

Corporate Business Plan

2012–17

Annual Plans

2012–13

**Embrace Our Strength
Empower Our Future**

27 June 2012

Public Museums of the Leisure and Cultural Services Department

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Director's Foreword

I am delighted to present to you the first Five-Year Corporate Business Plan of the public museums managed by the Leisure and Cultural Services Department (LCSD) for 2012–17 and the Annual Plans of individual museums for 2012–13.

Following the Government's announcement in February 2010 that the LCSD should continue to manage the public museums, the LCSD has since undertaken a broad range of measures to enhance museum operation and services. To this end, we have set forth new directions and longer term strategies in the Corporate Business Plan, with a view to strengthening our public mission and sharpening the identity of our museums in sustainable ways.

Museums collect and conserve cultural legacy. They also research and exhibit their collections for the purpose of education. In the past, museums were generally perceived as solemn cultural venues to serve the elite and educated. Nowadays, museum resources are expected to be easily accessible to the general public. Many people, especially the younger generation, desire for greater participation in cultural activities. There is a great change in the cultural ecology of Hong Kong with the increasing involvement of community groups in cultural activities. Advancements in technology and communications have brought us closer to the rest of the world and have opened new horizons in the presentation of exhibits. To keep pace with trends in modern worldwide museum development as well as with changing public interest in and expectations of museum service, we will turn our museums into an enjoyable, inspiring and barrier-free lifelong learning platform for people from all walks of life. Visiting museums should become a part of everyday life. We will also engage our audience and community groups to co-create a more open, comprehensive and diversified culture that fosters imagination and creativity.

Our museums are managed under one roof. Together, they constitute a synergy rooted in Hong Kong that showcases masterpieces in all fields of art, from various periods of history, and representative heritage treasures as well as scientific and technological innovations. With our rich knowledge, expertise and vast collections, we have an edge over many other organisations in the region in presenting a fusion of Chinese and Western culture across the disciplines of art, history and science from a unique Hong Kong perspective. Our readiness to adopt new ideas and technologies enables us to curate high-tech, innovative blockbuster exhibitions. In collaboration with different sectors of the community, our museums play an active role in elevating the cultural ambience of the city, thereby enhancing Hong Kong's status as a regional cultural hub.

In this Corporate Business Plan, we set out the vision, mission and core values in striving for excellence. By pressing ahead various strategic areas, we head towards a more professional and transparent management. Our priorities for the next five years are to build up a strong brand for the museums, expand their audience base in terms of diversity and size, develop cultural software, reach out to the community, and establish closer ties with world culture. Individual museums have also mapped out their Annual Plans for 2012–13 along these same lines.

Last but not the least, I thank our museum advisory panel members, expert advisors, colleagues and other stakeholders for their contributions and support of our plans. I treasure your views to help us realise our vision, and invite you to join us to move forward on the next stage of our journey.

A handwritten signature in black ink, appearing to read 'Betty Fung'.

Mrs Betty FUNG CHING Suk-ye
Director of Leisure and Cultural Services

Corporate Business Plan (2012–17)

Our Museums

This Corporate Business Plan covers 14 museums managed by the LCSD. As a group, they embody different themes and characteristics which can be broadly categorised into streams of art, history and science. They include seven major museums, namely the Hong Kong Museum of Art, Hong Kong Museum of History, Hong Kong Heritage Museum, Hong Kong Science Museum, Hong Kong Space Museum, Dr Sun Yat-sen Museum and Hong Kong Museum of Coastal Defence. The seven smaller museums are the Flagstaff House Museum of Tea Ware, Hong Kong Railway Museum, Sam Tung Uk Museum, Sheung Yiu Folk Museum, Law Uk Folk Museum, Lei Cheng Uk Han Tomb Museum, and Fireboat Alexander Grantham Exhibition Gallery.

Furthermore, this Plan sheds light on the Hong Kong Film Archive and the Art Promotion Office. The mission of the former focuses on preserving Hong Kong film heritage, and that of the latter aims at promoting visual arts by connecting art with the community through territory-wide public art and community art projects. The Plan also defines the goals for two other sections which will provide indispensable support to our museums, cultural venues and offices according to each entity's respective mission. They are the Central Conservation Section that provides professional support in the conservation of collections, and the Marketing and Business Development Section which develops strategies and implements measures to enhance the branding of museums and reinforce promotion efforts.

Vision

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

Mission

- Preserve cultural legacy
- Provide a lifelong learning platform for the community
- Provide everyone with accessibility to museum resources
- Foster imagination and encourage co-creation
- Connect with our audience and Hong Kong daily life

Values

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

Strategies and Plans

In executing the various components of our mission to realise our vision, we will strive to build up a vibrant cultural ecology rooted in Hong Kong and enhance people's understanding and appreciation of both local and global culture from this region's unique perspective. During the building process, the LCSD museums will transform from providers to facilitators to engage more collaboration and partnership with various sectors. We seek to jointly create an environment that encourages active-learning and nurtures talent to lay a solid cornerstone for Hong Kong's long-term cultural development. Our aim in these efforts is to foster social harmony and a sense of belonging for the people of Hong Kong.

The building process is underpinned by the pursuit of excellence in eight strategic areas. These areas provide a planning framework and direct our resources to shape the future. For example, through our efforts in programming, audience building, and collections and facilities enhancement, we will be able to preserve and present local cultural legacy for wider access by various audiences with a view towards enhancing their recognition of Hong Kong's values. It is through efforts in education, capacity building, and community engagement and partnership that we will be able to provide a platform for lifelong learning and co-creation which is conducive to enriching the diverse and multi-faceted constituents of a cultural hub.

Programming

We aim to launch diversified and multi-disciplined exhibitions and public programmes with sophisticated presentation and curatorship for increased audience enjoyment.

We shall:

- present a dynamic mix of exhibitions and public programmes, including blockbusters, for various audiences every year;
- use new technology and innovative presentation methods in exhibitions and public programmes;
- strengthen partnerships with prestigious museums and world-wide organisations to present world-class exhibitions and enhance cultural exchange;
- stage more outreach and promotional exhibitions locally and overseas;
- renew by phases the permanent exhibitions in major museums; and
- establish new galleries and art spaces.

Collections

We aim to strengthen collection quality and stewardship to widen accessibility and utilization.

We shall:

- enrich collections through acquisitions and donations;
- expand public access to collections;

- plan for a new Central Repository for the growing collections; and
- develop a centralized collection management system for all museums.

Education

We aim to support school education and lifelong learning to deepen people's knowledge and foster a creative imagination.

We shall:

- collaborate with education experts and groups to tailor-make programmes in support of the New Senior Secondary Curriculum ranging from teachers' training workshops, e-learning platforms, meet-the-artists/professionals events, and project-based learning to a variety of explorative and interactive programmes;
- regularly review the needs of schools, design special programmes and materials to enrich the learning experience of students at different levels;
- explore new initiatives and programmes to meet the specific learning needs of various groups, including the elderly, families, disadvantaged groups, and serious learners; and
- arouse visitors' curiosity, stimulate their inquiring minds and further their knowledge.

Audience Building

We aim to attract more people to museums through the reinforcement of appeal to various audience segments and customer-oriented multi-media marketing and publicity measures.

We shall:

- formulate and implement a strategy to push right content through right channels to various audience segments, including families, students, tourists, the disabled and the elderly;
- build up the branding and strengthen business promotion through new marketing measures such as the launching of a museum portal carrying multi-media content and revamping of individual museum websites;
- publish a museum guide for promoting our museums to tourists;
- present a diversified and balanced mix of exhibitions and public programmes to attract different audience groups; and
- launch innovative community and public art programmes and projects to better engage and connect people with art.

Capacity Building

We aim to better people's ability to understand and appreciate art, history, and science, nurture local talent as well as enhance the capacity of community groups in promoting culture.

We shall:

- foster awareness, understanding and appreciation of art, history and science

- through exhibitions, extension activities and education programmes;
- nurture local artists and talent through public programmes; and
- enhance the capacity of community groups through jointly organised activities to foster their roles as active agents in the promotion of culture.

Community Engagement and Partnership

We aim to vigorously engage stakeholders and build up partnerships with outside entities to gain their support for our vision.

We shall:

- consult and engage Museum Advisory Panels and Museum Expert Advisors on major strategic and development issues;
- continue existing partnerships and explore new collaborators for delivery of exhibitions, public programmes and art projects and the promotion of museum activities;
- encourage sponsorship and donation culture through collaboration with potential sponsors and donors;
- launch a new sponsorship scheme to promote the holding of corporate functions in museums;
- continue to recruit new museum friends, docents and volunteers on a regular basis;
- collect public feedback through different means such as a biennial public opinion survey; and
- conduct e-engagement activities through the new museum portal.

