *From Classroom to Museum – Chairs for All*, for our *Please Have a Seat* event, as well as in developing multi-media programmes for the Dunhuang art and culture exhibition in collaboration with students from the institute. We have also recently partnered with the Hong Kong Baptist University and the Education Bureau in launching an art education project entitled *Arts Buddies* for secondary and tertiary students.

The museum relies on expert advice regarding its collections, programming, marketing, and ICH work, and this will continue to be provided by the ICH Advisory Committee, the Art Museum Advisory Panel, the History Museum Advisory Panel, and our Museum Expert Advisers.



改善设备与访客服务

年内，我们将策划全面更新现有的新界文物馆。因应港人越来越关注本土文化和文物，新馆落成后将会重点展示香港的文化历史，藉以取代现有的新界文物馆，减少展品和主题与香港历史博物馆重叠，也可加强香港文化博物馆的独特定位和形象。更新计划预计需时五年，计划包括深入的研究工作、确定和收集相关展品，进行咨询及构思展览内容。更新工作亦包括设计、装嵌和招标程序。

我们一直在改善博物馆的无障碍设施，以配合残疾人士的需要。2014-15年间，我们计划安装新的斜道以供轮椅通行、改善馆内残疾人士洗手间的设施及为视障人士增设点字标志和摸读地图。

Enhancement of Facilities and Visitor Services

This year, we will be embarking on a major renovation and enhancement project for our existing New Territories Heritage Hall (NTHH). The outcome will be a new gallery focusing on Hong Kong's cultural history, created in response to increasing interest of Hong Kong people in local culture and heritage. Replacing the NTHH with this new gallery should greatly reduce the overlapping of exhibits and themes with the Hong Kong Museum of History, and will also enhance the unique positioning and image of the Heritage Museum. The renovation project, which is estimated to take five years, will involve work such as carrying out in-depth research studies, identifying and collecting relevant exhibits, undertaking extensive consultation, and drawing up an exhibition storyline. Design, fabrication and tendering logistics will also be part of the project.

We are always looking at ways of enhancing access to the museum, especially for those with disabilities. In 2014-15 we plan to install new ramps for wheelchair users, improve the facilities of disabled toilets at the museum, and provide braille signage and tactile floor maps for the visually impaired.



研究与机构发展

研究是我们其中一项核心工作。本馆现正有多项研究在进行当中，亦有新的研究计划准备在2014-15年开展。

若要了解香港粤剧和电影所留下的戏剧、社会 and 音乐遗产，本馆的太平戏院文物收藏可说是珍贵的资源。自2011年起我们便与来自国立新加坡大学、德州大学、香港中文大学、香港浸会大学、岭南大学、香港公开大学和中山大学的学者合作研究馆藏中的珍品，在2015-16年度将发表论文选集与文物研究成果。

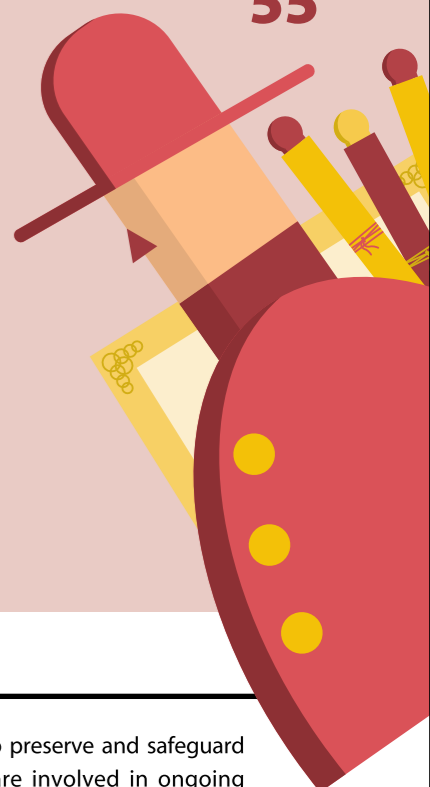
漫画是香港流行文化的重要部分。本馆的漫画藏品以从1950年代到1970年代为主，我们计划于年内开展香港漫画研究，以完整记录香港漫画至今的发展，研究成果亦有助制订本馆收藏漫画的长远策略。

Research and Institutional Development

Research is fundamental to our mission, and we have a number of research projects ongoing or about to begin which will move us forward in 2014-15.

The museum's important Tai Ping Theatre collection is a valuable resource for understanding more of our theatrical, social and musical heritage in the areas of Cantonese opera and film. A collaborative project, underway since 2011 and involving scholars from the National University of Singapore, The University of Texas, The Chinese University of Hong Kong, Hong Kong Baptist University, Lingnan University, The Open University of Hong Kong and the Sun Yat-sen University is unlocking some of the treasures of the collection, and this will issue in a selection of research papers and a study of artefacts to be published in 2015-16.

The comic book is undoubtedly a rich part of Hong Kong's popular cultural heritage. The Museum holds a fine collection of these ephemeral publications, mainly from the 1950s to the 1970s. Our holdings will form the basis of a research project on the development of Hong Kong comics to be launched this year. One of the planned outcomes of this research work is to provide the museum with guidelines for collecting comic book items in the future.



在本地非物质文化遗产的研究方面，我们正继续进行《中国十部文艺集成志书·香港卷》的编纂工作，以及「长洲太平清醮口述历史计划」。

本年，我们会继续深入研究香港的平面设计历史。香港的平面设计在20世纪70年代和80年代长足发展，我们将探讨平面设计在该时期的演变及其影响。

本馆一向重视员工的专业发展，将会继续为员工提供培训机会，如训练课程、工作坊、海外实习、国际研讨会和文化交流活动等，让员工了解业界的最新发展、开阔视野、与海外同行建立联系，提升他们的专业水平。本馆亦可从中掌握最新的资讯和业界的发展趋势，与时俱进。

观众和持份者的意见有助制订和改善我们的节目及服务，收集所得的宝贵意见，可让我们了解到用家的期望与需求，有助我们确认需要改进的地方。来年，我们将继续透过各种渠道收集观众的意见。

We will not rest in our initiatives to preserve and safeguard Hong Kong's ICH. Currently, we are involved in ongoing research projects related to ICH, which include the compilation of ten volumes of the *Hong Kong Chinese Folk and Ethnic Culture and Arts Collections*, and study of the Cheung Chau Jiao Festival using oral history records.

Elsewhere, we will be continuing with our in-depth research project on Hong Kong's graphic design history during the year. This project is exploring the development and impact of Hong Kong's graphic design during one of its most influential periods, the 1970s and 1980s.

As part of our firm commitment to staff development, the Heritage Museum will carry on providing opportunities for staff to stay abreast of recent developments in our field. These will include training programmes, workshops, overseas attachments, international conferences and cultural exchange opportunities, all designed to boost staff professionalism and expand their outlook while building networks with overseas counterparts. The benefits for the museum include access to fresh insights and to the latest knowledge and trends in our sector.

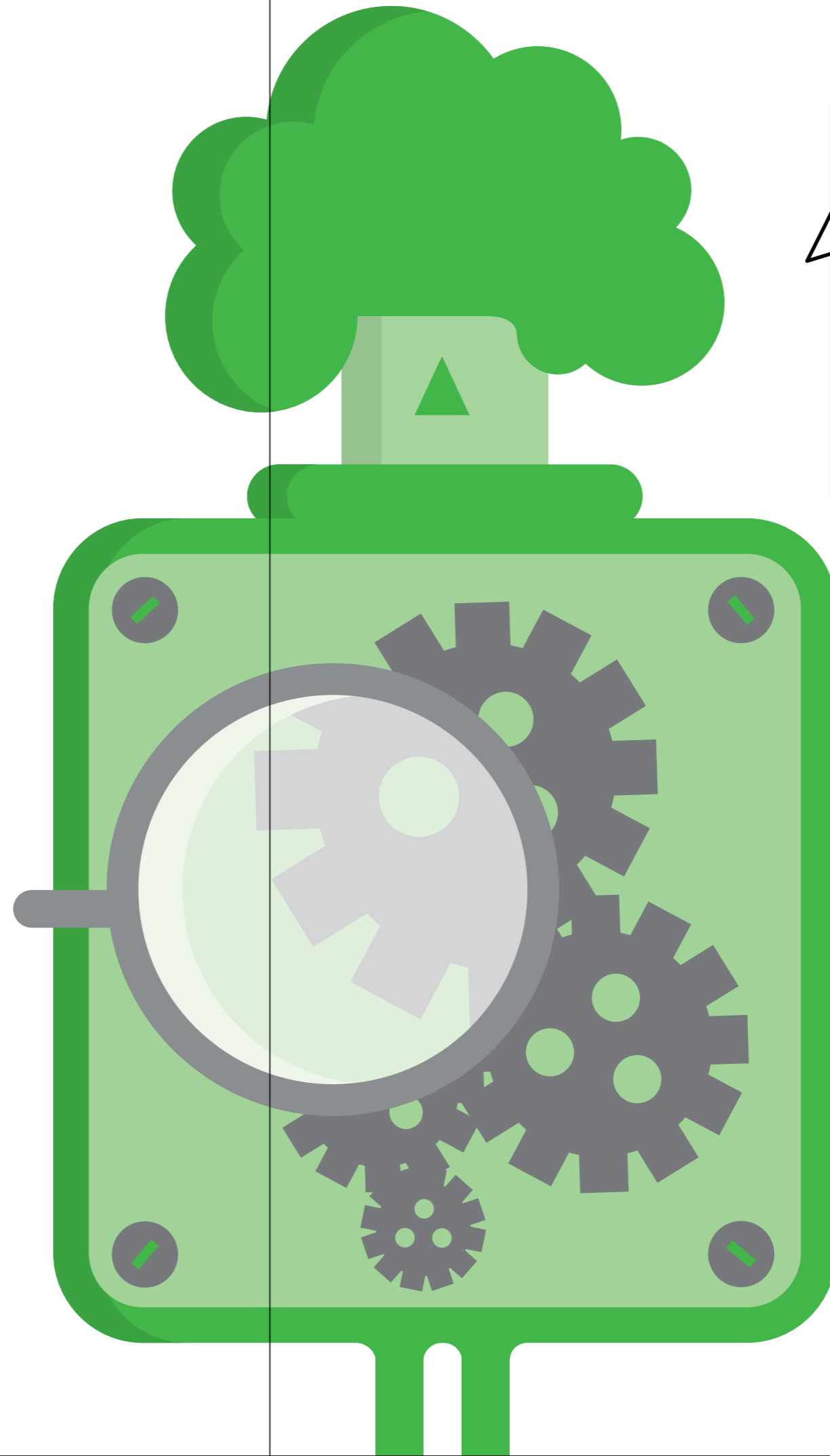
Feedback from visitors and stakeholders is used to develop and modify our programmes as well as services. Collecting feedback gives us valuable insights into the changing needs and expectations of our users, and helps us identify areas for improvement, and we will continue to collect feedback from our visitors through various channels over the coming year.

