

- 2015–2020
- 業務計劃
- Corporate Business Plan
- 2015–2016
- 年度計劃
- Annual Plans



博物精粹
力求進步

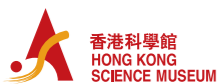
Our Museums –
a Spirit of
Advancement

康樂及文化事務署
轄下公共博物館
Public Museums of
the Leisure and Cultural
Services Department

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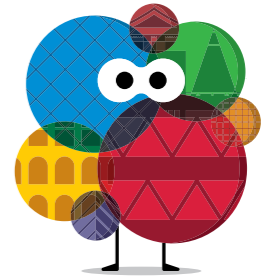
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署長序言

Director's Foreword



我很高興發表康樂及文化事務署（康文署）轄下公共博物館的業務計劃（2015–2020），以及各間博物館的年度計劃。計劃載述未來一年的主要挑戰和機遇，並擬訂對應的策略。本年度的計劃經過我們廣泛諮詢持份者和業界專家，認真考慮市民的意見，密切留意博物館學的國際趨勢，集思廣益而成。

服務市民 啟迪公眾

去年我們再接再厲，務求讓博物館在社會、教育、文化等範疇發揮更大的功能。過去一年博物館多個節目大受歡迎，創下653萬參觀人次的紀錄。市民對多項教育及延伸節目亦反應熱烈，共有116萬人參加。

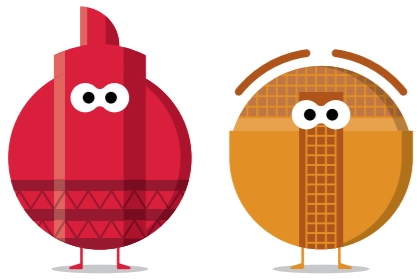
I am pleased to present our Corporate Business Plan (2015-20) of the Public Museums of the LCSD. Accompanying this is a set of Annual Plans, in which each of our museums identifies key challenges and opportunities and maps out strategies to move forward. This year's plans are the fruit of extensive deliberation and consultation with stakeholders and experts in the field, careful consideration of community feedback, and close attention to global trends in museology.

Serving and inspiring the public

Our achievements of the past year suggest that we have continued to move forward in our efforts to attain our social, educational and cultural goals. Many of the programmes organised by the museums over the past year met with remarkable responses from the public, as witnessed by the record high attendance of 6.53 million. Another 1.16 million people participated enthusiastically in various education and extension programmes organised by the museums in 2014.

各間博物館年內舉辦了多個成功的展覽，礙於篇幅，容我只提及其中兩個最為人津津樂道的大型展覽。其一是在香港文化博物館舉行的「敦煌——說不完的故事」，主題是西域絲綢之路重鎮敦煌，除展出來自舉世聞名的敦煌石窟的120組文物外，還複製了三個具代表性的洞窟以供觀賞。展覽規模盛大、內容豐富，動用了大量人力物力，而公眾反應亦十分理想，總參觀人數接近196,000人次，平均每天超過2,100人入場參觀。另一展覽是在香港歷史博物館舉行的「皇村瑰寶：俄羅斯宮廷文物展」，同樣大受歡迎。這個展覽首度由俄羅斯與香港的博物館合辦，展示了18至20世紀初俄國貴族生活的面貌，展出大量皇室的奇珍異寶，吸引逾131,000名參觀人士入場。

Space only permits me to highlight two of our most successful mega-exhibitions in the year. *Dunhuang—Untold Tales, Untold Riches* at the Hong Kong Heritage Museum showcased nearly 120 art objects and three replica caves of the world-acclaimed rock-cut caves at Dunhuang in Western China, a strategic point along the Silk Road. The efforts involved in putting together such an elaborate and inspiring exhibition were rewarded with strong public support; almost 196,000 visitors attended the exhibition in total, averaging over 2,100 a day. Similarly popular was the first-ever exhibition involving collaboration between museums in Russia and Hong Kong, *Treasures from Tsarskoye Selo, Residence of the Russian Monarchs* at the Hong Kong Museum of History. This stunning collection of royal treasures depicting the life of the Russian elite from the 18th to the early 20th century attracted over 131,000 visitors.



構築未來

康文署轄下博物館過去一年除成功舉辦了多個展覽外，還籌辦講座、工作坊和社區參與活動，以及出版刊物等。這些工作得以順利推行，全賴事前的深入研究和周詳規劃。我們在構思未來的工作時，會以各間博物館的理想、使命、信念為依歸，希望能讓參觀者有所啟發，為他們帶來歷久常新、趣味盎然的嶄新體驗。我們亦了解到博物館必須與時並進，定期提升硬件、軟件和拓展展覽空間。這些都是我們今年年度計劃多番強調的重點。

我們現正積極進行一系列大型改善項目，涉及共六間博物館。項目完成後，期望能讓各間博物館在市民心目中的地位大大提升。未來數年，香港文化博物館將會增設金庸展廳和香港文化廳，香港歷史博物

Shaping the future

Successful mega-exhibitions like the two described above, along with numerous other exhibitions, lecture series, workshops, publications, community engagement activities and much else developed and presented by the LCSD over the year, take place only after meticulous and detailed research and planning. Such plans are guided by the visions, missions and values that we have developed for the individual museums. In aspiring to provide visitors with fresh and inspiring museum experiences, all museums face a key challenge: to keep our museums up-to-date, relevant, fresh and exciting. This requires regular revamping of their hardware and software as well as ongoing capacity-building efforts, which are indeed recurring themes of this year's annual plans.

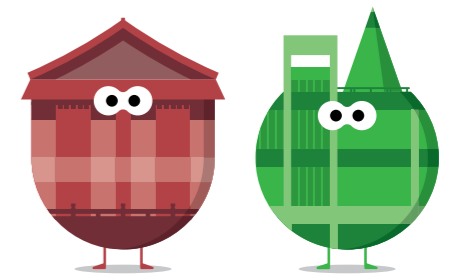
Our major revamp projects, covering six museums in total, will significantly enhance our museum presence in Hong Kong. Over the next few years, we expect to set up two new Galleries at the Hong Kong Heritage Museum (i.e. the Jing Yong Gallery and the Hong Kong Culture Gallery) and carry out major revamping of the permanent exhibitions at the Hong Kong Museum of History,

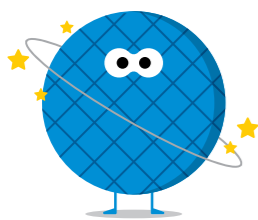
館、海防博物館、香港科學館及香港太空館的常設展覽亦會全面更新。最大規模的改善項目，莫過於香港藝術館的擴建及修繕工程。擴建後的藝術館除會提供更寬敞完善的展覽廳外，亦將會更加顯眼易達，並提升以客為本的精神及品牌形象。為配合施工，藝術館將會閉館三年左右，該段期間會改用不同方式繼續為市民服務。

2015年，康文署將推出一項極具創意的活動——聯合各間博物館舉辦香港首個博物館節「穿越——香港博物館節2015」，凸顯博物館在香港的角色。博物館節於6月和7月舉行，為期16天，提供逾70項節目及活動。「玩轉博物館」系列和「珍藏上醫館」讓參加者深入了解博物館各種有趣的工作，是今屆博物館節的重點節目。

the Museum of Coastal Defence, the Hong Kong Science Museum and the Hong Kong Space Museum. The most ambitious project is, without doubt, the expansion and renovation of the Hong Kong Museum of Art (HKMA). Apart from providing expanded, upgraded and refurbished exhibition galleries, the facelift of the HKMA will enhance its visibility, accessibility, customer-oriented spirit and branding. The project will involve the closure of the museum building for about three years, during which the HKMA will maintain its presence in different incarnations.

An exciting innovation in 2015 is an event that will bring our diverse museums together under one brand to celebrate the role of museums in Hong Kong. *Transcend–MuseFest HK 2015* will be the first museum festival ever held in Hong Kong. It will run for 16 days in June and July, and offer over 70 programmes and activities. Highlights of the festival include the Museum Inside Out Programme Series and the Conservation Clinic, presenting visitors with an in-depth understanding of the interesting work of our museums.





香港文化博物館肩負研究和保存粵劇等本地非物質文化遺產的責任。政府將於六月在康文署轄下成立非物質文化遺產辦事處，與文化博物館攜手合作，專門負責非物質文化遺產的相關工作。

上述計劃和項目將在來年陸續推出，藉以貫徹我們一直全力執行的重點工作。博物館會不斷推出精彩的大型展覽，務求能繼續吸引公眾注意，增加參觀人次，拓展觀眾。我們會繼續向香港以至世界各地介紹本地藝術及藝術家，並致力在外地推廣香港的博物館、藝術家和文化，在區內以至國際間建立品牌。這些目標須靠各方同心合力方能達致，因此我們會繼續與收藏家、社區團體、商業機構及區議會加強合作，建立密切的夥伴關係，舉辦更精彩的展覽，吸引更多市民參觀。

The Hong Kong Heritage Museum has a special brief to research and preserve our Intangible Cultural Heritage (ICH), such as Cantonese Opera. We are delighted that the Government is setting up an independent Intangible Cultural Heritage Office (ICHO) under the LCSD in June, with which the Heritage Museum will work closely.

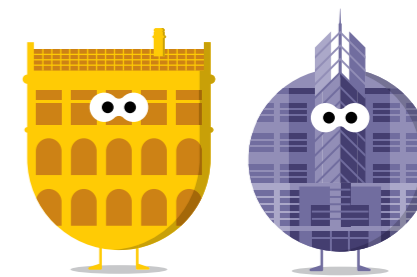
Underlying all our plans and projects for the coming year and beyond is a set of core priorities to which we remain fully committed. We will continue to organise selected 'blockbuster' exhibitions with the aim of keeping our museum profiles high, boosting attendance, and building new audiences. Our commitment to promoting local art and artists will remain unwavering—and not simply in Hong Kong. We will take every opportunity to promote our museums, our artists and our culture outside of Hong Kong, with a view to building our brand at the regional and international level. Finally, recognising that these goals can only be achieved by collaborative efforts, we remain committed to fostering collaborations and partnerships with collectors, community groups, commercial organisations and district councils, which will enable us to organise better exhibitions and reach out to the wider community.

謹致謝忱

上述計劃是許多人士和團體羣策羣力的成果。過去一年，博物館諮詢委員會成員及專家顧問貢獻良多，不少持份者亦提出了很多寶貴的意見，還有許多朋友支持我們的工作，在此我謹衷心致謝。此外，數百位博物館工作人員克盡厥職，竭誠為市民服務，亦值得表揚。我深信，憑着無比的幹勁與熱誠，我們定能邁步猛進，讓各項計劃一一實踐。



康樂及文化事務署署長



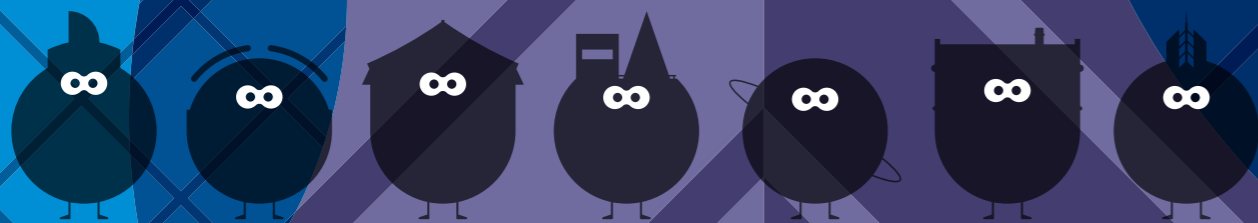
Acknowledgements

The plans outlined here are the result of the work of many individuals and groups. I would like to especially thank the members of our Museum Advisory Panels and our Expert Advisers for their vital contributions over the past year, our many stakeholders for the valuable input they have provided, and all those who have supported our work. Credit must also be given to the hundreds of dedicated museum staff who have played their part in delivering excellence. I am confident that, with such levels of energy and passion driving us, we will move a long way towards realising our plans in the years to come.

Ms Michelle LI
Director of Leisure and Cultural Services

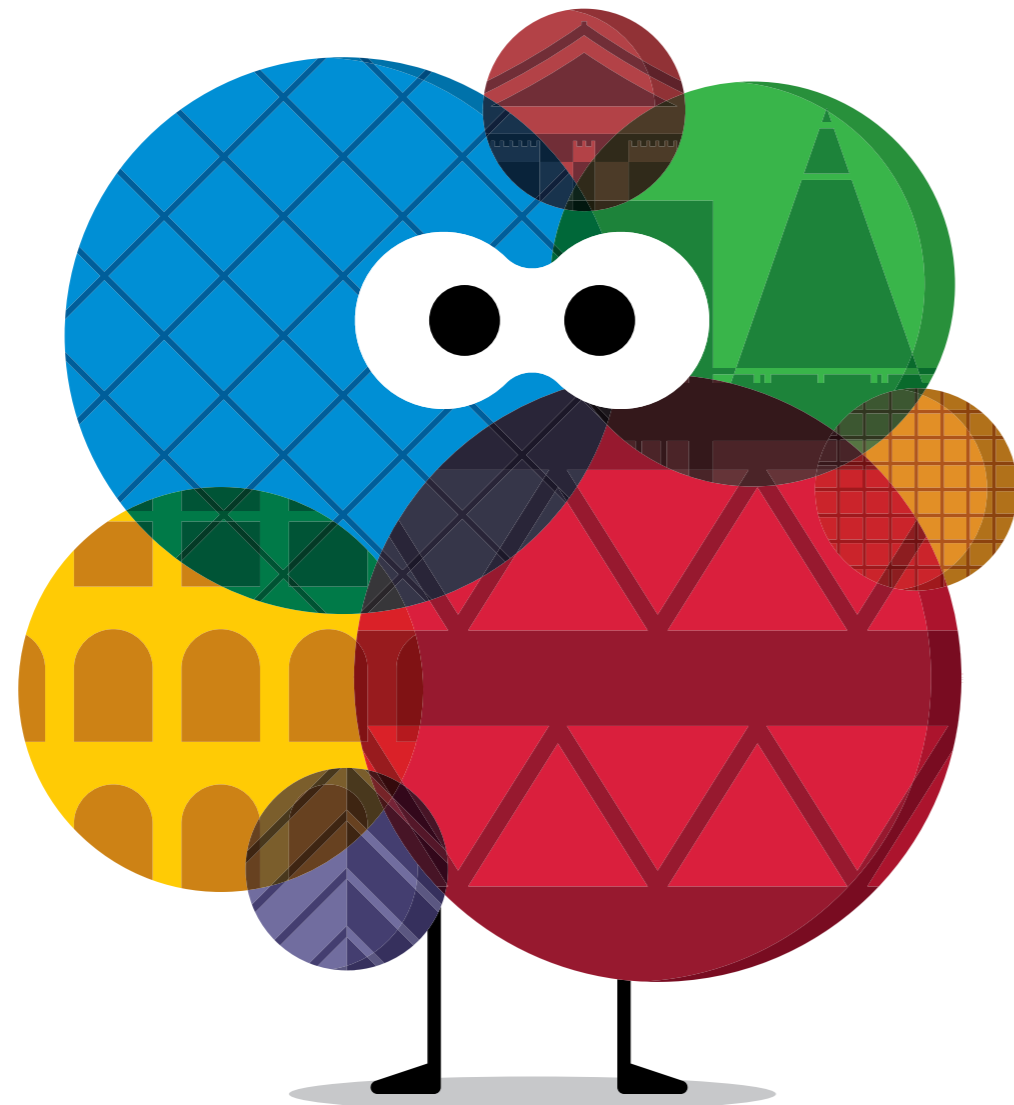
2015-2020

業務計劃
Corporate
Business Plan



康樂及文化事務署 轄下公共博物館

Public Museums of the Leisure and Cultural Services Department



我們的博物館 Our Museums

本業務計劃涵蓋康樂及文化事務署（康文署）轄下十四間博物館訂定的策略與計劃。這些公共博物館在藝術、歷史和科學三大領域攜手協力，發揮重要作用，延續香港豐富而多元的文化遺產。由康文署管理的博物館，包括七間大型博物館——香港藝術館、香港歷史博物館、香港文化博物館、香港科學館、香港太空館、孫中山紀念館和香港海防博物館；以及七間規模較小的博物館——茶具文物館、香港鐵路博物館、三棟屋博物館、上窰民俗文物館、羅屋民俗館、李鄭屋漢墓博物館和葛量洪號滅火輪展覽館。

本計劃同時突顯香港電影資料館與藝術推廣辦事處所擔當的角色。香港電影資料館致力保存香港珍貴的電影文化瑰寶；藝術推廣辦事處則透過舉辦全港性公共及社群藝術計劃，將藝術融入社區。

除此之外，本文件亦就另外兩個為康文署轄下博物館、文化場地和辦事處提供支援的重要部門訂定目標：文物修復辦事處負責在藏品修復及保存方面提供專業服務；市場及業務拓展組則負責博物館的策略性形象發展、強化品牌和宣傳工作。

This Corporate Business Plan describes the strategies and plans that have been developed for 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 sections that provide essential support for 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.

理想 Vision

我們致力為公眾提供愉快而具啟發性的藝術、歷史及科學博物館體驗。

We aim to inspire everyone with enjoyable experiences in art, history and science.

使命 Mission

- 保存香港的文化遺產
- 為廣大市民提供終身學習的平台
- 開放香港的博物館資源，與所有人共享
- 孕育創意想像和鼓勵共同創作
- 讓博物館融入觀眾，與市民的日常生活聯繫起來
- 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

- 專業精神
- 積極創新
- 熱誠投入
- 誠實可靠
- 以人為本
- 開放透明
- Professionalism
- Creativity
- Passion
- Integrity
- People-oriented culture
- Openness

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特色 Distinctive Features



以下為康文署轄下博物館的部分特色：

The following are some of the distinctive features of the LCSD museums:

- 康文署轄下共有14間公眾博物館（另有香港電影資料館與藝術推廣辦事處），經常互相合作、交流專業意見、分享藏品及其他資源。
- 康文署轄下博物館屬官方機構，有助與世界各地的博物館和文化機構合作。
- 香港藝術館、香港歷史博物館、香港文化博物館、香港科學館、香港太空館等主要博物館均為本港同類博物館中的翹楚。
- 主要博物館大多位於香港的核心位置，例如尖沙咀。
- 香港電影資料館是唯一致力保存香港電影文化的公共機構。
- 文物修復辦事處設施齊備、人才濟濟，是香港唯一致力文物修復工作、提高文物保護意識的機構。
- 歷年來蒐集了大量珍貴藏品。
- As there are 14 public museums (along with the Hong Kong Film Archive and the Art Promotion Office) under the aegis of the LCSD, there are many opportunities for cooperation, exchange of expertise, and sharing of resources (e.g. collections) among museums having different disciplines.
- The official status of LCSD museums facilitates our collaboration and partnership with other museums and cultural institutions, both regionally and internationally.
- Our flagship museums such as the Hong Kong Museum of Art, the Hong Kong Museum of History, the Hong Kong Heritage Museum, the Hong Kong Science Museum and the Hong Kong Space Museum have established themselves as the leading museums in their respective fields in Hong Kong.
- Many of our flagship museums are located in prime locations in Hong Kong, e.g. Tsim Sha Tsui.
- The Hong Kong Film Archive is the only public institution dedicated to the preservation of Hong Kong's film heritage.
- The Conservation Office is the only establishment in Hong Kong dedicated to conservation work and the promotion of conservation awareness, and is equipped with all the essential facilities and expertise required.
- We have accumulated a significant number of valuable collections over the years.

13



挑戰與機遇 Challenges and Opportunities

14

- 職員竭誠用心，訓練有素，能提供高質素的博物館及文物修復服務。
- 近年舉辦的多個展覽深受歡迎，足證我們舉辦大型主題展覽的能力。
- 以獨特的策展手法，舉辦展覽及公眾節目。
- 獲政府提供穩定的撥款及人手，日常運作亦獲其他政府部門多方配合。
- 多位博物館諮詢委員會和博物館專家顧問不吝賜教，為康文署博物館的重要發展及策略事宜提出意見。
- Our staff are dedicated and trained professionals with considerable experience in delivering high quality museum and conservation services.
- We are capable of organising impressive thematic mega exhibitions, as evidenced by the varied popular blockbuster exhibitions we have successfully staged in recent years.
- We are able to bring unique curatorial approaches to our exhibitions and public programmes.
- We have a steady source of funding and manpower from the Government and a wide range of support from other Government departments for our daily operations.
- We have a strong pool of experts and advisers on the Museum Advisory Panels and among the Museum Expert Advisers who are very generous in sharing their insight regarding major development and strategy issues.



15

未來五年，康文署轄下博物館將面對以下挑戰之餘，亦迎來不同機遇：

設施

- 香港藝術館將於2015年8月至2019年初閉館翻新，期間館內停辦展覽。
- 新世界發展承建的梳士巴利花園（二期）及新世界中心重建工程暫定於2017-18年度竣工，可望改善香港藝術館周圍的環境。
- 康文署轄下部分博物館的常設展覽已有二十多年歷史，內容未能與時並進，吸引力下降。
- 博物館的專題展覽場地不敷應用。

文化氛圍

- 在西九文化區M+博物館發展的同時，私人博物館也風氣漸開，均有望促進本地文化界的發展，營造百花齊放的氛圍，一面互相合作、互為補足，一面激勵博物館反思自身的定位。

We anticipate that the LCSD museums will face the following challenges and opportunities in the coming five years:

Facilities

- The Hong Kong Museum of Art building will be closed from August 2015 until early 2019 for renovation, and no exhibitions will be able to be staged at this museum during the closure period.
- The redevelopment of Salisbury Garden (Phase II) and the New World Centre by New World Development will be completed (tentatively) in 2017-18, which will hopefully energise the ambience of the area surrounding the Hong Kong Museum of Art.
- The permanent exhibitions in some of the LCSD museums have been in place for more than 20 years; their contents have become out-of-date and now hold less appeal for visitors.
- We have limited space for presenting more thematic exhibitions.

Cultural ecology

- The development of M+ in the West Kowloon Cultural District, and the emergence of more private museums, has the potential to stimulate the growth of the cultural sector, add diversity and expand opportunities for collaboration and complementarity, while encouraging reflection on the positioning of individual museums.



觀眾

- 公眾對於康文署轄下博物館的展覽和節目質素期望漸高。
- 最近的觀眾調查顯示，來自內地的觀眾比例日益增加。
- 調查亦顯示12至19歲觀眾所佔比例大幅增長。

資源

- 2014年，博物館獲5000萬元額外撥款，用於購藏及委約本地藝術家的作品。
- 政府為善用資源，推出措施重新規劃資源和重新分配優次。日後康文署轄下博物館從政府所得資源將會減少。
- 香港賽馬會將會贊助康文署未來三年舉辦的大型專題展覽。
- 博物館可為社區提供具體訓練，然後運用來自社區的資源，以補不足。

Audiences

- The public's expectations concerning the quality of the exhibitions and programmes organised by LCSD museums are rising.
- A recent visitor survey indicated that a growing proportion of museum visitors are from the Mainland.
- The survey also showed a significant rise in the proportion of visitors aged between 12 and 19.

Resources

- An additional capital commitment of \$50 million was reserved in 2014, for the use of the museums in acquiring and commissioning artworks by local artists.
- The government-wide initiative to use resources more efficiently by re-engineering and re-prioritising resources will reduce the level of resources provided by the Government to LCSD museums in coming years.
- Sponsorship support from the Hong Kong Jockey Club has been sought for thematic mega exhibitions planned by the LCSD for the coming three years.
- Community resources can be tapped as a source of 'helping hands' for museums once specific training has been given.



社區

- 隨着公眾保存傳統文化的意識不斷提高，越來越多學校、青年團體、退休人士團體等本地社區組織積極參與和舉辦文化活動。博物館亦要為弱勢社群舉辦節目，促進社會共融。

合作關係

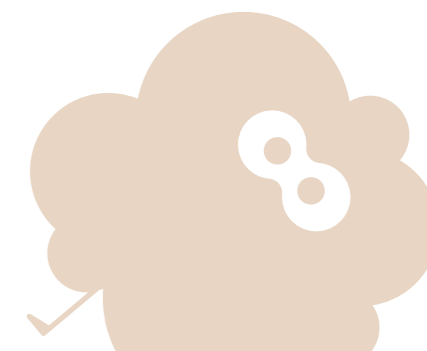
- 香港的私營博物館、美術館及文化機構數目不斷上升。
- 不少香港的私營博物館、地區的博物館、相關的文化教育機構及私人收藏家，正尋求平台和機會與我們的博物館合作。
- 過去數年，民政事務局及康文署與國家文物局、故宮博物院、中國國家博物館、寧波博物館等內地文化機構簽訂合作意向書，促進文化交流與合作。

Community

- With an increase in general public awareness concerning heritage preservation, more local community groups (e.g. schools, youth groups, retiree groups, etc.) are becoming keen to participate in and organise cultural activities. There is also an increasing demand for more dedicated programmes to be organised in the museums for underprivileged groups to encourage social inclusion.

Partnership

- The number of non-LCSD museums, art galleries and cultural institutions in Hong Kong is growing.
- Many local non-LCSD museums, regional museums, related cultural and education institutions and private collectors are looking for platforms and opportunities to collaborate with our museums.
- Over the past few years, the Home Affairs Bureau and the LCSD have signed a number of Letters of Intent for cultural exchange and co-operation with cultural organisations on the Mainland, namely, the State Administration of Cultural Heritage, the Palace Museum, the National Museum of China and the Ningbo Museum.





藏品

- 康文署獲私人收藏家捐贈大量珍貴藏品。
- 博物館的藏品不斷增加，儲存的空間、處理的人手均日益緊絀。
- 技術發展一日千里，模擬式影音媒體漸遭淘汰，藏品數碼化卻要動用大量資金。

Collections

- LCSD museums are privileged to have received a number of valuable collections donated by private collectors.
- The volume of the museums' collections is constantly growing, posing challenges in terms of storage space and manpower resources.
- Rapid technological advances have made many analogue audio-visual materials obsolete, but digitisation of the collections will require substantial financial resources.

策略與計劃 Strategies and Plans

我們的目標，是締造以香港獨有文化為根、生機盎然的文化生態，令公眾能透過這個地區獨特的角度，深入認識、細緻欣賞香港及世界各地的文化。

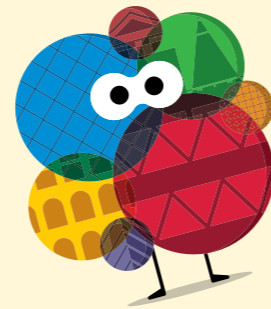
邁向目標的過程中，康文署轄下各間博物館在不同範圍內的角色，由服務提供者轉化為促成者，與社會各界緊密合作，建立啟迪思維的文化環境，鼓勵主動學習和培育人才，為香港長遠的文化發展奠定穩固的基石，促進社會和諧，凝聚各方並為香港人營造歸屬感。

為此我們訂定以下八大策略範疇，鍥而不捨，精益求精。八大範疇為未來的工作計劃提供框架，引領我們規劃遠景，調度資源。例如策劃節目、拓展觀眾、優化藏品、發展設施的工作，能向層面日廣的觀眾展示香港的文化遺產。又例如教育推廣、提升能力、社區參與和伙伴合作方面的工作，為終身學習和共同創作提供的平台，有助香港發展成為多元的文化樞紐。

We aim 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 process will involve the transformation of the LCSD museums from providers to facilitators in many areas, 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 towards 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.



- 節目策劃
- Programming

目標 Goal

- 精心策劃不同範疇，趣味與教育意義兼備的展覽及公眾節目。
- To present a variety of thoughtfully curated multi-disciplinary exhibitions and public programmes, designed to be both enjoyable and educational.

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我們將 We will

- 每年舉辦各色各樣的展覽及公眾節目，包括大型展覽，以吸引不同的觀眾群。
- Present every year a dynamic mix of exhibitions and public programmes, including mega exhibitions, that appeal to a broad audience.
- 舉辦吸引公眾的展覽和節目，從本土角度展示藝術和文化，採用創新的策展手法、嶄新科技及互動活動，將我們的展覽融入參觀人士的日常生活。
- 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 audiences.
- 與其他博物館及區內以至世界各地的文化機構建立緊密合作關係，舉辦優質展覽，進一步促進文化交流。
- Strengthen our collaborative partnerships with other museums and cultural organisations regionally and globally in presenting quality exhibitions and encouraging greater cultural exchange.
- 在本地及海外舉辦更多外借展覽和宣傳活動。
- Organise more outreach exhibitions and promotional activities, both at home and abroad.
- 分階段更新各主要博物館的常設展覽。
- Implement a phased renewal of the permanent exhibitions of the major museums.
- 為弱勢社群舉辦更多活動。
- Increase the number of programmes tailored for underprivileged groups.

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• 藏 品
• Collections

22

目標
Goal

- 繼續建立與增添現存及新的藏品，加強藏品管理工作
- 務必更有效地運用資源，讓公眾隨時可以欣賞我們的珍品
- To continue to build and expand both our existing and our new collections, and improve their stewardship
- To ensure that our resources are better used, and readily accessible to the public



我們將
We will

- 向外界募捐及增購藝術品，令藏品更加豐富。
- 透過博物館的網站及「谷歌藝術計劃」、「百度百科數字博物館」等網上平台，方便公眾欣賞藏品。
- 計劃在天水圍建立文物修復保存中心，存放數量不斷增加的藏品。
- 為轄下各間博物館建立中央藏品管理系统。
- 提升博物館文物的修復及保存標準。
- 為轄下各間博物館擬定風險管理計劃。
- 改善儲存設施，以數碼化技術妥善保存電影藏品，方便公眾欣賞。
- Enrich our collections by soliciting donations and making 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.
- Enhance our storage facilities and digitise our film collections for better preservation and easier access.