Enhancement of Facilities and Visitor Services

We aim to improve facilities and services to increase customer satisfaction.

We shall:

- develop new facilities and plan major museum renovations;
- continue to carry out necessary improvement or alteration works at museums; and
- map out a strategy for future contracting-out arrangements for ancillary services such as cafés and museum shops.

Research and Institutional Development

We aim to further advance the professionalism of management and staff to strengthen the capability of museums to fulfil their missions.

We shall:

- continue to conduct research aligned to collections and exhibitions as well as object and artefact conservation;
- continue to explore suitable training and development programmes for museum staff to enhance their professional knowledge;
- continue to make manifest the expertise of museum curators and staff through publications and international events such as hosting the “2014 IIC Hongkong Congress” with the International Institute for Conservation of

Historic and Artistic Works (IIC);

- develop in-house expertise in the digital restoration of film;
- continue to provide internship and training opportunities for people aspiring to a museum career; and
- publish annual reports and assess the performance of museums against a new set of indicators.

Annual Plans

2012–13

Hong Kong Museum of Art

Introduction

The Hong Kong Museum of Art, along with its Flagstaff Museum of Tea Ware branch, positions itself as a leading regional museum of visual art focusing on both Chinese and Hong Kong art thanks to its strong curatorship and rich and comprehensive collections in these areas. The Museum endeavours to set forth an example of an institution of curatorial and artistic excellence by presenting world-class exhibitions of classical and contemporary art, promoting Hong Kong art, nurturing young artists and enhancing artistic appreciation and education. Adding to the strength of its unique collections comprised of the Xubaizhai Collection, Guangdong painting and calligraphy, and works by modern Chinese masters as a backdrop, contemporary ink art distinguishes itself as a new core area. Developing these collections and programming will position the Museum as a pioneer in the research, collection and display of ink art. In addition, the Museum has quality collections of Chinese ceramics, decorative art and historical pictures, and has attained an international reputation as a showcase of classical art from the Mainland, in particular Chinese painting, calligraphy and antiquities, and classical art from other regions. The Museum will strive to strengthen its promotion of Hong Kong art and its positioning as a leading regional institution to showcase the best of Chinese traditional art and classical art from other parts of the world. In doing so, the Museum hopes to enhance its exploration of alternative curatorial and interpretative approaches to introduce alternative experiences to visitors.

Vision

We are a leading art museum of excellence in the region. We connect and share with everyone using the language of art to foster creativity.

Mission

- Embody the mission of cultural legacy research
- Make our collections accessible and in so doing provide a major platform for promoting artistic talent locally and globally
- Deliver emotive, inspiring and enjoyable experiences in artistic appreciation and lifelong learning
- Strive for close partnership with the art community and all social sectors to achieve the objective of vitalising the cultural lives of people through means of innovation and creativity

Values

- Professionalism
- Whole-person learning
- Passion
- Openness
- Sharing

- Connectivity

Annual Plan

Programming

2012 marks the 50th anniversary of the Hong Kong Museum of Art. To commemorate this milestone, the Museum will present a dynamic and balanced mix of exhibition programmes covering various art themes—from classical to contemporary—to enhance the artistic appreciation of the public, expand its audience, and focus on brand-building and overseas promotion. Blockbusters include “*A Lofty Retreat from the Red Dust: The Secret Garden of Emperor Qianlong*”, and “*Andy Warhol: 15 Minutes Eternal*”. To move forward in enhancing branding and focus on ink art, the Museum is presenting these three major exhibitions: “*Chinese Paintings and Calligraphy of the Song, Yuan and Ming Dynasties from the Osaka City Museum of Fine Arts*”, “*Imperishable Affections – The Art of Feng Zikai*” and will work intensively with acclaimed Professor Pi Daojian as a Guest Curator in planning a major contemporary ink art exhibition “*Eternal Tao – New Dimensions of Contemporary Chinese Art*” from May to July, 2013. To foster cultural exchanges, the Museum will collaborate with the Guangdong Museum and the Macau Museum with the exhibition “*Maritime Silk Road*”, a highlight of the Greater Pearl River Delta, to be staged in Macau in 2012 and later in Guangzhou and Hong Kong. To nurture local talent and promote Hong Kong art, the Museum will organise a territory-wide competition in 2012 for the “*Hong Kong Contemporary Art Award Exhibition*” scheduled for 2013. “*A Lofty Retreat from the Red Dust: The Secret Garden of the Emperor Qianlong*”, “*Andy Warhol: 15 Minutes Eternal*” and “*Imperishable Affections – The Art of Feng Zikai*” are also highlight exhibitions celebrating the 15th anniversary of the establishment of the HKSAR.

Collections

The Museum has over 15,000 items in its collection. It intends to increase its collection, subject to the availability of funds and sources of acquisitions and donations. It is hoped that an additional storage room at the G/F will be completed and available for use in 2012. This situation will be closely monitored with the Architectural Services Department (ArchSD) on its progress. In the meantime, the Museum plans to have part of its collection temporarily stored at the Hong Kong Heritage Museum.

To further promote the collection and reach out to audiences around the world, the Museum has joined the “*Google Art Project*” positioning the Museum as one of the major Asian museums featured in the second phase of the project. A total of 90 artworks from the Museum’s collections have been uploaded on the Google Art Project. Its special features transform the way in which viewers can appreciate artworks over the Internet at wherever they are and whenever they want.

Education

The Museum continues to provide a variety of education and extension activities including lectures, workshops, interactive games, audio visual shows and other

tailor-made programmes, such as international lectures, special tours to Chinese gardens, Chinese tea demonstrations, Kunqu demonstration and free transportation services for schools and non-profit making organisations to tie in with the exhibition *“A Lofty Retreat from the Red Dust: The Secret Garden of Emperor Qianlong”*. In addition, the Museum is organising the *“Summer Art Cadets”* programmes to be sponsored by the Friends of the Hong Kong Museum of Art for the underprivileged and is coproducing an international students art competition cum exhibition at the Hong Kong Cultural Centre with the Education Bureau. Special programmes have been created to tie in with the New Senior Secondary Curriculum as well as collaborations with non-governmental organisations for special activities for the Feng Zikai exhibition. Other alternative programmes, such as the *“Sunday Concerts”*, will continue and initiatives such as the *“Valentine’s Day Concert”* will be held again.

Audience Building

With a dynamic mix of blockbusters and exhibitions covering different subjects from Chinese antiquities, Chinese ink painting and calligraphy, masters of modern art and tailor-made educational programmes that cater for different community groups, it is expected that the Museum’s audience base will expand particularly in those sub-groups comprised of school children, design professionals, young adults and tourists. The Museum continues to organise the *“Summer Art Cadets”* programme to cater for the underprivileged, the *“Sunday Concerts”* and newly added initiative, the *“Valentine’s Day Concert”*, as alternative opportunities for enjoyment designed to attract new audiences. The Museum is also considering participating in international art fairs for promotional purposes to attract overseas visitors, art collectors, connoisseurs and art lovers. Finally, the Museum is planning to stage exhibitions at the Hong Kong International Airport.

Capacity Building

The Museum has adopted fresh curatorial perspectives, including the provision of interactive programmes, as well as popular cyber devices such as QR codes to engage with the cyber community in organising exhibitions such as *“A Lofty Retreat from the Red Dust: The Secret Garden of Emperor Qianlong”* along with distinctive education programmes for the Feng Zikai exhibition. The Museum will continue to serve as a major platform for promoting and nurturing local talent by conducting the major *“Hong Kong Contemporary Art Award Exhibition”* competition and collaborate with art groups, art spaces and educational establishments to organise fringe activities.

Community Engagement and Partnership

To promote community engagement, the Museum will conduct consultations and stakeholder meetings on major projects such as the renovation and programming of the Hong Kong Museum of Art. Through the *“Hong Kong Contemporary Art Award Exhibition”* competition, the Museum plans to engage members of the art community and overseas curators and build up close partnerships with local art groups, educational establishments, non-governmental organisations, art spaces, commercial establishments and special groups in the planning of fringe activities making them territory-wide events in 2013. The Museum will develop partnerships with prestigious overseas museums such as the Palace Museum, the Zhejiang Museum, the Osaka City

Museum of Fine Arts and the Andy Warhol Museum, in presenting major exhibitions in 2012. Plans are in place to enhance collaboration with major Mainland museums including the Palace Museum, the National Museum of China and the Nanjing Museum after signing a Memorandum of Understanding with the State Administration of Cultural Heritage, the Palace Museum and the National Museum of China, respectively.