香港科学馆

Hong Kong Science Museum

理想 Vision

- 科学馆力求透过先进、创新和跨学科的展览、展品、活动、表演及外展计划，带领学生和公众以轻松的途径学习科学。
- 科学馆矢志成为以质素和多样性著称的世界级博物馆。
- 科学馆矢志为来自本港、内地及海外日益增加的访客提供服务。
- 在筹办实体和虚拟活动及传播科技资讯方面，科学馆矢志成为东南亚（尤其是大珠江三角洲地区）同类型机构和科学中心的中心点。
- 科学馆务求提供展览平台，展示香港和内地富启发性的展品，以及本地和亚洲科学家的成就。
- We aim to be local leaders in informal science learning for students and the general public, through state-of-the-art, innovative and multi-disciplinary exhibitions, exhibits, activities, shows and outreach programmes.
- We aim to be a world-class museum, renowned for quality and diversity.
- We aim to serve growing audiences from Hong Kong, the Mainland and overseas.
- We aim to be a focal point among similar institutes and science centres in Southeast Asia, particularly the Greater Pearl River Delta, in the organisation of physical and virtual programmes and the dissemination of information on science and technology.
- We aim to serve as a platform for presenting stimulating exhibitions and exhibits from Hong Kong and the Mainland, and for showcasing the achievements of local and Asian scientists.



使命 Mission

- 向学生和公众推广科技和天文学。
- 透过互动展品激发公众对科学的兴趣。
- 举办富启发性的活动，加强公众对大自然的了解和欣赏，以及唤起他们的好奇心。
- To promote science, technology and astronomy among students and the public.
- To capture the public's interest in science through interactive exhibits.
- To provide enlightening programmes that offer visitors a better understanding and greater appreciation of nature and natural phenomena while promoting curiosity.

信念 Values

- 以客为本
- 讲求质素
- 多元特色
- 精益求精
- 诚实可靠
- 克己任
- 热诚投入
- 专业精神
- 积极创新
- 协力合作
- 知识分享
- Visitor-centricity
- Quality
- Diversity
- Continuous improvement
- Integrity
- Accountability
- Passion
- Professionalism
- Creativity
- Collaboration
- Knowledge sharing

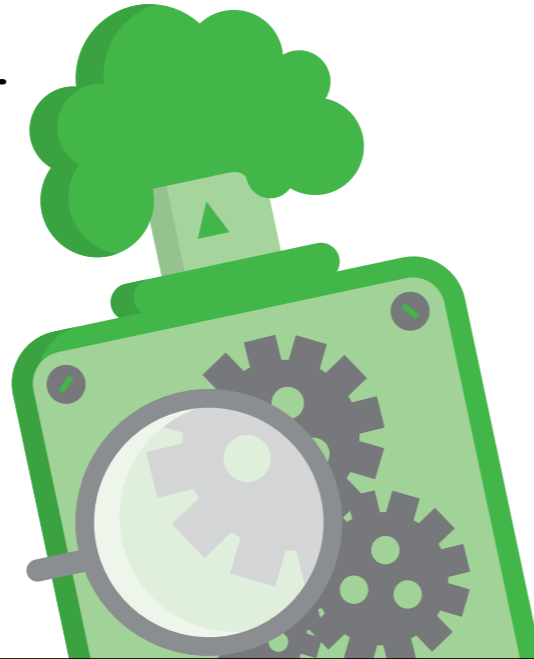


引言

香港科学馆(科学馆)是一个学习科学知识的好地方,以种种有趣的亲身学习体验,唤起观众对科学的好奇心和兴趣。我们举办以科技为主题的常设和专题展览,让公众多了解自然现象,认识现今的科学发展。我们亦会推出互动展品和教育节目,激发不同年龄阶层观众对科学的兴趣。年内,馆方会与本港、内地和海外的博物馆和机构通力合作,为市民举办趣味盎然的节目。

Introduction

The Hong Kong Science Museum (Science Museum) is a centre of learning that aims to spark curiosity and inspire interest in science by providing visitors with fun hands-on learning experiences. Using permanent and special exhibitions themed around science and technology, we popularise and promote understanding of the world's natural phenomena, and the latest developments in the world of science. We also provide interactive exhibits and educational programmes that encourage interest in science among audiences of all ages. We foster strong collaborative relations with local, Mainland and overseas museums and organisations, and work to deliver interesting programmes to the public throughout the year.



年度计划



Annual Plan

节目策划

在二零一四至一五年度,科学馆将为各个年龄层的参观人士提供多元化的学习机会。年内的重点节目是两个大型专题展览,名为「动感挑战站」和「神奇物质——材料科学展」。

「动感挑战站」展览设有连场精彩测试与活动,让参观人士探索,乐在其中。展品由芬兰科技中心 HEUREKA 研发,共有二十组互动展品,让参观人士认识肢体活动与感觉系统的关系。参观人士大显身手的同时,亦可了解感官系统如何启动和身体如何改善相应的技能。当中约三分之二的展品亦适合行动不便的人士使用。展期由二零一四年六月至十月为止。

现代科技发展离不开新材料的研发,而新的材料又可应用在我们的日常生活。「神奇物质——材料科学展」展览由安大略科学中心制作,设逾三十组互动展品,让参观人士认识日常使用的物料有趣的特性,一窥材料科学的未来发展。展览将于二零一四年十二月登场。

Programming

In 2014-15, the Science Museum will offer learning opportunities for visitors of all ages. Highlights will be two major thematic exhibitions, titled *Move and Play* and *Strange Matter*.

The *Move and Play* exhibition encourages visitors to move around and have fun together in a series of fascinating games and activities. Developed by HEUREKA, the Finnish Science Centre, the exhibition comprises 20 interactive exhibits that help visitors learn about the relationship between physical exercise and sensory processes. As they use specific exhibits, visitors will learn which of their sensory processes are being activated and what physical skills are being developed. About two-thirds of the exhibits are specially designed to be accessible for visitors with limited mobility. The exhibition will be staged from June to October 2014.

Nowadays, research into new materials is a critically important part of the way technology is advancing; many of these new materials can be found around us in our daily lives. Designed and produced by the Ontario Science Centre, the more than 30 interactive exhibits in the *Strange Matter* exhibition show visitors the surprising science behind everyday stuff, and offer a glimpse of where the future of materials research might take us. The exhibition will be staged in December 2014.



藏品

我们将继续添置展品，提升馆藏质量。本馆正计划增设生物多样性展厅、古生物展厅和地球科学展厅。我们会为三个新展厅搜罗化石、矿石等合适的藏品。

教育推广

二零一四至一五年度，科学馆筹办了三个大型教育活动：「香港科学节」、「活的科学」和「当代杰出华人科学家」讲座系列，以配合学校课程、推广终身学习。

馆方将与其他科学教育机构合办「香港科学节」，展示科学资讯，让参观人士置身科学世界。科学节当月，一众科学爱好者、一家大小及各界市民可参与家庭同乐日、互动讲座、戏剧演出、实验班、工作坊、比赛、考察及参观等多项活动。活动涵盖自然与生命科学、地球科学、物理学、天文学、工程学与环保等多个科学范畴。

「活的科学」由裘槎基金会赞助，科学馆与英国文化协会、教育局和香港教育城有限公司合办，今届再为学生提供一连串以科学为题的活动，包括科学传意比赛、系列讲座、工作坊、实验示范及精装科学表演。

Collections

We will continue to expand and upgrade our collections. Our new Biodiversity Gallery, Palaeontology Gallery and Earth Science Gallery are all still at the design and planning stages, and we will identify suitable collections to put on display in them, such as collections of fossils and minerals.

Education

We have planned three major education programmes for 2014-15: *Hong Kong SciFest*, *Science Alive*, and the *Distinguished Chinese Scientists Lecture Series*. All have been designed to supplement the school curriculum and support lifelong learning.

The museum will be cooperating with other science and education organisations to present the *Hong Kong SciFest*, an event that showcases science and gives the public a chance to immerse themselves in it. In the activity-packed SciFest month, science-lovers, families and the public can take part in a wide range of events that will include family days, interactive lectures, drama shows, laboratory programmes, workshops, competitions, and field visits and tours. Topics covered will include nature and the life sciences, the earth sciences, physics, astronomy, engineering, and environmental conservation.

Science Alive, sponsored by the Croucher Foundation and jointly presented with the British Council, the Education Bureau and Hong Kong Education City Limited, will once again offer students many opportunities for engaging with science, in such activities as a science communication contest, a lecture series, workshops, demonstrations and science walkabouts.



今年的「当代杰出华人科学家」公开讲座由科学馆与中国科学技术协会、京港学术交流中心和香港中华科学与社会协进会合办，将邀请内地和本港杰出著名科学家发表科技专题演讲。

观众拓展

我们不时添置新展品，以迎合公众兴趣，招徕新的观众。二零一四至一五年度，馆内的「测试展区」会试行制作与生物多样性有关的新展品，以搜集观众对新展品的要求和意见。

此外，「科讯廊」将举办短期展览，展出本地大学科学家的最新科研发展成果。

能力提升

年内，我们将继续致力带领学生以轻松的途径学习科学。科学馆将举办四个中、小学生大型比赛（即「趣味科学比赛」、「香港学生科学比赛」、「『常识百搭』创新科学与环境探究比赛」以及「联校科学展览」），以启发学生思考、增强其解难能力，并鼓励学生发掘问题，寻求解决之法。

Leading scientists from the Mainland and Hong Kong will be invited to deliver lectures on science and technology topics for this year's *Distinguished Chinese Scientists Lecture Series*, jointly organised by the China Association for Science and Technology, the Beijing-Hong Kong Academic Exchange Centre, the China Association (Hong Kong) for Science and Society, and the Science Museum.

Audience Building

We introduce new exhibits from time to time to keep public interest in the museum high and attract new visitors. In 2014-15, we will boost the collection in the Prototype Zone by adding a batch of new exhibits on biodiversity; this will be carried out on a trial basis, and we will gauge visitor requirements and comments.

Meanwhile, we will be enhancing the Science News Corner by adding temporary exhibitions about the work of scientists at local universities on areas at the frontiers of scientific research and development.

Capacity Building

This year, we will continue to work towards our goal of being a leader in informal science learning for students. Over the year, the museum will run four major competitions for primary and secondary students: the *Fun Science Competition*, the *Hong Kong Student Science Project*, *Innovations in Science and Environmental Studies*, and the *Joint School Science Exhibition*. All these events are designed to inspire students, enhance their problem-solving skills, and encourage them to investigate problems and come up with solutions.



社区参与及伙伴合作

二零一四至一五年度，我们将继续举办多项社区活动，加强科学馆在公共服务中担当的角色。我们亦会与本地大学、教育和专业机构、非政府组织和其他政府部门协办科学项目。

二零一四年年中，我们将与香港儿科基金合办儿童健康系列讲座。我们亦为「科学为民」服务巡礼计划提供资源上的支援，该计划有逾四十个政府部门和决策局参与。

优化设施与访客服务

科学馆正在提升常设展厅的设施，生物多样性展厅将以全新面貌示人，初步构思料于二零一四年九月完成。我们计划于年底开始购置展品，新展厅将于二零一六年开放参观。

我们亦将增设儿童探索园地，现正进行背景研究和物色合适的展品，于二零一四年开始着手设计，整个计划定于二零一六年完成。

在「测试展区」，馆方会继续进行研究，着手设计及制作全新的互动展品。

Community Engagement and Partnership

In 2014-15, the Science Museum will continue to strengthen its public service role by organising programmes that engage the community. This may involve conducting science projects in partnership with local universities, educational and professional institutions, non-governmental organisations, and other government departments.