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- 教育推廣
- Education

目標 Goal

- 將博物館發展成既有活力而又互動開放的學習平台
- 為學校提供有力支援
- 向市民大眾提倡終身學習、創意思維及研究精神
- To make our museums available as vibrant and interactive open platforms of learning
- To become a valuable source of support to schools
- To promote lifelong learning, creativity and research among the wider community

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我們將 We will

- 與教育專家和教育團體合作，配合學校課程設計活動，例如教師培訓工作坊、電子學習平台、「與藝術家／專業人士對話」活動、融入互動和探索活動的專題研習等等。
- 定期檢視學校的需要，設計堂上及外展活動和教材，擴闊學生的學習經驗。
- 發掘新項目及活動，以滿足弱勢群體、長者、家庭和文藝愛好者等不同特定群體的不同學習需要。
- 與著名書店合辦研討會，激發公眾對博物館活動的興趣。
- 總體而言，透過舉辦教育及拓展活動，激發求知欲並推動持續學習。
- Collaborate with educational experts and groups to tailor programmes in support of the current school curriculum, such as teacher training workshops, e-learning platforms, meet-the-artists/professionals events, and project-based learning involving interactive, exploratory activities.
- Review the needs of the school sector regularly, and design in-house and outreach 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.
- Generally, stimulate inquiry and further study through the provision of a range of educational and extension activities.

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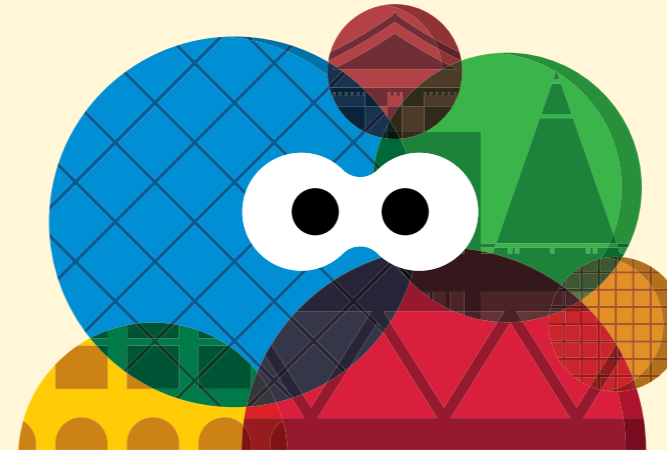
• 觀眾拓展 • Audience Building

目標 Goal

- 拓展觀眾群，讓更多觀眾認識博物館、入場參觀，參與博物館活動
- To expand our audiences, increase their awareness of and access to museums, and boost their participation in museum events
- 進行以客為本的多媒體市場推廣和宣傳活動，令博物館更具吸引力
- To reinforce the appeal of our museums through the use of customer-oriented multi-media marketing and publicity programmes

我們將 We will

- 定期檢討策略，力求以適當的途徑向家庭、學生、遊客、傷健人士、長者等不同的觀眾群介紹適合他們的內容。
- Review our strategy regularly to ensure we are promoting the right content through the right channels to various audience segments, including families, students, tourists, the disabled and the elderly.
- 推出市場推廣活動，在香港、內地和海外建立品牌，加強業務推廣。利用全新設計的紀念品宣傳藏品、借助人機應用程式及博物館「粉絲」專頁宣傳博物館活動，並更新各間博物館的網站，令網站更具趣味，讓更多觀眾（包括傷健人士）可以更方便地獲取資訊。
- Implement marketing initiatives that will build our corporate brand and strengthen our promotional efforts in Hong Kong, the Mainland 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 appealing and accessible to a broader audience, including the disabled.



- 與旅遊業界合作，加強宣傳博物館。
- Collaborate with the tourism sector to further promote our museums.
- 與香港經濟貿易辦事處等政府機構合作，爭取安排主題展覽和電影節目往海外及內地巡迴展出。
- Collaborate with other government agencies, such as Hong Kong Economic and Trade Offices, for opportunities to take our thematic exhibitions and film programmes on tour overseas and to the Mainland.
- 重新設計宣傳品，全新製作精彩的通訊、小冊子和短片等，令更多人認識和欣賞博物館。
- Refresh our promotional materials and create attractive new items such as newsletters, booklets and videos to lift awareness and enhance appreciation of our museums.
- 舉辦全面而多元化的展覽及公眾節目，以吸引不同的觀眾群。
- Present a diverse and balanced mix of exhibitions and public programmes to attract different audience segments.
- 通過市場推廣活動和合作伙伴的宣傳渠道，推廣博物館通行證。
- Promote the Museum Pass through marketing activities and our partners' communication channels.
- 除「國際博物館日」外再籌辦「博物館節」，吸引新觀眾。
- Organise a museum festival, in addition to International Museum Day, to attract new audiences.
- 推出富有創意的社群及公共藝術計劃和項目，讓公眾透過參與藝術獲得啟發。
- Launch innovative community and public art programmes and projects to take art to the people in ways that engage and inspire.



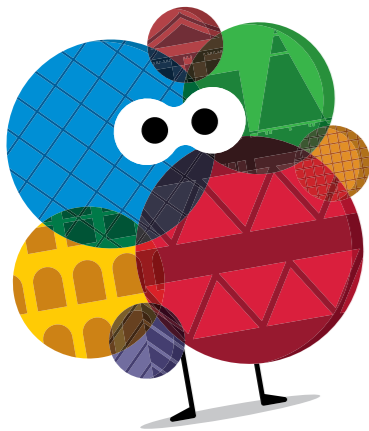
- 能力提升
- Capacity Building



目標
Goal

- 提升核心實力，用心服務社會
- 增進觀眾對藝術、歷史及科學的欣賞能力與體驗
- 培育本地人才，提升社區團體推廣文化的能力
- To enhance our core strengths to better serve our community
- To facilitate the appreciation and experience of art, history and science among our audiences
- To develop a pool of local talent and build the capacity of community groups to act as ambassadors in the promotion of culture

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我們將
We will

- 舉辦展覽、推廣活動、教育節目及課程，以加強公眾對藝術、歷史、科學和電影保存的認識、了解和欣賞能力。
- 舉辦公眾活動讓本地藝術家更廣為人知，以及扶掖新進。
- 繼續舉辦各種精彩的視覺藝術活動及節目。
- 透過「博物館小先鋒」和「文化新人類」，繼續激發和培養兒童及青少年對博物館工作的興趣。
- 為有志投身博物館行業的人士提供更多實習和培訓機會。
- 繼續舉辦活動以加強社區團體在文化推廣方面擔當的角色。
- Hold exhibitions, extension activities, education programmes and courses aimed at fostering awareness, understanding and appreciation of art, history, science and film preservation.
- Launch public programmes to make local artists better known and to nurture new talent.
- Continue to provide diverse and high quality visual art activities and programmes.
- 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.

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• 社區參與及伙伴合作 • Community Engagement and Partnership

目標 Goal

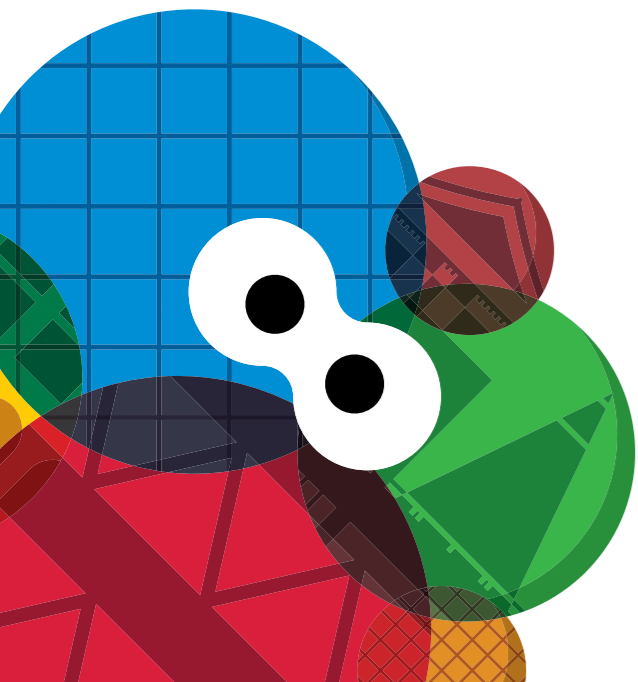
- 積極與各界持份者保持聯繫
- 與外界機構建立伙伴關係，以爭取支持實現我們的理想
- 推出博物館義工計劃
- To actively engage a wider spectrum of stakeholders
- To build partnerships with external entities to gain support for our vision
- To embark on a museum volunteers scheme

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我們將 We will

- 就重要策略和發展事宜諮詢博物館諮詢委員會和博物館專家顧問。
- 維持現有的伙伴關係，同時物色新的協作機會，共同舉辦展覽、公眾節目和藝術項目，添置藏品、進行研究、推廣博物館的活動。
- 鼓勵贊助活動及推動捐贈藏品的文化，推出新的贊助計劃，促進博物館發展。
- 繼續定期招募博物館之友、導賞員和義工，並鼓勵更多退休人士加入。
- 繼續舉辦公共及社群藝術計劃，鼓勵社會各界參與。
- 利用不同途徑收集公眾意見，例如民意調查和訪客問卷調查。
- 透過新媒體、博物館門戶網站及全新的康文署博物館「粉絲」專頁，增加公眾與博物館的互動。
- 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.
- 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 visitor surveys.
- Engage the public through new media, the museum portal and the new LCSD museum fan page.

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- 優化設施及訪客服務
- Enhancement of Facilities and Visitor Services

目標 Goal

- 更新設施和提升服務質素，使博物館設施更臻完善，令參觀人士更滿意我們的服務
- To enhance accessibility and increase customer satisfaction by modernising our facilities and improving our services

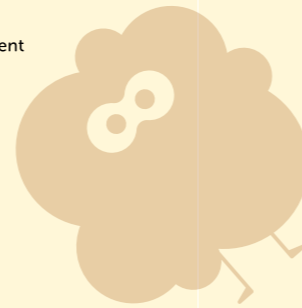
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我們將 We will

- 繼續透過「油街實現」培育新進藝術家，推廣社群藝術；利用梳士巴利花園藝術廣場的開放平台，展示本地藝術品。
- 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.
- 翻新香港藝術館，工程項目包括增建展廳、重新開設香港藝術展覽廳，展出本地藝術家的作品。
- 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.
- 繼續提升博物館設施，積極建立無障礙環境。
- Continue to upgrade our museums, in particular to facilitate barrier-free access.
- 以新程序外判博物館餐廳和書店／禮品店的營運。
- Implement new outsourcing procedures for the running of museum cafés and shops.
- 進行香港科學館發展第二階段可行性研究。
- Conduct a technical feasibility study on the Phase II Development of the Hong Kong Science Museum.

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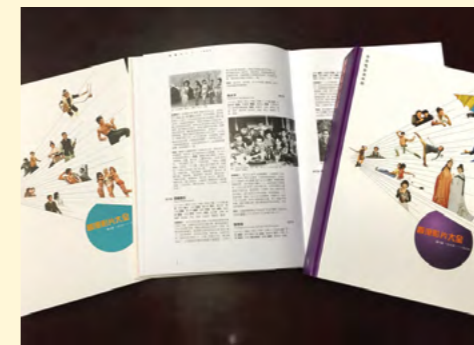


學術研究及機構發展 Research and Institutional Development

目標 Goal

- 透過進行研究，維持康文署轄下博物館高水平的專業精神和服務質素
- 持續為員工提供培訓機會，提升博物館管理人員和前線員工的能力，確保博物館的使命得以履行
- To maintain the high standards of professionalism and service at LCSD museums by conducting research
- To equip our management and staff with the skills they need, by means of ongoing training opportunities, to ensure our museums continue to fulfil their missions

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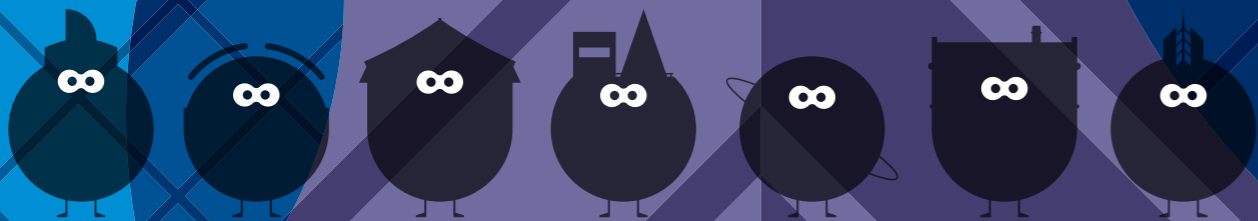
我們將 We will

- 繼續進行有關藏品、展覽、非物質文化遺產及文物保育的研究。
- 繼續進行香港藝術發展的研究，利用研究結果建立網上資料庫。
- 運用新撥款添置一系列公共藝術品。
- 繼續為博物館職員安排合適的培訓及發展課程。
- 培訓香港電影資料館人員在數碼影片修復技術方面的專業知識。
- 繼續出版刊物及舉辦國際性活動，讓博物館館長和相關人員專業的水平得以廣為人知。
- 出版內容翔實的年報，並根據統一的指標評估博物館表現。
- 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 online database of the findings.
- Draw on our new funding to build up a public artwork collection.
- 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.
- Publish comprehensive annual reports and assess the performance of our museums against standardised Performance Indicators.

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2015–2016

年度計劃
Annual Plans



香港 藝術館

Hong Kong Museum of Art



引言

Introduction

香港藝術館（藝術館）及轄下分館茶具文物館主要展出香港及中國的視覺藝術品，是區內數一數二的博物館。藝術館一向植根於本土文化傳統，重視本地創作，兼懷地區與國際藝術視野。

藝術館多年來建立了多元化的本地作品館藏，積極從事相關研究並策劃展覽，成為觀賞、推廣、發展香港藝術的重要中心。本館薈萃形形色色的中國文物和繪畫藝術藏品，當中包括中國書畫（特別是廣東畫作）和歷史繪畫，以新穎角度詮釋中國與地區文化傳統，為展示大珠江三角洲豐碩的藝術遺產出一分力。

藝術館致力以專業水準精心策展，已成為本地收藏家展示藏品的理想地方。我們與海外博物館合作多時，藉此融貫內外視野，為觀眾提供均衡多元的節目，包括來自內地以至全球的大型展覽。近年多個展覽皆見出色，包括大英博物館神禽異獸藏品展、中國皇族珍品展、宋元明三代書畫珍品展，以及安迪·華荷、豐子愷、吳冠中等中西藝術大師的精選作品展。

我們會繼續向香港市民介紹當今國際藝術潮流，同時向海外觀眾推廣香港藝術家的作品。我們亦會繼續參與全球藝術對話，在國際舞台上展示香港藝術，以及參與海外的藝術活動。

The Hong Kong Museum of Art (the 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 art perspectives.

Having built up comprehensive collections of local art over the years, accompanied by associated research projects and exhibitions, the Museum of Art has established itself as an important centre for the appreciation, promotion and development of Hong Kong art. Drawing 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 been able to contribute new interpretations of Chinese and regional cultural traditions, and in particular has helped reveal the rich artistic heritage of the Greater Pearl River Delta (GPRD) region.

Committed to applying the highest professional standards and adopting creative curatorial approaches, the Museum of Art has become the ideal home for local collectors. By leveraging its longstanding 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 several blockbuster exhibitions from China and around the world. Outstanding examples 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 work by Western artists such as Andy Warhol and Chinese masters such as Feng Zikai (豐子愷) and Wu Guanzhong (吳冠中) .

We will continue to bring the latest trends in international art 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 dialogue by presenting Hong Kong art in international arenas and by taking part in overseas events.

理想 Vision

香港藝術館致力成為香港人的藝術館，更要成為區內卓越的藝術館。我們以藝術作為語言鼓勵創作，並讓公眾分享藝術，與藝術連繫。

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.

使命 Mission

- 在本地及海外推廣香港藝術。
- 將藝術館發展成本地藏品齊集的地方。
- 致力推動香港社會與藝術界建立更緊密的伙伴關係，從而使藝術館成為香港文化認同的重要部分，以助市民大眾建立對香港的歸屬感。
- 讓公眾得到富啟發性的藝術欣賞和終身學習的經驗。
- 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.

信念 Values

- 建立關係
- 專業精神
- 共同創造
- 適切相關
- 以人為本
- Connectivity
- Professionalism
- Co-creation
- Relevance
- People-oriented approach

挑戰與機遇 Challenges and Opportunities



2015-16年度，藝術館將面對以下挑戰之餘，亦迎來不同機遇：

- 隨著藝術館的展覽數目增加，規模漸大，館藏日益豐富，展覽及儲存空間漸不敷應用。有見及此，我們計劃進行大型修繕工程。
- 修繕工程將引來多個難題，包括如何將大量各類館藏移至館外存放，以及在閉館修繕期間如何維持曝光率及與觀眾保持聯繫。
- 然而藝術館的暫時關閉亦帶來機遇，在閉館期間，我們會嘗試在其他場地舉辦活動。我們將以其他途徑及形式繼續營運，主力透過以下措施與社區保持密切聯繫：
 - ▶ 在學校及社區舉辦藝術欣賞及學習活動；
 - ▶ 舉辦以香港藝術為題材的展覽；
 - ▶ 從事有關香港藝術的研究及舉辦研討會；及
 - ▶ 在海外推廣館藏，並舉辦館外展覽及藝術學習活動，以收宣傳之效。

We anticipate that the Museum of Art will face the following challenges and opportunities in 2015-16:

- The museum has insufficient exhibition and storage space to cater for the increasing number and scale of its exhibitions and the growing size of its collections; a major renovation is therefore planned.
- This planned renovation will give rise to a number of challenges including: removing large quantities of collection items of a very diversified nature to offsite storage facilities; maintaining a visible presence during its closure for renovation; and reaching out and connecting with our audience during the renovation.
- The closure of the museum will, however, bring opportunities for us to explore other kinds of activities beyond the museum building. We will continue our operations through other means and in other forms, and reach out to connect with the community more frequently by undertaking the following key actions:
 - ▶ Introducing art appreciation and art learning programmes into schools and the community;
 - ▶ Running exhibitions on Hong Kong art;
 - ▶ Engaging in Hong Kong art research projects and discussions; and
 - ▶ Promoting the museum's collection outside Hong Kong and through offsite exhibitions, as well as through art learning programmes.

年度計劃 Annual Plan

- 節目策劃
- Programming



與其他博物館及相關國際機構多加合作，使展覽精益求精，促進文化交流

目標 Goal

To strengthen our collaborative partnerships with other museums and with relevant global organisations, in order to present even better exhibitions and encourage greater levels of cultural exchange

- 今年，我們與歐洲及亞洲各大博物館將有多番合作。在「香港週@台北」期間，我們將於台北當代藝術館舉行「以藝術之名——香港當代藝術展」（暫名），向台灣及海外觀眾介紹香港藝術。我們亦會與賽努奇巴黎亞洲藝術博物館合作，在巴黎推出「嶺南畫派——現代中國的覺醒」展覽，並和新加坡國家美術館合作，展出畫壇大師吳冠中的作品。我們將與廣東省博物館及澳門博物館合辦「海上瓷路巡迴展覽」，陸續在浙江、湖北及深圳展出。

- We will be undertaking a number of collaborations with major museums in Europe and Asia this year. For instance, an exhibition tentatively entitled *In the Name of Art – Hong Kong Contemporary Art Exhibition* will be staged at the Taipei Museum of Contemporary Art during “HK Week @ Taipei” to promote Hong Kong art to Taiwanese and international audiences. We will also collaborate with the Musée Cernuschi, Museum of the Asian Arts of Paris, in staging an exhibition in Paris titled *Lingnan School: The Awakening of Modern China*, and with the National Gallery Singapore on the *Art of Master Wu Guanzhong* exhibition. In collaboration with the Guangdong Provincial Museum and the Macao Museum, we will present *Maritime Porcelain Road Travelling Exhibition* in Zhejiang, Hubei and Shenzhen.

在本地及海外舉辦更多外借展覽及推廣活動

目標 Goal

To organise further outreach exhibitions and promotional activities, both at home and abroad

- 今年，我們將從藝術館的藏品取材，為本港學校及社區推出兩項外展藝術學習活動，各為期三年。2015年，我們會在個別學校推行「與藝術家同接觸：校本藝術賞創先導計劃」，提供本地藝術家的示範錄像等教材。另外，在2015年底，我們會推出「車！不是藝術館」計劃，由流動藝術館載著藝術品走訪校園及社區，舉辦教育活動，運用館藏帶動欣賞藝術的風氣。

- We are developing two new three-year outreach art learning programmes for local schools and the community this year, based on the museum's collections. *In Touch with Hong Kong Artists – A Museum School-based Art Learning Pilot Programme* will be launched in selected schools in 2015, incorporating teaching materials that include demonstration videos by Hong Kong artists. Another new initiative, the *Art Buseum* programme, will be launched in late 2015. This mobile art museum will take art materials and educational activities out to schools and the community, using items from the museum's collections to promote art appreciation.





尋求機會到海外展出
館藏，與內地博物館合作

目標
Goal

To look for opportunities to stage
exhibitions of our collections overseas,
and to collaborate with museums in
the Mainland

- 繼早前與泛珠江三角洲區域合作，本館將與廣東省博物館及澳門博物館聯手，在浙江、湖北、深圳的主要博物館舉辦「海上瓷路巡迴展覽」，促進區內文化交流。除了合作籌辦展覽外，我們亦會與內地大型機構合作出版有關本館藏品的刊物，包括與北京的中國文物學會合作，研究葉義醫生捐贈的中國竹雕作品，出版《新中國捐獻文物精品全集・葉義卷・竹刻卷》，以及與浙江大學中國古代書畫研究中心合作出版《中國歷代繪畫大系・香港藝術館虛白齋藏品目錄》。本館會把握與內地同業合作的良機，在各種刊物及展覽中推廣我們的館藏。
- Building on previous GPRD regional collaboration, we will join hands with the Guangdong Provincial Museum and the Macao Museum and take the *Maritime Porcelain Road Travelling Exhibition* to major museums in Zhejiang, Hubei and Shenzhen, in a project designed to enhance cultural exchange across the region. Apart from collaboration on exhibitions, we are also collaborating with major Mainland institutions in projects involving publications about the museum's collections. These include a research cum publication project on our collection of Chinese bamboo carvings donated by Dr Ip Yee, being carried out in collaboration with 中國文物學會 (the China Cultural Relics Academy) in Beijing; the production of a catalogue "新中國捐獻文物精品全集・葉義卷・竹刻卷" ("*Collection of Chinese Bamboo Carvings donated by Dr Ip Yee*"); and a project on the Xubaizhai Collection being undertaken in collaboration with the Zhejiang University Centre for Ancient Chinese Painting and Calligraphy and which involves the publication of a series of collection catalogues. Such collaborations with Mainland partners on various publications and exhibitions represent a good opportunity to promote our own collections.

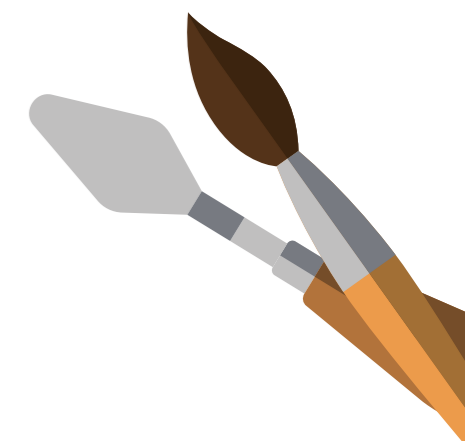
• 藏品
• Collections

不懈地搜求香港藝術
藏品，著力添置歷史繪畫
藏品，豐富館藏

目標
Goal

To expand our collections, retaining our
focus on Hong Kong art in general and
historical pictures in particular

- 我們將繼續著力搜求香港藝術藏品，配合館藏的長遠發展。我們會繼續運用額外增撥的五千萬元，用於添購本地藝術家的佳作，期望能充分展示香港藝術的發展歷程以及藝術風格的變遷。
- As part of the long-term development of the museum's collection, we will continue to focus on enriching our collection of Hong Kong art. We will continue to utilise our additional funding of \$50 million to acquire further high-quality artworks by local artists, with the aim of building a collection that fully represents the historical development of Hong Kong art, and demonstrates the changes in artistic styles over time.



- 教育推廣
- Education

加強教育服務，
推出新猷，充分支援學校

目標
Goal

To enhance our educational services
with new initiatives, and become
a valuable source of support to schools

- 我們正籌辦「車！不是藝術館」計劃，令藝術教育服務及活動不再局限於館內的展覽，而是走入校園和社區，讓學生及市民從互動中親身體驗多媒體藝術教育。在另一項外展節目「與藝術家同接觸：校本藝術賞創先導計劃」中，我們會為學校提供藝術教材，包括本館藏品的複製品及藝術家示範錄像。
- Instead of developing art educational services and activities based on exhibitions on the museum premises, we are planning to launch the *Art Buseum* programme which will take these services and activities out to schools and the community, where they will provide students and the general public with interactive, multi-media and hands-on art learning experiences. Another outreach programme, *In Touch with Hong Kong Artists – A Museum School-based Art Learning Pilot Programme*, will provide schools with art education kits that include reproductions from the museum's collection, and video clips of artists' demonstrations.

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- 觀眾拓展
- Audience Building

舉辦各式各樣的展覽及
公眾節目，拓闊觀眾層面

目標
Goal

To broaden our audience base by
presenting a dynamic mix of exhibitions
and public programmes

- 除了舉辦為年輕學生觀眾而設的活動，我們將繼續善用藝術館對出的開放平台（即梳士巴利花園的藝術廣場），讓觀眾與藝術館直接對話。2015年年初的「築•動@藝術廣場」展出了兩組玩味十足、互動性強烈的藝術作品。2015年底，我們會定期推出各種題材的展覽，吸引館外觀眾駐足參觀。
- Other than actively developing young school audiences, we will continue to make effective use of the forecourt of the Museum of Art (i.e. Art Square in Salisbury Garden) as an open platform allowing direct dialogue between our museum and visitors. In early 2015, the exhibition *Construction • Transition @ artsquare* is staging two striking sets of amusing and highly interactive art pieces. Other seasonal displays with different themes will be presented in late 2015 to attract audiences outside the museum.

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- 能力提升
- Capacity Building

舉辦館外及外地展覽，
接觸其他地方的新觀眾

目標
Goal

To reach new external audiences through
offsite and outbound exhibitions

- 本館與巴黎、新加坡、台北、內地等地的博物館合辦關於中國繪畫、香港當代藝術、中國古董的展覽。此外，我們亦與本地藝術機構合辦館外展覽，包括與香港中文大學文物館合辦的「宜興紫砂陶藝與文化」展覽，以及與亞洲協會香港中心合辦的「別有洞天：蝙蝠之旅」展覽。

- Apart from presenting exhibitions in collaboration with overseas museums in Paris, Singapore, Taipei and the Mainland on the subjects of Chinese painting, contemporary Hong Kong art and Chinese antiquities, we will also collaborate with local art institutions on offsite exhibitions. These will include collaboration on *The Art and Culture of Yixing Zisha Stoneware* with the Art Museum of the Chinese University of Hong Kong, and on the *Bat Cave* exhibition with the Asia Society Hong Kong Center.

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開拓新穎方式，善用
館藏及資源，培養本地
藝術人才

目標
Goal

To explore new ways of using our
collections and resources to nurture
local talent

- 我們將繼續與藝術教育機構合辦特備節目，例如與香港知專設計學院合辦的「車！不是藝術館」計劃，致力培養有才華的學生，鼓勵年輕藝術家。茶具文物館主辦的「陶瓷茶具創作比賽2016」亦會於本年度招募參賽者。

- We will continue to devote efforts to nurturing young talent at schools and encourage young art practitioners by organising special programmes with art education institutions, such as our collaboration with the Hong Kong Design Institute in the *Art Buseum* programme. The *Tea Ware by Hong Kong Potters 2016* competition organised by the Flagstaff House Museum of Tea Ware will also call for entries this year.

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- 社區參與及伙伴合作
- Community Engagement and Partnership

與非政府機構多加合作，
參與合作項目

目標
Goal

To strengthen partnership with
non-government organisations by
engaging in joint projects

- 我們與主要博物館合作之餘，亦會繼續致力與民間團體合作，例如與香港美術教育協會合辦「車！不是藝術館」外展計劃及「與藝術家同接觸：校本藝術賞創先導計劃」，並與亞洲藝術文獻庫及香港藝術歷史研究會合作，從多方面研究本地藝術。
- Aside from developing partnerships with important museums, we will also continue with our ongoing efforts to partner with local community groups. For example, our partnership with the Hong Kong Society for Education in Art has seen us launch the outreach programmes *Art Buseum* and *In Touch with Hong Kong Artists – A Museum School-based Art Learning Pilot Programme*, while we have also collaborated with the Asia Art Archive and the Hong Kong Art History Research Society in research projects on various aspects of Hong Kong art.

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- 優化設施及訪客服務
- Enhancement of Facilities and Visitor Services

改善藝術館及轄下分館茶具文物館的設施

目標
Goal

To improve the facilities of the Museum of
Art and its branch Flagstaff House Museum
of Tea Ware

- 藝術館正計劃進行大型修繕工程。待撥款獲批後，工程暫訂於2016年首季開始，為期三年，以改善博物館外觀及設施。茶具文物館則訂於2015年底進行文物保育修復工程。
- A major renovation project at the Museum of Art is currently being planned. Once funding has been approved, this three-year renovation project, aimed at improving the appearance of the museum and enhancing its facilities, will commence in the first quarter of 2016 (tentatively). In late 2015, our Flagstaff House Museum of Tea Ware will undergo heritage building renovation work.

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- 學術研究及機構發展
- Research and Institutional Development

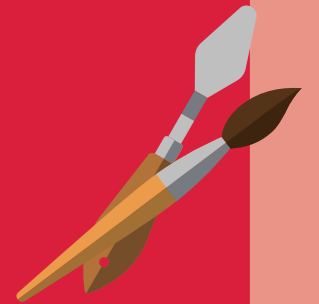
研究本港藝術史及個別館藏

目標 Goal

To conduct research into local art history, and into specific items in the Museum's collection.

- 為研究本港藝術史，藝術館將繼續與亞洲藝術文獻庫合作，開始第二期「香港藝術史研究」。不久前，我們亦與香港藝術歷史研究會展開「1960年代前香港西方媒介創作概論」的第一期研究。此外，我們將分段推出香港藝術網上資料庫，提供研究香港藝術的實用資訊。
- 2015年，茶具文物館將與香港中文大學唐錦騰副教授合作，研究茶具文物館所收藏的印章。
- 我們亦計劃與香港城市大學中文及歷史學系合作，研究傳統中國社會中的性別角色與物質文化。
- With regard to research on local art history, we will continue our collaboration with the Asia Art Archive and launch the second phase of *Hong Kong Art History Research*. We have recently joined hands with the Hong Kong Art History Research Society to embark on *A Survey of Western Media Art in Pre-1960s Hong Kong (Phase I)*. In addition to these research projects, the Hong Kong art portal project will be rolled out in phases and result in the creation of a useful portal that will facilitate research into Hong Kong art.
- In 2015, the Flagstaff House Museum of Tea Ware in collaboration with Dr. Vincent Tong Kam-tang, Associate Professor of The Chinese University of Hong Kong, will launch a research project on the Seal Collection of the Flagstaff House Museum of Tea Ware.
- We are also planning to conduct a research project on Gender Roles and Material Culture in Traditional China in association with the Department of Chinese and History at the City University of Hong Kong.