The Museum will obtain substantial sponsorships from the Hong Kong Jockey Club, the Friends of the Hong Kong Museum of Art and an international bank for organising three blockbuster exhibitions including, “*A Lofty Retreat from the Red Dust: The Secret Garden of Emperor Qianlong*”, “*Chinese Paintings and Calligraphy of the Song, Yuan and Ming Dynasties* from the Osaka City Museum of Fine Arts” and “*Andy Warhol: 15 Minutes Eternal*”. Sponsorships will also cover the provision of free transportation service for schools and non-profit making organisations and the presentation of “*Summer Art Cadets*” programme, “*Sunday Concerts*” and “*Valentine’s Day Concert*”. Plans are in place to apply for necessary funding for the provision of a donors’ gallery and collectors’ gallery to showcase the best of Hong Kong’s private collections thereby nurturing donation culture. The next “*Hong Kong Collectors Series*” is planned for 2014 and presents an opportunity to proactively approach prestigious collectors with future plans and initiatives to enhance partnerships.

To coincide with the celebration programmes of the 50th anniversary of the Museum in 2012, the Museum has launched a new website design to provide a refreshing look to its visitors. A large-scale revamping of the website will take place to make it more user-friendly and attractive to members of the cyber community.

Enhancement of Facilities and Visitors Services

The Museum is liaising closely with the ArchSD and relevant authorities in the planning phase of a major renovation. A technical feasibility study is being conducted for inclusion into the Public Works Programme. Plans have also been made to have the Salisbury Garden refurbished in late 2012 for the display of art works and overall artistic ambience of the museum environs. The Museum will work closely with the Marketing and Business Development Section on a major revamping of the Museum’s website. To enhance visitors’ experience and brand building, signature souvenirs and merchandise have been produced for sale from 2012. To cater to the needs of those with disabilities, barrier-free measures will be undertaken along with the launching of a new initiative of arranging “*Art Accessibility*” services in collaboration with the Arts with the Disabled Association Hong Kong to provide service to the hearing and sight impaired.

Research and Institutional Development

The Museum will provide more training opportunities to advance staff career development, such as collaborations with Mainland museums including the Palace Museum for internship exchanges. Museum curators will be encouraged to share their expertise of museum professionalism with the public by giving talks at educational establishments, forums, conferences and contributing expert writings to journals of artistic and academic status. The Museum will also explore collaborations with

universities and research institutions to conduct research on Hong Kong art.

The Museum will publish for the first time an Annual Report to inform the public about the work carried out by the Art Museums Section in the past year. In this report is a section that assesses the performance of the Section against a new set of indicators.

Hong Kong Museum of History

Introduction

The Hong Kong Museum of History is one of the pioneers and prime movers in promoting local history in Hong Kong. The Museum shoulders the responsibility of collecting, researching and documenting materials related to the history and heritage of Hong Kong and also functions as a repository of invaluable relics of Hong Kong's days gone by. As such, the Museum endeavours to foster public awareness and understanding of the history and culture of China and the rest of the world by collaborating with museums worldwide and community organisations to construct and interpret history.

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

The Hong Kong Museum of Coastal Defence is positioned to showcase the 600-year history of coastal defence of Hong Kong. Apart from being a learning platform on war time history, the Museum also offers a tranquil ambience for people to relax and enjoy. The Museum will continue to strengthen its position as Hong Kong's only military and war museum by means of staging more exhibitions.

The Dr Sun Yat-sen Museum is not simply a platform for showcasing the history of Dr Sun Yat-sen and modern China, it also focuses on the connection between Dr Sun and Hong Kong and the role that Hong Kong played as a revolutionary fulcrum. Hong Kong provided the nurturing intellectual climate for Dr Sun's revolutionary ideas and a base for planning revolutionary movements which contributed to the success of the 1911 Revolution.

Vision

We are an open platform for fostering interest in and promoting an understanding of history for enjoyment and connecting people through inspiring museum experiences.

Mission

- Collect, preserve, research, interpret and exhibit collections related to Hong Kong and South China
- Engage people to understand and interpret our history
- Promote an understanding of local history to enhance people's identity and enrich people's cultural lives
- Network with similar cultural institutions to create synergy to promote history learning
- Maintain open access to everyone

Values

- Professionalism
- Openness
- Integrity
- Creativity
- People-orientation
- Passion

Annual Plan

Programming

The Museum has created a well-balanced and diversified exhibition programme which covers local, Chinese and other world history designed to attract visitors. On local history, exhibitions included one on Hong Kong Currency, which offered a complete account of the development of local currency, a display on the food culture of the Chaozhou people and an exhibit on the French communities in Hong Kong. The blockbuster exhibition “*The Majesty of All Under Heaven: The Eternal Realm of China’s First Emperor*” celebrates the 15th anniversary of the establishment of the Hong Kong SAR. Although the exhibition focuses on Qin history and culture, it is curated from both local and contemporary perspectives. The purposes of the exhibit are to show Qin history and culture and how Hong Kong is related to Qin. The Museum will organise a large scale exhibition, “*The Wonders of Ancient Mesopotamia*” with the British Museum, and displays on “*Wartime Japanese Propaganda Publications*” and “*Dr Sun Yat-sen and His Comrades in Nanyang*”.

In parallel, the Museum continues to renew the permanent exhibition, the “*Hong Kong Story*” in several phases, beginning with the renewal of the display on the mezzanine floor by adding the history of administrative establishments, infrastructure, and law and order. Sessions with Museum Expert Advisors will be conducted to brainstorm how the “*The Hong Kong Story*” can be further revitalised from a holistic perspective.

To enhance visitors’ experience, innovative designs and new technologies in presenting exhibitions have been adopted. In “*The Majesty of All Under Heaven: The Eternal Realm of China’s First Emperor*” exhibition, multi-media technology have been employed in presenting the various aspects of the Qin dynasty, allowing visitors to interact with exhibits and explore the history and culture of Qin themselves. The Museum will continue to explore new means of presentations in order to enhance visitor experience.

Collections

Currently, the Museum has more than 112,000 items in its collection. In developing the collections, the Museum is actively approaching the community to appeal for donations of historical objects. A collection campaign is being held throughout 2012 to tie in with the research project, “*Children’s Life in Hong Kong*” to appeal for donations. Besides, the Museum is also actively identifying suitable items for collections related to the future renewal of the “*The Hong Kong Story*” exhibition.

Education

Creative educational programmes are being designed to meet the needs of different sectors to transform the museums into open learning platforms. For “*The Majesty of All Under Heaven: The Eternal Realm of China’s First Emperor*” exhibition, a wide range of educational programmes including international conferences, workshops, story-telling sessions, competitions, model-making, talks, touring exhibitions, study tours, and guided tours have been organised to enhance visitors’ understanding and interest in the exhibit. Efforts will be made to attract greater numbers of young people to the museums. Some of the educational programmes are also designed to cater for the needs of the underprivileged families and people with disabilities.

Capacity Building

In order to deepen young people’s understanding of the museum and to encourage students to participate in museum work, the “*Junior Curator Training Course*” and the “*Internship Project of Future Curators*” programmes are being continued.

The Museum continues to provide placement opportunities for young people as museum interns and trainees to welcome those who are inspired to start a career in museum work.

Audience Building

The Museum is actively broadening the existing audience base through attractive programming and the establishment of welcoming and supportive facilities. The Museum is keen to explore new audience groups, including new immigrants to Hong Kong, various ethnic groups, people with disabilities, the aged, and families. For “*The Majesty of All Under Heaven: The Eternal Realm of China’s First Emperor*” exhibition, a wide range of educational programmes to cater for the needs of different sectors have been organised. Guided tours for those people who are sight or hearing challenged and guided tours with free transportation for underprivileged families have been provided. The Dr Sun Yat-sen Museum will continue to provide free coach services to groups of elderly visitors and special programmes for the underprivileged.

Community Engagement and Partnership

The Museum has been collaborating with a wide range of non-governmental organisations, such as the Hong Kong Jockey Club, Hong Kong New Immigrant Service Association, and The Boys’ & Girls’ Clubs Association of Hong Kong, to sponsor programmes or to organise activities for various target groups. This year, the Museum received a substantial sponsorship from the Hong Kong Jockey Club to sponsor the multi-media programmes, educational and public art projects of “*The Majesty of All Under Heaven: The Eternal Realm of China’s First Emperor*”. Other non-governmental organisations are being explored for possible collaborations that will enable the Museum to extend its reach into the community.