In mid 2014, we will join with the Hong Kong Paediatric Foundation to present a series of lectures on child health. The museum is also providing resource support for the *Science in the Public Service Campaign*, which will involve over 40 participating government departments and bureaux.

Enhancement of Facilities and Visitor Services

Our permanent galleries are currently in the process of being upgraded, and the preliminary design of the new-look Biodiversity Gallery is expected to be ready by September 2014. We plan to begin procuring exhibits in late 2014, with the aim of opening the Gallery to the public by 2016.

We will also be setting up a new Children's Gallery, and are currently carrying out background research and evaluating suitable exhibits for display. The design phase of the gallery will commence in 2014, and the project is expected to be completed in 2016.

In the Prototype Zone, our museum staff are involved in the research, design and fabrication of a new set of interactive exhibits.



科学馆的二期工程正处于计划阶段，馆方将聘请顾问进行技术可行性研究，了解所需的工程规模及扩建内容。研究料于二零一五年完成，研究结果将有助于申请基本工程项目的拨款。

我们现正研究运用手机应用程序技术，推出崭新的博物馆导览系统，以改善观展体验、提升科学馆与太空馆的教育价值。新系统能够提供个别展品的额外多媒体资讯，并配备室内定位功能，提供导赏服务与社交网络功能。

学术研究及机构发展

员工培训一向是科学馆的首要工作，我们计划参加多项培训计划和国际会议，以提升馆长职系人员、技术主任和设计师的技能。部分员工将参加欧洲科学中心及科学馆网络联盟会议及亚太区科技中心网络会议，藉此与海外同业建立联系，就节目发展和博物馆管理的最佳做法交流意见。馆方亦会安排其他员工到海外博物馆与科学中心受训，在业内累积实干经验。

科学馆将会发表年报，介绍过去一年的各项工作。年报其中一个部分，会按既定的服务表现指标评估科学馆的服务表现。

The Phase II development of the Hong Kong Science Museum is now under planning. We will engage a consultant to conduct a technical feasibility study to identify the scope of works required, and what is to be included in the new extension. The study is expected to be completed in 2015, and will facilitate the preparation of a bid for funding under the Capital Works Project.

To enhance both the visiting experience and the educational value of the Hong Kong Science Museum and the Hong Kong Space Museum, we are now studying the adoption of a new museum guide system using mobile app technology. Besides providing extra multimedia information relating to individual exhibits, the proposed new system will be equipped with indoor positioning capabilities, providing visitors with navigation services and social networking functions.

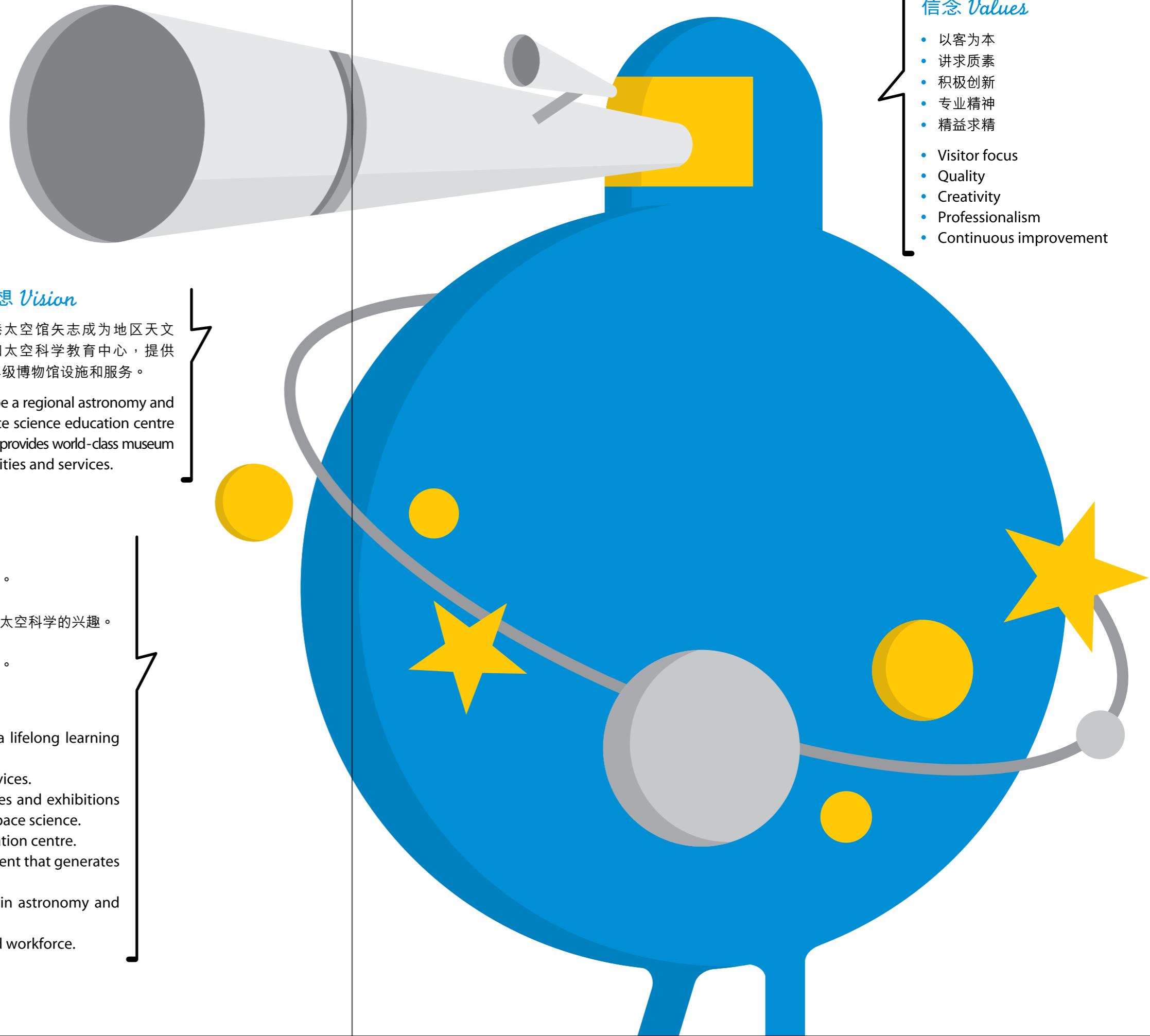
Research and Institutional Development

Staff development is a priority for the museum. We have planned attendance at both training programmes and international conferences as ways of upgrading the skills of curatorial staff, technical officers and designers. Some staff will attend the European Network of Science Centres and Museums and the Asia-Pacific Network of Science and Technology Centres Conference, giving them the chance to network with their overseas counterparts and exchange views and best practices on programme development and museum management. Others will be offered training opportunities in overseas museums and science centres, so they can acquire greater practical experience in the industry.

The Science Museum will publish an annual report about the wide-ranging work carried out in the past year. A section of this report will assess the performance of the museum against a set of standard Performance Indicators.

香港太空馆

Hong Kong Space Museum



理想 Vision

香港太空馆矢志成为地区天文学和太空科学教育中心，提供世界级博物馆设施和服务。

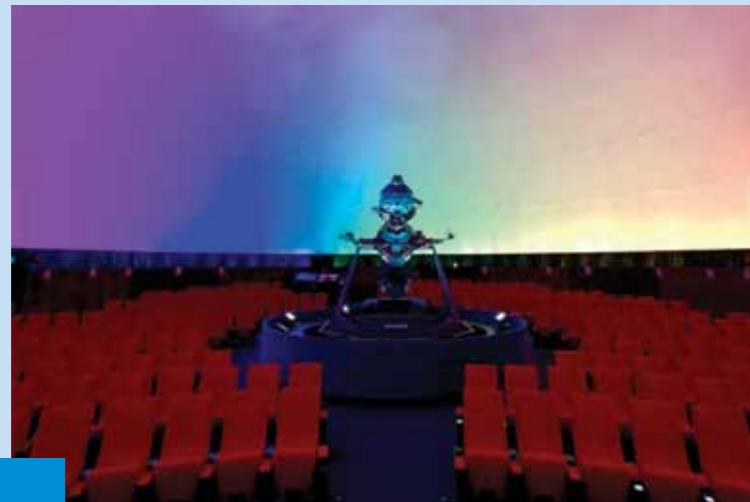
To be a regional astronomy and space science education centre that provides world-class museum facilities and services.

使命 Mission

- 提供优质博物馆服务和终身学习的环境，令市民的生活更丰富。
- 追求专业精神，务使博物馆服务更臻完善。
- 提供一流的多种语言教育节目和展览，以提升市民对天文学和太空科学的兴趣。
- 提供各种活动，使太空馆发展成为教育中心。
- 提供一个安全、清洁、舒适和友善的环境，令参观者称心满意。
- 有策略地收藏香港和邻近地区有关天文和太空科学文物。
- 建立一支积极进取、尽忠职守、敬业乐业的工作团队。
- To enrich life by providing quality museum services and a lifelong learning environment for all.
- To promote professionalism and excellence in museum services.
- To provide first-class, multi-lingual educational programmes and exhibitions that promote the community's interest in astronomy and space science.
- To provide activities that establish the museum as an education centre.
- To provide a safe, clean, comfortable and friendly environment that generates high visitor satisfaction.
- To establish superior collections on the region's heritage in astronomy and space science.
- To build and maintain a motivated, committed and satisfied workforce.

信念 Values

- 以客为本
- 讲求质素
- 积极创新
- 专业精神
- 精益求精
- Visitor focus
- Quality
- Creativity
- Professionalism
- Continuous improvement

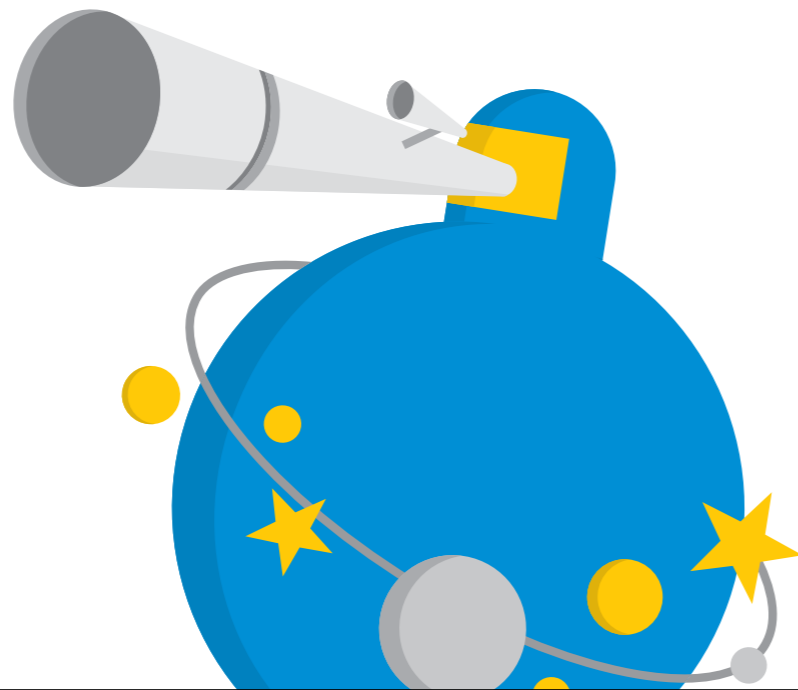


引言

香港太空馆(太空馆)透过展览、互动展品、全天域电影和天象节目,将各种宇宙奇观、天文和太空科学推介予市民大众。太空馆亦负责管理位于西贡的观星设施——遥控天文台和天文公园,让参观人士学习天文知识及观赏星空。馆方与本地天文组织、科学机构和教育界其他团体紧密合作,举办讲座、工作坊、野外考察、观星等各式推广活动。

Introduction

The Hong Kong Space Museum (Space Museum) brings the wonders of the universe, astronomy and space science to life in Hong Kong through exhibitions, interactive exhibits, OMNIMAX films and planetarium shows. The museum also operates the iObservatory and Astropark, both located in Sai Kung, where visitors can learn more about astronomy and do some stargazing. We work in close cooperation with local astronomical societies, science institutions and other bodies in the education sector to deliver a variety of extension activities such as lectures, workshops, field trips and stargazing activities.