2015-16 年度展望 Anticipated Achievements in 2015-16



來年，藝術館將推出多項新的藝術學習外展項目，舉辦館外與海外展覽，望能接觸到更多公眾。我們將善用本館藏品，舉辦各種節目、展覽，並出版各種刊物，相信有助提升館藏的知名度。

我們預料香港立法會將批出藝術館進行大型修繕工程的撥款，故計劃於年內將館藏分批運出館外設施存放，暢順有序地進行搬遷，以配合各展館將於閉館期間推出的特別節目。

綜上所述，我們對藝術館在2015年的入場狀況有如下展望：

• 館外展覽的預計參觀人數	878,000
• 外地展覽數量	4
• 教育及推廣節目數量	310

With many new art learning outreach initiatives and exhibitions planned for offsite spaces and overseas in the next year, the museum anticipates achieving a higher level of visibility outside its own four walls. The many different types of programmes, exhibitions, and publications developed based on the museum's collections will also, we anticipate, lead to higher public awareness of the museum's collections.

In anticipation of funding approval from LegCo for the major renovation planned for the Museum of Art, we expect to move the museum collections to offsite storage facilities during the year. This will take place in several phases, as part of a smooth and systematic transfer process, and will be tied in to specific closure programmes for the different galleries.

Given the above, we anticipate the following achievements at the level of access to the Museum of Art in 2015:

• Estimated attendance at exhibitions held outside the museums	878,000
• Number of outbound exhibitions	4
• Number of education and public outreach programmes	310

香港 歷史博物館 Hong Kong Museum of History



引言

Introduction

香港歷史博物館（歷史博物館）是香港重要歷史文物的主要收藏機構，肩負蒐集、研究和記錄香港歷史及文化遺產之責。歷史博物館與地方團體、學術機構和海外博物館攜手合作，致力讓公眾認識香港與世界各地的歷史和文化。

歷史博物館轄下有五間分館：孫中山紀念館、香港海防博物館、葛量洪號滅火輪展覽館、李鄭屋漢墓博物館和羅屋民俗館。

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

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.

HK
Museum
of History

理想 Vision

歷史博物館是擴闊眼界的開放平台，我們致力啟發公眾對歷史的興趣，普及歷史知識。

As an open platform dedicated to providing inspiring museum experiences, we aim to foster interest in and promote better understanding of history among the public.

使命 Mission

- 蒐集、保存、研究、詮釋和展示與香港和華南歷史相關的藏品。
- 以不同方式鼓勵參觀人士認識香港歷史。
- 推動公眾了解香港及中國歷史，加強香港市民的身份認同，為日常生活添上文化姿彩。
- 透過提升香港市民對世界歷史的認識，讓香港市民與世界接軌。
- 與同類型的文化機構建立合作網絡，同心協力地推廣歷史知識。

- To collect, preserve, research, interpret and exhibit collections related to the history of Hong Kong and South China.
- To engage audiences in ways that enable them to understand and appreciate our history.
- To promote better understanding of Chinese history (including but not limited to local history) that enhances Hong Kong people's awareness of their identity and enriches their cultural life.
- To connect Hong Kong people with the world by enhancing their appreciation of world history.
- To build networks with similar cultural institutions in order to create synergies that will promote learning about history.

信念 Values

- 專業精神
- 開放透明
- 誠實可靠
- 積極創新
- 以人為本
- 熱誠投入

- Professionalism
- Openness
- Integrity
- Creativity
- People-oriented Focus
- Passion

挑戰與機遇 Challenges and Opportunities

2015-16年度，歷史博物館及轄下分館將面對以下挑戰之餘，亦迎來不同機遇：

- 歷史博物館及海防博物館的常設展覽分別於2001年及2000年開放。博物館需要改變鋪排、策展方向及展覽形式，以確保展覽與時並進，歷久常新。
- 2015年為歷史博物館及海防博物館分別成立40週年及15週年。
- 2015年亦是中國人民抗日戰爭勝利70週年，以及李鄭屋漢墓發現60週年。

We anticipate that the Museum of History and its branch museums will face the following challenges and opportunities in 2015-16:

- The permanent exhibitions of the Museum of History and the Museum of Coastal Defence first opened to the public in 2001 and 2000 respectively. To maintain the attractiveness and relevance of these permanent exhibitions for visitors, it is time to revisit their storylines, their curatorial approaches and their modes of presentation.
- 2015 marks the 40th anniversary of the Museum of History and the 15th anniversary of the Museum of Coastal Defence.
- 2015 also marks the 70th anniversary of the victory of the Chinese people's war of resistance against Japanese aggression, and the 60th anniversary of the discovery of the Lei Cheng Uk Han tomb.



年度計劃 Annual Plan

- 節目策劃
- Programming



方便訪客觀賞館藏，呼籲公眾捐贈文物

目標
Goal

To enhance the accessibility of the museum collections and to encourage donations of artefacts

- 歷史博物館將舉辦成立40週年紀念展覽，講述藏品背後的故事，並藉此機會呼籲公眾捐贈文物。
- 孫中山紀念館將舉行關於香港在民國早期的商業活動的展覽，展品乃選自本館藏品。
- 李鄭屋漢墓博物館將舉辦李鄭屋漢墓發現60週年專題展覽，展出漢代畫像石刻拓本圖片。
- An exhibition on the stories behind our museum collections will be organised at the Museum of History; besides celebrating the Museum's 40th anniversary, this exhibition will take the opportunity to appeal for donations from the public.
- An exhibition on business activities carried out in Hong Kong in the early Republican period, with exhibits selected from the museum collections, will be presented at the Dr Sun Yat-sen Museum.
- To mark the 60th anniversary of the discovery of the Lei Cheng Uk Han tomb, a special exhibition will be held in the Lei Cheng Uk Han Tomb Museum featuring photos of rubbings taken of pictorial stone carvings from the Han dynasty.

舉辦有關本港歷史的展覽

目標
Goal

To present exhibitions related to the history of Hong Kong

- 歷史博物館將以基本法、東深供水及香港華人基督教聯會為題舉辦三項展覽，各著眼於香港歷史發展的一個重要階段。
- Three exhibitions on the themes of the Basic Law, the Dongshen water supply works (東深供水), and the Hong Kong Chinese Christian Churches Union will be staged at the Museum of History, each focusing on an important aspect of Hong Kong's development over time.

舉辦專題展覽，增進觀眾對中國歷史的認識

目標
Goal

To present special exhibitions that will enhance visitors' knowledge of Chinese history

- 博物館將與中國文物交流中心合辦「漢武盛世：帝國的鞏固和對外交流」展覽，展示西漢及東漢的歷史文化。展品選自全國各地考古遺址，呈現漢朝的文明盛世。重點展品包括金縷玉衣、多個金印，以及漢代精製漆器、青銅器及陶俑等。
- 博物館將與中國文物交流中心合辦「日昇月騰：從敏求精舍藏品看明代」展覽，展出其會員的珍藏，呈現明代治世276年的歷史。我們揀選的展品涵蓋海上貿易、宗教、藝術及手工藝、文人生活志趣等方面，反映了明代的各種政治、社會及文化發展，讓觀眾深入了解明代的藝術與文化。展品包括精選瓷器、繪畫、玉器、家具、織品及漆器。
- Jointly presented with Art Exhibitions China, the *Rise of the Celestial Empire: Consolidation and Cultural Exchange during the Han Dynasty* exhibition will showcase the history and culture of the Western and Eastern Han dynasties. The selection of valuable exhibits from archaeological sites across the nation will offer detailed insights into ancient Chinese civilisation as it reached its peak in the Han period. Highlight exhibits will include a jade suit sewn with gold thread, some imperial gold seals, and exquisite examples of lacquerware, bronzes, and pottery figures of the period.
- We will also present *The Radiant Ming 1368-1644 through the Min Chiu Society Collection* exhibition in conjunction with the Min Chiu Society. Featuring a selection of precious items from the collections of the members of the Society, this exhibition will cover the history of the Ming dynasty that ruled China for 276 years. The artefacts on display, selected to introduce various political, social and cultural developments in the Ming period, will cover areas such as maritime trade, religion, art and crafts, and the cultural life of the literati, and will provide visitors with an in-depth understanding of the art and culture of the Ming dynasty. Exhibits will include a fine selection of porcelain, paintings, jade objects, furniture, textiles and lacquer.



舉辦專題展覽，鞏固各分館的定位，促進文化交流

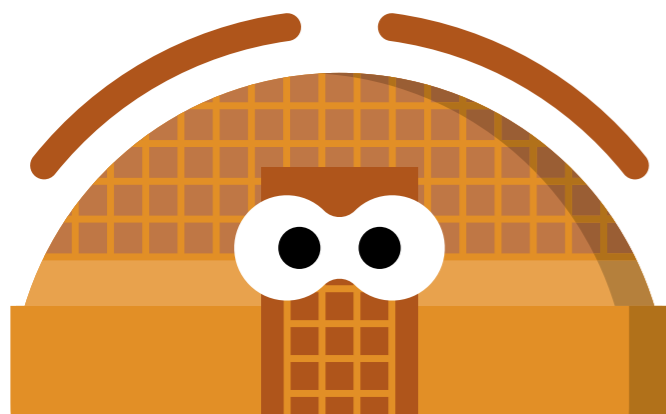
目標 Goal

To present thematic exhibitions that reinforce the respective positionings of our branch museums and provide opportunities for cultural exchange

- 孫中山紀念館將與深圳博物館、澳門博物館、廣東革命歷史博物館、孫中山大元帥紀念館合辦「荏苒人生——孫中山次女孫琬和戴恩賽伉儷文物展」，展出粵港澳三地的五間博物館的多件文物及歷史照片，呈現孫戴伉儷的生活。展覽將介紹二人少時如何相識、戴氏的事業生涯，以及展現他們的家庭生活片段，讓觀眾了解孫琬與戴恩賽如何支持孫中山的革命工作。該展覽為大珠江三角洲文化合作項目，展覽在香港展出後將移至澳門。
- The Dr Sun Yat-sen Museum will jointly organise an exhibition titled *With the Passage of Time – Artefacts of Sun Wan, Dr Sun Yat-sen's Second Daughter, and her Husband, Tai Ensai* together with four other museums in Macau and Guangdong namely, the Shenzhen Museum, the Macao Museum, the Guangdong Museum of Revolutionary History, and the Memorial Museum of Generalissimo Sun Yat-sen's Mansion. This exhibition, which is one of the Greater Pearl River Delta Cultural Cooperation projects, will showcase a number of artefacts and historical photographs, together offering a glimpse into the lives of Sun Wan and Tai Ensai. By revealing how the pair got together in their youth, explaining Tai's career path, and showing snippets from their family life together, the exhibition will help visitors understand some of the ways in which Sun Wan and Tai Ensai gave support to Dr Sun Yat-sen's revolutionary work. After the show in Hong Kong, the exhibition will move on to Macau.



- 孫中山紀念館將聯同孫中山故居紀念館及新加坡孫中山南洋紀念館，於新加坡孫中山南洋紀念館舉辦「歷覽前賢家與國：孫中山與他的家屬」展覽，展出各館的相關文物及歷史照片，講述孫家成員的生平，讓觀眾了解孫中山的親朋及孫家如何堅定支持孫中山的革命事業。
- The Dr Sun Yat-sen Museum will join hands with The Museum of Dr Sun Yat-sen (Zhongshan) and the Sun Yat Sen Nanyang Memorial Hall (Singapore) in the organisation of the exhibition *Dr Sun Yat-sen and his Family* at the Sun Yat Sen Nanyang Memorial Hall, Singapore. Showcasing artefacts and historical photographs from the organising museums, the exhibition will illustrate the life histories of the Sun family members, giving visitors a view of the people close to Dr Sun Yat-sen, and the family's staunch support of his revolutionary career.
- 2015年5月至11月，海防博物館將從廣東革命歷史博物館借來展品，合辦「戮力同心——粵港抗戰文物展」，紀念中國人民抗日戰爭勝利70週年。是次展覽亦為大珠江三角洲文化合作項目，而歷史博物館亦借出有關抗戰的藏品，於2015年9月在廣州展出。
- The Museum of Coastal Defence will jointly organise an exhibition titled *Fighting as One: Reminders of the Eight-year War of Resistance in Guangdong and Hong Kong* with the Guangdong Museum of Revolutionary History from May to November 2015, with loan exhibits from Guangzhou, to mark the 70th anniversary of the victory of the Chinese people's war of resistance against Japanese aggression this year. In return, relevant items from the collection of the Museum of History will be selected for display in Guangzhou in September 2015. This exhibition is another of the Greater Pearl River Delta Cultural Cooperation projects.
- 海防博物館將於2015年9月舉辦中國抗日戰爭圖片展，以紀念抗戰勝利70週年。
- We will stage a pictorial exhibition on the war of resistance against Japanese aggression at the Museum of Coastal Defence in September 2015 to mark the 70th anniversary of victory in the war this year.



- 藏品
- Collections

- 教育推廣
- Education



蒐集有關香港及華南歷史的文物，增添館藏

目標
Goal

To enrich those of the Museum's collections most closely related to the history of Hong Kong and the South China area

- 我們現藏逾136,000件藏品，並定期舉辦不同主題的徵集活動，充實館藏。我們將繼續增添長衫、玩具，以及與本港兒童生活及本港工業相關的藏品。
- We regularly launch thematic collection campaigns, through which we appeal for items to enrich the Museum's collections of more than 136,000 items. In our ongoing collection campaigns, we will continue to appeal for items to add to our collections of cheongsam, objects related to children's life in Hong Kong, toys and items relating to Hong Kong industries.
- 除了向公眾徵集藏品外，我們亦會積極聯絡有意捐獻的人士，嘗試尋求捐贈。
- Apart from soliciting donations from the public, we will also proactively contact potential donors to explore the possibility of receiving donations from these sources.

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提供公開學習平台，鼓勵社會各界終身學習

目標
Goal

To provide an open learning platform and to promote life-long learning for different social groups

- 我們將配合常設及專題展覽，繼續舉辦各式各樣的教育及外展節目，這亦是我們的使命之一。節目將包括講座系列、工作坊、導賞團、學生講座、教師研討會、親身體驗活動、表演、專題展覽教育角及比賽等，以迎合學校、非牟利機構、殘障人士、少數族裔等不同群體及機構的需要。
- As part of our wider mission, we will continue to organise a rich array of education and extension programmes to tie in with our permanent and thematic exhibitions. The programmes will include lecture series, workshops, guided tours, talks for students, teacher seminars, hands-on activities, performances, education corners for thematic exhibitions, and competitions. This diversity of programmes is designed to meet the needs of many different groups and institutions, including schools, non-profit-making organisations, people with disabilities and ethnic minority groups.

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- 觀眾拓展
- Audience Building

籌辦新的教育節目，
迎合教育界所需

目標
Goal

To develop new educational
programmes to cater for the needs of
the educational sector

- 我們將與教育局的歷史組、中國歷史組及全方位學習組合作，舉辦教師研討會及相關活動，示範如何將本館資源及專題展覽用於學習及教學。
- We will organise teacher seminars and activities in collaboration with the History, Chinese History and Life-Wide Learning Sections of the Education Bureau, in which we will demonstrate to participants how best to make use of the museum's resources and its thematic exhibitions for learning and teaching purposes.
- 我們將為中小學舉辦教師培訓工作坊及學校文化日，以增進師生對香港歷史文化的興趣與認識，並鼓勵學校安排參觀歷史博物館。
- School programmes such as teacher training workshops and School Culture Day programmes for primary and secondary school students will be organised, with the aim of enhancing the school population's interest in and understanding of Hong Kong's history and culture, and encouraging school visits to the museum.

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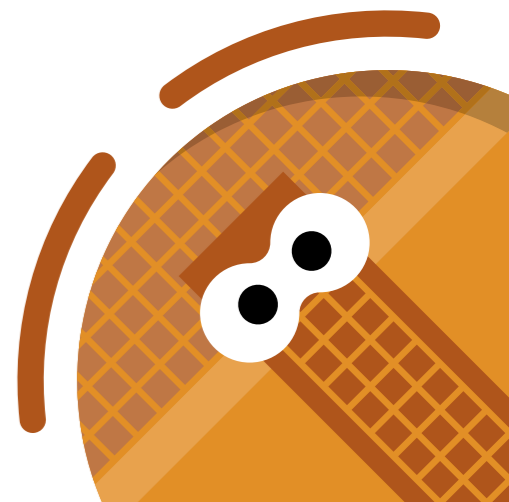
策劃節目和傳訊活動，
拓展觀眾層面

目標
Goal

To broaden our audience base
through programming and
communications initiatives

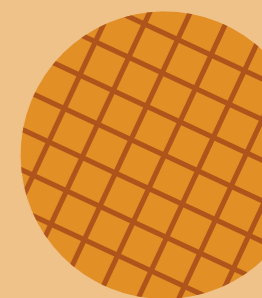
- 我們將繼續推行「博物館共融及社區關懷計劃」，為聽障及視障人士及其他傷健人士、少數族裔人士、年輕人、長者、家庭、新移民等群體舉辦特別導賞團／工作坊以及外展活動，藉此吸納新觀眾群。
- We will continue our programme *Inclusive Life: Museum for All and the Caring for the Community* with the aim of attracting new audience groups, such as those with visual or hearing impairments and other disabilities, members of ethnic minority groups, young people, the elderly, families and new immigrants, by offering special guided tours / workshops and outreach activities catering for the needs of specific groups.

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- 能力提升
- Capacity Building



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籌備新節目，吸引不同觀眾群

目標
Goal

To develop new programmes that will attract different audience groups

- 為紀念歷史博物館成立40週年，我們將推出多個新節目，包括一系列回憶訪談，並以館藏照片為題材，配合平板電腦，舉辦「香港故事」常設展導賞團，亦會舉辦紙模型製作工作坊、考古工作坊，以及在香城茶室舉行中學樂團表演。
- To mark the 40th anniversary of the Museum of History this year, we will organise a wide range of new programmes; these will include a series of reminiscence talks, iPad tours of *The Hong Kong Story* permanent exhibition making use of the Museum's photo collection, workshops on paper model-making and on archaeological finds, and a musical ensemble by secondary school students at our City Café.
- 2015年乃海防博物館成立15週年。為慶其事，海防博物館將舉辦連串精彩節目，包括音樂會、軍事步操表演、同樂日、裝置藝術節目，以及專題講座系列等。
- A variety of interesting activities, including a musical concert, a marching performance, a fun day, installation art programmes and special lecture series will be run to celebrate the 15th anniversary of the Museum of Coastal Defence in 2015.

鼓勵公眾參觀博物館，參與博物館節目

目標
Goal

To encourage visits to museums and wider participation in museum programmes

- 2015年，葛量洪號滅火輪展覽館及孫中山紀念館將舉辦同樂日，歡迎訪客探索豐富的歷史資源。
- Promotional Fun Days for the Fireboat Alexander Grantham Exhibition Gallery and the Dr Sun Yat-sen Museum will be organised in 2015 to encourage visitors to explore these rich historical resources.

鼓勵年輕人投身博物館工作

目標
Goal

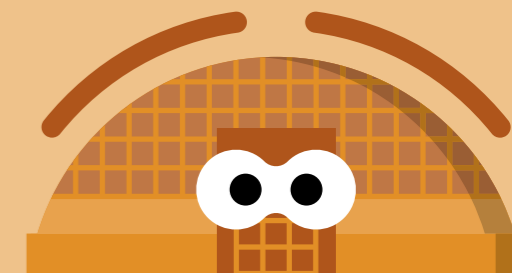
To encourage members of the younger generation to consider engaging in museum work

- 我們將繼續舉辦「未來館長培訓課程」，讓學生多了解博物館的功能及館長的職責。學員透過與館長交流，了解博物館的背後運作，參與歷史、藝術、電影等各類跨範疇活動，探討不同話題，在愉快的氣氛中認識歷史文化。
- We will continue to run our *Future Curator Training Course*, which helps students better understand the functions of museums and the jobs of curators. Different themes will be explored, and activities designed for the student participants to learn about history and culture in an enjoyable way, through "dialogue with curators" events, behind-the-scene activities and various crossover programmes in history, art, film and similar fields.
- 我們亦將持續透過實習和培訓計劃，向青少年提供實踐機會。
- We will continue to provide placement opportunities for young people in our internship and trainee programmes.

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• 社區參與及伙伴合作 • Community Engagement and Partnership



繼續與非政府機構合作，
物色新的合作伙伴，
合辦各式各樣的節目

目標 Goal

To continue to partner with NGOs,
and seek out new partners,
in the organisation of diversified programmes

- 今年，我們將與多間機構合辦三項與香港歷史有關的專題展覽。
- 我們將繼續夥拍香港演藝學院，於「香港故事」長期展覽廳呈獻為中學生而設、以本土歷史文化為題材的互動劇場，並在校園舉辦外展工作坊。
- 我們將繼續與本港大專及學術機構合作，舉辦公眾研討會及講座，展示最近有關歷史文化的學術研究成果。
- 我們將繼續與香港展能藝術會、香港新移民服務協會、香港小童群益會等非政府機構合作，為不同對象舉辦各種活動。
- This year, we will partner with different organisations in presenting three thematic exhibitions related to the history of Hong Kong.
- In collaboration with the Hong Kong Academy for Performing Arts, we will continue to run interactive drama performances on local history and culture in *The Hong Kong Story* permanent exhibition gallery for secondary school students, and conduct outreach workshops at schools.
- We will continue to collaborate with local tertiary and academic institutions in jointly organising seminars and lectures for the public, which will present the latest academic research findings on historical and cultural topics.
- We will continue our collaboration with a range of NGOs, including the Arts with the Disabled Association Hong Kong, the Hong Kong New Immigrant Service Association, and The Boys' & Girls' Clubs Association of Hong Kong, in organising a wide variety of activities for different target groups.

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與支援博物館的機構保持
良好合作關係

目標 Goal

To maintain amicable partnerships
with supporters

- 我們與「藝術在醫院」合辦「耆趣藝遊——賽馬會健腦行」先導計劃。計劃由香港賽馬會慈善信託基金獨家贊助，旨在喚起長者及阿爾茨海默氏症患者的長期記憶，透過讓他們參與一系列博物館活動，幫助他們融入社區。2015年11月，我們會於博物館大堂展出參與者的作品，作為該項目的尾聲。
- 2015年，歷史博物館將與消防處合辦「葛量洪號滅火輪展覽館同樂日」。
- In collaboration with Art in Hospital, the pilot project of "Journey for Active Minds: Jockey Club Museum Programme for the Elderly" has been launched with sole sponsorship from the Hong Kong Jockey Club Charities Trust. The programme is specially designed to help stimulate the long-term memory of the elderly and those suffering from Alzheimer's disease, and also aims to help participants integrate with the community through their participation in a variety of museum activities. The finale of the project will feature a display of the participants' works, to be held in the Museum Lobby in November 2015.
- The *Fun Day* of the Fireboat Alexander Grantham Exhibition Gallery will be organised in 2015, in collaboration with the Fire Services Department.

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就博物館節目及服務諮詢
專家意見

目標 Goal

To seek expert advice on the museum's
programmes and services

- 我們將會繼續諮詢歷史博物館諮詢委員會及博物館專家顧問，聽取他們對於館藏、節目策劃、市場推廣及未來重要計劃的專業意見。
- 我們將會與博物館專家及本地學者會面，諮詢他們對翻新「香港故事」展覽的意見。
- The museum will continue to seek expert advice on its collection, programming and marketing activities, and on its major plans for the future, through consultation with the History Museum Advisory Panel and the Museum Expert Advisers.
- Meetings will be arranged with the Museum Expert Advisers and local scholars at which their input into the Museum's plan to revamp *The Hong Kong Story* exhibition will be solicited.



- 優化設施及訪客服務
- Enhancement of Facilities and Visitor Services

- 學術研究及機構發展
- Research and Institutional Development

大幅翻新歷史博物館及海防博物館，令訪客更添樂趣

目標
Goal

To enhance visitors' enjoyment through large-scale revamp projects at the Museum of History and the Museum of Coastal Defence

- 歷史博物館及海防博物館已籌備好，在2015-16年度大幅翻新現有的常設展覽，添加全新元素、採用創新的策展方法及展示方式、改善館內佈局。歷史博物館的整體翻新工程預期需時六年，而海防博物館則需時四至五年。
- Plans are in hand to kick off two major revamp projects in 2015-16 for the existing permanent exhibitions of the Museum of History and the Museum of Coastal Defence. New elements, along with innovative curatorial approaches and means of presentation and enhanced layout will be incorporated. The entire revamp project at the Museum of History is expected to take six years to complete, while that at the Museum of Coastal Defence will take from four to five years.

方便殘疾人士享用博物館資源

目標
Goal

To enhance accessibility for people with disabilities

- 我們務求讓所有訪客都能享用博物館的資源。因此，我們計劃改善多項博物館設施，包括加設方便殘疾人士使用的詢問處，以及為視障人士鋪設觸覺引路帶。
- As part of our goal of making the museum more accessible and inclusive, we plan to improve a number of our facilities this year; this will include installing an easily accessible information counter and tactile guide paths for the visually impaired.

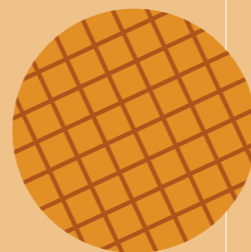
從事多項研究，提升博物館專業水準

目標
Goal

To engage in various research projects to reinforce the museum's levels of professionalism

- 我們將繼續以香港與中國歷史，以及各式館藏為題，開展不同的研究計劃。目前正進行的計劃包括：香港早期葡萄牙人社群（1841-1941）、香港島北碑銘調查、客家花帶、香港玩具、香港玩具歷史，以及漢代文物。
- We will continue to engage in a wide range of research projects on Hong Kong and Chinese history, and on different aspects of our collections. Ongoing research projects include projects on the early Portuguese and their community in Hong Kong (1841-1941), the historical inscriptions on the northern part of Hong Kong Island, Hakka patterned bands, Hong Kong toys, the history of toys in Hong Kong, and the cultural relics of the Han Dynasty.
- 我們將開展多個研究計劃，配合歷史博物館及海防博物館即將翻新的常設展覽。研究主題包括香港工業的發展、轉型和全球化、英國駐港陸海軍（1841-1997）以及翻新文物徑。
- We will begin a number of research projects in conjunction with the upcoming revamp of the permanent exhibitions of the Museum of History and the Museum of Coastal Defence, including projects on the development, transformation and globalisation of Hong Kong industries, British land and naval defence of Hong Kong (1841-1997), and a study on the renovation of the Historical Trail.





持續為員工提供培訓
機會，培養工作所需技能

目標
Goal

To equip our staff members with
the skills they need by providing them with
ongoing training opportunities

- 我們將繼續鼓勵本館員工參與本地及海外培訓，接觸不同範疇的知識，充實工作經驗，在展覽方式、拓展觀眾層面、與專家及社區合作、公眾參與、市場推廣等方面有所啟發。
- We will continue to encourage our museum staff to undergo training in and outside Hong Kong, with the aim of broadening their exposure and enriching their experience, particularly in topics such as exhibition presentation, audience development, partnership with professionals and the community, public engagement, and marketing.

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2015-16 年度展望 Anticipated Achievements in 2015-16

我們在完成《年度計劃》的上述項目後，計劃於2015-16年度實現以下目標：

- 與不同機構合辦三項以香港歷史為題的展覽，增進訪客對本港歷史的認識，促進社區參與；
- 舉辦兩項分別以漢、明兩代為主題的專題展覽，增進觀眾對中國歷史的認識；
- 舉辦三項展覽，令本館藏品有機會與更多觀眾見面；
- 夥拍廣東、澳門及新加坡的機構舉辦三項專題展覽，鞏固三間分館的定位，促進文化交流；及
- 舉辦不同的文物徵集活動，呼籲公眾捐贈文物，期望增添1,000件藏品。

We plan to achieve the following performance targets in 2015-16 after implementing the initiatives outlined in the above Annual Plan:

- Present three exhibitions on Hong Kong history, in partnership with different organisations, that will promote visitors' appreciation of local history and enhance community engagement;
- Organise two special exhibitions, on the Han and Ming dynasties respectively, that will enhance visitors' understanding of Chinese history;
- Organise three exhibitions that will enhance the accessibility of the museum collections;
- Organise three special exhibitions in conjunction with institutions in Guangdong, Macau and Singapore that will consolidate the positioning of our branch museums and foster cultural exchanges; and
- Increase the size of our collections by 1,000 items by running various collection campaigns appealing for donations from the public.

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香港 文化博物館 Hong Kong Heritage Museum



引言 Introduction

香港文化博物館跨越不同的範疇，下設三棟屋博物館、香港鐵路博物館及上窰民俗文物館三間分館，致力詮釋、保存和展示香港豐富多元的文化遺產。本館重視與社區建立緊密聯繫，經常與不同的本地團體和學術團體合作，舉辦展覽、策劃教育活動、進行研究。我們會克盡使命，喚起香港人的集體文化回憶，為創意及傳統文化注入新靈感。

2015-16年度，我們將繼續在非物質文化遺產、流行文化與設計等方面著手，推廣香港的傳統及創意文化，並藉著香港多元文化的薰陶，鼓勵參觀人士弘揚本港豐富的文化傳統。

The multi-disciplinary Hong Kong Heritage Museum (the Heritage Museum), which includes the branch museums the Sam Tung Uk Museum, the Hong Kong Railway Museum and the Sheung Yiu Folk Museum, is dedicated to interpreting, preserving and presenting Hong Kong's richly diverse cultural heritage. The Heritage Museum maintains vital links with the community, partnering with local groups and academic institutions to present exhibitions, run education programmes and undertake research projects. The museum is firmly committed to its role of providing a space where Hong Kong people can evoke their collective memories about Hong Kong's culture, and find new sources of inspiration for developing a creative culture and a living heritage.