To reach out to the cyber community, the Museum is using new media on a project basis. For instance, to tie in with the research project on “*Children’s Life in Hong Kong*”, as well as the exhibition on “*The Majesty of All Under Heaven: The Eternal*

Realm of China's First Emperor", various Facebook accounts, and the latter in particular, QR Code, website, twitter and Apps have been opened to invite the public to share their childhood memories and to post regular newsworthy updates regarding preparation for the exhibition. In addition, the Museum is revamping the website of the History Museums Section to make it more user-friendly and attractive to young people and the greater public.

Keen on reaching out to the community, the Museum has organised exhibitions at the Hong Kong International Airport to attract tourists. Planning has been completed to bring Museum exhibitions to shopping arcades. From April to June 2012, the "*Transformation of the Qipao*" exhibition was staged in a popular urban shopping mall with the intention of attracting visitors. The Museum will continue to explore more partnerships with the private sector with a view towards bringing exhibitions to the community.

Enhancement of Facilities and Visitors Services

Museum facilities are being upgraded to make them accessible to everyone. Various barrier-free retrofitting works including provision of accessible information counters for wheelchair patrons, enhancement of accessible passage for people with disabilities, and the provision of tactile guide paths are to be carried out in 2012–13.

Research and Institutional Development

The Museum continues to launch a wide range of research projects on Hong Kong history and the museums' collections. Research has commenced on "*Hong Kong Icons*", and work on "*Foreign Communities in Hong Kong since 1841*", "*Mainland China-Hong Kong Relations from 1978-2012*", "*Traditional Pastimes of Hong Kong from the 1960s to the 1980s*" and "*Post-war Historical Inscriptions of Hong Kong*" are to begin shortly. Furthermore, the Museum is partnering with academic institutions to systematically study all collections.

The Museum continues to explore more opportunities for staff members to attach to major museums outside Hong Kong for greater exposure and experience.

The Museum will publish for the first time an Annual Report to inform the public about the work carried out by the History Museums Section in the past year. In this report is a section that assesses the performance of the Section against a new set of indicators.

Hong Kong Heritage Museum

Introduction

The Hong Kong Heritage Museum is a multi-disciplined museum devoted to exploring Hong Kong's diverse cultures, with emphasis on its living heritage and creative culture such as design, photography, popular culture, Cantonese opera and intangible cultural heritage (ICH). The Museum also bridges the many cultures of the world with the people of Hong Kong.

An array of public programmes has been planned for 2012-13. The public are invited to join these programmes and experience the richness of culture as well as the wonder of artistic creativity. 2012 also marks a milestone in the Museum's work on safeguarding local ICH as the first territory-wide survey of ICH in Hong Kong will be completed in the year. The survey report will provide valuable references for the government to draw up long-term and comprehensive and safeguarding measures. As a social and cultural entity, the Museum treasures the interactive relationship with the community and continues to partner with local groups and universities in its exhibitions, research and education programmes. The Museum firmly believes that it offers the Hong Kong public a place to savour and reflect on individual and collective cultural memories, find new sources of inspiration, and to discover and admire the world of cultures.

The Hong Kong Heritage Museum also manages three branch museums, namely the Sam Tung Uk Museum, Hong Kong Railway Museum, and Sheung Yiu Folk Museum.

Vision

We enrich and inspire people's lives through exploring diverse cultures of Hong Kong and the world. We contribute to the sustainable development of Hong Kong's vibrant cultures.

Mission

- Preserve, study, present and interpret the cultures of the people of Hong Kong, with special emphasis on living heritage and creative culture
- Connect the cultures of other areas with the people of Hong Kong
- Engage and stimulate audiences with emotional, innovative, inspiring, educational and enjoyable museum experiences
- Support and encourage intellectual, artistic and creative pursuits

Values

- Professionalism
- Passion
- People focused
- Sincerity
- Diversity

Annual Plan

Programming

To tie in with the permanent Chao Shao-an Gallery, the Museum has planned to organise two Lingnan School of painting exhibitions. One is on selected works of Gao Qifeng and his disciples opened in April 2012 and the other on the paintings and calligraphy of Au Ho-nien scheduled for opening in September 2012. Exhibitions on photography, a core area of our development, will also be staged. The first one is the “*Hong Kong Photo Series 3*” programme on portrait photography, a medium that has developed significantly in Hong Kong. Portrait photography records and re-shapes the many social roles taken on by individuals within the various classes of society. The second exhibition is a partnership project of the Heritage Museum and the Hong Kong Photo Festival 2012 featuring the multifaceted photographic landscape of Hong Kong after the 1990s.

With a view to bringing outstanding artistic creations from overseas to local audiences, the Museum organises one to two blockbuster exhibitions per year. To coincide with the celebration of the 15th anniversary of the establishment of the HKSAR, the Museum collaborated with the Consulate General of France in Hong Kong and Macao to present in May 2012 the exhibition “*PICASSO – Masterpieces from Musée National Picasso, Paris*” capturing every phase of Picasso’s prolific career with 56 of his original works.

Apart from thematic exhibitions, a long-term display on Bruce Lee is being planned for the first half of 2013. As an international film star and martial art master—despite his early death about four decades ago—Bruce Lee remains not only an international idol with young fans born after his death, but also a global cultural icon studied by many academics, discoursed upon by writers, reinvented by fans, reconstructed by creative industries, and commoditised in popular culture. The planned exhibition will feature the life and achievements of Bruce Lee from a cultural perspective. The Museum is also planning to convert the New Territories Heritage Hall into a permanent gallery featuring the cultures of Hong Kong to further strengthen the image of the museum in the community. Bids for additional funding and manpower for the preparation of this new permanent gallery are being made in 2012.

Safeguarding of ICH continues to be one of the major foci of the Museum’s work in 2012–13. The territory-wide ICH survey in Hong Kong will be completed in 2012. With the findings of the survey, the first inventory of ICH in Hong Kong will be drawn up accordingly. In addition, the Museum will, in collaboration with universities and scholars, embark on the editing and compilation of the ten-volume Hong Kong’s Chinese Folk and Ethnic Culture and Arts Collection. Specializing in the folk culture of Hong Kong, this series will be compiled by collecting and researching local cultural resources comprising the disciplines of folk music, dance and literature. With the inscription of four local ICH items, namely the Cheung Chau Jiao Festival, the Tai O dragon boat water parade, the Yu Lan Ghost Festival of the Hong Kong Chiu Chow community and the Tai Hang fire dragon dance, onto the third national list of ICH, the Museum will liaise closely with the bearer organisations of these events to take forward such measures as research, display, publication, education, promotion and transmission. The Department of History of The Chinese University of Hong Kong

has been commissioned to conduct, in the form of an oral history study, in-depth interviews with the organising committees and elderly participants of the Cheung Chau Jiao Festival as well as the major transmitters of related folk art in order to record their memories. Relevant research findings will be compiled and published in 2013.

Collections

With over 90,000 items under care, the Museum aims to further consolidate and develop the collection on Cantonese opera, popular culture, Hong Kong design, photography and other media of applied arts as well as objects of important cultural value. The Museum continues to encourage donations by organising exhibitions of important donations such as the “*Applauding Hong Kong Pop Legend: Roman Tam*” exhibition and the exhibition on cartoonist Louie Yu Tin, both running in the first half of 2012. In 2006, Roman Tam’s sisters donated over 3,000 items of memorabilia from their brother’s career as a performing artist. This generous donation now forms the Museum’s first complete collection of a local pop singer, whereas the family of Louie Yu Tin, a famous cartoonist active in Hong Kong from the 1940s to the 1970s, donated all his works to the Heritage Museum after he passed away in 2008.

To enhance the accessibility of the collection, the Museum joined the second phase of the “*Google Art Project*” which was launched in April 2012.

Education

The Museum is launching a variety of educational programmes that are, on the one hand, geared for the specific needs and interests of various groups and, on the other, to enrich the educational value of the exhibitions. The Museum is also supporting Hong Kong’s recent education reform, in particular the New Senior Secondary Curriculum, to enrich students’ learning experience. For example, the Museum is collaborating with the Education Bureau to organise a series of “*Quality Life-wide Learning Activity Workshops*” for art and history teachers as well as the specially guided tour programmes within “*A Journey on Learning the Arts for New Senior Secondary Students*”. The Museum will explore new initiatives through craft workshops for both seniors and teens to encourage dialogue spanning generations. In addition, various partnerships are being strengthened within the sectors of education, art, and cultural and community groups such as the Education Bureau, the Hong Kong University of Science and Technology, and the Hong Kong Open Printshop in their education and extension programmes. The Museum aims to arouse visitors’ curiosity, stimulate their inquiring minds and advance the knowledge of participants through various education programmes.