年度计划



Annual Plan

节目策划

我们每年皆策划多项新颖的节目,把本地天文科学教育及研究继续推展。我们在二零一四至一五年度所安排的精彩节目,首推紧张刺激的立体全天域电影《我们都是外星人3D》,将于二零一四年一月上映。影片阐释人类如何藉著了解地球生物,寻找茫茫宇宙中的外星生命。旅程从我们的近邻火星、木卫二起步,迈向太阳系以外的其他行星系统,探索最有可能孕育外星生命的摇篮。

天象厅将会另外放映四套全天域电影及两套天象节目,内容涵盖不同主题,包括天文学、太空科学、古生物学、气象学和野外生物等。

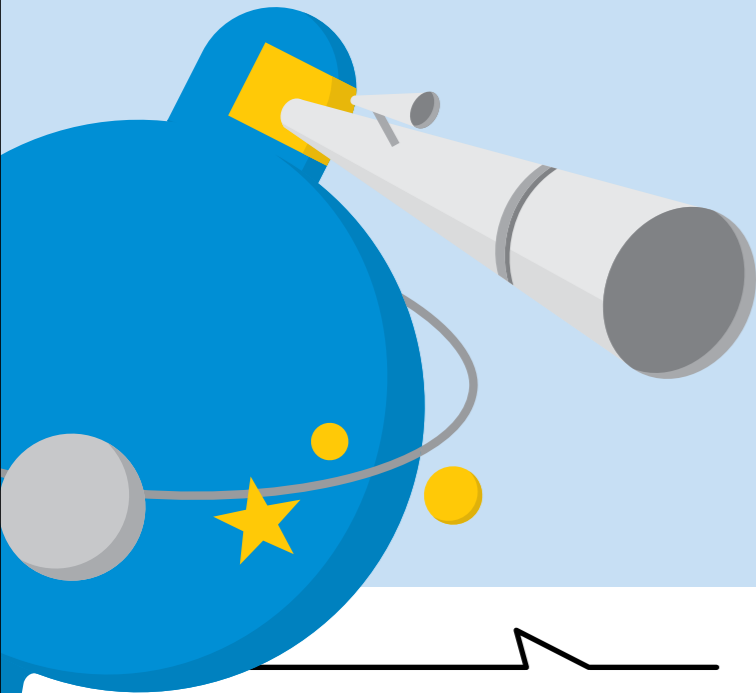
二零一四年七月,本馆将与香港大学、可观自然教育中心暨天文馆合办光污染摄影及海报比赛的得奖作品展,以比赛与展览提醒公众关注光污染,让中学生探讨光污染的成因。我们亦将举办二零一四年天文现象的展览,透过太空馆大堂的大型电视屏幕,播映动画影片及展示观测资料,并介绍各天文现象的最新消息,以及天文和太空科学的最新发展,例如彗星和流星雨,以及这些现象背后的科学原理。

Programming

Every year, we introduce new programmes designed to widen the horizons of astronomy education and research in Hong Kong. One highlight of our lineup for 2014-15 is the exciting 3D Omnimax show *We are Aliens 3D*, launching in January 2014. The show will illustrate how our understanding of life on Earth guides the hunt for alien life elsewhere in the universe. Our journey will start from neighbouring worlds such as Mars and Europa, and explore other planetary systems beyond the Solar System, the most likely havens of extra-terrestrial life.

We will also offer four other OMNIMAX Shows and two Sky Shows at the Space Theatre. They will cover topics such as astronomy, space science, palaeontology, meteorology and wildlife.

In July 2014, an exhibition will be held of the winning entries of a Light Pollution Photograph Competition and a Light Pollution Poster Competition. Coorganised by The University of Hong Kong, the Ho Koon Nature Education cum Astronomical Centre and the Space Museum, the competitions and exhibition aim to raise awareness of light pollution among the public, and involve secondary school students in studying the causes of light pollution. An exhibition on major astronomical events of 2014, will display exciting animations and observation information on large television screens in the foyer of the museum. The foyer TV screens will also display the very latest news about astronomical events and developments in astronomy and space science, such as comets and meteor showers, accompanied by explanations of the science behind these events.



藏品

在二零一四至一五年度，太空馆将继续寻求新藏品，并参与策划藏品记录数码化。

教育推广

「少年太空人体验营」活动将于这年度踏入第六个年头。这项独特的教育活动为学生提供机会，让他们体验作为中国航天员的历程和感受。年轻的参加者可以近距离走访内地的太空科技设施和参与航天员训练课程，包括参观酒泉卫星发射中心，享受难忘的经历，本年度的活动将于八月初举行。

观众拓展

利用互联网拓展观众群是本年度的重点工作。例如，本馆正筹划把即将发生的天文现象的资讯上载到网上，并使用电脑动画令内容变得生动有趣，以吸引大众和激发他们对天文学的兴趣。太空馆的网站即将大规模更新，让访客在更臻简洁完善的网站浏览。

另外，我们正在开发一个包括中国和西方星图及太空馆活动讯息的流动应用程序，预计于二零一四年九月推出。

Collections

In 2014-15, the Space Museum will continue to identify new collections and take part in projects involving the digitisation of its collections.

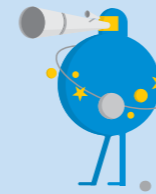
Education

In 2014-15, our *Young Astronaut Training Camp* programme will enter its sixth year. This unique educational venture gives students the chance to step into the shoes of professional astronauts in China. The young participants are given a memorable close-up encounter with the Mainland's space facilities and astronaut training programmes. This year's programme will be organised in early August, and will include a trip to the Jiuquan Satellite Launch Center.

Audience Building

A key focus of the year to come will involve the museum making use of the internet to reach a wider audience. For instance, we intend to upload information about upcoming astronomical events to the web, with some of this content being enlivened using computer animation, in a move that is sure to appeal to the public and stimulate interest in astronomy. The museum's website will also undergo a major revamp to provide users with a simpler and more enjoyable browsing experience.

In addition, a mobile application with Chinese and Western star maps and information about the museum's activities is under development, for launch in September 2014.



能力提升

太空馆经常推出各式节目，增进访客对太空及太空科学的认识和兴趣。为此，我们将继续与本地天文组织合办「天文嘉年华」等定期活动，让参加者辨识恒星与星座，并且利用望远镜观看遥远的天体。太空馆亦将举办名为「路边天文」的特殊天象观测活动，如将于二零一四年十月八日在尖沙咀海滨长廊观看月全食。

过去历届的「少年太空人体验营」参加者将有机会参与培训以协助太空馆日后举办的活动，为他日后向天文学或宇航工程专业发展作好准备。

太空馆正与香港天文学会重新修订《彗星》一书（旧版于1996年由太空馆发行），增加科技资讯与天文新知。

社区参与及伙伴合作

太空馆在二零一四至一五年度将继续与天文爱好社群和有意赞助者紧密连系。我们会再次寻求香港中华总商会赞助「少年太空人体验营」。

太空馆正筹备成立「太空馆之友」社群。与此同时，我们的「面书」（Facebook）專頁的支持者日益增多。这个「面书」專頁于二零一一年年初设立，截至二零一三年十二月三十一日，已有5,800名「粉丝」，而人数仍持续增加。

Capacity Building

The Space Museum is constantly looking to deliver programmes that will expand visitors' knowledge and enjoyment of space and space science. To this end, we will continue to partner with local astronomical societies in organising regular programmes such as the *Astronomy Carnival*, where participants have the chance to identify stars and constellations, and observe distant celestial objects through our telescopes, as well as *Sidewalk Astronomy* for special astronomical events, such as observing the total lunar eclipse at the waterfront promenade in Hong Kong on 8 October 2014.

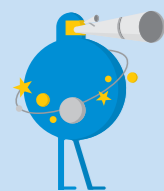
Participants in our past *Young Astronaut Training Camps* will be given a training opportunity to help us with future Space Museum programmes and activities, and prepare them for a possible future career in the field of astronomy or aerospace engineering.

The Space Museum is collaborating with the Hong Kong Astronomical Society to revise the museum publication "Comets" (the last edition was published in 1996), updating it with the latest scientific information and discoveries.

Community Engagement and Partnership

In 2014-15, we will continue to stay in close touch both with other astronomy-loving communities and potential sponsors. We will once again approach The Chinese General Chamber of Commerce for sponsorship support for our *Young Astronaut Training Camp* programme.

We are taking preparatory steps for setting up a Circle of Friends. Meanwhile, our Facebook fan club is growing. Our Facebook Fan Page was launched in early 2011 and membership, which stood at 5,800 fans as of 31 December 2013, continues to rise.



太空馆亦于二零一一年设立YouTube频道，此后将继续由此发放各种有趣天文现象、太空馆各种节目与活动的资讯。

优化设施及访客服务

太空馆已获政府拨出980万元，以更换天象厅的球幕。预计这项计划会于五年内完成，包括拆除现有的屏幕、购置及安装新球幕、测试球幕能否切合天象厅的结构。另外，我们会视乎情况更新天象厅的结构和其他设备，预计将于二零一八年三月完成。届时，全新的屏幕可将天象厅的质素提升至国际水准。

我们的全天摄影机可提供实时日、夜影像，这些影像连同由遥控天文台的气象监测器、天文公园和太空馆所取得的天气资讯，已于太空馆网站上发布，让浏览者得以知悉并监看天气情况及观星条件。

太空馆正继续进行翻新，以扩展展览空间和增加设施。馆方已落实设计，现正筹备制作展品的招标，接下来是制作安装展品及布置环境。项目料于二零一六年底完工。

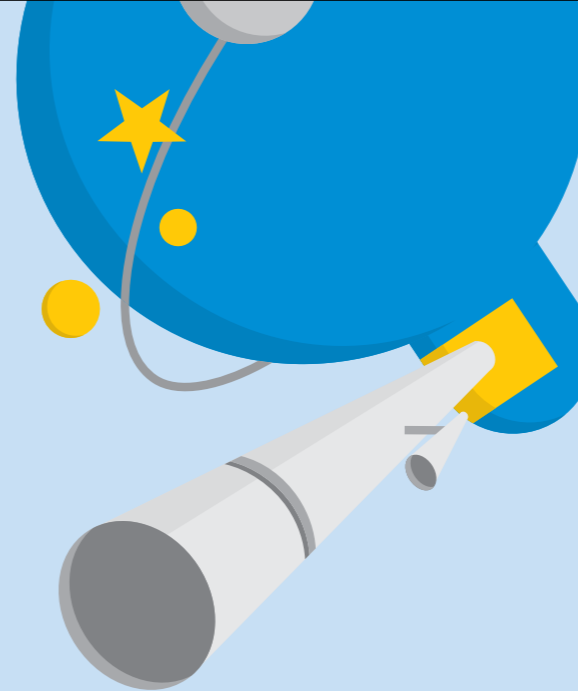
Also in 2011, the museum launched a YouTube Channel, on which we continue to disseminate information about interesting astronomical phenomena, along with Space Museum programmes and activities.