In 2015-16, the museum will continue to highlight Hong Kong's living heritage and creative culture in areas such as intangible cultural heritage (ICH) and popular culture and design. It will also continue to offer visitors the opportunity to immerse themselves in aspects of Hong Kong's varied culture, and encourage them to celebrate our rich heritage.

HK
Heritage
Museum

理想 Vision

我們透過探索香港和世界各地的多元文化，以及促進與保存香港的文化活力，使人們的生活變得更豐富，並獲得啟發。

We enrich and inspire by exploring the diverse culture of Hong Kong and the cultures of other regions, and by promoting and preserving the vibrant culture of Hong Kong.

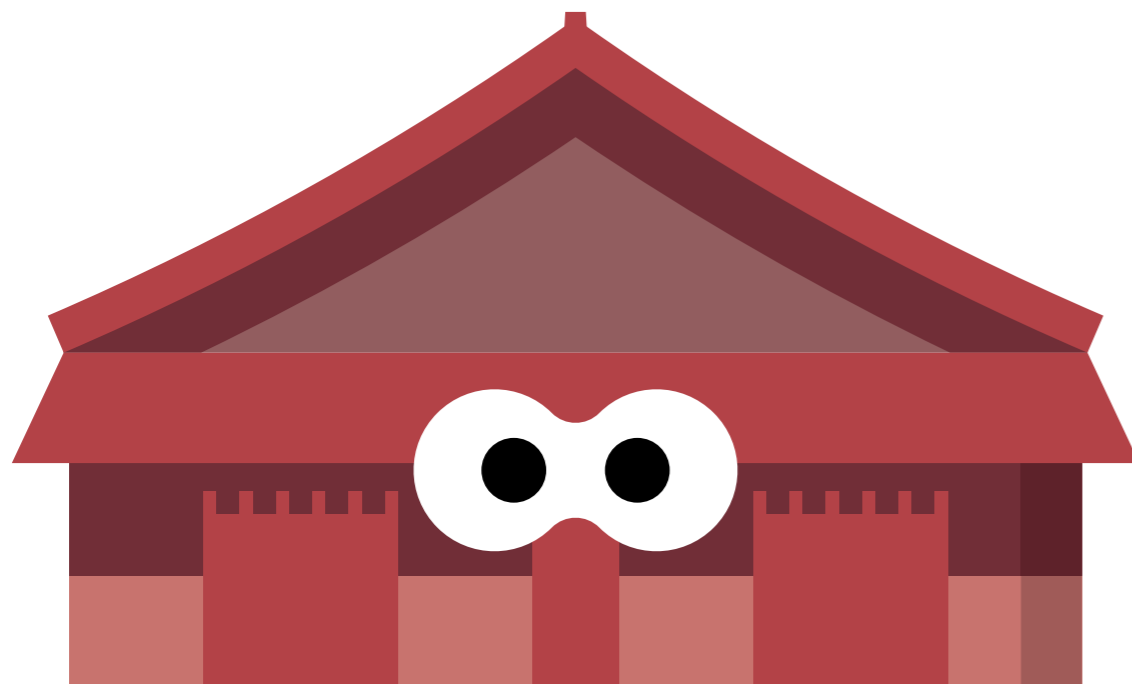
使命 Mission

- 保存、研究、展示和詮釋香港的多元文化，特別是現存文化傳統與創意文化。
- 讓香港市民與世界文化接軌。
- 帶給觀眾創新、富啟發性、具教育意義和愉快的博物館體驗。
- 支持和鼓勵對知識、藝術及創意的追求。
- To preserve, study, present and interpret Hong Kong's diverse culture, with special emphasis on its living heritage and its 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.

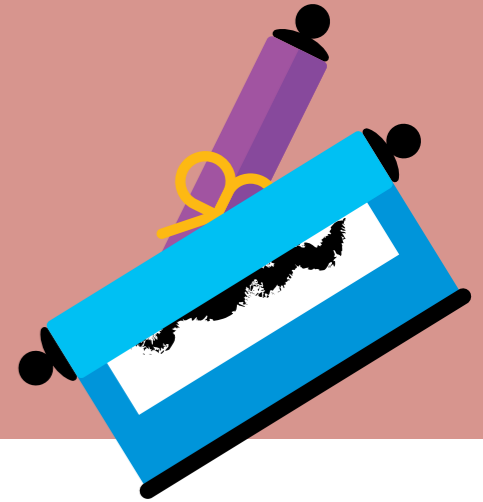
信念 Values

- 專業精神
- 熱誠投入
- 以人為本
- 真摯誠懇
- 多元特色
- Professionalism
- Passion
- Focus on people
- Sincerity
- Diversity

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挑戰與機遇 Challenges and Opportunities



2015-16年度，文化博物館將面對以下挑戰之餘，亦迎來不同機遇：

- 文化博物館將會更新個別的常設展館，藉此突出文化博物館的定位，著力展現香港的文化和傳統。
- 2009年，粵劇正式列入聯合國教科文組織非物質文化遺產名錄。粵劇亦是香港的首項世界非物質文化遺產。文化博物館會繼續以粵劇文化館推廣粵劇。
- 繼2014年6月公佈香港首份非物質文化遺產清單後，政府在《2015年施政報告》宣佈成立非物質文化遺產辦事處，透過確認、記錄、研究、保存、推廣與承傳，加強保護及推廣香港的非物質文化遺產，並優先保護具有較高文化價值且急需保存的項目。文化博物館和於2015-16年度設立的非物質文化遺產辦事處會密切合作。

We anticipate that the Heritage Museum will face the following challenges and opportunities in 2015-16:

- Some permanent exhibitions at the Heritage Museum require revamping. We will take this opportunity to revitalise and sharpen our positioning as a museum of Hong Kong's culture and heritage.
- Cantonese Opera was officially included in the UNESCO Representative List of the Intangible Cultural Heritage of Humanity in 2009. It is also Hong Kong's first world-listed intangible cultural treasure. The Heritage Museum will continue to promote Cantonese Opera through its Cantonese Opera Heritage Hall.
- Building on the promulgation of the first ICH Inventory of Hong Kong in June 2014, in its 2015 Policy Address the Government announced the establishment of a new ICH Office to better safeguard and promote Hong Kong's ICH through the identification, documentation, study, preservation, promotion and transmission of this heritage. Priority will be accorded to the protection of ICH items of high cultural value and which require urgent preservation. The Heritage Museum will work closely with the new ICH office, which will be set up in 2015-16.

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年度計劃 Annual Plan

- 節目策劃
- Programming



舉辦各式各樣的展覽及
公眾節目，拓展觀眾層面

目標
Goal

To broaden our audience base by
presenting a dynamic mix of
exhibitions and public programmes

- 為誌《武•藝•人生——李小龍》展覽開幕兩週年，我們將於2015年7月推出「賞•念 李小龍——收藏家珍藏系列（二）」，從一位美國著名收藏家的角度介紹李小龍的故事。
- To mark the 2nd anniversary of the opening of the *Bruce Lee : Kung Fu • Art • Life* Exhibition, Series II of *Memorable Bruce Lee: Collectors' Corner* will go on display in July 2015, in which Bruce Lee will be introduced through the eyes of a famous American collector.
- 2015年12月，我們將以中式兒童穿戴所蘊含的豐富寓意為題材，展出清末民初的童服及飾物。觀眾會從展品認識到傳統中國人如何在童服設計中融入丁財興旺、福澤綿延和子孫昌盛的祝願，並表達他們對孩子的關愛。
- An exhibition in December 2015 on the theme of hidden meanings in Chinese children's clothing and accessories will feature children's clothing and accessories from the late Qing dynasty to the early Republican period. The exhibition will show visitors how the traditional desire of Chinese people for good fortune, blessings and many descendants was incorporated in the design of these garments and accessories, as well as emphasising the care and love for children evident in them.
- 2014年度的台北「香港週」舉行了《非常香港》傳統風俗文化展覽，吸引逾40,000名觀眾。我們計劃於2016年在新設的非物質文化遺產中心內重現展覽的精華。
- The exhibition *Indigenous Hong Kong - An Exhibition on our Intangible Cultural Traditions*, staged in Taipei during Hong Kong Week 2014, attracted over 40,000 visitors. It is planned to organise a condensed version of this exhibition to be held in the new ICH Centre in 2016.

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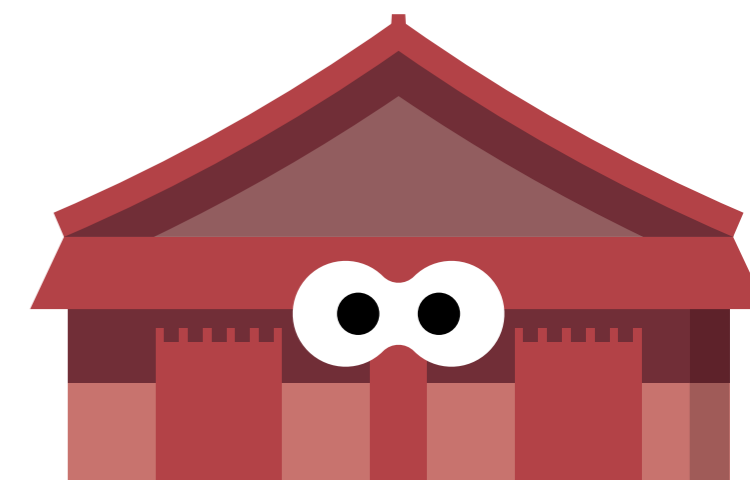
加強合作，協辦精彩
展覽，促進文化交流

目標
Goal

To strengthen our collaborative partnerships
in order to present excellent joint exhibitions
and strengthen cultural exchange

- 2015年6月，文化博物館將與中國文化部合辦新一輪的「根與魂」中國非物質文化遺產主題系列活動，有望促進兩地的文化交流。屆時登場的活動包括展覽、講座及表演，展示甘肅省的少數民族藝術、手工藝、音樂及舞蹈等傳統文化，藉此推廣甘肅豐富多樣的非物質文化遺產。
- Cultural exchanges between Hong Kong and the Mainland will be strengthened when the museum joins hands with the Ministry of Culture in June 2015 to co-organise another chapter in the *Genesis and Spirit* series of cultural events celebrating China's ICH. The upcoming event, which includes an exhibition, talks and performances, will promote the rich and varied intangible cultural heritage of Gansu by showcasing its minority cultures and their traditions, including their arts and crafts, music and dance.

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藏品 Collections

為下一代確認並保存 香港非物質文化遺產

目標 Goal

To identify and preserve Hong Kong's ICH for our future generations

- 我們將編製首份香港非物質文化遺產代表作名錄。
- 2014年尾，香港中央圖書館多媒體資訊系統推出初步的網上「香港非物質文化遺產資料庫」。長遠而言，我們會推出更先進的非物質文化遺產資料庫系統。
- 我們將舉辦展覽及公開講座、示範、實地考察等教育節目，引導公眾認識本港寶貴的文化傳統，並藉此保護香港的民間傳統。
- We will compile the first Representative List of ICH in Hong Kong.
- A preliminary online "Hong Kong Intangible Cultural Heritage Database" of the 480 ICH inventory items was launched under the Hong Kong Central Library's Multimedia Information System (MMIS) at the end of 2014. In the longer term, we plan to introduce a more sophisticated ICH database system.
- Exhibitions and education programmes such as public lectures, demonstrations and field studies will be organised to foster community interest in and appreciation of these important aspects of local culture and tradition. The exercise will also help safeguard Hong Kong's folk traditions.

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增添及完善藏品

目標 Goal

To expand and refine our collections

- 我們現有館藏逾90,000件。本館會繼續增添及完善館藏，特別是關於流行文化、本地設計、攝影及其他應用藝術媒體的藏品，並增加富有文化價值的館藏。
- We will continue to expand and improve our collections, which currently number over 90,000 items. In particular, we are looking to enhance our collections in the areas of popular culture, Hong Kong design, photography and other applied arts media, as well as our collections of objects of cultural value.

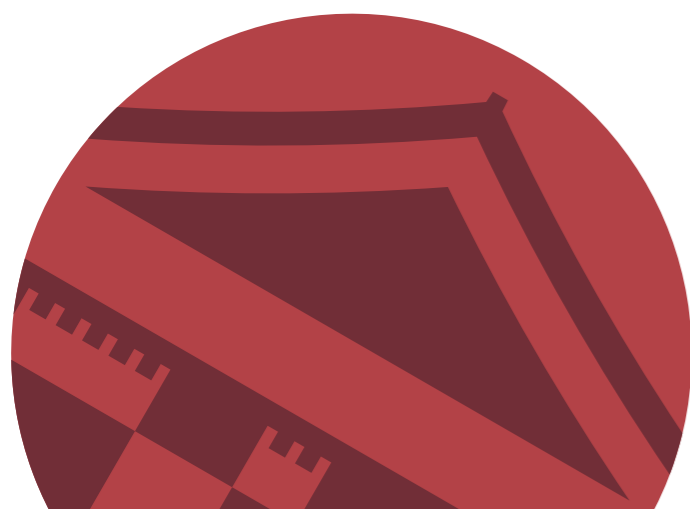
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提升數碼館藏

目標 Goal

To enhance digital accessibility

- 我們會將更多館藏上載至「谷歌藝術計劃」，以數碼形式展示，方便市民觀賞。
- To make our collections more accessible to the public, we will enhance digital access to our collections by uploading more items onto the Google Art Project.



- 教育推廣
- Education



讓公眾將「館藏」帶回家，增加參觀人數

目標
Goal

To encourage patronage by offering the public an opportunity to take "museum collections" items home

- 香港文化博物館、香港歷史博物館及香港藝術館邀請了七位本地著名設計師，以博物館的藏品為藍本，創作出獨一無二的紀念品。項目名為「帶回家」，讓公眾以優惠價格將「館藏」帶回家。
- The Heritage Museum, the Hong Kong Museum of History and the Hong Kong Museum of Art have jointly invited seven leading Hong Kong designers to create uniquely styled museum souvenirs inspired by our collections. The project, *Bring Me Home*, gives the public the opportunity to take "museum collections" items home at affordable prices.

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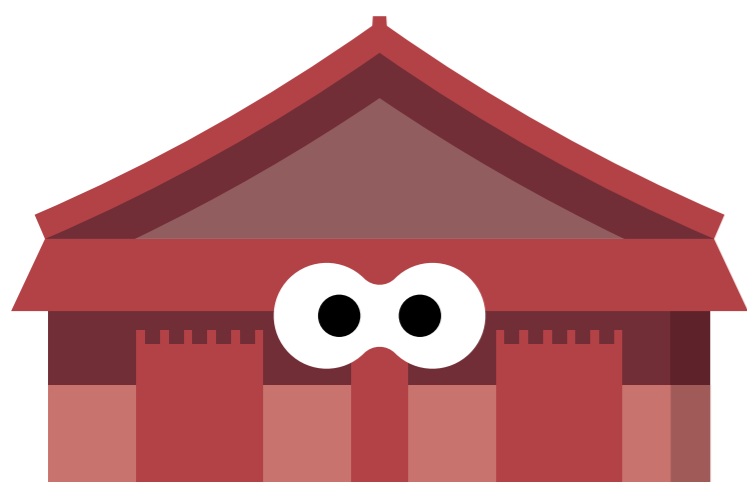
提供富啟發性、成效顯著的節目及學習環境

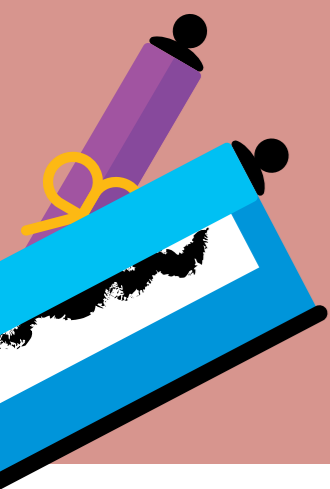
目標
Goal

To provide stimulating and effective programmes and learning environments

- 我們將繼續配合各項常規及專題展覽，舉辦多元化的教育及推廣活動，如講座、研討會、導賞團、工作坊、示範等，迎合師生、非牟利機構、殘疾人士等不同群體的需求。
- We will continue organising a variety of education and extension programmes to tie in with our permanent and thematic exhibitions, such as talks, seminars, guided tour services, workshops and demonstrations. These will be tailored to the needs of different groups, including students and teachers, non-profit-making organisations, and the disabled.
- 我們將繼續推行廣受歡迎的「博物館小先鋒」計劃，鼓勵小朋友到博物館學習。
- We will continue running our popular MuseKids membership programme, designed to stimulate children's interest in museum learning.
- 我們將與教育局、香港浸會大學、香港藝術發展局一同籌辦為期六個月的「2015年藝術同行」項目，為中學生和大專生提供多項訓練活動，增進藝術知識及藝術推廣技巧。
- We will partner with the Education Bureau, the Hong Kong Baptist University and the Hong Kong Arts Development Council in a six-month project entitled *Arts Buddies 2015*. The project delivers a series of training programmes to secondary and tertiary students that will boost both their knowledge of the arts and their skills in promoting the arts.

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- 拓展觀眾
- Audience Building

與教育專家合作，啟發
思維

目標
Goal

To collaborate with education experts for
the encouragement of intellectual activity

- 我們將繼續與教育局合辦「終身學習及其他學習經歷」方面的節目，為師生提供課堂之外的切身學習體驗，了解歷史、文化及藝術知識。
- We will continue to collaborate with the Education Bureau in organising programmes in the areas of Life-long Learning and Other Learning Experiences. These programmes provide teachers and students with authentic educational experiences outside the classroom, helping them gain a better understanding of history, culture and the arts.

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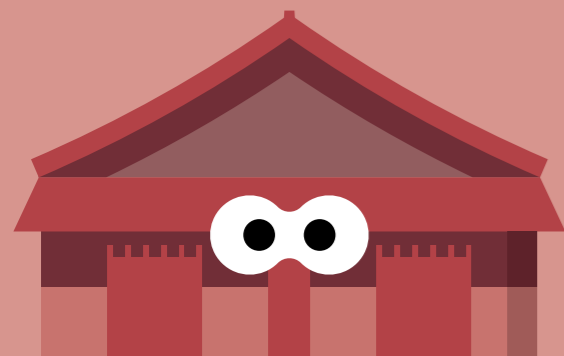
以多元節目吸引
不同觀眾群

目標
Goal

To attract different audience groups by
organising diversified programmes

- 我們將定期為「博物館小先鋒」、其他小朋友和家長設計活動，令博物館成為親子活動的好去處。每年一度的「文化新人類——青年領袖獎勵計劃」將培養出新一批年輕的博物館愛好者。
- Tailor-made activities will be offered regularly to our MuseKids group, as well as other junior visitors and families, as a means of reinforcing our reputation as a child- and family-friendly museum. The annual MuseTeens training programme will further cultivate a fresh batch of young museum lovers.
- 我們會繼續舉辦「共融計劃」，為不同社群安排文藝節目，藉此擴闊視野、提高生活內涵，提升融入社會的能力。
- Under our *Social Harmony Project*, ongoing art and cultural programmes will be offered to people from different minority communities with the aim of broadening their vision, enriching their quality of life, and improving their ability to integrate into society and share common ground with all Hong Kong citizens.
- 劇院會繼續每週上演粵劇表演，吸引不同年紀的粵劇愛好者。
- Weekly Cantonese opera performances at the theatre will continue to be held, to attract Cantonese opera lovers of all different generations.
- 我們將舉辦教師培訓工作坊、學校文化日、高中藝術學習之旅等學校節目，鼓勵學校到博物館參觀。
- School programmes such as teacher training workshops, School Culture Day, and art appreciation tours for new senior secondary students, will be organised to encourage school visits.

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提升香港文化博物館的
知名度及參觀人次

目標
Goal

To increase public awareness of
the Heritage Museum and encourage visits

- 我們將多加運用網絡平台及網絡營銷工具，如流動應用程式、Facebook、YouTube等網站，吸引年輕人及一般互聯網用戶。
- We will make wider use of online platforms and e-marketing tools such as mobile apps, Facebook, YouTube and other websites to reach out to the younger generation in particular, and internet users in general.
- 我們會在公眾地方多加宣傳，例如在商場、機場、香港旅遊發展局旅客資訊服務中心、公共交通工具刊登廣告，以接觸更多市民。
- We will try to reach a wider audience by increasing our exposure in public spaces, for example by advertising in shopping malls, at the airport, at Hong Kong Tourism Board visitor centres and on public transport.

為社會各界推出全新特別
節目系列

目標
Goal

To introduce a new series of
special programmes for people from
all walks of life

- 為推動本地粵劇傳統文化承傳，我們將舉辦「粵曲新星」節目，為公眾人士、兒童、家長、青少年等不同群體提供演唱粵曲的平台。
- To promote our Cantonese Opera heritage, we will launch a programme called *Rising Stars of Cantonese Opera* that will provide a platform for different audience groups, including the general public, children, families and teenagers, to demonstrate their Cantonese Opera stage artistry.

- 提升能力
- Capacity Building



提升核心實力，保證繼續
為觀眾提供優質博物館
體驗

目標
Goal

To build up our core strengths to
ensure we continue to offer high-quality
visitor experiences

- 我們將出版刊物和舉辦一系列展覽及教育活動（如講座、研討會、參觀、工作坊及導賞服務等），引發參觀人士的興趣，為他們帶來深刻的藝術、歷史和文化體驗。
- We will offer an array of exhibitions, publications and educational activities, including talks, seminars, visits, workshops and guided tours, all designed to stimulate inquiry and offer our visitors deeper insights into art, history and culture.
- 我們亦將舉辦教師工作坊，引導教師活用文化博物館的寶貴資源作終身學習和其他教學用途。
- We will also offer workshops for teachers, in which we will introduce ways they can use our valuable resources for lifelong learning and other educational purposes.

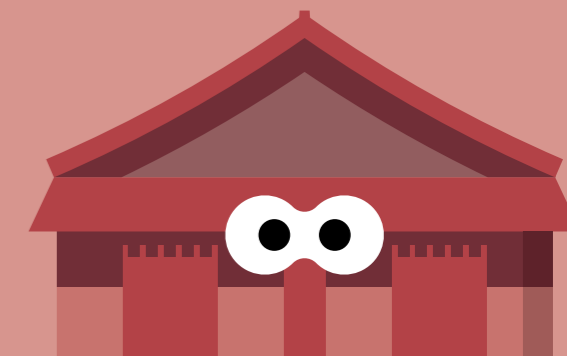
提供實習機會，培養
下一代對博物館工作的
興趣

目標
Goal

To serve as a training ground and
nurture an interest in museum work among
the next generation

- 我們將繼續舉辦適合不同年紀的節目，例如每年一度的「文化新人類——青年領袖獎勵計劃」，結合培訓課程與參觀活動，增進參加者對博物館工作、藝術、歷史及文化的興趣和認識。
- We will continue to offer programmes targeting different age groups. A notable example is our annual MuseTeens programme, which incorporates training classes and visits designed to stimulate participants' interest in and understanding of museum work, art, history and culture.
- 我們也將繼續為本地及海外大學生提供短期實習機會。
- We are also providing training and mentoring opportunities for interns from local and overseas universities.

社區參與與伙伴關係 Community Engagement and Partnership



與民間團體合作，分享
資源及專業知識

目標 Goal

To build a “partnership with
the community” for the sharing of
resources and expertise

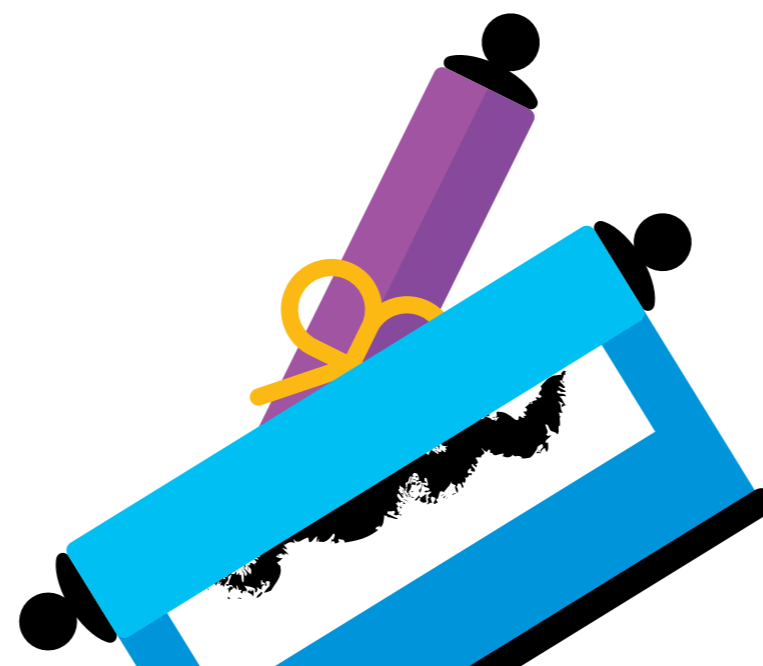
- 香港設計中心、香港設計師協會、香港八和會館、教育局等機構與博物館的工作息息相關，我們將鞏固博物館與這些機構的長期合作關係。
- 為配合2015年底登場的童服展覽，我們會與香港理工大學紡織及製衣學系攜手合作，運用現代設計理念及技術製作一批童服，重新演繹各種吉祥圖案。
- 我們正與多個民間團體合辦項目。以「帶回家」為例，博物館聯同七位本地著名設計師以博物館藏品為藍本，設計出別開生面的紀念品。
- We will continue to consolidate our long-term partnerships with organisations closely related to our core work, such as the Hong Kong Design Centre, the Hong Kong Designers Association, the Chinese Artists Association of Hong Kong and the Education Bureau.
- To complement the exhibition on children’s costumes to be staged in late 2015, we will partner with the Institute of Textiles and Clothing of the Hong Kong Polytechnic University to produce children’s clothing for display in the exhibition that reinterprets auspicious patterns through the use of contemporary design concepts and techniques.
- We are currently participating in a number of co-creative projects with various community groups. For example, we are working with seven established local designers on the design of special souvenirs based on items from the museum collections in the *Bring Me Home* project.

聽取專家意見，持續改善
博物館服務及形象

目標 Goal

To continue the development of our
museum services and the enhancement of our
museum’s image, utilising input from experts

- 在館藏、制訂節目、市場推廣、非物質文化遺產相關工作及其他重大計劃方面，我們將會繼續諮詢非物質文化遺產諮詢委員會、藝術博物館諮詢委員會、歷史博物館諮詢委員會和博物館專家顧問的專業意見。
- We will continue to seek expert advice on our collections, our programming and marketing initiatives, on matters relating to ICH and on other major plans from the ICH Advisory Committee, the Art Museum Advisory Panel, the History Museum Advisory Panel and the Museum Expert Advisers.



- 改善設備與訪客服務
- Enhancement of Facilities and Visitor Services

- 研究與機構發展
- Research and Institutional Development



更新博物館設施及服務，
改善展館環境，令參觀
人士賓至如歸

目標
Goal

To raise the level of customer satisfaction
and improve the exhibition environment by
modernising our facilities and services

- 年內，3號和4號的專題展覽館將繼續重鋪地板，以改善展場環境。博物館在2014年底著手籌劃把現有的視聽導賞廳改建為金庸展廳，翻修工程將於2015年年底開展，2016年年底完成。
- Re-flooring work to modernise the exhibition environment in Thematic Galleries 3-4 will continue during the year. Planning for the project to convert our existing Orientation Theatre into the Jin Yong Gallery began in late 2014, and the renovation work will be carried out from 2015 until late 2016.
- 新餐廳將於2015年年中開業，為參觀人士提供各種餐飲選擇。新供應商將配合博物館的形象翻新店面，包括用餐區及陳設。
- A new cafeteria will open in mid-2015 providing a range of food and beverage services for visitors. The new catering contractor will renovate the shop front, including the servicing area and furnishings, in a way that complements the museum's image.

改善殘疾人士設施

目標
Goal

To enhance accessibility for
people with disabilities

- 博物館將加設發聲摸讀地圖，並翻修殘疾人士洗手間。
- Tactile maps with audio information will be installed, and the washrooms for people with disabilities will be renovated.

展開重要學術研究

目標
Goal

To carry out key academic research work

- 來自新加坡國立大學、美國德州大學、香港中文大學、嶺南大學、香港公開大學和中山大學的學者，將與香港文化博物館繼續攜手合作，從商業、戲院歷史、社會及音樂的角度入手，研究館藏太平戲院的文物。研究論文與相關文物的研究成果將會結集成書，於2015年出版。
- 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 Sun Yat-sen University continue to pursue a research project on our Tai Ping Theatre collection, from business, theatrical, social and musical perspectives. Research papers and a study of associated artefacts will be compiled and published in 2015.
- 文化博物館正與香港浸會大學歷史學系的學者合作，研究戰後香港漫畫，記錄香港漫畫發展至今的完整歷程。我們將參考是次研究成果，制訂有關漫畫館藏的長遠策略。研究於2014年9月開始，預期於2016年年初完成。
- To develop a complete record of the development of comics in Hong Kong up until today, research on post-war Hong Kong comics is being conducted in partnership with scholars from the Department of History at the Hong Kong Baptist University. The results of this research will be used as a reference base when drawing up a long-term collection strategy for the museum's holdings of comics. Research began in September 2014 and is expected to be completed in early 2016.
- 為持續保護香港的非物質文化遺產，我們將進行大量相關研究。目前，文化博物館正在編纂《中國十部文藝集成志書·香港卷》，以及跟進「香港非物質文化遺產普查」的研究工作。今年，我們亦計劃委託學術機構，對坑口客家舞麒麟以及香港功夫的歷史沿革進行全面研究。
- We will continue our efforts to safeguard Hong Kong's ICH by undertaking substantial associated research. Ongoing research projects include the compilation of ten volumes of the Hong Kong Chinese Folk and Ethnic Culture and Arts Collections, as well as research work on some of the follow-up items from the territory-wide ICH survey. This year, we are also planning to commission academic institutions to conduct thorough research into the Hakka Unicorn Dance of Hang Hou and the history and development of the martial arts in Hong Kong.