Audience Building

The Museum values its existing audience groups and organises programmes to consolidate their continuous support. The Museum tailor-makes activities on a regular basis for the existing 5,000+ MuseKids as well as junior visitors and families to reinforce the Museum’s image as a child-and-family-friendly place to visit. The Museum also organises on-going art and cultural programmes under the Social Harmony Project for disadvantaged groups to strengthen their ties with the Museum.

With weekly Cantonese opera performances at the theatre, hundreds of elderly have become core supporters. School programmes such as teachers' training workshops, School Culture Day, art appreciation tours for New Senior Secondary students have been organised to encourage school visits. The annual MuseTeen training programme has successfully cultivated a group of young museum lovers.

New craft programmes will be designed in the coming year for both elderly and teens to encourage cross-generation communication and to consolidate their relations with the Museum. Special programmes are being presented to tie in with the various festivals such as Chinese New Year and Valentine's Day to attract a larger portion of the general public to come to the museum to celebrate. Facilities for people with disabilities are being enhanced which will greatly assist them in their visits to the museum.

The Museum is working closely with the Marketing and Business Development Section to implement a number of strategies to reach out to new audiences. For example, promotional materials are placed in shopping malls to attract and inform shoppers; a museum guide for public museums has been published to attract tourists, and a new museum portal was launched in early 2012 to appeal to younger generations and other Internet users. The Museum will continue to develop and implement marketing initiatives to reach a wider public.

Capacity Building

Through exhibitions, publications and various education activities including talks, seminars, visits, workshops and guided tours, visitors' curiosity will be aroused, their inquiring minds will be stimulated and their knowledge on art, history and culture will be enriched. In addition, the Museum provides workshops for teachers to enhance their understanding of museum resources available for lifelong learning, project-based learning and other learning experiences for students. The annual MuseTeen programme comprising a series of training classes and visits designed to increase participants' interest in and understanding of museum work as well as various aspects of art, history and culture. Collaboration with community groups in the programming of the Museum facilitates an exchange of expertise and experience between the Museum and its working partners. For example, three guest curators have been invited for the planned "*Hong Kong Photo Series 3*" for exchange of curatorial views and experience in organising exhibitions.

Community Engagement and Partnership

The Museum is consolidating long-term partnerships with organisations closely related to core work such as the Hong Kong Design Centre, Hong Kong Designers Association, Chinese Artists Association of Hong Kong and Education Bureau. In the coming year, the Museum will also partner with the Hong Kong Photo Festival 2012 to present an exhibition on contemporary Hong Kong photography. Scholars and local universities such as the Hong Kong University of Science and Technology, The Chinese University of Hong Kong and Lingnan University will participate in the museum's research, exhibition and education programmes. Three local photography experts have been invited as guest curators of the planned "*Hong Kong Photo Series 3*" exhibition. The Museum continues to seek advice on the collection, programming,

marketing, ICH work and other major plans on a continuous basis from experts of various fields and community representatives through the Intangible Cultural Heritage Advisory Committee, Art Museum Advisory Panel, History Museum Advisory Panel and Museum Expert Advisors.

Enhancement of Facilities and Visitors Services

A new cafeteria was opened in May 2012 to provide visitors food and beverage services. The Museum will constantly review with the caterer on its interior decoration plans, menus, food quality and services with a view towards providing visitors an environment conducive to having an enjoyable meal to complement their museum experience. The Museum is also enhancing facilities for people with disabilities with the installation of tactile guard paths, tactile strips, non-slip nosing, handrails and kerbs in addition to expanding existing disabled toilets, widening existing doors in public areas, and providing additional parking spaces. Furthermore, the Museum will improve the flooring finishes of the thematic galleries with new materials for increased visitor comfort. To be implemented in phases, the flooring work will commence in 2012.

Research and Institutional Development

The Tai Ping Theatre was one of Hong Kong's largest theatres in the early 20th century. Ms Beryl Yuen, the theatre owner, kindly donated over 6,000 of the theatre's artefacts to the Heritage Museum, the Hong Kong Museum of History and the Hong Kong Film Archive in 2006. The Tai Ping Theatre collection is a genuine treasure trove for the study of the early history of Cantonese opera and film. Scholars from different universities in Singapore, the United States and Hong Kong have joined forces to conduct a two-year research project on the collection of the Tai Ping Theatre from business, theatrical, social and architectural perspectives. Relevant research papers and artefact studies will be compiled and published in 2014.

Laying a solid foundation for the safeguarding of local ICH, various research projects are undertaken which include the territory-wide survey of ICH in Hong Kong, the compilation of the ten volumes of the Hong Kong Chinese Folk and Ethnic Culture and Arts Collections as well as an oral history study of the Cheung Chau Jiao Festival.

As far as staff development is concerned, the Museum encourages and actively sends staff to training courses, workshops, overseas attachments, international conferences and cultural exchanges to update their professional knowledge, expand their horizons, and establish connections with overseas counterparts, so that they may return to the Museum with new knowledge and practices. In addition, the Museum constantly collects feedback from visitors and stakeholders to help review the programmes with a view to meeting changing needs, identifying areas for improvement, and advancing professionalism in performance.

The Museum will publish for the first time an Annual Report to inform the public about the work carried out by the Heritage Museums Section in the past year. In this report is a section that assesses the performance of the Section against a new set of indicators.

Hong Kong Science Museum

Introduction

The Hong Kong Science Museum sparks curiosity and inspires science learning through hands-on exhibits that create fun and memorable experiences. These promote inquisitiveness and an enhanced understanding of natural phenomena. The objective of the popularisation of science is fulfilled by the Museum's permanent and special exhibitions, which are themed around science and technology, and education programmes that are conducive to lifelong learning. The Museum creates synergy by collaborating with local, overseas and Mainland museums and organisations in the delivery of interesting and well-received public programmes.

Vision

We have the following 10-year vision:

- We are local leaders in informal science learning for students and the general public using state-of-the-art, innovative and multi-disciplinary exhibitions, exhibits, activities, shows, and outreach programmes.
- We are a museum of world-class standard in terms of quality and diversity.
- We continue to serve an increasing number of patrons in Hong Kong, and visitors from the Mainland and overseas.
- We are a focal point among similar institutes, planetariums and science centres in Southeast Asia, particularly the Greater Pearl River Delta, in the organisation of physical and virtual programmes and the dissemination of information on science, technology, and astronomy.
- We provide a platform that showcases stimulating exhibitions and exhibits, in particular from the Mainland, as well as achievements of inspiring local and Asian scientists and astronomers.

Mission

- Promote science, technology and astronomy amongst students and the general public
- Captivate the public's interest, curiosity and imagination through interactive exhibits
- Provide enlightening programmes for a better understanding and a greater appreciation of nature while promoting inquisitiveness

Values

- Visitor-centric
- Quality
- Diversity
- Continuous improvement
- Integrity
- Accountability

- Passion
- Professionalism
- Creativity
- Collaboration
- Knowledge sharing

Annual Plan

Programming

In 2012–13, the Museum will stage two major thematic exhibitions: “*Creatures of the Abyss*” and “*Julius Caesar: Military Genius & Mighty Machines*”.

“*Creatures of the Abyss*” features 40 interactive exhibits including full-scale models, mechanical interactives, multimedia presentations and graphic panels to introduce audiences to the extreme physical environments, unique ecosystems and exotic creatures that inhabit the deep seas. It spreads the message of appreciating and conserving the ocean environment.

“*Julius Caesar: Military Genius & Mighty Machines*” recreates the fascinating period of the great Roman Empire and allows visitors to explore and experience interactive machines and clever technologies from the Roman period. The exhibits include artefacts, computer animations and interactive machine models. The exhibition focuses on technology and history and is designed to appeal to a wide range of audiences with different backgrounds. The exhibition is planned to be staged in late 2012.

In 2012–13, two temporary exhibitions on medical science will be presented at the Science Museum. Jointly developed with The Hong Kong Brain Foundation, the “*Brain and Cognition*” exhibition aims to disseminate information on brain functions, as well as the causes, symptoms and treatment of brain diseases. The “*Amazing Vaccines*” exhibition depicts the mechanisms of vaccination and probable development of vaccines in the future. The exhibition is scheduled to present at the Museum in July 2012 after it has concluded its display at the Hong Kong Museum of Medical Sciences. Both exhibitions address health issues that are of public concern.

Collections

A set of surgical instruments used in brain surgery donated by the Tuen Mun Hospital will be on display in the “*Brain and Cognition*” exhibition. The Launch Pad Gallery, to be opened in 2012, will serve as the venue for displaying these and other collection items.

Education

In 2012–13, two major education activities will be organised: the “*Distinguished Chinese Scientists Lecture Series*” and “*Science Alive*” to support school education and lifelong learning.