Enhancement of Facilities and Visitor Services

A total amount of \$9,800,000 has recently been approved by the government for spending on replacing the full dome screen in the Space Theatre. This project is expected to be completed within the next five years; it will involve dismantling the existing projection panels which have gradually deteriorated, and procuring, installing and testing new dome panels that match the structural framework of the Space Theatre. The theatre's structural framework and other fixtures may also be refurbished or replaced depending on their condition. Expected completion is in March 2018, when the new projection panels will restore the quality of the theatre to international standards.

Our all-sky cameras provide real-time day and night images which, along with weather information from the weather sensors in the iObservatory, the Astropark and the museum, are now posted on our website, enabling viewers to remotely monitor the weather and stargazing conditions.

Renovation plans to enhance our gallery spaces and other facilities are continuing, with the final design stage now completed and tendering for the fabrication of exhibits being prepared. Fabrication and installation of exhibits and decoration will follow. The project is expected to be completed by the end of 2016.



太空馆现计划将馆内的太阳望远镜升级，除了增加追踪精确度之外，还可透过不同滤光镜揭示太阳表面的各种现象。预计计划于二零一六年完成。

此外，太空馆正考虑设立观星景点，位于柯士甸山道的前山顶电台职员宿舍。此处的星空非常广阔，是观星和观察特殊天文现象的理想地点。我们已著手筹备，进行可行性研究。

学术研究及机构发展

太空馆将定期作市场调查，评估各项节目成效，以维持节目的一贯水准。

我们将寻求与本地大学合作的机会，进行天文学或相关主题研究，目前正与香港大学合作进行一项「香港光害调查」计划。

太空馆向来重视员工发展，安排员工参加培训课程、会议和海外考察，让员工提升相关技能，增广见闻。今年六月，馆长职系人员到澳门科学馆参加「澳门国际球幕节2014」，并于月底往北京出席在北京天文馆举办的「第廿二届国际天文馆学会大会」。

太空馆将发表年报，向公众介绍过去一年的各项工作。年报其中一个部分，会按照既定的服务表现指标评估太空馆的服务表现。

Plans to upgrade the museum's solar telescope to improve its tracking accuracy and reveal features on the solar surface through a variety of filters are also ongoing, and the upgrade is expected to be completed in 2016.

The museum also has begun to consider setting up a stargazing venue at a site at the former hilltop radio station staff quarters in Mount Austin Road. The site offers an unobstructed view of the sky, ideal for stargazing and the observation of special celestial events. We are preparing to undertake a detailed study on the feasibility of the proposal.

Research and Institutional Development

The museum will continue to maintain its programme excellence by carrying out regular market research to assess the effectiveness of its programmes.

We will seek opportunities to conduct collaborative research projects with local universities into astronomy and related topics. One such project currently underway is the *Dark Sky Survey*, being conducted with The University of Hong Kong.

Staff development is always a priority. Training courses, conferences and overseas attachments will be made available to staff, giving them opportunities to upgrade their relevant skills and expand their knowledge and experience in the field. In June, the curatorial staff will join the Macao International Fulldome Festival 2014 at the Macao Science Center, and attend the 22nd International Planetarium Society Conference in Beijing Planetarium in late June.

The museum will publish an annual report to inform the public of the range of work carried out in the past year. A section of this report will assess our performance against standardised Performance Indicators.

艺术推广办事处

Art Promotion Office

理想 Vision

让艺术融入社群，让社群投入艺术。

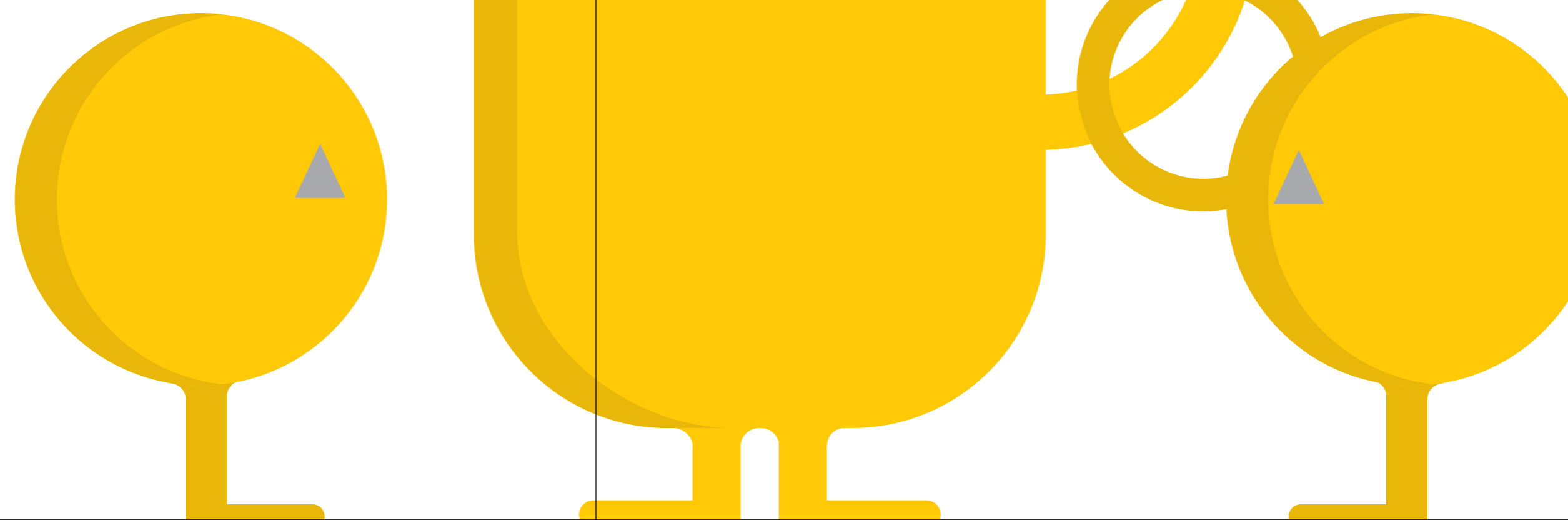
To connect art with people, and people with art.

信念 Values

- 积极创新
- 好奇求知
- 交流连系
- 共同创作
- 协力合作
- Creativity
- Curiosity
- Connectivity
- Co-creation
- Collaboration

使命 Mission

- 为艺术人才提供一站式服务，包括艺术培训、创作及筹办展览。
- 鼓励不同艺术团体及社群建立伙伴关系。
- 培育年轻艺术家及创新意念。
- 推出创新艺术节目，丰富生活环境及提升生活质素。
- To provide a one-stop service for artistic talent – from training, through creation, to presentation.
- To encourage partnerships between different art and community groups.
- To nurture young artists and new ideas.
- To launch innovative art projects that enrich the environment and enhance quality of life.





引言

艺术推广办事处(办事处)一直扮演孕育本港艺术发展的角色,培育年轻新秀艺术家、鼓励并发掘创意、开拓不同计划让个人和社会各界投入艺术。我们矢志活化、改造公共空间,将艺术融入本港普罗大众的日常生活。

二零一四至一五年度,我们将致力于正在实施的计划,包括「艺绽公园2014」、「艺聚政府大楼2013-14」、「公共艺术计划——将军澳市镇公园、室内单车场及体育馆」、「起动骏业街游乐场为工业文化传统公园:艺术及工业传统装置」。我们亦将筹办「艺聚政府大楼2014-15」计划。

Introduction

The role of the Art Promotion Office (APO) is to act as an 'art incubator' in Hong Kong. This involves nurturing young and up-and-coming artists, supporting and helping develop creative ideas, and generating art-related projects that engage both individuals and whole communities. In taking art to the general population, we also aim to enliven and transform public spaces, and touch the daily lives of Hong Kong people.

In 2014-15, we will be forging ahead with our ongoing programmes *ArtAlive@Park2014*, *Art@Government Buildings 2013-14*, *Public Art Scheme of the Town Park, Indoor Velodrome-cum-Sports Centre, Tseung Kwan O*, and *Energizing Tsun Yip Street Playground as Kwun Tong Industrial Heritage Park: Art & Industrial Heritage Installation*. We will also be working on developing and launching *Art@Government Buildings 2014-15*.



年度计划

Annual Plan

节目策划

年内,办事处将继续于本港各区推广艺术,举办一连串精彩、非传统、以年轻人为主、充满活力的跨领域艺术节目。

我们秉承二零一零年以来的成功,再度举办大型公众艺术计划「艺绽公园2014」。今届计划以跨界别学习的形式实行,从艺术和设计两方面激发创新意念,展现本港年轻人才的创意。参与的学生会创作艺术装置和家具,于中西区海滨长廊(中环段)展出。

「艺聚政府大楼」于二零一零年推出,是一项将艺术作品融入政府大楼,让市民欣赏的公众艺术计划。时至今日,十三位艺术家的作品已相继于港九新界的十三幢政府大楼展出,为大楼添上艺术色彩。

二零一四至一五年度,我们会继续为本港新设的休闲、娱乐及体育设施注入艺术元素,例如将透过「公共艺术计划——将军澳市镇公园、室内单车场及体育馆」获委约的艺术作品,会设置于新落成的香港单车馆公园。

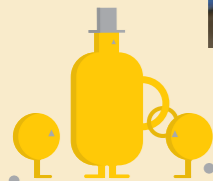
Programming

The APO will continue to promote art across Hong Kong this year by launching a number of exciting alternative, youth-oriented and energetic cross-disciplinary art events.

With *ArtAlive@Park2014*, we are continuing a successful major public art project begun back in 2010. Aimed at showcasing Hong Kong's young creative talent, the project generates ideas through an interdisciplinary study programme centering around the twin poles of art and design, based on which participating students create art installations or art furniture at the Central and Western District Promenade (Central Section).

Art@Government Buildings (AGB) is a public art project that has been bringing works of art into government buildings for public appreciation and enjoyment since 2010. To date, thirteen government buildings in Hong Kong, Kowloon and the New Territories have placed artworks created by thirteen artists on display, enhancing the aesthetic ambience of their environments.

We will continue to make art an intrinsic part of Hong Kong's new leisure, recreational and sports facilities in 2014-15. For instance, under the *Public Art Scheme of the Town Park, Indoor Velodrome-cum-Sports Centre, Tseung Kwan O*, commissioned art works will be installed in the newly-completed Hong Kong Velodrome Park.