- 香港的平面設計業於70至80年代發展蓬勃。我們將全面研究平面設計業的歷史及影響。
- 文化博物館將發表年度報告，向公眾報告我們過去一年的各項工作，並根據政府的現行指標評估博物館的表現。
- We will start a comprehensive investigation into the history and impact of Hong Kong's graphic design industry in the 1970s and 1980s, perhaps the industry's most significant era.
- The museum will publish an annual report in which it will inform the public of the wide-ranging work it carried out in the past year. A section of this report will assess the performance of the museum against the government's current set of performance criteria for museums.

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為員工提供持續培訓

目標 Goal

To offer ongoing training opportunities to staff

- 我們會繼續為員工提供多種培訓機會，讓員工了解業界的最新發展。訓練項目、工作坊、海外實習、國際研討會及文化交流活動等不但能提升員工的專業水平，亦有助擴闊視野，與海外同行建立聯繫。
- We will continue to offer our staff a variety of opportunities to help them stay abreast of developments in our field. Training events, workshops, overseas attachments, international conferences and cultural exchange opportunities not only boost professionalism but also expand staff horizons and help build networks with our overseas counterparts.

2015-16 年度展望 Anticipated Achievements in 2015-16

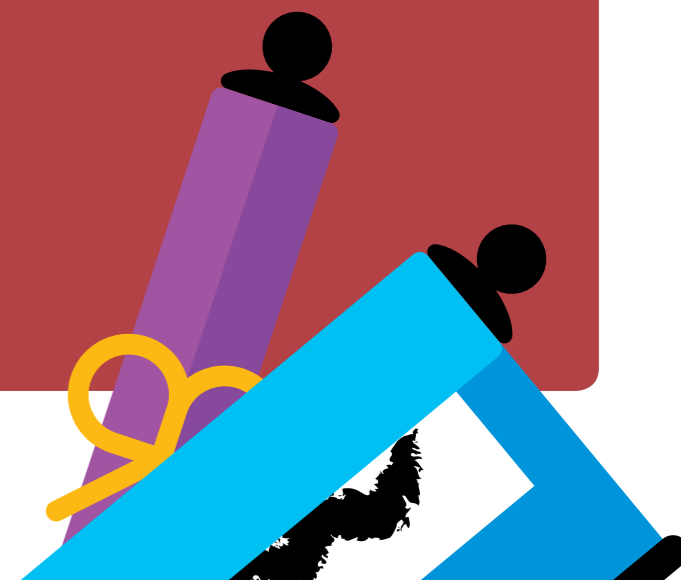
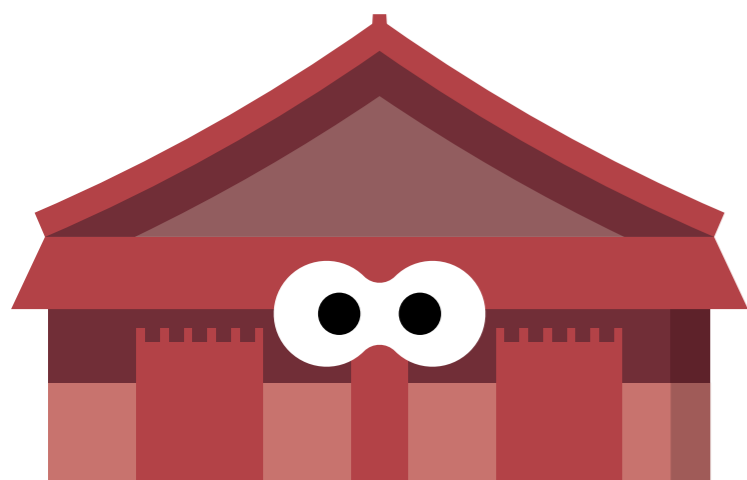
我們在完成《年度計劃》的上述項目後，計劃於2015-16年度實現以下目標：

- 與廣東機構合辦兩場展覽，藉此促進兩地文化交流；
- 舉辦三場以香港本地藝術及設計為題材的展覽，增進觀眾對本地藝術家及設計師作品的認識；
- 舉辦兩場專題展覽，讓本館藏品與更多觀眾見面；
- 購買至少100件本地藝術家及設計師的作品，增添本館在香港流行文化、設計、攝影及其他應用藝術媒體方面的藏品；及
- 將館藏總數的5%（約5,000件藏品）上傳至網絡，以便公眾觀賞。

We plan to achieve the following performance targets in 2015-16 after implementing the initiatives in the above Annual Plan:

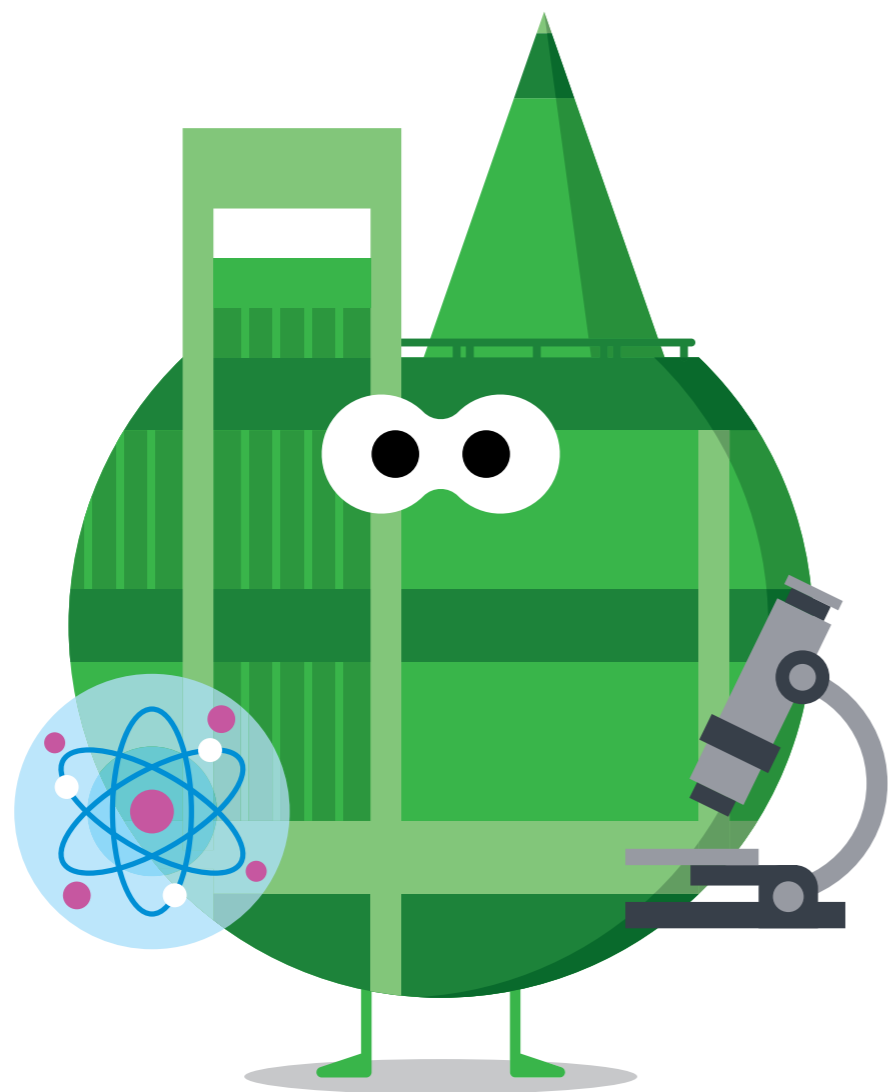
- Organise two exhibitions, in conjunction with institutions in Guangdong, that will stimulate cultural exchange between Hong Kong and China;
- Present three exhibitions on Hong Kong art and design that will enhance visitors' understanding and appreciation of the work of local Hong Kong artists and designers;
- Organise two thematic exhibitions that will enhance the accessibility of the museum collections;
- Enhance and expand our collections in the areas of Hong Kong popular culture, design, photography and other applied arts media by acquiring at least 100 items from local artists and designers; and
- Enhance the accessibility of our collection items by making 5% (about 5,000 items) of the total collections of the museum accessible for viewing on the internet.

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香港 科學館

Hong Kong Science Museum



引言

Introduction

香港科學館（科學館）是學習科學知識的好地方，以種種有趣的親身學習體驗，喚起觀眾對科學的好奇心及興趣。我們舉辦以科技為主題的常設及專題展覽，鼓勵公眾多了解自然現象，認識現今的科學發展。我們亦會推出多項互動展品和教育節目，激發不同年齡階層觀眾對科學的興趣。年內，館方會與本地、內地和海外的博物館和機構通力合作，為市民舉辦趣味盎然的節目。

The Hong Kong Science Museum (the 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.

HK
Science
Museum

理想
Vision

- 科學館致力提供先進、創新和跨學科的展覽、展品、活動、表演及外展計劃，帶領學生和公眾在輕鬆愉快環境下學習科學。
 - 科學館矢志成為高質素及多元化的世界級博物館。
 - 科學館矢志服務日益增多的本港、內地及海外觀眾。
 - 在籌辦活動及傳播科技資訊方面，科學館矢志成為東南亞（尤其是泛珠江三角洲地區）同類型機構和科學中心的主要聯繫機構。
 - 科學館務求提供平台，展示香港和內地富啟發性的展覽項目，以及本地和亞洲科學家的成就。
- We aim to be the local leader in informal science learning for students and the general public, by offering 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 increasing 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 in the Greater Pearl River Delta, in terms of our organisation of physical and virtual programmes and our dissemination of information on science and technology.
 - We aim to serve as a platform that presents stimulating exhibitions and exhibits from Hong Kong and the Mainland, and showcases the achievements of local and Asian scientists.

使命
Mission

- 向學生和公眾推廣科技。
 - 透過互動展品激發公眾對科學的興趣。
 - 舉辦富啟發性的活動，增進公眾對大自然及自然現象的認識，喚起公眾對大自然的好奇心。
- To promote science and technology among students and the general public.
 - To stimulate 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, and that arouse their curiosity about the natural world.

信念
Values

- 以客為本
 - 講求質素
 - 多元特色
 - 精益求精
 - 誠實可靠
 - 克盡己任
 - 熱誠投入
 - 專業精神
 - 積極創新
 - 協力合作
 - 知識分享
- Visitor-centricity
 - Quality
 - Diversity
 - Continuous improvement
 - Integrity
 - Accountability
 - Passion
 - Professionalism
 - Creativity
 - Collaboration
 - Knowledge sharing



挑戰與機遇

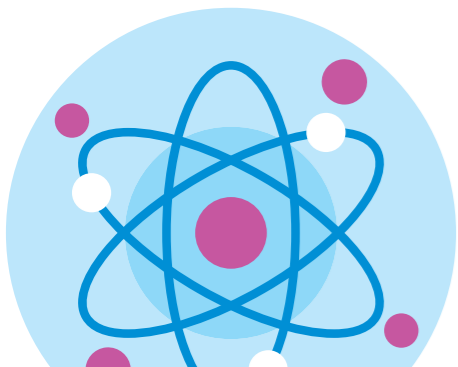
Challenges and Opportunities

2015-16年度，科學館將面對以下挑戰之餘，亦迎來不同機遇：

- 兒童天地、能源效益中心及部分生命科學廳將會關閉，以作更新，因而展廳面積及展品數目會減少。科學館將藉此機會重新佈置展廳，引進新主題，為訪客帶來新的學習體驗。
- 科學館須更新舊展品及引進新的展覽主題。我們會就展廳的定期翻新和大規模擴建科學館的第二期發展制定策略。
- 科學館有需要拓展教育活動，尤其是「香港科學節」。我們會尋求社會的更廣泛支持，致力確立科學館作為本地主要科技教育中心的地位，與香港同類型機構互相配合。
- 2016年適逢香港科學館開館二十五周年，我們將舉辦各種展覽和活動，為科學館增添姿彩，進一步提升科學館的形象。

We anticipate that the Science Museum will face the following challenges and opportunities in 2015-16:

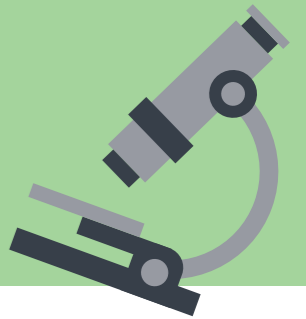
- The Children Gallery, Energy Efficiency Centre and part of the Life Sciences Exhibition Hall will be closed for renovation. This will result in a reduction in the exhibition area and the number of exhibits available for visitors to view. We will take this opportunity to rearrange the galleries, and introduce new topics that will provide visitors with new learning experiences.
- There is a need to revamp our outdated exhibits and introduce new exhibition topics. We will develop a strategic plan that will cover the regular renewal of our galleries and the larger-scale expansion of the Science Museum through the implementation of the Phase II development.
- There is a need to expand our education programmes, and in particular *Hong Kong SciFest*. We will seek wider support from the community in our efforts to position the museum as a major local science and technology education centre, and one that connects with similar institutes in Hong Kong.
- The year 2016 marks the 25th anniversary of the Science Museum. We will take this opportunity to organise a variety of exhibitions and programmes aimed at revitalising the Science Museum and enhancing our image.



年度計劃

Annual Plan

- 節目策劃
- Programming



引進各式各樣創新互動的展品，為公眾舉辦精彩展覽

目標
Goal

To provide the public with high quality exhibitions by introducing more diversified, innovative and interactive exhibits as part of their content

- 科學館將推出題為「西洋奇器——清宮科技展」的大型展覽，展出約120件文物，當中包括珍貴的科學儀器等等，涵蓋繪畫、天文、數學、度量衡、醫學、武備、生活器具和鐘錶等八大主題，展示清代皇帝如何利用這些儀器鞏固統治基礎，而它們又如何隨著歷代皇帝的喜好漸漸淪為玩意和擺設。除科學儀器外，展品亦不乏珍貴畫作、進獻清宮的貢品目錄，以及科學卷籍。
- We will present a blockbuster exhibition titled *Western Scientific Instruments of the Qing Court*. The exhibition will showcase about 120 items, including precious scientific instruments and other objects, and will cover eight main themes: paintings, astronomy, mathematics, measurement, medicine, weapons, articles for daily use, clocks and watches. The exhibition will explain how the instruments were used by the emperors to consolidate their regimes, and how the personal interests of each emperor were responsible for their transformation from scientifically significant objects into purely decorative items. Apart from the scientific instruments, the exhibition will also include valuable paintings, catalogues documenting the instruments presented to the Qing Court, and science books.
- 此外，我們會推出多款互動遊戲，從中解釋這些儀器背後的科學原理。觀眾可操作不同儀器或組件的複製品，認識儀器的運作原理。我們亦會運用先進技術介紹展品資料，例如使用多組高科技投影設備播放多媒體節目，以及利用虛擬實境技術製作互動遊戲，亦特別製作流動應用程式，協助觀眾了解科學知識和這些儀器的操作。
- In addition, we will develop a number of interactive games to help explain the scientific principles behind the instruments. Visitors will be able to operate a number of replicas of either the instruments or their components that will help them understand their workings. We will also utilise state-of-art technology to display information, for example by using an array of high-end projectors for the multimedia show, and Augmented Reality technology for the interactive games. Special mobile apps will also be developed that will assist visitors in learning the science and operating the instruments.



推出題材多樣的展覽及公眾節目，拓闊觀眾層面

目標 Goal

To broaden our audience base by presenting exhibitions and public programmes with a dynamic mix of themes

- 科學館將舉辦「海洋怒吼」展覽，展出從海中收集到的塑膠垃圾，細說生態環境所遭受的嚴重破壞。主要展品為來自飄浮在世界各地海洋中的大量塑膠垃圾，透過獨特的藝術展示手法，指出使用這些合成產品的利弊、探討這些設計所帶來的問題、循環再造的價值，以及塑膠垃圾對健康的影響，讓觀眾從減廢、重用、再造、回收、再設計五方面認識各種減少垃圾的方法。
- We will organise the exhibition *Out to Sea? The Plastic Garbage Project*, which will present facts about plastic waste collected from the seas and illustrate the scale of this ecological catastrophe. The main exhibit will be a substantial amount of original plastic flotsam retrieved from different seas around the world, displayed artistically. The exhibition will examine the advantages and disadvantages of using synthetic products, issues regarding product design, the potential for recycling, and the impact of plastic waste on health. Visitors will gain inspiration by being presented with different solutions grouped around the five 'R's: reduce, reuse, recycle, recover and redesign.
- 為配合該展覽我們將舉辦海灘清潔活動、講座、實驗班和導賞團等等教育及推廣配套活動，迎合不同年齡和需要的師生、家庭、學者及弱勢群體。
- To supplement the exhibition, a variety of education and extension activities linked to local requirements will be organised for visitors of different ages and needs, including teachers, students, families, academics and underprivileged groups. These will include beach cleaning activities, lectures, workshops, competitions, and guided tours.



增進公眾對近期科技發展的興趣及認識，鞏固科學館與合作伙伴的關係

目標 Goal

To promote the public's interest in and raise their awareness of the latest developments in science and technology, while also strengthening our collaboration with partners

- 科學館計劃舉辦「世紀實驗——大型強子對撞器」展覽，展示現今最大規模、最先進的科學實驗。歐洲核子研究組織建造的大型強子對撞器深埋於瑞士與法國交界處，匯聚了逾一萬位來自世界各地的科學家的努力，希望能尋找構成宇宙的基本元素。展覽將展出來自歐洲核子研究組織的展品，配合多媒體節目，模擬這座著名的粒子物理實驗室，讓觀眾認識對撞器及放置探測器的巨型山洞中的先進技術，了解亞原子研究如何有助我們發掘更多宇宙奧秘。
- We plan to organise the *Collider* exhibition, which will showcase the largest-scale and most advanced scientific experiment ever constructed. Buried deep under the border between Switzerland and France, CERN's Large Hadron Collider represents the efforts of over 10,000 scientists from across the world to uncover the fundamental building blocks of the universe. The exhibition will recreate the famous particle physics laboratory using artefacts from CERN and multimedia programmes. Visitors will be able to explore the advanced technologies behind the collider and detector caverns, and discover how studying the subatomic world can assist in gaining a better understanding of the universe.
- 科學館亦將與本港大學合作，闡述各間大學在歐洲核子研究中心擔任的工作，和展示本港科學家對這個項目作出的貢獻。科學館將與大學合辦多項推廣活動，讓公眾了解香港科學家在這方面的研究進展。
- We will also work with local universities, describing the work they have been doing at CERN and showing how local scientists have contributed to the project. A number of extension activities will be jointly organised with local universities that will give members of the public the opportunity to find out more about the latest research being done by local scientists in the field.

藏品 Collections

為日後展覽添置藏品

目標 Goal

To expand our collections for future exhibitions

- 科學館將繼續搜羅化石、礦石等合適的藏品，於新建的生物多樣性展廳、古生物展廳及地球科學展廳展出。科學館除了搜羅與自然歷史相關的標本外，亦會物色有關技術發展的合適藏品，於科學館計劃增設的交通及家居科技展廳中展出。
- We will continue to identify suitable collections of items such as fossils and minerals for display in our new galleries, the Biodiversity Gallery, the Palaeontology Gallery and the Earth Science Gallery. Apart from natural history specimens, we will also seek to identify suitable collections relating to technological development for our planned galleries on transportation and home technology.

教育推廣 Education



增進學生和普羅大眾對科技的興趣與認識

目標 Goal

To raise interest in and awareness of science and technology among the public, and especially among students

- 科學館將繼續舉辦不同主題的推廣及教育活動，例如講座、工作坊、實驗室、電腦班、導賞團、科學示範、電影欣賞會等，迎合不同群體的需要。
- We will continue to organise a variety of extension and education programmes, such as lectures, workshops, laboratory classes, computer classes, guided tours, science demonstrations and film shows, which will cover a range of themes and will be tailored to the needs of different groups.

舉辦精彩的科學教育活動，培養學生對科技的長遠興趣

目標 Goal

To engage students in lively science education activities that will nurture in them a life-long passion for science and technology

- 為配合2016年度「香港科學節」，科學館今年亦繼續舉辦由香港裘槎基金會贊助，英國文化協會、教育局和香港教育城有限公司合辦的「活的科學」活動系列。學生可參加科學傳意比賽、系列講座、工作坊、實驗示範、精裝科學劇等活動，從中汲取科學知識。
- As part of *Hong Kong SciFest 2016*, we will continue to support *Science Alive*, sponsored by the Croucher Foundation and jointly presented with the British Council, the Education Bureau and Hong Kong Education City Limited, which offers students opportunities for engaging with science by taking part in activities such as a science communication contest, a lecture series, workshops, demonstrations and science walkabouts.





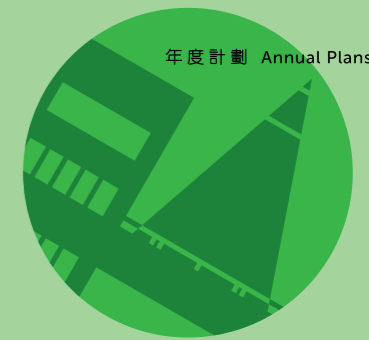
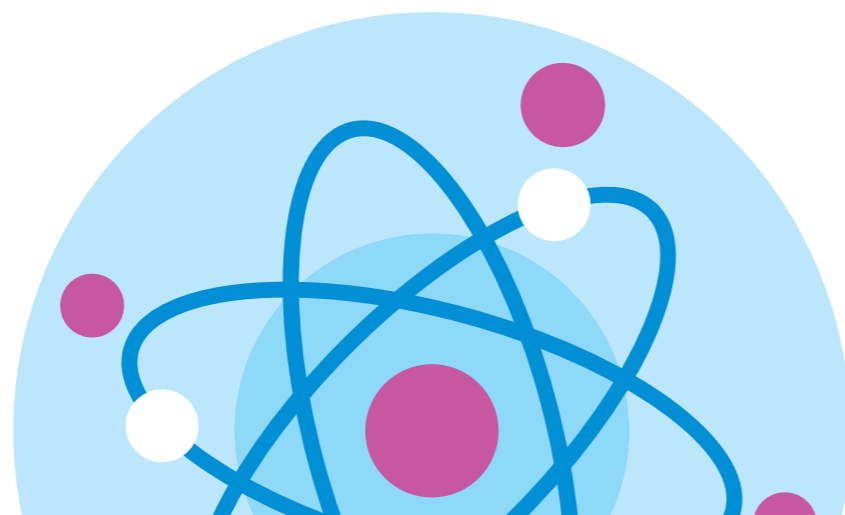
讓學生與傑出科學家
聚首一堂，培育未來
科學家

目標 Goal

To bring students together with
renowned scientists, with the aim of
sowing the seed for future scientists

- 科學館將舉辦「2015邵逸夫獎得獎者」普及科學論壇，讓年輕人近距離接觸得獎者，體會從事科學的樂趣和挑戰。
- 今年的「當代傑出華人科學家」公開講座由科學館與中國科學技術協會、京港學術交流中心、香港中華科學與社會協進會合辦，將邀請內地和本港傑出著名科學家發表科技專題演講。
- We will host the popular science forum *Meet the Shaw Laureates 2015* to provide a platform where young people can get close up to the laureates, and find out more about the fun and the challenges involved in scientific work.
- 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.

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- 觀眾拓展
- Audience Building

不時添置新展品，維持
科學館對公眾的吸引力，
招徠新的觀眾

目標 Goal

To introduce new exhibits from time to
time that will maintain the public's interest
in the museum and attract new visitors

- 科學館將於「測試展區」添置新展品。在試展期間，我們將收集觀眾的意見，因應觀眾的需求及喜好改善展品內容及設計。
- 科學館將更新一些不合時宜的展品，例如更新「電訊廊」設施及加入最新的電訊科技發展成果。
- 「科訊廊」將舉辦短期展覽，展出本地大學科學家的最新科研發展成果。
- We will introduce new exhibits in the Prototype Zone. These exhibits will be displayed at their prototype stages, and visitors' responses collected. Based on this, we will refine the content and design of the exhibits to reflect visitors' needs and preferences.
- We will revamp some of the more outdated exhibits, including carrying out a revamp of the facilities in the Telecommunications Gallery to include the latest developments in telecommunications, such as the introduction of smart phones.
- We will enhance the Science News Corner by adding temporary exhibitions about the work of scientists at local universities in areas at the frontiers of scientific research and development.

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增進公眾對科學館的
認識，於展覽中運用先進
技術，加強宣傳，招徠
新的觀眾

目標 Goal

To increase public awareness of the
Science Museum and attract new audiences
by employing the latest technology in
our exhibitions, and expanding our
publicity initiatives

- 科學館將研發為常設展覽而設的多媒體導賞系統，以手機應用程式為觀眾提供語音導賞、影像導賞、互動遊戲及導航服務。觀眾亦可使用應用程式的社交網絡功能表達意見，與朋友分享參觀感想。
- 科學館將會運用互聯網，流動傳播渠道及先進展示技術（如手機應用程式、Facebook、YouTube及網站），務使服務及外展節目精益求精，吸引年輕人及社會各界人士。
- We will develop a multimedia guide system for our permanent exhibitions. The system will comprise a mobile app providing visitors with audio guides, video guides, interactive games and navigation services. Visitors will also be able to add feedback and share their visiting experiences with friends via the app's social networking functions.
- We will continue to enhance our services and outreach programmes through the use of the internet, mobile channels and cutting-edge presentation technologies (such as mobile apps, Facebook, YouTube and websites) in order to appeal to a wider range of audience groups, and in particular to young people.

增強科學館對長者、
弱勢社群等觀眾的吸引力

目標 Goal

To widen our appeal to audience groups
such as the elderly and the underprivileged

- 除現有的兒童實驗班外，科學館亦會舉辦類似的長者實驗班，增進長者對飲食、健康等與日常生活息息相關的科學知識。科學館亦會配合專題展覽，為弱勢社群舉辦外展節目及其他特別活動。
- We currently organise laboratory classes for children; we will also organise similar classes for the elderly to help increase their awareness of the science related to key areas of their daily lives, such as food and health. Special programmes (e.g. outreach programmes) tied in with our thematic exhibitions will also be organised for underprivileged groups.



- 能力提升
- Capacity Building



幫助學生了解科學，
增進科學知識及技能

目標
Goal

To help students learn about science and
build up their scientific knowledge and skills

- 科學館將舉辦四個中、小學生大型比賽（即「趣味科學比賽」、「香港學生科學比賽」、「『常識百搭』創新科學與環境探究比賽」及「聯校科學展覽」），以啟發並鼓勵學生發掘問題，尋求解決之法。
- We will run four major competitions for primary and secondary students: the *Fun Science Competition*, the *Hong Kong Student Science Project*, the *Innovations in Science and Environmental Studies*, and the *Joint School Science Exhibition*. All these events are designed to inspire students and encourage them to investigate problems and come up with solutions.
- 科學館計劃舉辦「青苗科學家研習活動」，到中國內地的主要科學研究機構或恐龍化石採掘場進行考察，讓學生了解中國最近的科研進展，鼓勵學生從事科學工作。
- We plan to organise a *Young Scientists Study Tour* to major scientific research institutes or dinosaur digging sites in China, which will provide students with the opportunity to learn about the latest research and development in science and technology in China, and will encourage them to pursue careers in science.

幫助教師掌握科學科的
知識及教學技巧

目標
Goal

To help teachers build up their
scientific knowledge and their skills in
teaching science

- 科學館將舉辦個別科學課題的教師工作坊及啟導課程，亦會為教師舉辦活動，介紹如何利用互動展品令科學科的教學更加生動有效。
- We will organise teacher workshops and orientation programmes for teachers on specific science topics, along with programmes on the use of interactive exhibits in teaching science designed to help them teach science in a more lively and effective way.

- 社區參與及伙伴合作
- Community Engagement and Partnerships

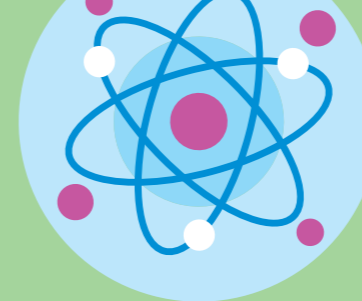


與本港科學教育組織建立
合作關係，協力舉辦科學
活動，普及科學知識

目標
Goal

To network with local science education
organisations and build synergies for
organising science events and
promoting science to the public

- 科學館將與多個科學教育機構合辦2016年度「香港科學節」。科學節當月，一眾科學愛好者、一家大小及各界市民可參與家庭同樂日、互動講座、戲劇演出、實驗班、工作坊、比賽、考察及參觀等多項活動。活動涵蓋自然與生命科學、地球科學、物理學、天文學、工程學及環保等多個科學範疇。
- We will be cooperating with a number of science and education organisations to present *Hong Kong SciFest 2016*. In the activity-packed SciFest month, science-lovers, families and the public will be able to take part in a wide range of events that will include family days, interactive lectures, drama shows, laboratory programmes, workshops, competitions, field visits and tours. Topics will include nature and the life sciences, the earth sciences, physics, astronomy, engineering, and environmental conservation.
- 科學館將與本地大學、教育和專業機構、非政府組織和其他政府部門協辦科學項目。除與其他專業團體協辦系列講座及推廣活動外，我們亦為「科學為民」服務巡禮計劃提供資源上的支援，該計劃有逾四十個政府部門和決策局參與。
- We will conduct science projects in partnership with local universities, educational and professional institutions, non-governmental organisations, and other government departments. Apart from coorganising lecture series and extension activities with other professional bodies, we will also provide resource support for the *Science in the Public Service Campaign*, which will involve over 40 government departments and bureaux.
- 為配合國際博物館協會的主題「博物館致力於社會的可持續發展」，我們將帶頭與公立及私營博物館合作，慶祝國際博物館日，讓社會了解認識人類活動對地球的影響，認識改變現有經濟社會模式的必要性。
- In line with the theme 'Museums for a Sustainable Society' proposed by the International Council of Museums (ICOM), we will take the lead in coordinating with both public and private museums in the community to celebrate International Museum Day, and in raising awareness among our entire society of the current consequences of human activity on our planet, and the absolute necessity of changing our current economic and social models.



