

博物館

千姿萬象求變新

Transforming Museums



2013-18
業務計劃
Corporate Business Plan

2013-14
年度計劃
Annual Plans

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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署長序言

Director's Foreword

我很高興發表康樂及文化事務署(康文署)轄下公共博物館第二份五年業務計劃(2013-18)，以及個別博物館的年度計劃(2013-14)。制訂這份文件，可以讓我們檢視各項工作的目標和優先次序，回顧過去一年努力的成果，以及計劃未來的發展路向。

我們已於去年發表首份業務計劃，闡述康文署轄下14間公共博物館、香港電影資料館和藝術推廣辦事處的理想、使命和信念，並在個別博物館的首份年度計劃臚列為迎接未來種種機遇而制定的八大策略方針。

在博物館同事、專家顧問和社區團體的共同努力下，我們已於二零一二至一三年度朝着首份業務計劃及年度計劃所定下的方向穩步向前邁進。對我們的博物館來說，去年是成果豐碩的一年。

我們舉辦了多項大型展覽和具啟發性的教育活動，鼓勵公眾參與，從而提升觀眾人數。這些展覽和活動深受市民大眾歡迎，各間博物館¹一共錄得622萬參觀人次，打破歷年的紀錄，而各項多元化的教育及推廣活動亦吸引了117萬人次參加，證明我們的努力並沒有白費。

為實現在藝術、歷史和科學各方面提供具啟發性及愉悅經驗的理想，博物館以獨特的策展技巧，舉辦了多個不同類型的大型展覽。這些展覽專為香港觀眾而設計，主題跨越藝術、歷史和科學不同範疇，並結合中西文化。

¹ 包括14間公共博物館、香港電影資料館、香港視覺藝術中心及兩間文物中心。

I am delighted to present the second five-year Corporate Business Plan (CBP) (2013-18) and Annual Plans (APs) of 2013-14 for the museums under the aegis of the Leisure and Cultural Services Department. This document presents us with an opportunity to examine our goals and priorities, as we review the past year and plan for the future.

Our first CBP, published last year, presented the vision, mission and values of our 14 public museums, the Hong Kong Film Archive and the Art Promotion Office. The first set of APs described our eight-pronged strategic initiative to meet the exciting opportunities ahead.

In 2012-13, with the concerted efforts of museum staff, expert advisers and community groups, we made steady progress towards the directions outlined in our first CBP and APs. It has been a fruitful year for our museums.

We organised a number of blockbuster exhibitions and stimulating education programmes to encourage public participation and grow our audiences. The success of these efforts is reflected in the enthusiastic public response. Together, our museums¹ marked a record attendance of 6.22 million visitors, while 1.17 million people joined our diverse education and extension programmes.

In concord with our vision to provide inspiring and enjoyable experiences in art, history and science, our museums presented a strikingly diverse array of mega exhibitions with unique curatorship. The themes also included a fusion of Chinese and Western culture across the disciplines of art, history and science, uniquely tailored for Hong Kong.

¹ Including 14 public museums, Hong Kong Film Archive, Hong Kong Visual Arts Centre and two heritage centres.

舉例來說，「一統天下：秦始皇帝的永恆國度」這個大型展覽運用了最新的多媒體技術，將秦朝這個引人入勝的朝代重現在香港觀眾眼前；「中國漫畫之父」豐子愷的作品展，在社會上得到非常正面的迴響，並使家庭觀眾的人數增加；而「深海探奇」展覽則通過圖像和多媒體展品，引領觀眾進入奇妙的海洋世界。我們還舉辦了多項國際性大型展覽，包括來自美國的「安迪•華荷：十五分鐘的永恆」展覽、來自法國的「畢加索 — 巴黎國立畢加索藝術館珍品展」，以及來自俄羅斯的「法貝熱 — 俄羅斯宮廷遺珍」展覽。

我們致力令博物館變成愉快、具啟發性和無障礙的終身學習平台，惠及社會不同階層的人士。越來越多人把參觀博物館視為日常生活的一部分，實在令人欣喜。我們的博物館期望能與觀眾和社區團體合作，攜手創造更開放、更多元的文化體驗，結合東西文化精粹，以孕育人們的想像力和創意。