位于北角的当代另类艺术空间「油街实现」，自二零一三年开幕以来为人津津。来年，「油街实现」将主办「XCHANGE」社区计划，鼓励观众参与不同形式的交流活动，反思「完美」与「不完美」的概念。「油街实现」将举办另一项活动，名为「正反」，让本港与海外艺术家交流对话。

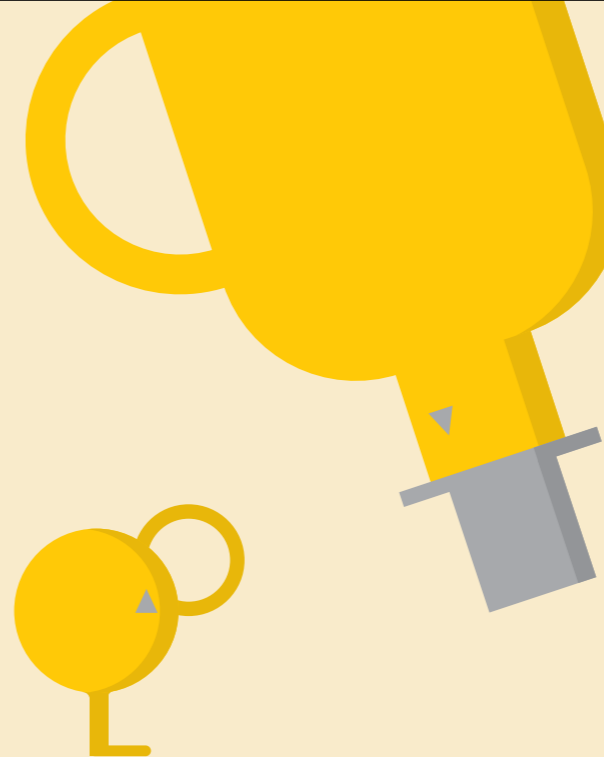
我们计划推出一连串激发另类艺术的展览，包括「火花！」系列展览之中的「收藏家学会」、「像是动物园」、「假如（在一起）」、「我要食餐好嘅」、「之于那微不足道」，展示新进本地策展人在发掘本地年轻艺术家的艺术创作潮流与作品过程中的成果。除了筹办展览之外，我们会再度举办「对话！『公众·实践·艺术』会议」。文化及博物馆专才、艺术家与学者可藉此良机，讨论艺术界的现况。我们亦将继续举办「绽放！实验花园」与「艺在园中——同一屋檐下」，鼓励将艺术融入生活环境。

此外，我们将参与地区合作计划，开发本地以外的艺术交流渠道。我们参与的计划为「2014年港澳视觉艺术双年展」与「慢之极之快：动漫美学双年展2013-14」，后者的成品将于vA!（香港视觉艺术中心）、「油街实现」、香港城市大学展出。

The new contemporary alternative art space in North Point, Oil!, has quickly made its mark on the community since its opening in 2013. In the coming year, it will host XCHANGE, a community engagement project that encourages visitors to rethink the concepts of "perfection" and "imperfection" by engaging in different kinds of exchange. Another event, to be titled *Reflection!*, will provide a platform for dialogue between artists from Hong Kong and overseas.

Further programmes being planned that will stimulate the alternative arts scene include *Collector Club*, *Zoo as Metaphor*, *Can We Live (Together)*, *I Wanna Eat! Yammy! Yammy!*, and *Regarding Lightness in the Sparkle!* exhibition series. Together, these will showcase the exhibition proposals of emerging local curators as they explore new art trends and the work of young local artists. Apart from exhibitions, we will again be organising *Dialogue! Conference on Publicly Engaged Art Practices*, a valuable platform for cultural experts, museum professionals, artists and academics to discuss current issues in art. We will also continue with *Splash! Garden Bloom* and *Art Garden-Roof*, two programmes that promote the merger of art and the environment.

We will also involve ourselves in regional co-operative projects that are expanding the possibilities for artistic interaction outside the borders of Hong Kong. This will involve participating in the *2014 Hong Kong and Macao Visual Arts Biennial* and *This Slow That Fast Animamix Biennale 2013-14*; works produced for the second of these will be put on display at vA!, Oil!, and the City University of Hong Kong.



教育推广

办事处安排多项艺术节目，为参加者提供丰富且获益良多的学习体验。我们会因应当代艺术界的新潮流与变化，持续拓展并改良教育节目。

香港视觉艺术中心定期举办以各种视觉艺术为题的工作坊、导赏团、示范、讲座和展览。香港视觉艺术中心的工作室亦会用作举办「艺术专修课程」、「开讲！周六艺术讲」系列与其他工作坊，为不同界别的年轻艺术家和业余人士提供艺术教育和欣赏课程。

观众拓展

为拓展观众群，办事处致力在各区举办创新的社群和公共艺术项目，并举办各种外展与合作计划，吸引本地社区团体参与。

以「艺聚政府大楼」与「艺绽公园」为例，顾名思义，乃是将艺术作品带入各区政府大楼与公园。上述两个项目均在展品上或于展览中增设辅助设施，例如点字标题、触感图、口述影像导览设备，让各界市民（包括有特殊需要的市民）皆能接触艺术。

Education

The APO organises many art programmes aimed at providing participants with rich and satisfying learning experiences. We are constantly looking at ways of extending and enhancing our education programmes in response to new trends and changes in the contemporary art scene.

vA! (Hong Kong Visual Arts Centre) regularly offers workshops, guided tours, demonstrations, talks and exhibitions on different aspects of the visual arts. The studio facilities at vA! are also the venue for the *Art Specialist Course*, the *Saturday Art Talk* series and other workshops, all of which provide art education and appreciation courses that are open for both young artists and amateurs, in diverse media.

Audience Building

To broaden its audience base, the APO is committed to developing innovative community and public art projects at a district level, and engaging local community groups through outreach and collaboration.

Two examples of such public art initiatives are our *Art@Government Buildings* and *ArtAlive@Park* projects, which as their names suggest, take works of art into government buildings and public parks right across Hong Kong. To make the art as accessible as possible to audiences of every description, including those with special needs, these projects incorporate many special features and facilities such as Braille captions, tactile models and audio guides (either on the displays or made available through the art accessibility service).



「连结！」系列旨在鼓励不同社区团体参与艺术。与此同时，「火花！」系列展览展出由本地年轻策展人策划的项目，并鼓励不同媒介的创意人参与，藉此拓展展览的观众群。

能力提升

办事处已制订多个项目，栽培年轻艺术人才。我们与艺术教育机构合办多个计划，培养学生的创造力、增加各种发展机会。计划包括：「火花！」、「城建艺行」，以及「对话！『公众 • 实践 • 艺术』会议」、「艺聚政府大楼」与「艺绽公园」。艺术推广办事处将在台北举办「游——香港诗人梁秉钧的旅程（1949-2013）」，作为「香港周2014」的节目之一，以鼓励跨界别的合作，兼向艺文前辈致敬。届时将展出梁秉钧（也斯）生前与多名艺术协作者的逾百件艺术互动作品。

社区参与及伙伴合作

办事处以吸纳各界社区团体参与艺术为己任，除此之外，我们亦会加强与商业场地经营者及非政府组织的现有合作关系，并拓展合作范畴。

Getting different community groups involved in art is a key aim of our *Connectivity!* series. Meanwhile, our *Sparkle!* exhibition series is designed to showcase projects curated by young local curators and encourage a wider range of collaboration between creative sectors and different community groups, thus broadening the audience base of the exhibitions.

Capacity Building

The APO has a number of programmes planned to foster the development of young artistic talent over the long term. We are collaborating with art education institutions on projects that will nurture students' creativity and maximise their opportunities for development. Examples include our *Sparkle!* and *Connectivity series*, *Dialogue! Conference on Publicly Engaged Art Practices*, and the *ArtAlive@Park* and *Art@Government Buildings* projects. To encourage cross-disciplinary collaboration and to pay homage to senior arts and cultural figures, the APO will stage the exhibition *Journeys of a Hong Kong Poet, Leung Ping Kwan (1949-2013)* in Taipei, as one of the programmes of the Hong Kong Week 2014. More than one hundred works of art embodying creative dialogue between Leung Ping Kwan, whose pen-name was Yasi (也斯), and various artist-collaborators will be showcased.

Community Engagement and Partnership

One of our key goals is to engage all community groups, at many different levels. In addition, we aim to strengthen existing partnerships with both commercial venue operators and non-governmental organisations, and expand the range of partnerships we engage in.



最近，我们与香港大学建筑学院社区项目工作坊合作的「起动骏业街游乐场为工业文化传统公园：艺术及工业文化传统装置」项目，便以「工业文化传统」为题，将四个货柜转化成为具实际功能的公共艺术装置，展示九龙东的工业发展；亦与香港中文大学建筑学院共同筹划「城建艺行」等多个项目。

优化设施及访客服务

香港视觉艺术中心正在翻新工作室和提升展览设施的质素，逐步改善无障碍服务，为艺术家和公众创造更专业、更方便的艺术创作和展览环境。

学术研究及机构发展

办事处亦会进行研究，提供有关公众与社区艺术的专题培训。

办事处一直致力支持员工的专业发展，帮助员工增进对当代公众及社区艺术的了解。办事处的策展人员会到海外参加培训课程和类似的学习活动。

Recently, we collaborated with the Community Project Workshop of the University of Hong Kong's Faculty of Architecture on the project *Energizing Tsun Yip Street Playground as Kwun Tong Industrial Heritage Park: Art & Industrial Heritage Installation*. This involved us transforming four cargo containers into functional public art displays under the theme of "industrial heritage" at the playground to showcase the industrial development of Kowloon East. This year, the APO will engage the School of Architecture of The Chinese University of Hong Kong on the collaborative project *Connectivity! Urban Arc-tion*.

Enhancement of Facilities and Visitor Services

We are taking steps to improve the accessibility of vAI, which will involve renovating its studios and upgrading its exhibition facilities. The outcome should be the creation of an even more professional and user-friendly environment in which artists and other members of the community can create and exhibit their art.

Research and Institutional Development

The APO also conducts research and offers training on topics related to public and community art.

The APO is committed to supporting the professional development of its staff and helping them expand their knowledge of contemporary public and community art. This can involve APO curators travelling overseas to take part in training courses and similar learning opportunities.

香港电影资料馆

Hong Kong Film Archive

使命 *Mission*

- 收集和修复香港电影以及有关的资料。
- 透过简单便捷的电脑系统将藏品编目，以便公众查阅。
- 为业界、研究人员和公众解答查询，提供设施及电影资料。
- 举办电影专题回顾放映、展览、导赏团、座谈会、研讨会等活动，提高公众欣赏电影的兴趣。
- 研究和出版有关香港电影历史文化的书籍。
- To acquire and conserve Hong Kong films and related materials.
- To catalogue the collections and maintain the collection database through a user-friendly computer system, for easy access of information.
- To answer enquiries and provide facilities and film materials for industry professionals, researchers and interested parties.
- To enhance public appreciation of films by organising topical retrospectives, exhibitions, guided tours, talks and seminars.
- To conduct research into Hong Kong's cinema history, issuing in quality publications.