The “*Distinguished Chinese Scientists Lecture Series*” is jointly organised by the

China Association for Science and Technology, Beijing-Hong Kong Academic Exchange Centre, the China Association (Hong Kong) for Science and Society, and the Museum. Five leading scientists will be invited from the Mainland and Hong Kong to deliver lectures on various topics of science and technology.

“*Science Alive*”, sponsored by the Croucher Foundation and jointly presented with the British Council, the Education Bureau and the Hong Kong Education City Limited, will offer a variety of educational activities including a science communication contest, a debate competition, a lecture series, workshops, demonstrations and science walkabouts.

Audience Building

New exhibits are introduced from time to time to sustain visitors’ interest. A new Launch Pad Gallery will be set up in 2012 for the temporary display of prototypes and new exhibits for trial runs by visitors. New exhibits on display at the Launch Pad will be renewed at six-month intervals. Surveys will be conducted to gauge visitors’ preferences and exhibit performance. The first and second batches of exhibits will be on mechanics and mathematics, respectively.

Two new temporary exhibitions will be staged at the Science News Corner. The contents of the exhibitions will be supplied by local universities on new frontiers of scientific research and development.

Capacity Building

In 2012–13, four competitions for primary and secondary students will be organised, namely, the “*Fun Science Competition*”, the “*Hong Kong Student Science Project*”, the “*Primary Science Project Competition*” and the “*Secondary School Science Quiz Competition*”. These events are designed to inspire student imagination and enhance problem-solving skills.

Community Engagement and Partnership

The Museum continues to collaborate with local universities, educational and professional institutions, non-governmental organisations and other government departments on joint science projects. In early 2012, the Museum co-organised with the Hong Kong Institution of Engineers on the “*Technology for Quality Living*” exhibition. In April 2012, the Senior Citizen Home Safety Association and the Museum jointly organised an elderly product design competition for secondary students. The Museum is also providing resource support for the “*Science in the Public Service Campaign*” that will involve over 40 participating government departments and bureaux.

Enhancement of Facilities and Visitor Services

The following measures will be undertaken in 2012–13 to enhance museum facilities and visitor services:

- Renovation of the Special Exhibition Hall including the replacement of wall

panels, exit doors and carpet tiles, and the re-installation of a power facility and wireless network.

- Installation of an induction loop system at the Box Office and Information Counter for visitors with hearing impairment.
- Installation of anti-slipping stripes on the Upper Piazza.
- Replacement of all workstations in the computer classroom accompanied by system software upgrade.
- Employment of a new batch of 30 docents in April 2012 to provide guided tours and other educational services to museum visitors.

Research and Institutional Development

The Museum will conduct market research on the themes and content of programmes in development, including formative assessment, summative assessment and analysis.

The Museum has planned to engage curatorial staff, technical officers and designers in various kinds of training programmes and international conferences for strengthening their professional expertise. Proposed programmes in 2012 include:

- The Asian Attractions Expo 2012 to be organised by the International Association of Amusement Parks and Attractions (IAAPA). Participation will enable technical officers to broaden their horizons in engineering design, safety, operation and maintenance for amusement rides and interactive exhibits.
- Training courses on 3D Rendering Software will improve designers' skills in 3D drawings and rendering used in exhibition design.
- Participation in the Asia-Pacific Network of Science and Technology Centres Conference will enable curators to network with their overseas counterparts to exchange views and best practices on programme development and museum management.
- Attachment training to Mainland natural history museums and science centres will allow trainees to gain practical experience in acquisition, identification, preservation and documentation of natural history specimens and fossils.

The Museum will publish for the first time an Annual Report to inform the public about its work carried out in the past year. In this report is a section that assesses the performance of the Museum against a new set of indicators.

Hong Kong Space Museum

Introduction

The Hong Kong Space Museum takes visitors on a tour of the universe and arouses their curiosity in astronomy and space science through the use of interactive exhibits, educational OMNIMAX films and visually stunning planetarium shows. Besides traditional museum services, visitors can reach for the stars and make their own observations with stargazing facilities such as the iObservatory and the Astropark, both located in Sai Kung. Through close cooperation with local astronomical societies, science institutions and other bodies in the education sector, the Museum delivers a diverse variety of extension activities such as lectures, workshops, stargazing activities, and field trips to the public.

Vision

We provide world-class museum facilities and services and make the Museum a regional astronomy and space science education centre.

Mission

- Enrich life by providing quality museum services and a lifelong learning environment for all
- Promote professionalism and excellence in museum services
- Provide highly educational and entertaining multi-lingual programmes and exhibitions to promote community interest in astronomy, space science and cultural exchange
- Provide activities that establish the museum as an education centre
- Provide a safe, clean, comfortable and friendly environment and achieve a high level of visitor satisfaction
- Establish a good quality collection on the heritage of astronomy and space science of the region
- Build a highly motivated, committed and satisfying workforce

Values

- Visitor focus
- Quality
- Creativity
- Professionalism
- Continuous improvement

Annual Plan

Programming

Two Sky Shows will be presented in 2012, “*Hayabusa: Back to the Earth*” and “*Astronaut*”. “*Hayabusa*” is the name of an unmanned probe sent to explore the asteroid, Itokawa. Its arduous mission, to bring back samples containing dormant

records of our solar system's formation some 4.6 billion years ago, is documented in the show. "*Astronaut*" explores the amazing worlds of inner and outer space, from floating around the International Space Station to manoeuvring through microscopic regions of the human body. It reveals what it takes to become an astronaut and be a part of the incredible journey of space exploration. This show will be the first 3D stereoscopic full dome show to be presented in the Museum. In addition, six OMNIMAX Shows covering a variety of topics including palaeontology, sports, endangered species conservation and others will be screened at the Space Theatre.

An exhibition on the Chinese space station will be presented in the Museum's foyer in 2012 to showcase the technology of space station development in China and the challenges of living in space. An exhibition on the astronomical events of 2012 with relevant animations and information will be displayed on large TVs in the foyer.

Collections

The Museum continues to identify suitable collections and actively participate in the projects on digitisation of collections and those involving the Central Repository.

Education

The "*Young Astronaut Training Camp*" to be organised in July and August 2012 will include a trip to the Jiuquan Satellite Launch Center.

Audience Building

Computer animations and information on upcoming astronomical events will be produced and uploaded to the Internet to attract web visitors and to promote astronomy.

Capacity Building

The Museum continues to partner with local astronomical societies to organise regular observational programmes such as the "*Astronomy Carnival*", as well as activities for special astronomical events such as the Transit of Venus in June 2012.

Young Astronauts from the past three "*Young Astronaut Training Camps*" (2009–11) will be trained to become helpers to assist in running future Space Museum programmes and activities.

Community Engagement and Partnership

Sponsorship for the "*Young Astronaut Training Camp 2012*" by The Chinese General Chamber of Commerce will continue to be sought.

In the absence of the official Circle of Friends, the Museum launched a Facebook Fan Page in early 2011. The fan page had more than 1,550 fans as of 12 June 2012.

Also launched in 2011, the Space Museum YouTube Channel continues to serve as a platform for disseminating information on interesting astronomical phenomena and

Space Museum programmes and activities.

Twitter and Weibo are being launched to make use of mobile marketing to promote Space Museum events.

Enhancement of Facilities and Visitor Services

The Stanley Ho Space Theatre has been installed with a 3D projection system. Further upgrading and enhancement will be implemented. The first 3D stereoscopic full dome show “*Astronaut*” will be presented in mid-2012.

Real time day and night images captured by the all-sky camera in the iObservatory and the weather sensors will be posted on the Museum’s website to allow the public to remotely monitor the weather and stargazing conditions in the iObservatory and Astropark via the Internet. Trial remote runs of astrophotography by the iObservatory telescope through the Internet are being conducted.

The renovation project of the exhibition halls is in progress. The conceptual design of the new exhibition halls will be undertaken by the service provider awarded the contract.

Tendering procedures will be followed to solicit bids for upgrading the solar telescope in the Space Museum to increase its tracking accuracy and reveal features of the Sun through a variety of filters.

Vehicle permits for accessing the Astropark were made available on loan to schools and local astronomical societies beginning in January 2012.

Research and Institutional Development

The Museum will conduct market research on the various themes and content of programmes in development, including formative assessment, summative assessment and analysis.

Museum staff continues to be engaged in various training courses, overseas attachments and conferences.

The Museum will publish for the first time an Annual Report to inform the public about its work carried out in the past year. In this report is a section that assesses the performance of the Museum against a new set of indicators.