我們也將康文署博物館的品牌推廣至世界各地，在外地舉辦了多個趣味盎然的展覽，例如在新加坡舉辦有關旗袍和孫中山先生的展覽；在澳門和廣州舉辦瓷器展覽；以及在「第七屆利物浦雙年展」這項在歐洲舉行的重要國際藝術活動中，展出本地優秀藝術家的作品。我們會繼續在內地和海外舉辦活動，藉此促進及深化文化交流。

我們的博物館與社會不同界別緊密合作，在提升城市的文化氛圍方面擔當重要的角色，從而鞏固香港作為地區文化樞紐的地位。

我們會堅守信念，鍥而不捨地實現各項理想和使命，並在節目策劃、藏品、教育推廣、觀眾拓展、能力提升、社區參與及伙伴合作、優化設施及訪客服務、學術研究及機構發展這八大策略範疇繼續追求卓越。這份文件將會詳述各項計劃和承諾。

For example, the mega exhibition *The Majesty of All Under Heaven: The Eternal Realm of China's First Emperor* deployed the latest multi-media technology to re-vision the Qin dynasty, bringing this intriguing era to life for Hong Kong audiences. The exhibition featuring the works of the “Father of Chinese cartoons”, Feng Zikai, had attracted very favourable response in the community and helped grow family audiences. *Creatures of the Abyss* brought the wonders of the oceans to life through graphic and multi-media displays. Our international blockbusters included *Andy Warhol: 15 Minutes Eternal*, from the USA; *PICASSO* from France, and *Fabergé: Legacy of Imperial Russia*, from Russia.

We have taken great effort to make our museums enjoyable, inspiring and barrier-free lifelong learning venues for people from all walks of life. We are pleased to see more and more people making museum-going part of everyday life. Together with our audiences and community groups, our museums strive to co-create a more open, wide-ranging cultural experience, combining the best of the East and West to foster imagination and creativity.

We also took our museum brands beyond Hong Kong, organising a variety of interesting exhibitions outside Hong Kong. In Singapore, for example, we staged exhibitions on *qipao* and on Dr Sun Yat-sen. In Macau and Guangzhou, we organised an exhibition on porcelain. We took the works of some of our talented artists to the 7th Liverpool Biennial, a high-profile international art event in Europe. We will continue such efforts abroad and in the Mainland, to foster and deepen cultural exchange.

Our museums, in collaboration with different sectors of the community, also play an important role in enhancing the city's cultural scene to elevate Hong Kong's status as a regional cultural hub.

We will abide by our values and continue our efforts to achieve the museums' vision and mission, and strive for excellence in eight strategic areas – programming, collections, education, audience building, capacity building, community engagement and partnership, enhancement of facilities and visitor services, research and institutional development. This document describes our plans and commitment in depth.

展望未來，我們已訂下了多項優先工作，包括繼續舉辦大型展覽以拓展及鞏固觀眾羣、推廣本地藝術、更新博物館常設展覽的展品及提升博物館的硬件設施和服務。同時，我們會善用每個機會，宣傳康文署的博物館和本地藝術家，以及香港在文化藝術方面的成就，藉此將香港博物館的品牌推廣至世界各地。我們亦會加強與收藏家、社區團體、商業機構和地區組織合作，舉辦更多展覽，邀請更多客席策展人參與，把展覽及活動帶到社區不同角落。

最後，我謹此衷心感謝各位博物館諮詢委員會委員、博物館專家顧問、同事及其他持份者對我們的業務計劃與年度計劃所作出的貢獻和支持。你們提出的寶貴意見，有助我們實現理想。我殷切期望各位日後繼續給予大力支持，協助我們完成各項計劃。

Looking ahead, we have set for ourselves a number of priorities. We will continue to organise blockbuster exhibitions to expand and consolidate museum audiences, promote local art, renew the permanent exhibitions of our museums and improve their hardware and services. At the same time, we will capitalise on every opportunity to promote the achievements of our museums, local talent and Hong Kong's arts and culture to extend our brand beyond Hong Kong. We will also spare no effort to strengthen collaboration with collectors, community groups, commercial organisations and district bodies to stage exhibitions, involve more guest curators and reach out to the community.

My sincere thanks to our museum advisory panel members, museum expert advisers, colleagues and other stakeholders for their contributions and support for our plans. I value your guidance in helping us achieve our vision and I look forward to your continued support in the coming years to help us accomplish our future plans.