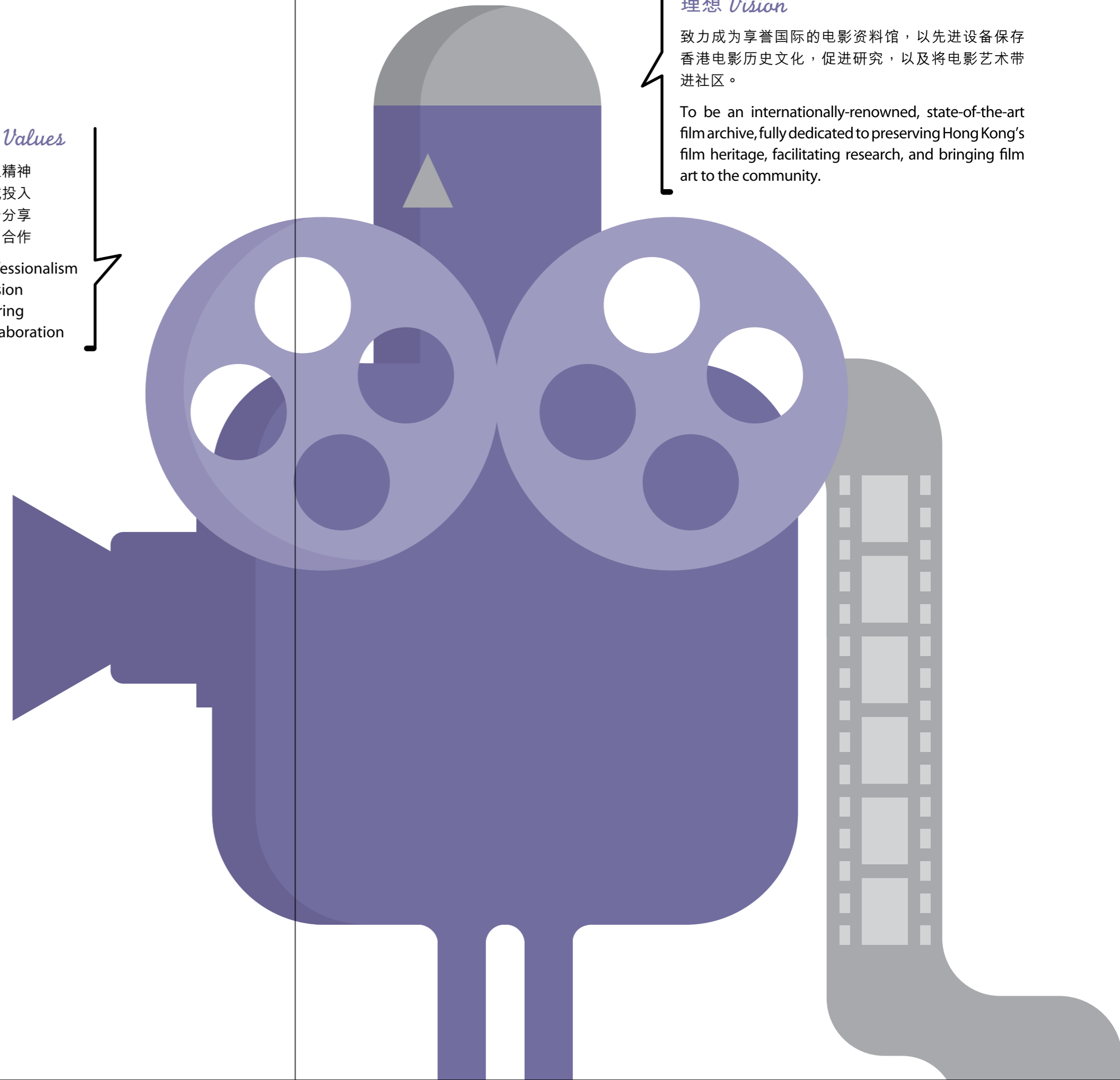
信念 *Values*

- 专业精神
- 热诚投入
- 乐于分享
- 协力合作
- Professionalism
- Passion
- Sharing
- Collaboration

理想 *Vision*

致力成为享誉国际的电影资料馆，以先进设备保存香港电影历史文化，促进研究，以及将电影艺术带进社区。

To be an internationally-renowned, state-of-the-art film archive, fully dedicated to preserving Hong Kong's film heritage, facilitating research, and bringing film art to the community.





引言

香港电影资料馆(资料馆)负责收集、修复、保存珍贵的香港电影历史文化，确保公众能够使用这些资料。

资料馆大楼位于西湾河，设有电影院、展览厅、资源中心与四个恒温储藏库。馆内有关香港电影和相关资料的藏品主要来自电影业界和市民捐赠、部分藏品则是经由交换、转移、购买、复制等途径获得。我们将收集得来的藏品进行编目后，便可让公众查阅；但状况未如理想的藏品，则须先行修复以作保存。我们又定期举办电影节和展览，出版专题研究书籍，以及与本地及海外机构合办各种活动，以弘扬本港珍贵的电影历史文化。我们亦致力促进香港电影的历史研究，担任电影界和文化界之间的桥梁。

资料馆身为国际电影资料馆联盟的会员，会定期与海外同业交流，了解业界的最新科技与发展。

Introduction

The Hong Kong Film Archive (Film Archive) is responsible for acquiring, restoring and preserving Hong Kong's valuable film heritage, and ensuring that these materials are available for public access and enjoyment.

The Film Archive building in Sai Wan Ho is equipped with a cinema, an exhibition hall, a resource centre and four environment-controlled collection stores. We acquire Hong Kong films and film-related materials for our collections through donations from the industry and members of the public, as well as through exchange, transfer, purchase, and the reproduction of loaned materials. Collected materials are catalogued and then made available to the public; any that are in poor condition are repaired and restored. To promote our valuable cinematic heritage, we regularly organise film programmes and exhibitions, publish monographs, and undertake a wide range of activities in conjunction with local and overseas institutions. We also facilitate research into the history of Hong Kong cinema, and more generally, act as a bridge between the film industry and the cultural sector.

The Film Archive is a Full Member of the International Federation of Film Archives (FIAPF). As part of our membership, we undertake regular exchanges with our counterparts around the world as a way of staying abreast of the latest technologies and developments in film archiving.



年度计划

Annual Plan

节目策划

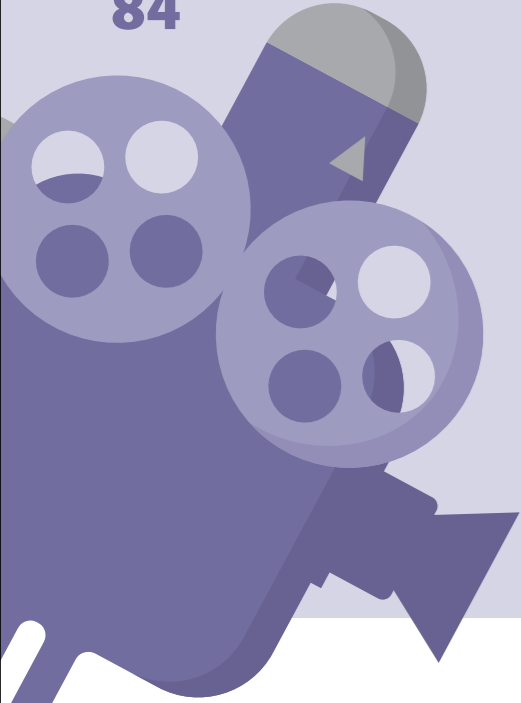
香港电影业产量惊人、日新月异，而资料馆亦继续肩负记录和保存这种多元文化的任务。在二零一四至一五年，我们将举办多个展览，展示多姿多彩的香港电影文化，继有「香港早期电影游踪」、「从前卫到怀旧——馆藏摄影器材展」、「开强拓宇——邵逸夫电影王国」。我们深受欢迎的电影节目将继续举行，包括旗舰节目「百部不可不看香港电影」、「欢乐早场」，以及「修复珍藏」。

近年，我们积极将香港深厚的电影历史文化推广至海外，来年亦当继续担此重任。我们将与「第十六届乌甸尼远东电影节」携手合作，将资料馆修复珍藏《苦儿流浪记》推介给意大利的观众。我们亦与多间海外电影资料馆与机构商讨，向外推广「百部不可不看香港电影」与其他修复珍藏。

Programming

The output of Hong Kong's film industry is prolific and ever-changing, and the Film Archive continues to document and preserve this dynamic cultural form. In 2014-15, we will be running a number of exhibitions that will showcase many different aspects of our film heritage. Their titles include *Transcending Space and Time – Early Cinematic Experience of Hong Kong*, *Remembrance of the Avant-garde: Archival Camera Collection Exhibition* and *The Foundation of Run Run Shaw's Cinema Empire*. We will also be continuing with our popular series of film showings; apart from our flagship programme *100 Must-see Hong Kong Movies*, these will include the programmes *Morning Matinee* and *Restored Treasures*.

For some years now we have been active in promoting Hong Kong's rich film heritage overseas, and we will be continuing with this important work in the year to come. This will include exporting to Italy our restored treasure *Nobody's Child*, in collaboration with the 16th Udine Far East Film Festival. We are in the process of liaising with various overseas film archives and related institutions to introduce our *100 Must-see Hong Kong Movies* programme, along with other restored treasures.



藏品

资料馆与电影业的关系相当密切，很多重要馆藏皆来自业界捐赠。我们正在洽商几个重要的捐赠项目，包括由汤臣（香港）电影有限公司、综合电影冲印有限公司、橙天嘉禾娱乐有限公司、通用影艺有限公司、香港第一发行有限公司拟捐赠的电影底、声、字片。我们亦正研究复制现保存于美国纽约州档案馆内，涉及香港三十至四十年代早期电影的剧本和送检记录。

我们的全新电脑资讯系统将于年内全面启用，系统设有图书馆编目、藏品资料库、工作流程管理功能。新系统能提供平台便于管理藏品与资料库，为市民提供更全面资讯。我们将继续测试并监察无线射频辨识 (RFID) 技术的成效，以提升藏品管理的效率。此项计划由创新科技署资助，尚在试用阶段。

资料馆现今收藏的电影与相关资料逾百万。有见西湾河馆址空间有限、藏品数量与日俱增，我们正物色合适的工业大厦存放部分藏品。

教育推广

资料馆致力推动电影教育工作。二零一四至一五年间，我们将继续为「学校文化日」计划提供教育节目，包括展览及场馆设施导赏团、讲座、特别场电影。馆内的资源中心将继续安排学校参观活动，以丰富学生

Collection

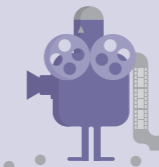
The Film Archive maintains a close relationship with Hong Kong's film industry, which is an important source for acquisitions and donations. We are currently negotiating about a number of potential major acquisitions, including donations of pre-print film materials from Tomson (HK) Films Company Limited, Union Film Laboratory Limited, Orange Sky Golden Harvest Entertainment Company Limited, IFD Films and Arts Limited, and First Distributors (HK) Limited. We are also looking to arrange for the duplication of scripts and censor records relating to early Hong Kong films from the 1930s and 1940s in the New York State Archives.

Our new computerised information system will be fully launched during the year. The system, which consists of a library cataloguing system, collection database and workflow process, is already providing us with a more efficient platform for our collection and database management, as well as offering the public more comprehensive information. We will be continuing to test and monitor the efficiency of Radio Frequency Identification (RFID) technology, which has the potential to enhance the inventory management of our collections. This trial project is being funded by the Innovation Technology Commission.

Our collection currently numbers over one million items, which includes both films and related materials. Due to space constraints at our Sai Wan Ho headquarters, we have begun to identify suitable industrial buildings where portions of our rapidly increasing collections can be stored.