- 優化設施及訪客服務
- Enhancement of Facilities and Visitor Services

與科學家密切合作，
為科學館策劃展覽，
提升博物館服務

目標 Goal

To work closely with science experts in
developing our exhibitions and
museum services

- 科學館將繼續與來自大學及私營博物館（如許士芬地質博物館、賽馬會氣候變化博物館、可觀自然教育中心暨天文館）的專家合作，籌備關於生態、地球科學及環保的新展品。
- We will continue to work with experts from universities and from private museums such as the Stephen Hui Geological Museum, the Jockey Club Museum of Climate Change and the Ho Koon Nature Education cum Astronomical Centre, in the development of new exhibits on biodiversity, the earth sciences and environmental protection.
- 我們會繼續諮詢科學館諮詢委員會及博物館專家顧問，聽取他們對展覽、教育及推廣活動、推廣活動、館藏及其他重要計劃的專業意見。
- We will continue to seek expert advice from the Science Museum Advisory Panel and the Museum Expert Advisers on our exhibitions, our education and extension programmes, our marketing activities, our collections and other major plans.

更新常設展廳的展覽及
設施，改善訪客的學習
體驗

目標 Goal

To enhance the learning experience of
visitors through the renewal of
the exhibitions and facilities in
the permanent exhibition halls

- 科學館正在提升常設展廳的設施。新設的生物多樣性展廳的展品製作將於2015年4月中旬開始，預計於2016年年中完成安裝。我們亦將增設全新的兒童探索園地，現正進行背景研究和物色合適的展品。我們計劃於2015年年中開始購置展品，新展廳將於2017年年初開放參觀。
- Our permanent galleries are currently in the process of being upgraded. The fabrication of exhibits for the new Biodiversity Gallery will commence in mid-April 2015, with installation expected to be completed by mid-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. We plan to begin procuring exhibits in mid-2015 with the aim of opening the Gallery to the public by early 2017.
- 此外，科學館計劃將現有的部分生命科學展廳及職業安全健康展覽廊分別改作古生物展廳及地球科學展廳，隨後亦將更新交通展廳、家居科技展廳及食品科學展廳。我們預計於2016年年初開始籌備初步設計。
- We also plan to convert part of the existing Life Sciences Exhibition Hall and the Occupational Safety and Health Gallery into the Palaeontology Gallery and the Earth Science Gallery respectively; this will be followed by the renewal of the existing Transportation Hall, Home Technology Hall and Food Science Hall. The preliminary design stage is expected to start in early 2016.





- 學術研究及機構發展
- Research and Institutional Development

改善場館設施，提升公眾服務質素

目標
Goal

To provide better services to the public by enhancing the building's facilities

- 科學館將安裝新的廣播系統，以改善展廳的音響效果；增設閉路電視，以完善保安系統；以及加強展廳內的無線網絡，以提升多媒體導覽系統的效能。
- We will improve the acoustics of the exhibition halls by installing a new loudspeaker system. We will also improve the security system by adding new CCTVs, and enhance the wifi network inside the exhibition halls to better support our multimedia guide system.

制訂香港科學館的長遠發展計劃

目標
Goal

To plan for the long-term development of the Science Museum

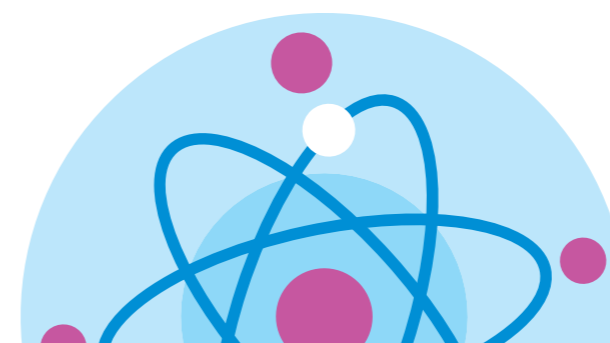
- 科學館的二期發展現正處於計劃階段。館方將聘請顧問進行技術可行性研究，了解所需的工作規模，並會在適當時候申請二期發展所需的資源。
- The Phase II development of the Science Museum is now at the planning stage. We will engage a consultant to conduct a technical feasibility study to identify the scope of work required and seek the necessary resources as appropriate.

研究展品製作過程，使科學館的展覽力臻完善

目標
Goal

To undertake research into the making of exhibits to facilitate the continuous improvement of the museum's exhibitions

- 科學館將繼續對新展廳互動展品的設計和製作進行研究。在製作過程中，展品的原型將於「測試展區」展出，讓觀眾試用及給予意見。科學館將收集觀眾及持份者的意見，以助本館改善展覽製作質素，迎合社會對展覽質素日益提高的期望，提升本館的專業水平。
- We will continue to carry out research into the design and fabrication of interactive exhibits for the new exhibition galleries. A number of prototypes of these exhibits are on display in the Prototype Zone, for visitors to try out and comment on. We will collect feedback from visitors and stakeholders to help us fine-tune our exhibit production, thus meeting the rising expectations of the community regarding exhibition quality and increasing our levels of professionalism.
- 科學館亦將對各個新展廳（包括生物多樣性、地球科學、古生物、交通、家居科技及食品科學展廳）的內容進行全面研究。
- We will also conduct comprehensive research into the contents to be included in the new galleries, specifically on topics relating to biodiversity, the earth sciences, palaeontology, transportation, home technology and food science.



持續為本館員工提供
培訓機會

目標
Goal

To provide ongoing training opportunities
for our staff

- 為提高員工的專業水平，幫助他們與海外同行建立聯繫，科學館將繼續安排員工參與海外培訓計劃及國際會議，例如由科學技術協會及亞太區科技中心主辦的會議。館方亦會安排員工到海外博物館與科學中心受訓，以及物色合適的本地培訓計劃，讓員工在業內累積實幹經驗。
- We will continue to provide opportunities for staff to attend overseas training programmes and international conferences in order to enhance their professionalism and help them build networks with our overseas counterparts. These will include conferences hosted by the Association of Science and Technology and the Asia-Pacific Network of Science and Technology Centres. Attachments to overseas museums and science centres will also be made available, while suitable local training programmes will be identified that will offer our staff opportunities to acquire greater practical experience in the industry.

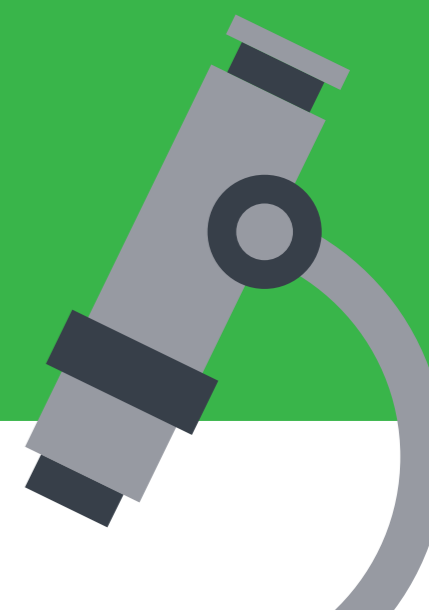
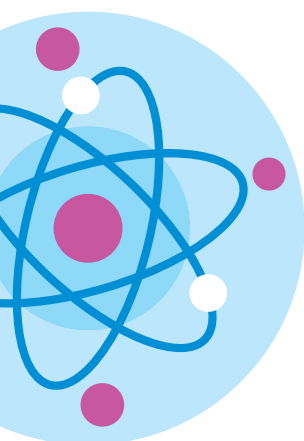
2015-16 年度展望 Anticipated Achievements in 2015-16

我們在完成《年度計劃》的上述項目後，計劃於2015-16年度實現以下目標：

- 舉辦各式各樣的展覽及公眾節目，繼續成為參觀人次最多的公共博物館；
- 在2016年度「香港科學節」增加5%的合作伙伴及節目，從而鞏固香港科學館作為本地科技教育中心的地位，與不同香港機構協力推廣科學；
- 舉辦首次學生海外科學考察團，培育年輕科學家，與海外科學機構及科學中心加強聯繫，密切合作；及
- 增加5%的館藏，充實科學館展覽的內容。

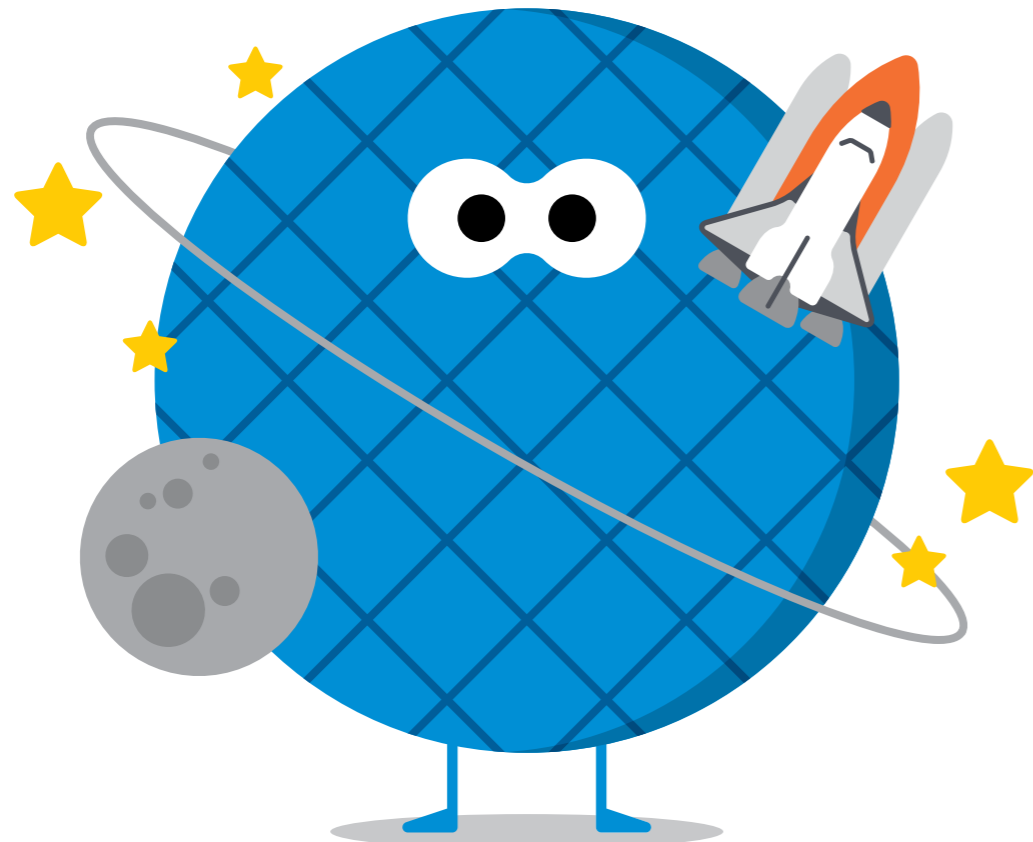
We plan to achieve the following performance targets in 2015-16 after implementing the initiatives in the above Annual Plan:

- To continue to attract the highest attendance of all the public museums by organising a wide variety of exhibitions and public programmes;
- To increase the number of both partners in and programmes for *Hong Kong SciFest 2016* by 5%, thus strengthening the position of the Science Museum as a local science and technology education centre that connects institutes in Hong Kong for the purposes of promoting science;
- To run our first overseas science study tour for students, designed to nurture young scientists and to foster closer ties and partnerships with neighbouring science institutions and science centres; and
- To increase the number of our collection items by 5% in order to enrich the content of our exhibitions.



香港 太空館

Hong Kong Space Museum



引言 Introduction

香港太空館（太空館）將各種宇宙新知推介予市民大眾。太空館的互動展品、全天域電影及天象節目圍繞天文學及太空科學為主題，帶領觀眾踏上探索宇宙的精彩之旅。太空館亦負責管理西貢遙控天文台及天文公園，讓觀眾於夜幕下觀賞夜空。為提供各類活動體驗，太空館與大學院系、天文團體、科學機構、社會團體及政府部門緊密合作，向公眾推出各項推廣教育活動，例如講座、工作坊、觀星及野外考察。

The Hong Kong Space Museum (the Space Museum) brings the wonders of the universe to life in Hong Kong. Its interactive exhibits, OMNIMAX films and planetarium shows take visitors on a fascinating journey of exploration through the universe, with a focus on astronomy and space science. The museum also operates the iObservatory and the Astropark, both located in Sai Kung, where visitors can enjoy stargazing under a dark sky. To supplement the museum experience, we work in close cooperation with university departments, astronomical societies, science institutions, social organisations and government departments to deliver to the public a variety of extension and education activities, such as lectures, workshops, stargazing activities and field trips.

HK
Space
Museum

理想 Vision

香港太空館定位成為地區天文學和太空科學教育中心，提供世界級博物館設施和服務。

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

使命 Mission

- 提供優質博物館服務和終身學習的環境，令市民的生活更豐富。
- 追求專業精神，務使博物館服務更臻完善。
- 提供多種語言的天象節目和展覽，以提升市民對天文學和太空科學的興趣，並促進文化交流。
- 提供各種活動，使太空館發展成為天文教育中心。
- 提供一個安全、清潔、舒適和友善的環境，令參觀者稱心滿意。
- 有策略地收藏香港和鄰近地區有關天文和太空科學的物品。
- 建立及維持一支積極進取、盡忠職守、敬業樂業的工作隊伍。
- To enrich our community life by providing high quality museum services and a lifelong learning environment for all.
- To deliver professionalism and excellence in our museum services.
- To provide multi-lingual planetarium shows and exhibitions that foster community interest in astronomy and space science, and that promote cultural exchange.
- To provide activities that establish the museum as an astronomy education centre.
- To provide a safe, clean, comfortable and friendly environment that generates high levels of visitor satisfaction.
- To establish superior collections reflecting our regional heritage in astronomy and space science.
- To build and maintain a highly motivated, committed and satisfied workforce.

信念 Values

- 以客為本
- 講求質素
- 積極創新
- 專業精神
- 精益求精
- Visitor focus
- Quality
- Creativity
- Professionalism
- Continuous improvement

挑戰與機遇 Challenges and Opportunities

2015-16年度，太空館將面對以下挑戰之餘，亦迎來不同機遇：

- 現有的展覽廳將於2015年10月至2016年年底關閉，進行翻新工程。由於工程噪音影響，天象廳及演講廳亦將於2015年11月至2016年2月關閉。太空館將藉此機會舉辦到校天文節目，以服務更多觀眾，將博物館體驗帶進校園。
- 聯合國宣布2015年為光和光基技術國際年，以增進大眾對光科學、光的相關應用及對人類重要性的認識。太空館將趁機舉辦各項節目，宣傳太空館的教育角色。

We anticipate that the Space Museum will face the following challenges and opportunities in 2015-16:

- The existing exhibition halls will be closed for renovation from October 2015 to late 2016. The Space Theatre and lecture hall will also be closed from November 2015 to February 2016 due to the noise generated by the renovation work. We will take this opportunity to organise outreach astronomical programmes for schools, so as to reach a broader audience and take the museum experience into school environments.
- The year 2015 has been designated the International Year of Light and Light-based Technologies (IYL) by the United Nations, in order to raise awareness of the achievements of light science, its range of applications, and its importance to humankind. We will embrace this opportunity to organise a wide variety of programmes promoting the education role of the Space Museum.



年度計劃 Annual Plan

- 節目策劃
- Programming

推出多項天象節目，
擴大觀眾層面

目標
Goal

To broaden our audience base
by presenting a dynamic mix of
planetarium shows

- 2015至16年，太空館計劃在天象廳放映一套全天域電影、兩套立體球幕電影及兩套天象節目，內容涵蓋不同主題，包括天文學、航空、自然奇觀及野外生物。太空館將首次以數碼投影系統製作一套內容關於日食及日食觀測歷史的天象節目。除現有節目外，太空館亦將為學校提供兩個新的節目（「地球、月球與太陽」及「重返月球」），令學校有更多選擇。
- In 2015-16, we plan to stage one OMNIMAX Show, two 3D Dome Shows and two Sky Shows in the Space Theatre, covering topics that will include astronomy, aviation, natural wonders, and wildlife. A new Sky Show on solar eclipses and the history of eclipse observations will be the first full-length planetarium show produced by the Museum using its upgraded digital projection system. We will also offer two new School Shows for school visits (*Earth, Moon and Sun* and *Back to the Moon for Good*) in addition to our existing shows, thus offering more choices to schools.

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展示最新的天文發現及
太空發展，培養公眾對
天文學及太空科學的興趣

目標
Goal

To foster public interest in astronomy and
space science by showcasing
the latest astronomical findings and
space developments

- 為響應2015光和光基技術國際年，太空館將舉辦一個有關以不同波長探索宇宙天體的「多波段宇宙」天文展覽，並推出一系列有關射電天文學、紅外天文學、可見光天文學、紫外線天文學及伽瑪射線天文學的公開講座。
- To echo the IYL 2015 event, we will develop an exhibition called *Multi-wavelength Universe* on the exploration of celestial objects using different wavelengths. A series of public talks on radio astronomy, infrared astronomy, visible light astronomy, ultraviolet astronomy and gamma ray astronomy will be organised.
- 第一艘前往遙遠冰冷的矮行星——冥王星的探測器，在歷時約10年的飛行後，將於2015年7月飛抵冥王星。太空館將於「新視野號——冥王星任務」展覽中展示探索冥王星的最新發現，內容包括航天器及冥王星的地形圖像。於9月舉行的「2015年度邵逸夫獎天文學獎」展覽將展示2015年得獎研究，即探索太陽系以外的行星系統的開普勒計劃。太空館亦會介紹2016年的主要天文現象，以有趣動畫等方式提供詳細資訊。
- The first space probe ever sent to the remote icy dwarf planet Pluto will reach its target in July 2015, after nearly 10 years of travelling. We will present the latest findings about Pluto in an exhibition titled *The New Horizons Mission to Pluto*, which will include images of the spacecraft and the landscape of the planet. In September, the *Shaw Prize 2015 in Astronomy* exhibition will present the research behind the 2015 award, and outline the Kepler exoplanet discovery mission. The major astronomical events of 2016 will also be introduced, with comprehensive information presented in various ways that will including exciting animations.

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- 藏品
- Collections

讓公眾隨時觀賞太空館的藏品

目標
Goal

To make our collections readily accessible to the public

- 除繼續物色新藏品外，太空館將參與多項發展項目，包括建立中央藏品管理系統及文物修復保存中心，以改善藏品的存取。
- Besides continuing to identify new collection materials, we will participate in development projects for better collection management. These will include the establishment of a Centralised Collection Management System and a Cultural Heritage Conservation Centre, which will improve collection storage and access to the collections.

- 教育推廣
- Education

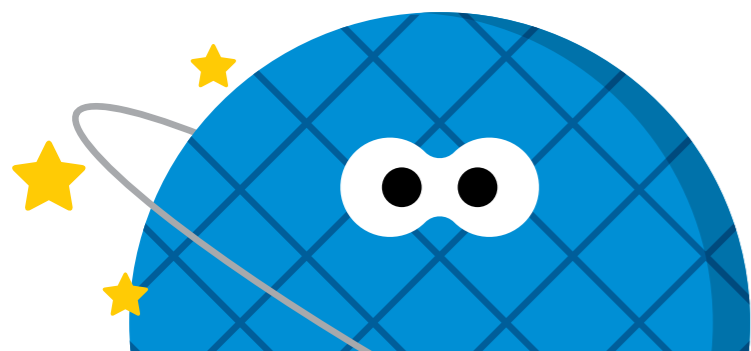


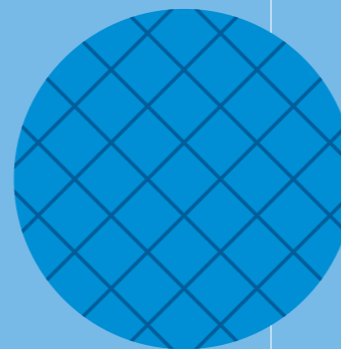
培養學生對天文學及太空科學的興趣

目標
Goal

To nurture students' interest in astronomy and space science.

- 太空館獨一無二的「少年太空人體驗營」活動將於這年度踏入第七個年頭。為培養年輕人對太空探索的興趣，這項獨特的教育活動讓參加者走訪太空科技設施、體驗太空人的訓練及與知名中國航天員會面。參加者將近距離接觸內地的航天科技設施及參與訓練項目，帶來難忘的體驗。活動於7月底舉行，行程包括參觀酒泉衛星發射中心。
- In 2015-16, our leading-edge *Young Astronaut Training Camp* programme will enter its seventh year. To foster the interest of young people in space exploration, this distinctive educational programme provides participants with opportunities to visit space facilities, experience astronaut training and meet with celebrated astronauts in China. Participants will get to enjoy memorable close-up encounters with the Mainland's space technology and training programmes. The trip is scheduled for late July, and will involve a visit to the Jiuquan Satellite Launch Center.
- 「中學生天文訓練計劃」將繼續為參加者提供全面的基礎天文學訓練，培養學生成為校內統籌天文活動的領袖。計劃將包括天文觀測技術的講授及實踐。
- With the aim of training students to become leaders in co-ordinating astronomical activities in schools, the Astronomical Training Programme for Secondary School Students will continue to provide participants with comprehensive training in basic astronomy. The programme will include both lectures and practical sessions on astronomical observation techniques.





- 觀眾拓展
- Audience Building

與教育局合作，為天文學教學提供資源上的支援

目標 Goal

To collaborate with the Education Bureau to provide resource support for the teaching of astronomy

- 為協助中學教師教授新高中物理課程中的「天文學與太空科學」，太空館計劃與教育局聯手合辦教師訓練計劃。除簡介天文學的主要課題外，計劃亦介紹館內資源及教學用具，以支援教學工作，隨後教師會參觀天文公園及遙控天文台，他們可以運用這兩個場地的設施，提升學生的學習體驗。
- To assist secondary school teachers in teaching the subject 'Astronomy and Space Science' in the New Senior Secondary Physics Curriculum, we plan to organise teacher training programmes in collaboration with the Education Bureau. Apart from providing a brief review of key topics in astronomy, the programme will introduce the resources and teaching aids available in the Space Museum to support teaching. This will be followed by visits to the Astropark and the iObservatory, the facilities of which can be used by teachers to enhance the learning experience of their students.

運用互聯網及應用程式技術，擴大觀眾層面

目標 Goal

To reach a wider audience through the use of the internet and app technology

- 運用互聯網擴大觀眾層面是本年度的重點工作。太空館正籌劃把即將發生的天文現象的資訊上載到網上，並使用電腦動畫令內容變得生動有趣，以吸引瀏覽者及激發他們對天文學的興趣。太空館的網站已進行全面更新，以符合W3C標準，為用戶帶來更完善的網絡環境及更有趣的瀏覽體驗。
- Utilising the internet to reach a wider audience will be a key focus this year. We intend to upload information about upcoming astronomical events onto the web. Some content will be enlivened using computer animation, in a move that is sure to appeal to visitors and stimulate interest in astronomy. Our website has undergone a major revamp to comply with W3C website standards, and now provides users with a more user-friendly web environment and a more enjoyable browsing experience.
- 太空館將與香港天文台及其他伙伴機構合作，安排一次特別天文現象的網絡直播——2015年4月4日的月食，讓人們觀看源自不同觀測地點的望遠鏡捕捉到的月食影像。月食現象將被記錄，並與公眾及天文團體分享。
- We will work with the Hong Kong Observatory and other partner institutions to arrange webcasting of a special astronomical event - the lunar eclipse on 4 April 2015. This will allow more people to view the eclipse by accessing the video images captured by telescopes at different observation sites. The event will be documented and shared with the public and with astronomical groups.
- 太空館將繼續優化及推廣集中西星圖及太空館活動資訊於一身的觀星流動應用程式——「星夜行」。該應用程式自2014年9月起可免費下載，向天文學愛好者以至公眾推廣天文學。截至2015年2月中，下載次數達41,000次。
- We will continue to refine and promote the stargazing mobile app *Star Hoppers*, which contains Chinese and Western star maps as well as programme information about the Space Museum and which has been available for free downloading since September 2014. Serving to promote astronomy not only to astronomy fans but also to a wider audience, the app had recorded 41,000 downloads up until mid February 2015.



- 能力提升
- Capacity Building

支持創新活動及舉辦
新節目，擴大觀眾層面

目標
Goal

To reach a wider audience by
supporting innovative activities and
organising new programmes

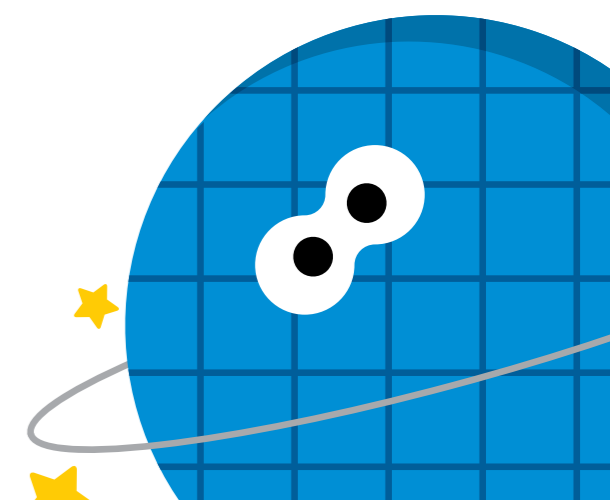
- 太空館將為於2015年秋季的「盲人觀星傷健營」提供支援。視障人士、聽障人士、肢體傷殘人士、弱勢社群及少數族裔人士將與商業機構和社會機構的義工在營地聚首一堂，共享攤位活動及觀星活動的樂趣。
- 太空館計劃在下個學年為學校舉辦到校天文節目。太空館人員將天文設備、流動天象儀、模型及道具帶到學校，以供課堂示範、工作坊及觀測活動之用。
- We will provide support for the *Stargaze Camp for All and the Blind* in the autumn of 2015. People with visual, hearing or physical impairments, as well as underprivileged and ethnic minority groups, will come together at a campsite with volunteers from commercial and social organisations to enjoy booth activities and stargazing activities.
- We plan to organise outreach astronomical programmes for schools in the coming school year. Science facilitators will take astronomical equipment, a portable planetarium, models and props to schools for use in classroom demonstrations, workshops and observation activities.

舉辦特殊觀測活動，
讓更多人體驗觀星樂趣，
激發公眾對天文學的興趣

目標
Goal

To allow more people to experience
the fun of stargazing, and to
arouse public interest in astronomy,
by running special observation events

- 天文學充滿魅力，不斷有所發現。為了讓更多人體驗觀星的樂趣及增進他們對天文學的認識，太空館將繼續與本地天文團體合辦定期活動，其中之一是「天文嘉年華」。透過參與活動，公眾可探索夜空的奧秘，用肉眼觀測星座，並利用望遠鏡觀看遙遠的天體，而題為「路邊天文」的特殊天象觀測活動將是推廣天文學的另一良機。
- Astronomy is a fascinating area in which new discoveries are constantly being made. To allow more people to experience the fun of stargazing and to broaden their knowledge of astronomy, we will continue to partner with local astronomical societies in organising regular programmes. One of these will be the *Astronomy Carnival*, at which members of the public can explore the wonders of the night sky, observing constellations with the naked eye and watching deep sky objects through telescopes. The *Sidewalk Astronomy* event for special astronomical events will be another excellent opportunity for popularising astronomy.



社區參與及伙伴合作 Community Engagement and Partnership

與天文學會及其他組織 建立網絡，推廣天文學

目標 Goal

To establish networks with astronomical associations and other organisations to promote astronomy

- 太空館將繼續與天文團體建立網絡，將天文學推廣至本地社區，同時尋找新的合作伙伴。本館與香港中華總商會合作多年共享成果，亦再次尋求商會贊助2015年「少年太空人體驗營」計劃。
- We will continue to establish networks with astronomical associations to promote astronomy to local communities, and we will look for new partners for collaboration. We have enjoyed a fruitful collaboration with The Chinese General Chamber of Commerce for years, and will once again seek sponsorship from the Chamber for our *Young Astronaut Training Camp* 2015 programme.

運用網絡技術吸納新觀眾 及拓展現有觀眾羣

目標 Goal

To engage new audiences and expand our existing audiences through the use of online technology

- 太空館現時尚未建立網上社群，但會繼續致力實現這個目標。同時，本館的Facebook會員人數正在上升。由2011年年初設立至今，本館的Facebook專頁已有超過7,000名支持者。
- We have yet to set up an online Circle of Friends, but we are continuing to take steps to make this happen. Meanwhile, our Facebook fan club is growing. Launched in early 2011, our Facebook Fan Page currently has a membership of over 7,000 fans.
- 太空館的YouTube頻道將繼續作為推介特別天文現象和太空館各種節目與活動相關詳細資訊的傳播平台。
- The Museum's YouTube Channel will continue to serve as a platform for disseminating information on interesting and upcoming astronomical phenomena, along with details of Space Museum programmes and activities.

優化設施及訪客服務 Enhancement of Facilities and Visitor Services

為天象廳觀眾帶來優質的 觀賞體驗

目標 Goal

To provide audiences with a quality viewing experience in the Space Theatre

- 太空館獲政府撥款更換天象廳的球幕。工程預計將於2018年3月完成。屆時，全新屏幕的影像效果質素可提升至國際水準。
- Having secured necessary funding, we will replace the full dome screen in the Space Theatre. Upon completion of work in March 2018, the new projection panels will restore the viewing quality to international standards.

提升本館支援觀星者的 服務

目標 Goal

To enhance our support services for star gazers

- 我們將繼續在網站上發布實時日、夜影像，這些連同由遙控天文台的氣象監測器、天文公園和太空館的天氣資訊，讓瀏覽者得以知悉當地的天氣情況及觀星條件。本館亦測試透過互聯網控制遙控天文台的望遠鏡，拍攝天文影像。遙控天文台網站將於2015年年底開始按瀏覽者要求拍攝天文影像。
- We will continue to post real-time day and night images on our website which, along with weather information from the weather sensors in the iObservatory, the Astropark and the Space Museum, will enable viewers to remotely monitor the weather and the stargazing conditions. We are also conducting online trial remote runs of astrophotography taken by the iObservatory telescope. The iObservatory website will accept visitors' requests to take images by the end of 2015.