康樂及文化事務署署長
馮程淑儀

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

業務計劃
Corporate
Business Plan
2013-18





業務計劃 CORPORATE BUSINESS PLAN 2013-18



我們的博物館

本業務計劃涵蓋康文署轄下十四間博物館。作為重要的公共機構，它們在藝術、歷史和科學三方面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和藝術推廣辦事處所擔當的重要角色。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羣藝術計劃，將藝術帶進社區，從而推動視覺藝術的發展。

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組別訂定目標：文物修復辦事處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。

OUR MUSEUMS

This Corporate Business Plan covers the 14 museums managed by the Leisure and Cultural Services Department (LCSD). These important public institutions form a rich and diverse cultural legacy in the form of three broad categories: art, history and science. The LCSD manages seven major museums – 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 the Hong Kong Museum of Coastal Defence. We also manage seven smaller museums – 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 the Fireboat Alexander Grantham Exhibition Gallery.

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

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

理想
VISION

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 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。
- Preserve Hong Kong's cultural legacy.
- Provide a lifelong learning platform for the community.
- Provide everyone with access to Hong Kong's museum resources.
- Foster imagination and encourage co-creation.
- Connect with our audiences and Hong Kong daily life.

信念
VALUES

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



策略與計劃

我們的目標是創建一個充滿活力、植根於香港獨特文化身份的文化生態，藉此培養和加強公眾從這個地區特有的角度認識和欣賞本地以至全球文化的能力。博物館的各項使命是實現這個目標的重要元素。

過程中，康文署轄下各間博物館將從服務提供者蛻變成協調者。透過與社會各界緊密合作，博物館將創建一個具啟發性的文化環境，鼓勵主動學習和培育人才。我們的工作將為香港的長遠文化發展奠定穩固基礎，促進社會和諧，並為香港人營造歸屬感。

以下是我們訂定的八大策略範疇，我們將努力不懈追求卓越，務求達到目標。策略範疇為計劃提供框架，主導我們運用資源以塑造未來。舉例來說，我們在節目策劃、觀眾拓展、優化藏品和設施方面的努力能讓我們保存香港的文化遺產，並將其向更多不同層面的觀眾展示，讓他們更深入了解和欣賞這些重要的文化瑰寶。同樣地，我們透過教育推廣、能力提升和社區參與及伙伴合作方面的工作，將提供一個終身學習和共同創作的平台，有助香港發展成一個多元的文化樞紐。

STRATEGIES AND PLANS

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

The process will see the exciting transformation of the LCSD museums from providers to facilitators engaged in collaborative partnerships with various sectors to create 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.

This worthy effort is being accomplished through the pursuit of excellence in eight strategic areas listed below. They provide the framework and direct our resources to shape the future. For example, our efforts in programming, audience building, and collections and facilities will enable us to preserve and present Hong Kong's cultural legacy to increasingly diverse audiences in a way that will give them a better understanding and appreciation of this vital resource. Similarly, our efforts in education, capacity building, community engagement and partnership will provide the platform for lifelong learning and co-creation, which is essential to the goal of building Hong Kong into a multi-faceted cultural hub.

節目策劃

我們將精心策劃跨越不同領域的展覽及公眾節目，為參觀人士呈獻富有趣味和教育意義的活動。

我們將：

- 每年舉辦各色各樣的展覽及公眾節目，包括大型展覽，以吸引不同的觀眾羣。
- 舉辦吸引公眾的展覽和節目，採用獨特的策展手法、嶄新科技及互動活動，以及從本土角度展示藝術和文化，從而將我們的展覽和參觀人士的日常生活聯繫起來。
- 與享負盛名的博物館及世界各地機構建立更緊密的伙伴關係，以引入卓越的展覽和促進文化交流。
- 在本地及海外舉辦更多外借展覽和宣傳活動。
- 分階段更新各主要博物館的常設展覽，例如香港太空館將於二零一五年開設天文廳及太空科學廳；香港科學館將分別於二零一五及一六年開設生物多樣性展廳和兒童探索園地。其後的計劃還包括香港科學館將開設古生物展廳和地球科學展廳，以及在香港海防博物館進行大型翻新工程。
- 為香港的弱勢社羣舉辦更多活動。