Education

The Film Archive makes film education an important part of its day-to-day activities. In 2014-15, we will continue contributing educational programmes to the *School Culture Day Scheme*; among these will be guided tours of our



的观影经验，鼓励本地电影史的研究。我们亦将举办各种延伸活动，诸如研讨会、电影欣赏讲座，让观众尽情感受欣赏电影的乐趣，并对香港的电影文化加深了解。

我们与多间机构携手合作，吸纳更多的观众。例如，我们现正与香港电影评论学会合办「中学生电影教育计划」，举办有关电影欣赏、电影美学与电影文化的讲座。我们亦与教育局合作，举行「高中学生艺术学习之旅」计划，活动包括电影放映、映后谈及展览导赏。

观众拓展

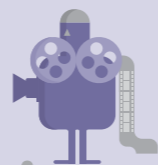
二零一四至一五年，资料馆会多管齐下，扩大我们的观众群。年内不少活动乃是秉承往年成功的经验，例如，我们将在其他康文署场地推广我们的节目和举办外展活动。我们亦将参与「夏日狂欢大派对——高山神话传说」、「除夕倒数嘉年华」，以及「元宵彩灯会」等与众不同的节目和节庆活动，安排免费的户外电影放映会。我们深受欢迎的「欢乐早场」系列亦将继续选映老电影，以优惠价回馈长者。我们将与驻外地的香港经济贸易办事处合作，把专题展览送到海外巡回展出，并筹办电影节，务求将资料馆的工作推广至世界各地。

exhibitions and venue facilities, lectures, and student film shows. Our Resource Centre will once again organise school visits aimed at enriching the filmgoing experience of students, and encourage research into local film history. At the same time, we will be running a full range of extension activities such as seminars and talks on film appreciation, all aimed at building greater enjoyment and appreciation of Hong Kong's film culture among audiences.

To reach more potential audiences, we have formed alliances with a number of other institutions. For instance, we are collaborating with the Hong Kong Film Critics Society on the ongoing *Film Education Programme for Secondary Students*, for which we are contributing lectures on subjects related to film appreciation, film aesthetics and film culture. We are also working with the Education Bureau in offering film screenings and additional discussions, together with guided tours to exhibitions, under the scheme *A Journey on Learning the Arts for Senior Secondary Students*.

Audience Building

We are pursuing several initiatives to expand our audience base in 2014-15, many of which are continuations of successful activities from previous years. For instance, we will be promoting our programmes and outreach activities at other LCSD venues. We will also be arranging free outdoor screenings of film programmes at public events and festivals, such as the *Summer Fun Party - Fantasy Tales Adventure*, *New Year's Eve Countdown Carnival* and *Lunar New Year Lantern Carnival*. Our *Morning Matinee* series, immensely popular among senior citizens for its range of nostalgic films at affordable prices, will also continue. To promote our branding overseas, we will work with the Hong Kong Economic and Trade Offices in developing opportunities to send thematic exhibitions on tour, and to show our film programmes overseas.



社区参与及伙伴合作

资料馆一直仰赖与不同伙伴的互助合作，向市民大众推广我们的电影。例如，透过顾客咨询座谈会广纳意见，帮助我们制订节目的发展路向、改善馆内设施以及提升服务水平。电影顾问团的本地专家学者与我们紧密联系，确保节目维持高素质，能配合市民、业界和电影文化机构所需。

联合国教科文组织的第八届「世界视听遗产日」订于二零一四年十月二十七日。为配合该项国际性活动，资料馆将于当日选映一部珍贵的馆藏影片，藉此推广电影历史文化。

资料馆将继续与油麻地百老汇电影中心合作，将「百部不可不看之香港电影」移师到电影中心放映，让年轻一辈有机会认识香港的经典电影。我们更邀得新进年轻导演麦浚龙先生担任这个旗舰节目的新一届节目大使，为节目注入新动力。我们亦将为各领事馆的电影项目及电影相关活动提供场地赞助，促进文化交流。

我们又将继续参加一年一度的「香港国际影视展」，建立我们与本地及海外电影机构的联系，寻求搜集香港电影的新机遇。电影馆亦将继续借出藏品予不同机构于海外放映。

Community Engagement and Partnership

To ensure our films reach the widest possible audience, we rely on collaboration. Examples of this are our customer liaison meetings, at which we collect views on ways to expand our programmes, improve our facilities and deliver better services. Our close relationships with local experts and scholars on the film advisory panel help us ensure that the Film Archive maintains its standards and carries on meeting the needs of audiences, the film industry and film-related cultural organisations.

This year, UNESCO's 8th World Day for Audiovisual Heritage falls on 27 October 2014. As part of this international initiative promoting film heritage, we plan to select a film treasure from our collection for screening on this date.

To ensure our young people are familiar with Hong Kong's classic films, we will continue to partner with the Broadway Cinemathèque cinema in Yau Ma Tei to arrange screenings as part of the *100 Must-see Hong Kong Movies* programme. We will be refreshing the brand of this flagship programme by inviting young and emerging film director Mr. Juno Mak to act as the new programme ambassador. We will also provide venue sponsorship for film programmes and film-related activities organised by different Consulates in Hong Kong, as part of our commitment to cultural exchange.

We will continue to take part in the annual Hong Kong International Film and TV Market, an event which offers the chance to build up our connections with local and overseas film organisations and to explore new opportunities for acquiring Hong Kong films. The Film Archive will also continue to loan out items to various institutions for screenings overseas.



优化设施及访客服务

最近，资料馆的资源中心提升了视听系统 (MATRIX)，让观众有更多电影选择。

我们正分阶段进行无障碍通道改善工程，包括改装畅通易达洗手间、安装全新的触觉引路路径、在正门口安装自动门、增设触觉点字及触觉平面图、改良现有的扶手。待这些大规模工程完工，残疾人士便能更畅通无阻地参观本馆，享用我们的服务。

研究工作及机构发展

年内，我们会继续致力研究香港电影、出版有关的书籍研究，包括「香港影片大全」、「口述历史系列」两项长期研究项目，以及「影谈系列」专题研究和修复电影《彩色青春》(1966)的研究工作。

资料馆现为国际电影资料馆联盟与东南亚太区视听资料馆协会的成员。我们透过加入国际组织，让员工有机会参与这些组织的年度座谈会、工作坊和会议，藉此提高他们的专业知识，让他们与各国同业建立紧密的联系。我们亦鼓励员工参加海内外的相关培训课程，精进技能，与时俱进。

资料馆将继续发表年报，向公众介绍过去一年已完成的各方面工作。

Enhancement of Facilities and Visitor Services

The Film Archive has recently upgraded the Video Viewing System (MATRIX) at our Resource Centre, in a move that brings patrons more film selection choices.

Barrier-free access improvement work is underway in phases. This includes modifications to the accessible toilets, the installation of new tactile guide paths and an automatic door at the main entrance, the provision of a new braille and tactile site map and improvements to the existing handrails. Once all the large-scale improvement works have been completed, people with disabilities will be able to access our premises and enjoy our services more easily than ever.

Research and Institutional Development

This year, our research activities and publications on Hong Kong films will carry on as vigorously as ever. These will include work under our ongoing research projects, the Hong Kong Filmography Series and the Oral History Series, as well as thematic research under the headings of Movie Talks, along with study of the restored *Colourful Youth* (1966).

The Film Archive is a member of FIAF and of the Southeast Asia-Pacific Audio Visual Archives Association. With these international affiliations, we are committed to providing our staff with opportunities to develop their expertise in film archiving and to network with international counterparts by taking part in annual symposiums, workshops and conferences overseas. Staff will also be encouraged to attend relevant local and overseas training courses to keep their skills up to date.

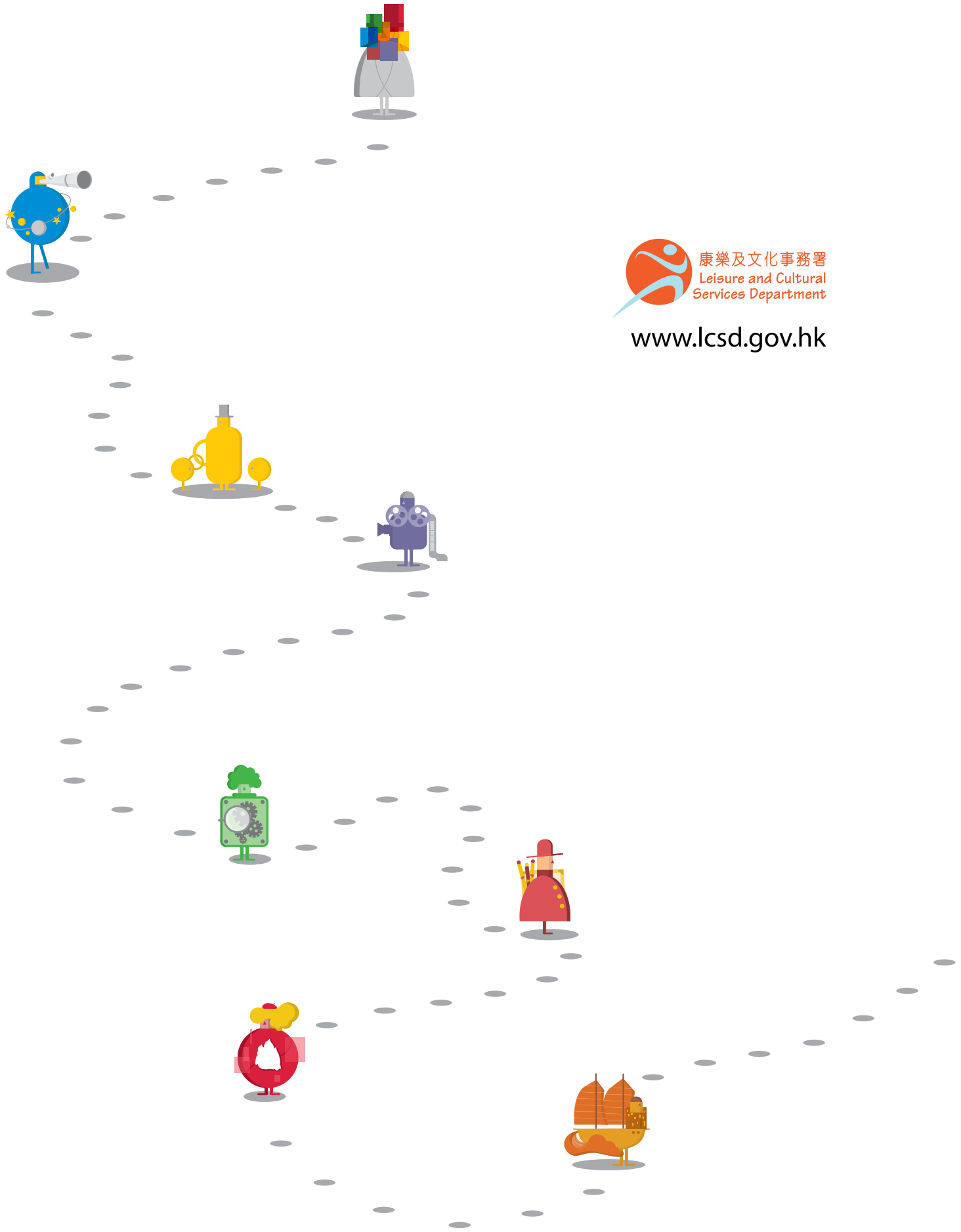
The Film Archive will continue to publish an annual report to inform the public about the wide-ranging work carried out in the past year.

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