Art Promotion Office

Introduction

After its expansion in 2010, the Art Promotion Office has great ambitions for 2012. “*ArtAlive@Park*”, “*Park Déco*” and “*Art@Government Buildings*” are already up and running. They will be joined by the recently commissioned “*Public Art Project – Tamar*” and the “*Shanghai Street Public Art Project*”. Other major new projects include “*Public Art Scheme of the Town Park, Indoor Velodrome-cum-Sports Centre in Area 45, Tseung Kwan O*” and a series of public art programmes in conjunction with the Public Art Programme for “*The Majesty of All Under Heaven – The Eternal Realm of China’s First Emperor*” exhibition organised by the Hong Kong Museum of History. This marks the first collaboration between the Office with a museum of a different discipline. The Hong Kong Visual Arts Centre will celebrate its 20th birthday in 2012. The birth of the latest member of the family is happening on Oil Street, a new art space that will focus on community art development and nurturing young artists.

Vision

We connect art with people and people with art.

Mission

- Provide one-stop service for art talent from art training and creation to presentation
- Encourage partnerships among different art and community groups
- Nurture young artists and new ideas
- Enrich the living environment and enhance quality of life by launching innovative art projects

Values

- Creativity
- Curiosity
- Connectivity
- Co-creation
- Collaboration

Annual Plan

Programming

The Art Promotion Office aims to launch territory-wide signature art promotional programmes to be held in various local districts, and to launch alternative, youth-oriented and energetic cross-disciplinary art programmes.

With the success of “*ArtAlive@Park*” in 2010–11, “*ArtAlive@Park2012*” has been launched. It is designed as an interdisciplinary studies programme for students to create art that draws from two different fields of knowledge: art and architecture. The

“*Public Art Project – Tamar*”, another key upcoming project, incorporates public artworks in Tamar Park at the New Central Government Complex for public enjoyment and showcasing local artistic talent. The pilot project “*Park Déco Scheme (Cornwall Street Park)*” deploys designs and inspirations from local design talent to beautify Cornwall Street Park through the installation of artistic furniture and signage. With a view towards bringing art into new well-planned leisure, recreational and sports facility, the “*Public Art Scheme of the Town Park, Indoor Velodrome-cum-Sports Centre in Area 45, Tseung Kwan O*” will include sporting themed artworks through an open call for proposals. To tie in with the opening of the new art space on Oil Street—one of the missions of which is to nurture new creative ideas—the Office will launch new projects to inspire alternative forms of artistic creation. The “*Crossover Pairing*” encourages a cross-disciplinary approach to art production, the “*Art-in-Progress Projects*” provide platforms for the sharing of new ideas and experimental projects in progress, whereas the “*Living Art Projects*” include environmental displays that merge art into living spaces.

Education

The Office plans to launch new programmes to complement the recent curriculum reform, and to maximize the use of present studio facilities for effective art learning such as the launching of cross-media programmes.

Creating art not only allows the public to view but also to touch, smell and hear. “*ArtAlive@Park2012*” provides the general public exposure to art that surpasses their usual experience. The “*Shanghai Street Public Art Project*” provides students the chance to learn from professional local artists. These interactions allow students to expand their knowledge and arouse their interest to learn more. Various public art programmes related to “*The Majesty of All Under Heaven – The Eternal Realm of China’s First Emperor*” exhibition will be organised for students and participants to apply design skills and research to the cultural and historical background of the Terracotta Warriors. To promote sculptural art, educate the public and cultivate art appreciation, the “*Hong Kong International Sculpture Symposium*” has been designed to include a series of vibrant activities, such as talks, student sculpture workshops, public guided tours and a spotlight event – artists’ demonstration. The “*Teacher Ambassador Scheme*” and the “*Student Excursion Scheme*” aim to support the education reform launched in 2009, provide cross-disciplinary studies of history and visual arts. The two schemes involve tailor-making art classes for teachers and students to be held at the Hong Kong Visual Arts Centre thereby making use of the studio facilities at this centre for art learning.

Audience Building

The Office is launching innovative community and public art projects at the district level. To broaden the existing audience base, the Office is engaging various community groups and including collaborative programmes targeting special communities.

“*ArtAlive@Park2012*” includes special features and facilities such as Braille captions, tactile models and audio guide devices on the exhibit boards. These provide learning and participation opportunities for the general public, and particularly for those

members of the community with special needs. Through the project “*Art@Government Buildings*”, artworks will be displayed in public spaces of government buildings in Hong Kong, Kowloon and the New Territories for public appreciation by visitors to these venues. The annual “*Community Art Campaign*” will take a different form every year by engaging various community groups and artists in promoting art to a wider public with a series of workshops and innovative art displays.

Capacity Building

The Office plans to launch new programmes for young artistic talent to facilitate their sustainable development, and to collaborate with art education institutions to nurture students with creative talent to maximize their opportunities.

With an aim to nurture the creativity of the young talent, “*ArtAlive@Park2012*” has invited three universities to collaborate in this public art project. Similarly, the Public Art Programme for “*The Majesty of All Under Heaven – The Eternal Realm of China’s First Emperor*” exhibition provides opportunities for fashion design students and young designers to showcase their talent in a fashion competition on the theme of the Terracotta Warriors. “*The Design Partnership Scheme*” proposes to engage up-and-coming designers thereby providing opportunities for young designers to exhibit their talent in developing effective design interfaces that connect people with art.

Community Engagement and Partnership

The Office is engaging various community groups at different levels to make programmes more inclusive. By sourcing more commercial venue collaborators and non-governmental organisation partners, the Office is building on existing partnerships and exploring new collaborators to reach out to a wider public.

With an aim towards nurturing local small and medium-sized organisations in the art sector, “*ArtAlive@Park2012*” has engaged several partners including the Hulu Culture, The Chinese University of Hong Kong, the University of Hong Kong and the City University of Hong Kong to provide interesting public artworks and interactive activities for the public. To promote the “*The Majesty of All Under Heaven – The Eternal Realm of China’s First Emperor*” exhibition and rally the public’s interest for art, various public art programmes on the theme of the Terracotta Warriors have been organised with creative partner the Hong Kong Design Centre. The “*Hong Kong International Sculpture Symposium*” will work with the Hong Kong Sculpture Society to benefit from the latter’s robust connections with local and international sculptors. Together, these stakeholders provide a platform for exchange activities among artists, and an excellent opportunity for dialogue between artists and spectators. The “*Shanghai Street Public Art Project*” embraces the idea of collaboration with local artists. Students from schools in the Yau Tsim Mong District have taken part in the creation and production of the beautification works. The Office continues to engage commercial and community partners for collaboration in projects like the “*Artists in the Neighbourhood Scheme*” and strives to better involve the disabled community by partnering with the Arts with the Disabled Association Hong Kong to provide accessibility services for art activities.

Enhancement of Facilities and Visitor Services

To enhance interaction with the community, the Office will open a new venue on Oil Street, North Point. A Grade II historic building turned art space, the renovation works is expected to be completed by mid-2013. Upon the opening of the new art space, a number of new initiatives will be launched to connect art with the wider community and to nurture young creative talent. Meanwhile, the Hong Kong Visual Arts Centre will improve its accessibility facilities and services to enhance appreciation of art for all. The Centre will also renovate its studio and upgrade its exhibition facilities to continue to provide a professional environment for art production and exhibition for artists and other members of the community.

Research and Institutional Development

To celebrate the 20th anniversary of the establishment of the Hong Kong Visual Arts Centre and to prepare for the opening of the new art space on Oil Street, research into the history of the two historical monuments will be conducted and later shared with the public in the form of an exhibition and/or a publication. Relevant research and training based on related topics and fields of public art will also be conducted.

To enhance knowledge and understanding of current design issues in the promotion of public art and community art, the Art Promotion Office designer will be sent overseas for training to gather information on the most updated trends and ideas. To develop innovative ideas that integrate world trends for future planning of public art programmes, research on the topic “*Green Concepts and Practices of Public Art as well as Art in Places*” will be conducted.

The Office will publish for the first time an Annual Report to inform the public about its work carried out in the past year. In this report is a section that assesses the performance of the Office against a new set of indicators.

Hong Kong Film Archive

Introduction

The Hong Kong Film Archive is dedicated to the preservation of Hong Kong's film heritage. It collects and conserves prints and film related materials, provides public accessible facilities, and conducts a wide variety of activities that promotes Hong Kong's film culture and facilitates research on the history of its cinema with the aim of bringing art into the community. Opened in January 2001, the Archive building, located in Sai Wan Ho, features a cinema, an exhibition hall, a resource centre and four temperature-controlled collection stores.