藏品

我們將繼續建立、增添及優化現存及新的藏品，加強藏品管理工作，從而更有效地運用資源，亦讓公眾隨時都可以欣賞到我們的珍萃。

我們將：

- 透過購藏文物及接受外界捐贈，令藏品更豐富。
- 透過我們博物館的網站及Google「藝術計劃」等網上平台，讓公眾有更多機會欣賞我們的藏品。
- 計劃在水圍建立「中央文物大樓」，存放我們日益增加的藏品。
- 為轄下所有博物館建立一個中央藏品管理系統。
- 提升博物館文物的修復及保存標準。

Programming

We will invest in a rich variety of sophisticated multi-disciplinary exhibitions and public programmes, thoughtfully curated to offer audiences enjoyable, educative programmes.

We shall:

- Present every year a dynamic mix of exhibitions and public programmes including mega exhibitions, to appeal to a broader audience.
- Present compelling exhibitions and programmes, employing unique curatorial approaches, harnessing new technology, and employing interactive activities that present art and culture from a local perspective to trigger connections between our exhibitions and the everyday lives of audience members.
- Strengthen collaborative partnerships with prestigious museums and global organisations to present excellent exhibitions and enhance cultural exchanges.
- Organise more outreach exhibitions and promotional activities at home and abroad.
- Implement a phased renewal of the permanent exhibitions of major museums, such as opening the Astronomy and Space Science Halls of the Hong Kong Space Museum in 2015, the Biodiversity Gallery and Children’s Gallery at the Hong Kong Science Museum in 2015 and 2016 respectively, followed by the opening of the Palaeontology Gallery and the Earth Science Hall of the Hong Kong Science Museum, and the make-over of the Hong Kong Museum of Coastal Defence.
- Increase the number of programmes for Hong Kong’s underprivileged groups.

Collections

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

We shall:

- Enrich our collections through acquisitions and donations.
- Use our museum websites and online platforms such as the Google Art Project to make our collections more accessible to the public.
- Plan a new Central Repository in Tin Shui Wai to house our growing collections.
- Develop a centralised collection management system for all our museums.
- Elevate conservation standards of museum artefacts.



教育推廣

我們會繼續將博物館發展成充滿活力及互動的開放式教育平台。透過加強教育推廣，我們將為學校提供有效支援，同時推廣終身學習、創意及研究。

我們將：

- 與教育專家和教育團體合作，針對新高中課程設計多項富啟發性的活動，包括教師培訓工作坊、電子學習平台、「與藝術家／專業人士對話」活動，以及融入互動和探索活動的專題研習。
- 定期檢視學校的需要，設計特別的活動和教材，讓不同程度的學生獲得更豐富的學習經驗。
- 發掘精彩的新項目及活動，以滿足不同羣體 — 包括弱勢社羣、長者、家庭和醉心學習藝術及文化的人士 — 的不同學習需要。
- 與著名書店合作舉辦具啟發性的研討會，燃起公眾對博物館活動的興趣。
- 激發求知慾，以及推動持續學習。



Education

We will continue to develop our museums into vibrant and interactive open platforms of learning. By strengthening our educational efforts, we will become a valuable support to schools, while promoting lifelong learning, creativity and research.

We shall:

- Collaborate with education experts and groups to tailor-make stimulating programmes that support the New Senior Secondary Curriculum, such as teacher training workshops, e-learning platforms, meet-the-artists / professionals events, and project-based learning involving interactive, explorative activities.
- Regularly review the needs of schools and design special programmes and teaching materials to enrich learning experiences at different levels.
- Explore exciting new initiatives and programmes to meet the specific learning needs of different groups such as the disadvantaged, the elderly, families and keen learners of art and culture.
- Collaborate with well-known bookstores to organise inspiring seminars to kindle public interest in museum events.
- Stimulate inquiry and further study.