學術研究及機構發展 Research and Institutional Development

翻新展覽廳及添置最新設計的優質展品，改善展覽環境

目標 Goal

To enhance our exhibition environment by renovating the exhibition halls and adding newly designed, high quality exhibits

- 展覽廳將進行大型翻新工程，包括更換展品及改善展覽環境和場館設施，例如球形建築內部及升降機。新的展覽廳預計於2016年年底重開。為進行有關工程，太空館需於2015年10月至2016年年底暫時關閉展覽廳。此外，由於工程噪音影響，太空館將於2015年11月至2016年2月全面關閉。
- The exhibition halls will undergo major renovations which will involve renewing the exhibits and enhancing the exhibition environment and building facilities, such as the interior of the dome and the lifts. The renovated exhibition halls are expected to re-open in late 2016. For this renewal work, we will need to temporarily close the exhibition halls of the Space Museum from October 2015 to late 2016. In addition, due to the noise caused by the renovations, the whole museum will be temporarily closed from November 2015 to February 2016.
- 我們計劃將太陽望遠鏡升級，除了增加追蹤精確度之外，還可以使用不同濾光鏡揭示太陽的各種現象。新的太陽望遠鏡系統預計於2016年年底完成。
- We will upgrade the solar telescope to improve its tracking accuracy and enable it to reveal features of the sun using a variety of filters. The new solar telescope system is expected to be completed in late 2016.

進行多項重點研究，改善本館服務

目標 Goal

To improve our museum services by undertaking a number of key research initiatives

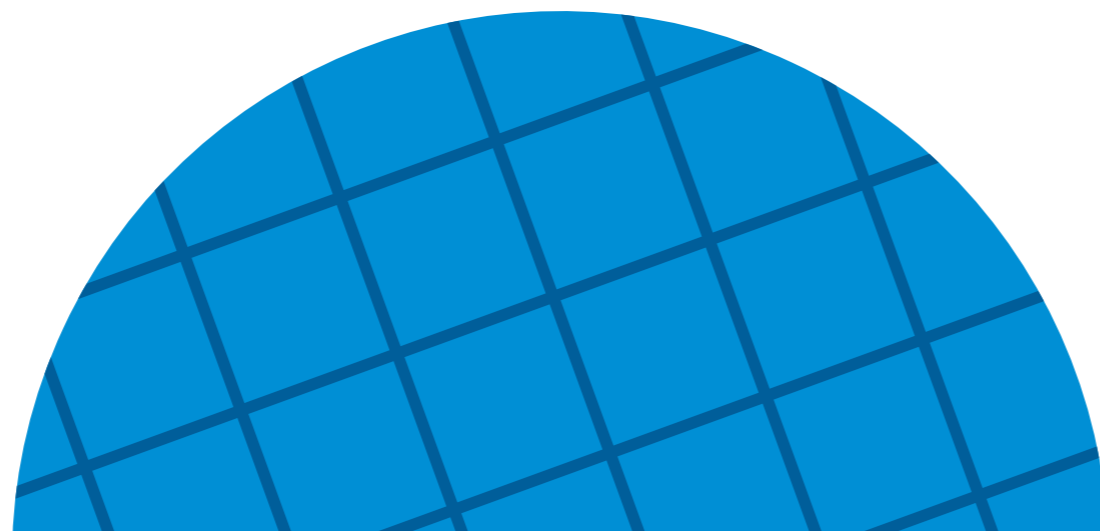
- 我們將繼續以進展性評估、總結性評估和分析，就計劃中節目的主題和內容進行市場調查，以維持節目的一貫水準。
- We will continue to maintain our programme excellence by conducting research around the themes and content of our ongoing programmes, using formative assessment, summative assessment and analysis techniques.

與大專院校合作，進行天文學相關研究項目

目標 Goal

To cooperate with tertiary institutions in carrying out astronomy-related research projects

- 我們將尋求與本地大學合作的機會，進行天文學或相關主題研究，目前正與香港大學合作進行一項「香港光污染調查」計劃。
- We will seek opportunities to conduct collaborative research projects on astronomy and related topics with local universities. One such project is the *Dark Sky Survey* being conducted with the University of Hong Kong.





增加員工的培訓機會

目標 Goal

To enhance training opportunities for our staff

- 太空館向來重視員工發展，安排員工參加培訓課程、會議及海外考察，讓員工提升相關技能，增廣見聞。
- Staff development remains a priority. Training courses, conferences and overseas attachments will be made available to staff, giving them opportunities to upgrade their skills and expand their knowledge and experience in the field.

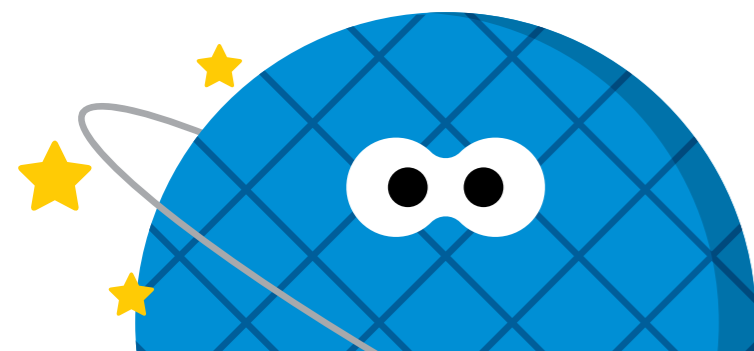
2015-16 年度展望 Anticipated Achievements in 2015-16

我們在完成《年度計劃》的上述項目後，計劃於2015-16年度實現以下目標：

- 於太空館展覽廳關閉期間，向學校推出首個到校天文節目；
- 製作以有趣天文現象為主題的天象節目，向更多觀眾推廣天文學；
- 透過本地天文團體的支援，提高參與公眾觀星活動的人數至5,000人或以上；及
- 運用遙控天文台的望遠鏡，以及提供關於天文觀測的宿營活動，為教師提供創新節目。

We plan to achieve the following performance targets in 2015-16 after implementing the initiatives in the above Annual Plan:

- To launch our first outreach astronomical programmes to schools during the closure of the exhibition halls of the museum;
- To produce a Sky Show on interesting astronomical topics that will promote astronomy to a wider audience;
- To increase the participation in public stargazing events to at least 5,000 people, with the support from local astronomical societies; and
- To provide innovative new programmes for teachers by making use of the iObservatory telescope and providing overnight training on astronomical observation.



藝術推廣 辦事處

Art Promotion Office



引言 Introduction

藝術推廣辦事處一直扮演孕育及推動本港藝術發展的角色，培育本土年輕新秀藝術家、發掘並鼓勵創意、開拓不同計劃讓個人和社會各界投入藝術。我們矢志活化、改造公共空間，為本港普羅大眾的日常生活增添藝術氣息。

藝術推廣辦事處轄下設有香港視覺藝術中心及「油街實現」兩個藝術空間，提供專業的藝術創作設施及實現創意的交流平台。

2015-16年度，我們將致力落實「起動駿業街遊樂場為工業文化傳統公園」等項目，亦將籌辦「悠遊藝術大樓」等新的公共藝術項目，為政府大樓注入藝術元素，在各個政府場地推廣本地公共藝術。

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

The Art Promotion Office also manages two art spaces, vA! and Oi!. These two venues provide professional facilities for art creation and a platform for artists to display their creativity and exchange ideas.

In 2015-16, we will be forging ahead with programmes such as *Energizing Tsun Yip Street Playground as Kwun Tong Industrial Culture Park*. We will also be developing and launching new public art projects such as *ARTivating Public Buildings*, with a view to injecting art elements into government premises and promoting local public art in these and similar locations.

Art
Promotion
Office

理想 Vision

讓藝術融入社群，讓社群投入藝術。
To connect art with people, and people with art.

使命 Mission

- 為藝術人才提供一站式服務，包括提供藝術培訓、藝術創作的機會及籌辦藝術展覽。
- 鼓勵不同藝術團體及社群建立伙伴關係。
- 培育年輕藝術家及創新意念。
- 推出創新藝術節目，豐富生活環境，提升香港生活質素。
- To provide a one-stop service for artistic talent – from art training, through art creation, to art presentation.
- To encourage partnerships between different art and community groups.
- To nurture young artists and new ideas.
- To launch innovative art projects that will enrich the environment and enhance the quality of life in Hong Kong.

信念 Values

- 積極創新
- 好奇求知
- 交流連繫
- 共同創作
- 協力合作
- Creativity
- Curiosity
- Connectivity
- Co-creation
- Collaboration

挑戰與機遇 Challenges and Opportunities

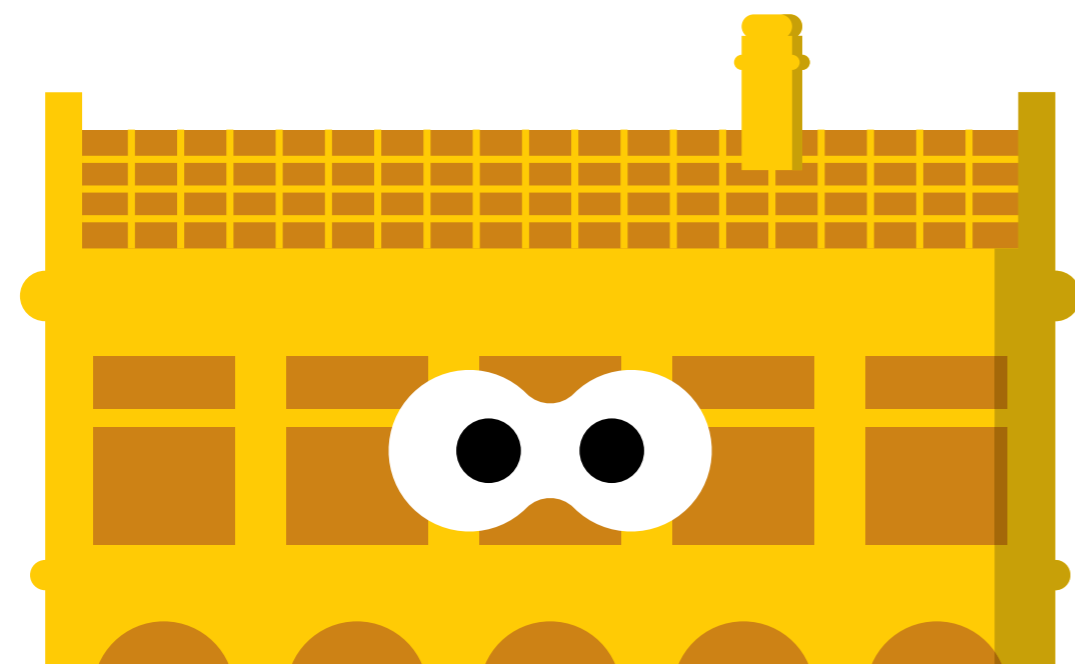


2015-16年度，藝術推廣辦事處將面對以下挑戰之餘，亦迎來不同機遇：

- 藝術推廣辦事處轄下的「油街實現」位於北角油街，前身為香港皇家遊艇會會所。「油街實現」為二級歷史建築，擁有一片草坪及園景觀區。「油街實現」室內活動空間雖然有限，但其歷史建築、草坪及戶外空間適合舉辦特別節目及活動。此外，「油街實現」位處鬧市，鄰近民居，方便區內市民參與我們舉辦的社區活動。
- 公共藝術在香港並不多見。公共藝術項目可為藝壇新血提供寶貴的專業發展機會，亦深受藝術界歡迎。
- 公眾日益要求在社區增設公共藝術作品，將公共藝術納入各區發展計劃。
- 公眾對我們保養現有公共藝術藏品的工作提出關注。

We anticipate that the Art Promotion Office will face the following challenges and opportunities in 2015-16:

- The Art Promotion Office manages Oi! in Oil Street, North Point, the former premises of the Royal Hong Kong Yacht Club. The venue is listed as a Grade 2 historic building, and includes a lawn and landscaped area. Although Oi! has limited indoor space for activities, its historic buildings, lawn and open area offer good opportunities for organising special programmes and projects. In addition, Oi! is located in a busy urban area, close to neighbourhood residential buildings, making it easy for local residents to participate in community projects organised by the Art Promotion Office there.
- Public art has a limited presence in Hong Kong. Public art projects are instrumental in providing professional development opportunities for emerging and young artists, and are welcomed by the art community.
- There is increasing demand for public art to be included in community level and district development plans across the territory.
- Concerns have been raised about the preservation and maintenance of our existing public art collections.



年度計劃 Annual Plan

- 節目策劃
- Programming



目標 Goal

舉辦展覽及社區參與活動，推廣本土藝術，鼓勵創意人才在社會各區推廣藝術文化風氣

To promote local art and encourage creative talents to cultivate art and culture at community and district levels, through exhibitions and community engagement activities

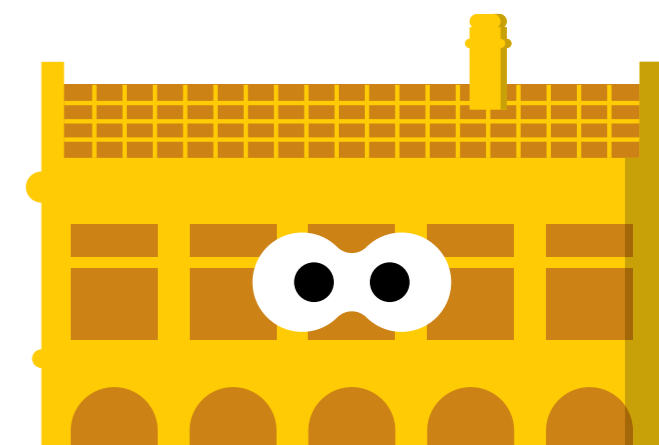
- 「火花！」系列展覽在2013年推出，迄今已於「油街實現」呈獻六場展覽，並將於2015年7月至10月展出「入區搞搞震」及「一百之後」展覽。
- *Sparkle!* is a project-based exhibition series running from 2013 to 2015. Six exhibitions in the Sparkle! exhibition series have been staged at Oi! to date. Further programmes in the series, including *Let's Art* and *After One Hundred*, will run from July to October 2015.
- 為繼續推廣本土藝術，我們於2015年初開始徵集「第六屆藝遊鄰里計劃：閃亮！」展覽計劃提案。該計劃旨在鼓勵藝術創意人才從本地歷史文化取材，並連結本港社群共同參與藝術活動。我們將選出五份提案，於2016年及2017年在「油街實現」、香港浸會大學視覺藝術院啟德校園、1a空間及香港視覺藝術中心四所本地歷史建築內展出。
- To sustain and push forward our efforts in promoting local art, a call for proposals for the *6th Artists in the Neighbourhood Scheme: Flash! (AIN: Flash!)* was launched in early 2015. The Scheme is designed to encourage creative talents to draw inspiration from local history and culture for their work, as well as to engage local community groups and get them participating in art programmes. Five proposals will be selected for staging in 2016 and 2017 at different local venues, including Oi!, the Academy of Visual Arts (Kai Tak Campus), Hong Kong Baptist University, 1a space, and the Hong Kong Visual Arts Centre.

目標 Goal

為藝術工作者提供實現創意、交流藝術體驗的平台

To provide a platform that will foster the exchange of experience in the arts and enable art practitioners to realise their creative ideas

- 「油街實現」將繼續提供平台讓香港及海外藝術家交流。我們亦將邀請藝術家從「油街實現」的歷史建築及周圍環境取材創作，務求讓訪客有獨特的體驗。
- Oi! will continue to provide a platform for dialogue between artists from Hong Kong and overseas. Artists will be invited to create artworks inspired by the historic buildings of Oi! and its surroundings, ensuring that visits to Oi! are unique experiences for visitors.
- 「油街實現」透過「綻放！實驗花園」創意藝術計劃，邀請年輕藝術家、建築師及設計師在草坪上創作，佈置地景藝術作品，從而鼓勵公眾參與及互相交流。
- *Splash! Garden Bloom* is a creative art project to be conducted in the lawn area of Oi!, in which art and the environment will merge. Young artists, architects and designers will be invited to create and install land art in the lawn area, with the aim of generating public engagement and communication.





舉辦地區合作計劃，
拓展藝術網絡，開發本地
以外的藝術交流渠道

目標 Goal

To extend our art network through
regional co-operative projects that expand
the range of possibilities for artistic
interaction outside the borders of Hong Kong

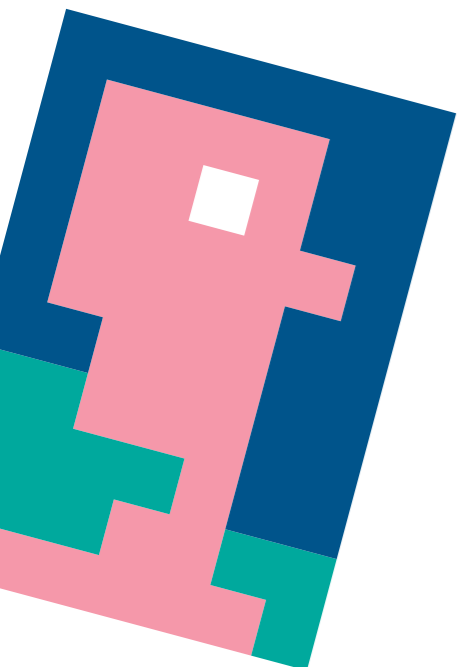
- 繼2014年圓滿舉辦「2014年港澳視覺藝術雙年展：300家」後，藝術推廣辦事處將應香港特別行政區駐北京辦事處之邀，將香港「300家」展覽移師到遼寧省，參與由駐遼寧聯絡處主辦的「同根同心300家」聯展，在瀋陽展出12位香港攝影藝術家的作品，為內地觀眾介紹香港的當代攝影藝術。
- Following the success of the *2014 Hong Kong and Macao Visual Arts Biennial – 300 Families*, the Art Promotion Office has been invited by the Office of the Government of the Hong Kong Special Administration Region in Beijing to run the *300 Families* again in Liaoning Province. It will be held as part of the joint exhibition *One Root, One Heart* and *300 Families*, presented by the Liaoning Liaison Unit. *300 Families* will showcase works by 12 Hong Kong photographers in Shenyang and introduce contemporary photographic art from Hong Kong to Mainland audience.

活化公共空間及整體
居住環境，改善市民的
生活質素

目標 Goal

To enliven our public spaces and
general living environment, and enrich
the lives of local residents

- 在藝術推廣辦事處與起動九龍東辦事處合作的「起動駿業街遊樂場為工業文化傳統公園（第二期）」項目中，我們將會透過邀約形式及公開徵求藝術作品提案，為公園設置一系列公共藝術作品。入選作品需要回應當地社區特色，尤其是駿業街遊樂場的周圍環境。
- As part of the *Energizing Tsun Yip Street Playground as Kwun Tong Industrial Culture Park (Phase 2)*, undertaken in partnership with the Energizing Kowloon East Office, a series of public artworks will be commissioned both by invitation and through an open call for proposals. The art will be required to echo local community characteristics, and especially the environment around the Tsun Yip Street Playground.
- 在新推出的「悠遊藝術大樓」項目中，我們邀請了四位本地藝術家為赤柱市政大廈、東涌市政大樓、大角咀市政大廈及龍逸社區會堂度身訂造藝術作品，為大樓的使用者及訪客帶來全新藝術體驗，讓大家在繁忙的生活中亦能欣賞藝術。
- In the new *ARTivating Public Buildings* programme, four local artists have been invited to create site-specific artworks for the Stanley Municipal Services Building, the Tung Chung Municipal Services Building, the Tai Kok Tsui Municipal Services Building and the Lung Yat Community Hall. Their work will offer building users and visitors new artistic experiences, and give the public more opportunities to appreciate art in their busy daily lives.
- 與建築署合作的「公共藝術計劃——將軍澳市鎮公園、室內單車場及體育館」項目中，我們已於香港單車館公園添置三組委約藝術作品，讓公眾強身健體的同時，亦能夠欣賞藝術作品。
- In the *Public Art Scheme of the Town Park, Indoor Velodrome-cum-Sports Centre, Tseung Kwan O*, undertaken in partnership with the Architectural Services Department, three commissioned artworks are being displayed in the Hong Kong Velodrome Park so that the public can enjoy art while engaging in recreational and sports activities.



- 藏品
- Collections

目標 Goal

透過委約創作及採購本地藝術家優秀的藝術作品，豐富我們的公共藝術藏品

To build up our public art collections by commissioning and acquiring outstanding public artworks by Hong Kong artists

- 藝術推廣辦事處將繼續運用康文署的五千萬港元額外撥款，委約藝術家創作藝術作品，在公共休憩空間展出，豐富我們的公共藝術藏品，亦藉此鼓勵公眾欣賞本地藝術。
- The Art Promotion Office will continue to use the additional funding of \$50 million allocated for the LCSD to expand our public art collections by commissioning artists to create artworks for display at public open spaces, in the process promoting the public appreciation of art and specifically of the work of Hong Kong artists.

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- 教育推廣
- Education



目標 Goal

促進藝術工作者與公眾交流知識

To facilitate the transfer and exchange of knowledge for art practitioners and the public

- 香港視覺藝術中心定期舉辦以各種視覺藝術為題的工作坊、導賞團、示範、講座和展覽。香港視覺藝術中心的工作室亦會用作舉辦「藝術專修課程」、「開講！週六藝術講」系列與其他工作坊，為不同界別的年輕藝術家和藝術愛好者提供藝術教育和欣賞課程。我們亦即將推出一系列全新的新媒體節目，推廣新銳藝術。
- vA! (the 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 young artists and art lovers, in diverse media. A new series of new media programmes has been launched to promote art practices taking place at the cutting edge of art.
- 藝術推廣辦事處將繼續舉辦藝術節目，為參加者提供充實的學習體驗。我們將因應當代藝術界的新潮流與變化，持續拓展並改良教育節目。
- The Art Promotion Office will continue to organise art programmes that offer participants enriching learning experiences. We will constantly look for ways of extending and enhancing our education programmes in response to new trends and changes in the contemporary art scene.

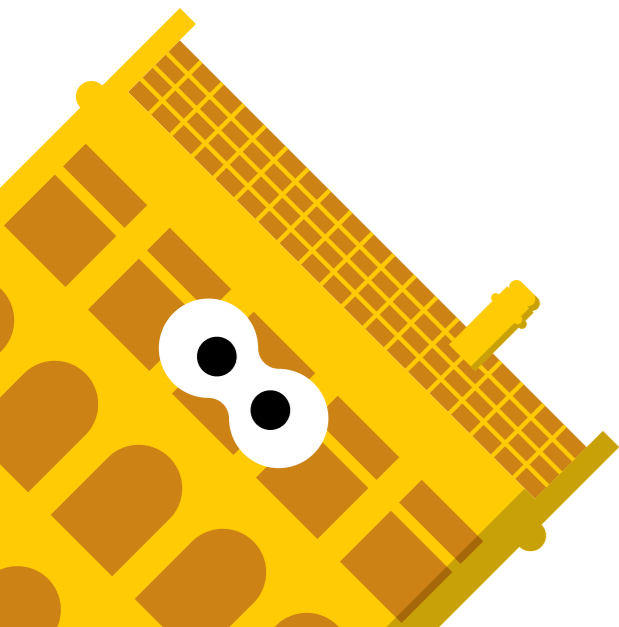
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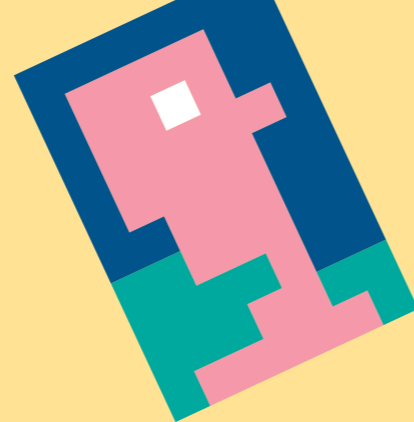
目標 Goal

讓公眾多了解公共藝術，接觸本港藝術家的公共藝術作品

To enhance awareness and understanding of public art, and of the public artworks of Hong Kong artists

- 我們將建立公共藝術資料庫並製作導覽圖，增進公眾對公共藝術的認識，方便公眾學習、詮釋及研究。
- A public art database and tour map will be produced to help increase public awareness of our public art, and make the collections more easily accessible for the purposes of learning, interpretation and research.





• 觀眾拓展 • Audience Building

吸引各界觀眾

目標 Goal

To attract different audience groups

- 舉辦各種公眾節目，鼓勵市民參與，促進知識交流。
- Diversified programmes will be offered to the community through various projects that encourage public engagement and knowledge exchange.
- 為「公共藝術資料庫」(Public Art Research Archive) 製作主題性的導覽，陳列我們在各項公共藝術計劃中委約藝術家創作的作品，激發公眾尋找生活環境中的藝術品。
- The Art Promotion Office will publish a thematic guide map under the *Public Art Research Archive* project that will act as a summary of the artworks commissioned under the various public art schemes organised by the Art Promotion Office, and will stimulate public interest in exploring artworks in our living environment.

增進公眾對香港當代藝術的認識，鼓勵公眾蒞臨觀賞藝術品

目標 Goal

To increase public awareness of local contemporary art, and encourage visits to view the art

- 我們將多加使用Facebook、YouTube等網絡平台及網上營銷工具，吸引年輕人和普羅網民的關注。
- The Art Promotion Office will make a wider use of online platforms and e-marketing tools such as Facebook, YouTube and websites to appeal to the younger generation in particular, and internet users in general.



在各區推出創新的社區及公共藝術項目

目標 Goal

To launch innovative community and public art projects at district level

- 政府新建的啟德工業貿易大樓內將設有藝術展區，大樓啟用首年將舉辦開幕展覽，展覽由2015年12月至2016年12月止，展出一系列獲邀參展的藝術品。2016年，我們將徵集本地藝術家的展覽提案，獲選作品將於2016-17年度亮相。
- A specific space for the display of art is being built at the new government premises, the Kai Tak Trade and Industry Tower. A series of artworks will be selected by invitation for the inaugural display in the first year of the building's operation, from December 2015 to December 2016. In 2016, an open call for proposals by local artists will be made, to be followed by a display of selected artworks in 2016-17.

- 能力提升
- Capacity Building



持續培育年輕藝術人才

目標
Goal

To foster the development of young artistic talent over the long term

- 藝術推廣辦事處將持續提供各種平台，讓年輕藝術人才展示創意，為他們帶來更多發展機遇。「火花！」系列展覽和「對話！」即為其中兩例。「火花！」系列展覽邀請多位客席策展人，將他們的計劃提案付諸實行，在「油街實現」展出。「對話！」則請來藝術家、獨立策展人、評論家、教育機構、藝術機構以及畫廊等，趣談當代藝術。
- The Art Promotion Office will continue to provide different platforms allowing young artistic talents to showcase their creativity, and maximising their opportunities for development. Examples include the *Sparkle!* exhibition series, in which guest curators are invited to realise their exhibition proposals at Oi!, and *Dialogue!* which brings together artists, independent curators, critics, educational institutions, art organisations, and art galleries to discuss fascinating issues in contemporary art.

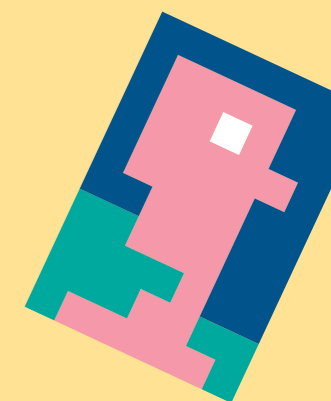
鼓勵不同界別通力合作

目標
Goal

To encourage cross-disciplinary collaboration

- 藝術推廣辦事處將繼續鼓勵不同界別通力合作，接觸不同觀眾層面，創造藝術創作機會。2015-16年度，我們將邀請建築師、設計師、農夫、瑜伽教師、廚師、學生、藝術家、策展人、作家、評論家等參與不同項目。
- The Art Promotion Office will continue to encourage cross-disciplinary collaboration in order to reach out to different audience groups and generate greater possibilities for art creation. In 2015-16, we will involve architects, designers, farmers, yoga teachers, chefs, students, artists, curators, writers, and critics in a range of different projects.

- 社區參與及伙伴合作
- Community Engagement and Partnership

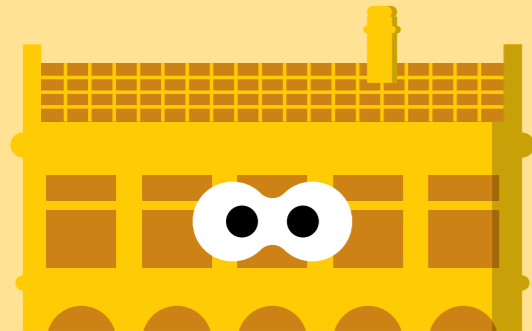


與不同藝術機構、組織與社區建立合作關係，分享資源及專業知識

目標
Goal

To build partnerships with different art institutions and organisations and with the community, through which we are able to share our resources and expertise

- 為提高「藝遊鄰里計劃：閃亮！」的成效，擴闊參與層面，促進社群參與，藝術推廣辦事處將與香港浸會大學視覺藝術院啟德校園及1a空間合作推出新一輪計劃。由視覺藝術院及1a空間提供展覽場地，並由藝術推廣辦事處籌劃展出本港藝術家的作品。
- To broaden the appeal and coverage of *AIN: Flash!*, and to enhance the effectiveness of its community engagement, the Art Promotion Office will launch a new initiative together with the Academy of Visual Arts (Kai Tak Campus), the Hong Kong Baptist University (AVA), and 1a space. Under this initiative, AVA and 1a space will provide alternative exhibition venues, and the Art Promotion Office will arrange for local artists' work to be exhibited at the venues.
- 「依念・同理」是由我們與香港中文大學建築學院社區營造學社共同籌劃的年度計劃。今年繼續以城市課室的模式，從多方面致力探索「同理城市」的概念。
- *E-pathy City* is an annual project co-organised with the Urban Place Research Unit in the School of Architecture of the Chinese University of Hong Kong. An 'urban classroom' will continue to be used to explore the concept of empathy in the city at many levels.
- 延續「XCHANGE」項目的成效，「油街實現」再接再厲，將與香港理工大學賽馬會社會創新設計院合作籌劃一項公眾藝術活動，名為「盛食當灶」，鼓勵大家分享及善用生活資源，建立可持續的生態社區，以美食、藝術及設計將社區連繫起來。
- Building on the success of the *XCHANGE* project, Oi! will collaborate with the Jockey Club Design Institute for Social Innovation at the Hong Kong Polytechnic University in organising a publicly engaged art project, *XCHANGE: Social Gastronomy*. This project encourages sharing and the better use of resources in order to create a sustainable ecology and strengthen community ties with food, art and design.



諮詢專業意見，持續發展
藝術項目

目標
Goal

To sustain the development of our art
projects through consultation with experts

- 我們將會繼續定期諮詢不同工作小組、藝術博物館諮詢委員會和博物館專家顧問，聽取他們對館藏、節目策劃、市場推廣及其他重要計劃的專業意見。
- The Art Promotion Office will continue to seek expert advice on its collections, its programming and marketing activities, and its other major plans by regularly consulting with various working groups, the Art Museum Advisory Panel, and the Museum Expert Advisers.