The acquisition of Hong Kong films and related materials constitutes the major scope of the Archive's work which includes acquiring its collections mainly through donations from the industry and members of the public. Some items come from loans for reproduction, exchanges, transfers and purchases. Materials collected are catalogued before they are made available for public access. Restorative treatment is also arranged for deteriorated archival objects.

To enhance the public's awareness of Hong Kong's cinematic treasures, the Archive regularly holds film programmes, publishes monographs, and co-organises a broad range of activities with local and overseas academic institutions.

The founding of the Hong Kong Film Archive signifies an ever closer bond between the film industry and the cultural sector. As a Full Member of the International Federation of Film Archives (FIAF), the Archive actively exchanges with its counterparts around the world to keep abreast of the latest technologies and developments in the film archiving profession.

Vision

We are an internationally renowned film archive dedicated to preserving Hong Kong's film heritage, facilitating research and bringing film art to the community.

Mission

- Collect and conserve Hong Kong films and related materials
- Catalogue and maintain the collection through a user-friendly computer system for easy access of information
- Provide film and related information for the film industry, researchers, and the general public
- Enhance appreciation and understanding of film art and film history by organising regular retrospective screenings, exhibitions, seminars and symposiums on film
- Research the history of Hong Kong cinema and publish quality publications

Values

- Professionalism

- Passion
- Sharing
- Collaboration

Annual Plan

Programming

The Archive continues to curate diversified programmes including exhibitions and film screenings on various aspects of Hong Kong cinematic art with a view to enhancing public awareness of film heritage. Exhibitions this year include “*Benevolence & Loftiness: The Cinematic Legend of Wong Fei-hung*”, “*A Touch of Magic: Veteran Set Designers Chan Ki-yui & Chan King-sam*” and the “*Thematic Exhibition on Director King Hu*”. On-going film series “*Morning Matinee*”, “*Restored Treasures*” and the flagship programme “*100 Must-see Hong Kong Movies*” will continue and other specific themes featuring time honoured Hong Kong movies are also planned.

To promote Hong Kong film heritage overseas, plans have been made to introduce the programme “*100 Must-see Hong Kong Movies*” in collaboration with the Vladivostok International Film Festival in Russia as one of the Archive’s branding and network-building initiatives with a 10-film package selected from the 100 movies. Plans are underway to liaise with other overseas film archives and institutions to promote this meaningful project.

Collections

To enrich the Archive’s collection, close contact is maintained with individuals in the film industry with the aim of soliciting donations and reiterating the importance of preserving Hong Kong’s film heritage. Major acquisitions under negotiation include donations of the pre-print film materials from the 90s onwards from the Orange Sky Golden Harvest Entertainment (Holdings) Limited, pre-print materials from Fortune Star Media Limited, Union Film Laboratory Limited, and film prints from Mr. Gordon Fung, a Hong Kong film distributor in North America.

A more efficient collection management system is under development. The trial scheme in applying Radio Frequency Identification (RFID) technology to enhance inventory manageability of the Archive’s collections funded by the Innovation Technology Commission will be launched.

The Archive’s existing computerized information system consisting of a library cataloguing and collection database system will be re-designed. A new system, namely the Film Archive Management System (FAMS), will be developed to integrate a library module that provides library features similar to the existing system and a database structure that consolidates the Archive’s existing individual database applications. Furthermore, the new system is expected to provide controlled workflow features enabling all system users to process their related work tasks through guided path presets. For members of the public, item and information search features will be greatly enhanced to provide search results in greater detail through a more user friendly interface. The expected roll out date for FAMS is 2013.

The number of the Archive's collection items is over 1 million including films and related materials. With a rapid increase in the collection over the years, the active exploration of suitable industrial buildings to ease storage problems is in progress.

Education

The Archive is offering more opportunities to the public for the appreciation of film art through the organisation of public programmes and extension activities, such as a set design workshop to tie in with the exhibition "*A Touch of Magic: Veteran Set Designers Chan Ki-yui & Chan King-sam*" and docent services for regular exhibition events, seminars and symposiums.

To strengthen students' knowledge of film history, aesthetics and culture as well as improving their abilities to appreciate film, the "*Film Education Programme 2012/13*" will be continued with screening programmes and lectures for students organised in collaboration with the Hong Kong Film Critics Society on two subjects, namely "*Introduction to Film History*" and "*Hong Kong Films and their Dynamics*". The Archive is also organising the "*Arts Education Learning Experience for Senior Secondary Students 2012*" with the support of the Education Bureau and will continue to contribute film programmes and docent services for the "*School Culture Day Scheme*". The Resource Centre of the Archive will continue to organise school visits to enrich film appreciation and experience among students and encourage research on local film history. Leaflets will also be delivered to secondary schools for the promotion of Archive Student Film Shows.

Publishing research materials remains an important avenue for facilitating film education. Research projects are being conducted on the subject of the Chaozhou-dialect Films of Hong Kong, Golden Harvest (Hong Kong) Limited and the Hong Kong Filmography Series for the publication. A DVD on the restoration works of Fei Mu's "*Confucius*" (1940) will also be released.

Audience Building

To broaden the existing audience base, the Archive will continue to organise outreach activities at other LCSD venues, commercial malls and educational institutions to further promote public awareness of Hong Kong's film heritage. A series of outdoor film screenings will be presented at the District Free Entertainment Programmes and the New Year's Eve Countdown Carnival. Members of the public will be able to enjoy free outdoor films featuring local elements and culture. Exhibitions on "*100 Must-see Hong Kong Movies*" for display at shopping malls will also be offered to attract Mainland and overseas visitors in addition to locals. The well-received "*Morning Matinee*" series provides a platform for entertainment choices for senior citizens at affordable prices. The monthly talk and thematic exhibition at the flagship store of Starbucks at Sai Yee Street is a good platform to attract young people to get to know the Archive programmes and further promote cinematic art.

Community Engagement and Partnership

The Archive regularly conducts customer liaison meetings to collect public views on means to improve existing programmes, provision of facilities and delivery of

services. Close relationships with local experts and scholars on the film advisory panel are maintained to enhance the services of the Archive so as to meet the needs of film-related cultural organisations, the industry and audiences as a whole.

To promote the importance of film preservation and to echo the UNESCO's 6th World Day for Audiovisual Heritage on 27 October 2012, the Archive will collaborate with Starbucks which will arrange fund-raising activity in their stores on the same day.

There have been requests from the public to the Archive for organising retrospective film screenings at venues in Kowloon and the New Territories. The Archive has thus entered into collaboration with the Broadway Cinemathèque (BC) in Yau Ma Tei to screen “100 Must-See Hong Kong Movies” in one of their cinemas in 2012–13. This collaboration will help attract new audiences through BC's membership platform. An added benefit for the Archive is the wider spectrum of publicity that will be enjoyed through BC's marketing channels.

To equip educators and teachers with the theories of film literacy and techniques to make use of moving images as teaching tools, the Archive will continue to sponsor a venue for the Hong Kong International Film Festival Society in organising their Jockey Club Cine Academy Educators Workshop.

To further promote international partnerships, the Archive continues to loan out items from its collections to various institutions for screenings overseas including Austria, Taiwan, France, Singapore and the Mainland.

Enhancement of Facilities and Visitors Services

An increasing number of Hong Kong movies will be screened in High Definition (HD) digital format, hence the installation of an HD Digital Projection System in the Archive's cinema to keep pace with the latest technological developments is necessary. This will improve projection quality and offer more choices for film screening in various formats beyond film print projection.

To provide a barrier-free environment for people with disabilities to access the Archive's premises and make equitable use of our public facilities and services, improvement works are being carried out in phases. The provision of new ramps, modification of handrails, new tactile guided path, steps and staircases, and tactile warning strips will be completed in 2012–13.

Research and Institutional Development

The Archive continues to conduct research on Hong Kong films and implement plans to produce research publications on the history of Hong Kong cinema. In 2012–13, on-going research projects include Hong Kong Filmography and oral history interviews with film personalities. In addition, thematic research is underway on Hong Kong's Chaozhou films, the Golden Harvest (Hong Kong) Limited, and the restored film “*Colourful Youth*” (1966).

As a member of two important international organisations, namely the FIAF and the Southeast Asia-Pacific Audio Visual Archives Association, the Archive continues to

provide opportunities for staff to enhance their professional knowledge in film archiving and to build a close network with international counterparts through attending the annual symposium, workshops and conferences of these two organisations. Arrangements are also made for staff to attend suitable local training courses to update their knowledge and better equip them with skills to meet their business, legal, fiscal, marketing and cultural propagation needs.

The Archive will publish for the first time an Annual Report to inform the public about its work carried out in the past year. In this report is a section that assesses the performance of the Archive against a new set of indicators.