與不同層面的社群合作，
推出更多精彩節目

目標
Goal

To engage various community groups at
different levels to make our programmes
more engaging

- 藝術推廣辦事處將繼續推出「悠遊藝術大樓」的配套活動，將藝術帶到本港各區。
- The Art Promotion Office will continue to organise fringe activities for the *ARTivating Public Buildings* programme, taking art to various local communities.

- 優化設施及訪客服務
- Enhancement of Facilities and Visitor Services

為租客及訪客提供更好的
設施與設備

目標
Goal

To provide better facilities and equipment
for hirers and visitors

- 香港視覺藝術中心正在翻新工作室和提升展覽設施的質素，逐步改善無障礙服務，為藝術家和公眾創造更專業、易於使用的藝術創作和展覽環境。翻新無障礙設施即將完成，為訪客提供舒適、方便的環境。
- The Art Promotion Office is taking steps to improve the accessibility of vAI, and these involve renovating its studios and upgrading its exhibition facilities. The outcome will be an even more professional and user-friendly environment in which artists and other members of the community can create and exhibit their art. The barrier-free access improvement work, currently near completion, will offer visitors a comfortable and easily accessible environment.



- 學術研究及機構發展
- Research and Institutional Development

為員工提供更多培訓機會

目標
Goal

To enhance training opportunities for staff

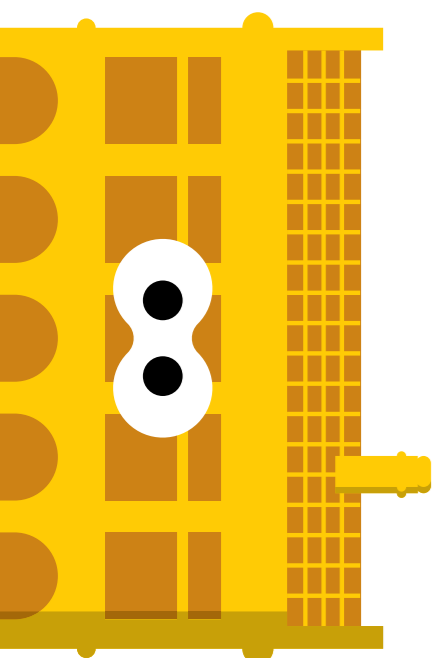
- 藝術推廣辦事處一直致力支持員工的專業發展，幫助員工增進對公眾及社區藝術的了解。藝術推廣辦事處會資助策展人員參加本港或外地的培訓課程和類似的學習活動。
- The Art Promotion Office is committed to supporting the professional development of its staff and helping them expand their knowledge of public and community art. This may involve sponsoring Art Promotion Office curators to take part in training courses and similar learning opportunities locally or outside Hong Kong.

2015-16 年度展望 Anticipated Achievements in 2015-16

我們在完成《年度計劃》的上述項目後，計劃於2015-16年度實現以下目標：

We plan to achieve the following performance targets in 2015-16 after implementing the initiatives in the above Annual Plan:

- 為配合藝術推廣辦事處的節目策劃及觀眾拓展計劃，我們將製作問卷，隨機挑選訪客進行訪問，了解他們對於節目的意見，以及對改善節目策劃及場館設施的建議。我們將挑選不同年齡及背景的訪客進行調查，並希望在節目策劃、觀眾拓展、場館設施方面均能取得75%左右的滿意率。
- A set of questionnaires will be prepared as part of our Programming and Audience Building plans. Interviews will be conducted randomly with visitors, in which their comments on our programmes and their suggestions on improvements to programming and venue facilities will be sought. We aim to select visitors from different age groups and backgrounds for interview. Our aim is to achieve a satisfaction rate of about 75% in the various categories of programming, audience building and venue facilities.
- 藝術推廣辦事處將為學校團體及各個社區伙伴舉辦各式各樣的活動，包括以各種視覺藝術為題的工作坊、導賞團、示範、講座和展覽等。我們的目標是在2015至2016年度舉辦至少80場學校團體參觀。
- The Art Promotion Office will offer different activities (including workshops, guided tours, demonstrations, talks and exhibitions on different aspects of the visual arts) to community partners, including school groups. We aim to host at least 80 school group visits in 2015-2016.



香港 電影資料館 Hong Kong Film Archive



引言 Introduction

香港電影資料館（電影資料館）致力收集及保存香港珍貴的電影歷史文化，供市民參觀欣賞。

電影資料館大樓位於西灣河，設有電影院、展覽廳、資源中心及四個恆溫儲藏庫。館內有關香港電影和相關資料的藏品主要來自電影業界及市民捐贈，部分藏品則是經由交換、轉移、購買及複製等途徑獲得。收集得來的藏品經編目後，便可讓公眾查閱；但狀況未如理想的藏品，則需先行修復以作保存。我們以弘揚本港電影歷史文化為己任，在年內舉辦展覽及電影節目，出版專題研究書籍，以及與本地及海外機構合辦各種活動，包括研討會、座談會、講座及教育節目。我們亦致力開展及促進香港電影歷史的研究，擔任電影界和文化界之間的橋樑。

電影資料館身為國際電影資料館聯盟及東南亞太平洋影音資料館協會的會員，會定期與海外同業交流，了解業界的最新科技與發展。

The Hong Kong Film Archive (the Film Archive) is dedicated to acquiring and preserving Hong Kong's valuable film heritage, and making its collections available for public access.

The Film Archive building in Sai Wan Ho is equipped with a cinema, an exhibition hall, a resource centre and four environment-controlled stores. We acquire Hong Kong films and related materials mainly through donations from the film industry and members of the public, as well as through exchange, transfer, purchase, and the reproduction of loaned materials. Collected items are catalogued, repaired and restored if in poor condition, and then made accessible to the public. To promote Hong Kong's cinematic heritage, we present exhibitions and film programmes throughout the year, publish monographs, and organise a variety of activities that include conferences, seminars, talks and educational programmes, in conjunction with local and overseas institutions. We also conduct and facilitate research into the history of Hong Kong cinema, and act as a bridge between the film industry and the wider cultural sector.

The Film Archive is a full member of the International Federation of Film Archives (FIAP) and the Southeast Asia-Pacific Audiovisual Archive Association (SEAPAVAA). We engage in regular exchanges with our counterparts around the world as a way of staying abreast of the latest technologies and other developments in film archiving.

Film
Archive

理想 Vision

成為享譽國際的電影資料館，以先進設備保存香港電影歷史文化、促進電影研究、將電影藝術帶進社區。

To be an internationally-renowned and state-of-the-art film archive that works to preserve Hong Kong's film heritage, while also facilitating film research and bringing film art to the community.

使命 Mission

- 收集和保存香港電影及相關資料。
- 透過方便易用的電腦系統將藏品編目，以便公眾查閱。
- 籌辦各式各樣的節目、出版刊物、提供展覽及放映設施，培養公眾欣賞電影的興趣。
- 研究香港電影，並為業界專家、研究人員及有興趣人士提供資料，促進香港電影研究。

- To acquire and preserve Hong Kong films and related materials.
- To catalogue our collections and maintain a collection database on a user-friendly computer system, for easy access of information.
- To enhance public appreciation of films by organising a wide range of programmes, issuing publications, and providing exhibition and screening facilities.
- To conduct research into Hong Kong cinema, and to facilitate research by providing information to industry professionals, researchers and other interested parties.

信念 Values

- 專業精神
- 熱誠投入
- 樂於分享
- 協力合作

- Professionalism
- Passion
- Sharing
- Collaboration

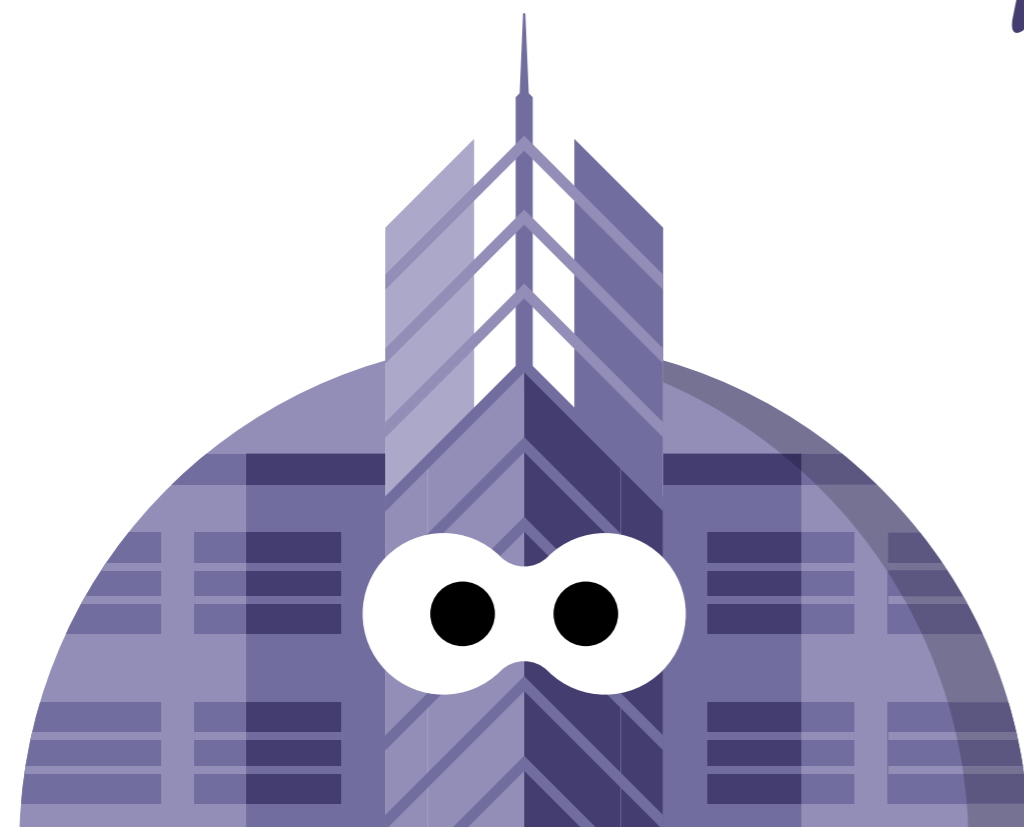
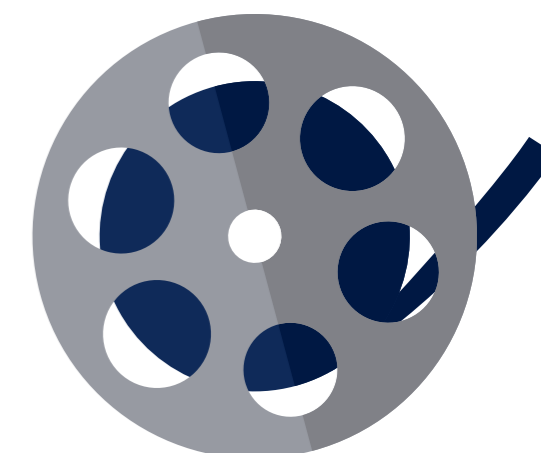
挑戰與機遇 Challenges and Opportunities

2015-16年，電影資料館將面對以下挑戰之餘，亦迎來不同機遇：

- 電影資料館一直積極搜羅藏品，隨著館藏與日俱增，儲藏庫已不敷應用。我們急需另覓儲藏空間，重整現有的館外儲藏庫，務求更妥善地管理藏品及運用資源。
- 電影資料館剛推出的藏品管理系統，將更方便公眾查閱館藏。
- 近年來，數碼電影技術一日千里，模擬影音制式遭迅速淘汰。電影資料館需將大量菲林及影音藏品數碼化，但成本不菲，礙於資源所限，日後在保存香港珍貴電影歷史文化方面的工作將倍加困難。

We anticipate that the Film Archive will face the following challenges and opportunities in 2015-16:

- Due to the success of our acquisition efforts, the Film Archive's collections have grown rapidly to the point where they are outgrowing the capacity of our collection stores. There is an urgent need to identify new storage spaces for future expansion, and to reorganise our existing off-site stores for better management of our collections and other resources.
- The launch of the Film Archive's collection management system will enhance the accessibility of our collections.
- The rapid development of digital film technology in recent years has rendered analogue audio-visual materials obsolete. However, the digitisation of our huge film and audio-visual collection is a very costly operation. Given its limited financial resources, the Film Archive is faced with great difficulties in preserving Hong Kong's precious cinematic heritage and making it available for viewing.



年度計劃 Annual Plan

- 節目策劃
- Programming



向海內外推廣香港電影

目標
Goal

To promote Hong Kong cinema both at home and abroad

- 電影資料館將與本地及海外電影機構合辦旗艦節目「百部不可不看之香港電影」，並展示其他修復珍藏，繼續推廣香港深厚的電影歷史文化。
- 我們在美國三藩市覓得八部失佚多年，攝於三十至四十年代的香港電影，這些數十年來從未曝光之作，將亮相於「尋存與啟迪——香港早期聲影遺珍」。其中兩部更將於2015年3月在香港文化中心露天廣場免費放映，包括一部經數碼修復的四十年代作品。活動旨在吸引本地觀眾，以及蒞臨香港國際電影節與香港國際影視展的海外電影學者和業界專家。
- 電影資料館會應新加坡國家博物館之邀，在2015年中參與新加坡文化遺產節，舉辦「開疆拓宇——邵逸夫電影王國」巡迴展覽。
- We will continue to promote Hong Kong's rich film heritage in collaboration with local and overseas film institutions through our flagship programme *100 Must-see Hong Kong Movies*, as well as by showing other restored treasures.
- Eight long-lost Hong Kong motion pictures from the 1930s and 1940s, recently acquired from San Francisco, will be shown for the first time in decades in our *Early Cinematic Treasures Rediscovered* programme. Two of the titles, including a digitally restored version of a work from the 1940s, will also be screened outdoors for free at the Piazza of the Hong Kong Cultural Centre in March 2015, with the aim of attracting a wide local audience along with overseas film scholars and industry professionals attending the Hong Kong International Film Festival and the Hong Kong International Film and TV Market.
- At the invitation of the National Museum of Singapore, the exhibition *The Foundation of Run Run Shaw's Cinema Empire* will go on tour to Singapore in mid 2015 as part of the Singapore HeritageFest.

策劃各式各樣的展覽，
推廣香港電影歷史文化

目標
Goal

To promote Hong Kong's film heritage by curating a diverse array of exhibitions

- 電影資料館將以香港電影歷史文化的各種面貌為題，舉辦三個不同主題的展覽。首個展覽名為「電影編劇的文字迷宮」，以編劇的角度透析香港電影，並展出多年來所收集的劇本手稿。「電影修復之路」展覽將介紹最新的修復技術及發展趨勢，呼籲公眾重視保存和修復電影的工作。最後，「國泰80周年紀念展」將讓公眾重溫香港電影史上最重要片廠之一的昔日光彩。
- Three thematic exhibitions focusing on different aspects of Hong Kong's film heritage will be organised. The first, titled *The Labyrinth of Film Scripting*, will look at Hong Kong films through the eyes of the scriptwriters, and will feature original screenplays acquired by the Film Archive over the years. The exhibition *Saving Film: Road to Film Conservation* will introduce the latest trends and developments in film restoration technology, with a view to enhancing public awareness of the importance of film preservation and restoration. Finally, the exhibition *The 80th Anniversary of Cathay Organisation* will offer the public a glimpse of one of the most important film companies in the history of Hong Kong cinema, in all its glory.

- 藏品
- Collections



在海內外搜羅香港電影

目標 Goal

To search out Hong Kong films, both locally and overseas

- 本地電影業界及海外電影資料館和機構一直是我們搜集藏品的主要途徑。我們會繼續與上述各方建立及保持密切聯繫。
- 我們現正洽談的捐贈項目包括綜合電影沖印有限公司及香港第一發行有限公司擬捐贈的電影素材，以及邵氏影城香港有限公司的電影拷貝。此外，我們正分批複製美國紐約州資料館所收藏的香港早期電影劇本及電檢文件。
- We will continue to establish and maintain close connections with important sources of donations and acquisitions, including both local film industry representatives and various overseas archives and institutions.
- Potential acquisitions currently under negotiation include donations of pre-print film materials from Union Film Laboratory Limited and First Distributors, and film prints from Shaw Movie City Hong Kong Limited. Film scripts and censor records relating to early Hong Kong films will also be duplicated from the New York State Archives in batches.

運用數碼化技術，讓公眾有更多機會欣賞我們的藏品

目標 Goal

To make our collections more accessible through digitisation

- 我們的數碼化計劃的第一步，是在館內設立影片掃描及數碼修復系統。
- An in-house film scanning and digital restoration system will be put into operation, as a first step in our digitisation project.

- 教育推廣
- Education

因應觀眾需要，策劃電影教育節目

目標 Goal

To create tailored film education programmes

- 除了舉辦館內展覽導賞團及學生場電影外，電影資料館亦會繼續與香港電影評論學會合作，設計專題教育節目，迎合高中生和初中生的不同學習需求。
- On top of our in-house exhibition guided tours and student film shows, we will continue to work with the Hong Kong Film Critics Society on the design of special education programmes catering for the different learning needs of senior and junior secondary students.

讓學校有更多機會參與我們的教育節目

目標 Goal

To make our education programmes more accessible to schools

- 電影資料館將推出全新的「初中學生電影教育外展計劃」，透過電影鏡頭，將香港歷史帶入校園，同場介紹電影保存工作，鼓勵教師帶領學生參觀電影資料館，使用館內的設施及服務。
- We will launch a new *Film Education Outreach Programme for Junior Secondary Students*, bringing the history of Hong Kong as seen through the lens of the movie camera directly to school campuses. We will also use the new programme to introduce our film conservation work, and will encourage teachers to bring students on visits to the Film Archive and make use of our facilities and services.

- 觀眾拓展
- Audience Building

將電影資料館的節目帶到館外，拓展觀眾層面

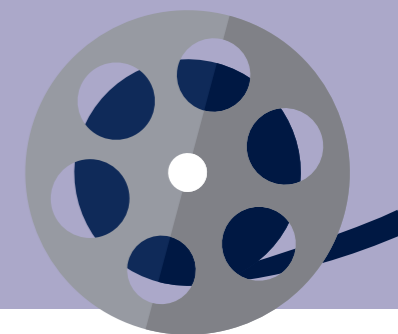
目標
Goal

To reach a wider audience by taking programmes outside the Film Archive

- 電影資料館將繼續在其他文化場地及商場舉辦小型展覽，亦會在尖沙咀海濱舉辦免費戶外放映會，以及為初中生舉辦全新的外展教育節目，藉此吸納新的觀眾群。
- We have always been very active in taking our smaller-scale foyer exhibitions to other cultural venues, and even to shopping malls. Besides continuing to do this, we will also reach out to new audiences by conducting free outdoor screenings on the Tsim Sha Tsui waterfront, as well as by running our new outreach education programme targeted at junior secondary students.

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- 能力提升
- Capacity Building



增進公眾對電影資料館工作的認識

目標
Goal

To increase public awareness of the work of the Film Archive

- 電影資料館將推出放映節目「尋存與啟迪——香港早期聲影遺珍」及「電影修復之路」展覽，旨在引起公眾對電影資料館的電影保存工作的興趣，呼籲公眾重視香港珍貴電影歷史文化的保存工作。
- The screening programme *Early Cinematic Treasures Rediscovered*, along with the subsequent exhibition *Saving Film: Road to Film Conservation*, each aim at arousing the public's interest in the film conservation work of the Film Archive and raising public awareness of the importance of preserving Hong Kong's precious film heritage.
- 為配合上述節目，電影資料館將於香港博物館節特設電影保存示範工作坊，展示資料館工作的幕後一面，讓參與者以互動方式了解電影保存的工作。
- With the same objectives in mind, we will organise a special film conservation demonstration workshop with interactive elements during the upcoming Museum Festival, which will take participants on a behind-the-scenes tour of our film conservation activities.

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向世界各地推廣電影資料館

目標
Goal

To promote the Film Archive overseas

- 電影資料館將繼續與香港經濟貿易辦事處緊密合作，到世界各地舉辦專題巡迴展覽和放映節目，向海外觀眾推廣資料館的電影藏品。
- We will continue to work closely with Hong Kong Economic and Trade Offices worldwide to arrange for our thematic exhibitions to tour in different parts of the world, at the same time curating special screening programmes designed to promote our film collection to overseas audiences.

● 社區參與及伙伴合作 ● Community Engagement and Partnership

加強電影資料館與 電影業界的聯繫

目標 Goal

To strengthen our connections with the film industry

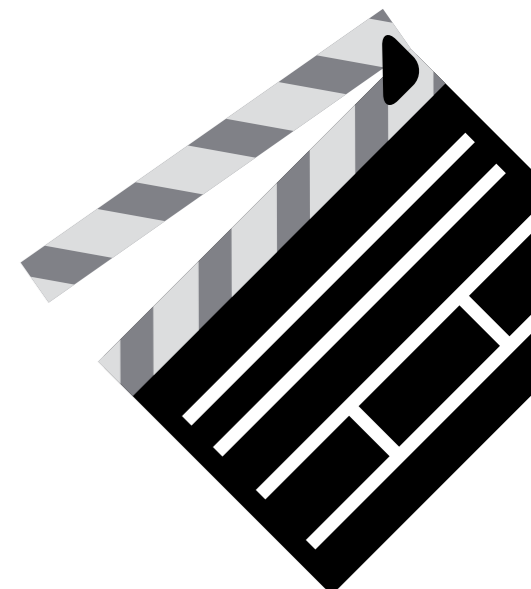
- 電影資料館將透過電影顧問委員會，繼續與業界專家、電影學者及影評人保持密切聯繫，亦會定期就資料館的發展及節目方向徵詢他們的意見。
- 電影資料館亦將積極參與由香港貿易發展局舉辦的年度「香港國際影視展」，藉此良機與本地及海外的電影機構建立及保持聯繫。
- We will continue to maintain close contacts with industry professionals, film academics and critics through our Film Advisory Panel, and will regularly solicit their views on our development and programme directions.
- We will also actively participate in the annual Hong Kong International Film and TV Market organised by the Hong Kong Trade Development Council, which has proved an excellent platform for establishing and maintaining useful networks with local and overseas film organisations.

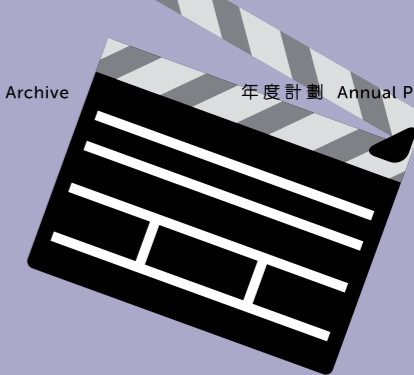
與其他組織合辦更多元化 節目

目標 Goal

To organise more programmes in partnership with other organisations

- 電影資料館將與香港電影導演會、香港電影編劇家協會、香港專業電影攝影師學會、香港戲院商會等業界專業組織多加合作，令展覽及電影節目更加多姿多采。
- 電影資料館亦將繼續與位於油麻地的百老匯電影中心及九龍灣的影藝戲院合作，選映旗艦節目「百部不可不看香港電影」的電影，方便九龍及新界觀眾重溫這些作品。
- We will explore opportunities to increase our collaboration with organisations of film professionals, such as the Hong Kong Film Directors' Guild, the Hong Kong Screen Writers' Guild, the Hong Kong Society of Cinematographers and the Hong Kong Theatres Association, with the aim of further enriching our exhibitions and film programmes.
- We will also continue to partner with the Broadway Cinematheque cinema in Yau Ma Tei and the Cine-Art House cinema in Kowloon Bay, and arrange for additional screenings of our flagship programme *100 Must-see Hong Kong Movies* in these commercial cinemas to cater for Kowloon and New Territories audiences.





- 優化設施及訪客服務
- Enhancement of Facilities and Visitor Services

重整及改善電影資料館的儲藏設施

目標 Goal

To reorganise and improve our storage facilities

- 電影資料館將制訂長遠計劃，重整現有的館外儲藏庫，以便更妥善地管理藏品，配合未來發展所需。
- 電影資料館將與創新科技署合作，測試將無線射頻辨識 (RFID) 技術應用於監控儲藏庫。
- We will formulate long-term plans for reorganising our existing off-site stores in ways that will enable us to better manage our collections, and that will cater for their future growth.
- We will team up with the Innovation and Technology Commission to conduct feasibility tests on the application of Radio Frequency Identification (RFID) technology to the climate monitoring of our collection stores.

翻新老化設施，改善客戶服務

目標 Goal

To provide better customer service by renovating and refreshing our aging facilities

- 隨著電影資料館步入十五周年，我們將與建築署及機電工程署緊密合作，逐步翻新館內的公共設施，如電影院等，使館內設施能與時並進。
- Now in our 15th year of operation, we will look to keep our facilities up to date by working closely with the Architectural Services Department and the Electrical and Mechanical Services Department to plan renovation and refurbishment projects, particularly for public facilities such as the Cinema.

- 學術研究及機構發展
- Research and Institutional Development

開展及推動香港電影研究

目標 Goal

To conduct and facilitate research into Hong Kong cinema

- 除兩個長期研究項目（「香港影片大全」及「香港影人口述歷史計劃」）外，電影資料館亦將配合專題展覽及放映節目開展其他研究及出版計劃，從不同角度研究香港電影。
- 電影資料館全新的藏品管理系統具備完善的資料庫，能為研究人員及廣大市民提供更便捷的藏品搜索及查閱平台。
- On top of our two ongoing research projects, the Hong Kong Filmography Series and the Oral History Project, we will also conduct research and produce publications that will examine Hong Kong films from many different angles, and will tie in with thematic exhibitions and screening programmes.
- Our newly-launched collection management system includes an enhanced database offering researchers and the general public a more efficient platform for searching and browsing our collection.

讓員工參與國際會議，增廣見聞

目標 Goal

To broaden staff horizons through opportunities to participate in international conferences

- 電影資料館身為國際電影資料館聯盟及東南亞太平洋影音資料館協會的會員，將繼續派員出席這些組織的年度會議，與海外同業保持緊密聯繫，亦會參與相關研討會及發表論文，分享知識與經驗。
- As a full member of the Federation Internationale des Archives du Film (the International Federation of Film Archives) and the Southeast Asia-Pacific Audiovisual Archive Association, we will continue to send representatives to attend the annual conferences of these organisations, not simply in order to maintain close networks with our overseas counterparts but also, more importantly, to share knowledge and experience by participating in the associated symposiums and presenting papers.





提供更多平台，讓員工
分享知識及經驗

目標
Goal

To provide more platforms through
which staff can share their knowledge and
experience

- 電影資料館將多加舉辦館內分享會，讓員工暢所欲言，深入交流。
- We will organise more in-house sharing sessions aimed at encouraging in-depth sharing by staff.

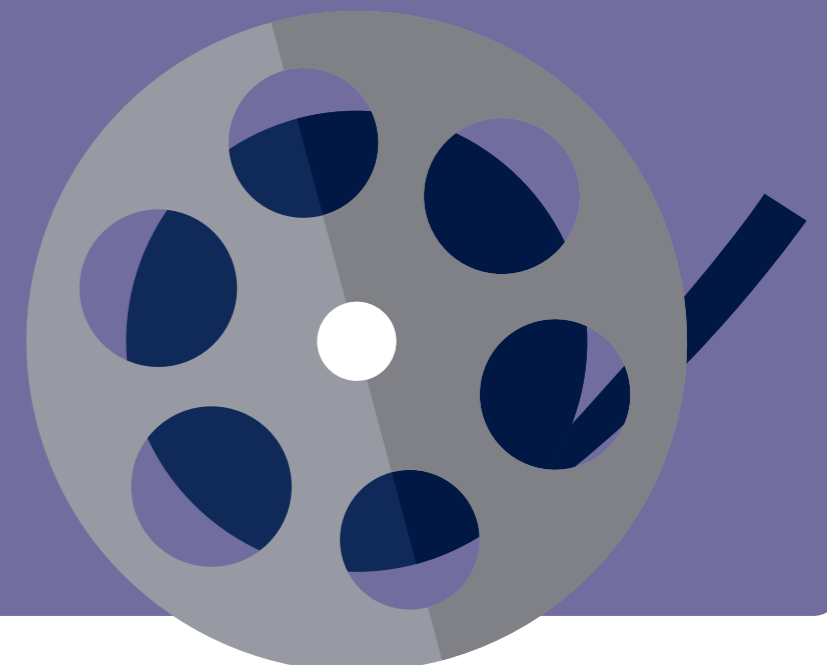
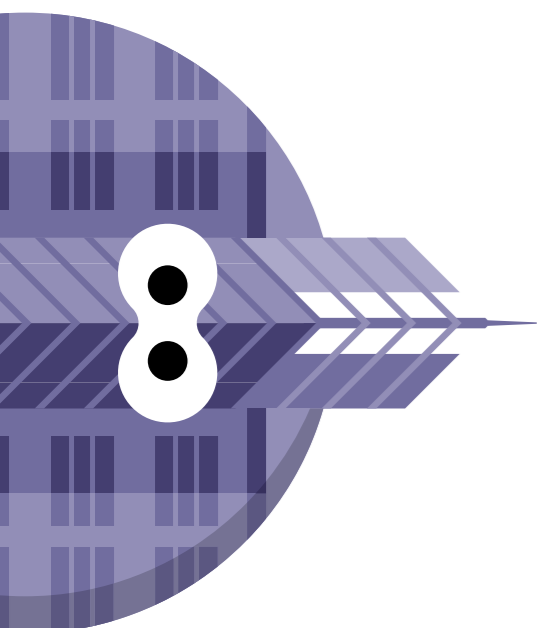
2015-16 年度展望 Anticipated Achievements in 2015-16

我們在完成《年度計劃》的上述項目後，計劃於2015-16年度實現以下目標：

- 藏品總數增加3%（新增約30,000件）；及
- 網上館藏數量增加3%（新增約12,000件）。

We plan to achieve the following performance targets in 2015-16 after implementing the initiatives in the above Annual Plan.

- To register a 3% growth in the total number of items in our collection (i.e. to acquire about 30,000 items); and
- To increase the number of items in our collection accessible on the internet by 3% (i.e. to make accessible a further 12,000 or so items).



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