香港公共博物館網站
Hong Kong Public Museums portal



「優遊香港博物館」專頁
“Visiting HK Museums” Facebook fan page

觀眾拓展

我們將繼續投放資源拓展觀眾羣，讓更多觀眾可更容易、更投入地欣賞我們的藏品。我們亦會推行以服務對象為本的多媒體市場推廣及宣傳活動，以增加博物館對大眾的吸引力，令觀眾更投入參與博物館的節目。

我們將：

- 制定和實施策略，通過恰當的途徑向不同觀眾羣——包括家庭、學生、旅客、傷健人士和長者——介紹適合他們的內容。
- 通過嶄新的市場推廣活動，在香港和海外建立品牌效應和加強業務推廣，例如製作展示我們藏品的全新紀念品、利用手機應用程式宣傳博物館活動、設立一個博物館「粉絲」專頁，並更新各間博物館的網站以提供最新消息，讓更多觀眾——包括傷健人士——可以方便地獲得資訊。
- 與旅遊業界合作，進一步宣傳我們的博物館。
- 重新設計我們的宣傳品，並製作全新而吸引的通訊、小冊子和短片等，令更多人關注和欣賞我們的博物館。
- 舉辦全面和多元化的展覽及公眾節目，以吸引不同的觀眾羣。
- 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。
- 擴大每年一度「國際博物館日」的規模，將其變成一個「博物館節」，以吸引更多新觀眾。
- 推出創新的社羣及公共藝術計劃和項目，讓公眾有更多機會參與藝術，從而獲得啟發。

Audience Building

We will continue to invest in audience, access and participation. Customer-oriented multi-media marketing and publicity programmes will be implemented to reinforce the appeal of our museums by guiding audiences to a deeper level of engagement.

We shall:

- Formulate and implement a strategy to push the right content through the right channels to various audience segments, including families, students, tourists, the disabled and the elderly.
- Implement new marketing initiatives to build our corporate brand and strengthen promotional efforts in Hong Kong and overseas, through tools such as new souvenirs showcasing our collections, mobile applications publicising museum events, a museum fan web page, and upgrading websites of individual museums to present new information and make them more accessible to a broad audience, including the disabled.
- Collaborate with the tourism sector to further promote our museums.
- Refresh our promotional materials and create attractive new items such as newsletters, booklets and videos to generate awareness and enhance appreciation of our museums.
- Present a diverse and balanced mix of exhibitions and public programmes to attract different audience segments.
- Promote the Museum Pass through marketing activities and our partners’ communication channels.
- Expand the scale of the annual International Museum Day and turn it into a Museum Festival to attract new audiences.
- Launch innovative community and public art programmes and projects to take art to the people in ways that engage and inspire.

能力提升

我們不斷致力提升我們的核心實力和服務社會。我們將繼續在藝術欣賞、歷史及科學方面教育觀眾，並投放資源培育本地人才，以及提升社區團體作為文化推廣者的能力。

我們將：

- 舉辦展覽、推廣活動、教育節目及藝術專修課程，以加強公眾對藝術、歷史和科學的認識、了解和欣賞能力。
- 舉辦公眾活動以提拔本地藝術家和栽培新進人才。
- 在油街的新藝術空間「油街實現」開展全新社區計劃。
- 透過「博物館小先鋒」和「文化新人類」等活動，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所擔當的角色。

社區參與及伙伴合作

我們將繼續與持份者保持緊密聯繫，並與外界機構建立伙伴關係，以爭取支持實現我們的理想。

我們將：

- 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，同時物色更多新的協作機會，共同舉辦展覽、公眾節目和公共藝術項目，及推廣博物館的活動。
- 鼓勵贊助活動及推動捐贈藏品的文化。
- 設立一個新的贊助計劃，推廣在博物館內舉行企業活動。
- 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參與。
- 通過不同渠道收集公眾意見，例如向參觀人士和旅客進行問卷調查。
- 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，推動網上邀約活動。

Capacity Building

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

We shall:

- Hold exhibitions, extension activities, education programmes and art specialist courses to foster awareness, understanding and appreciation of art, history and science.
- Launch public programmes to elevate local artists and nurture new talent.
- Launch exciting new community initiatives at Oi!, the new Oil Street Art Space.
- Continue to encourage and nurture interest in museum work among children and youth through our MuseKids and MuseTeens programmes.
- Increase the number of internship and training opportunities for people aspiring to a museum career.
- Continue to organise activities to foster the role of community groups as agents for cultural promotion.

Community Engagement and Partnership

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

We shall:

- 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, and promote museum activities.
- Encourage sponsorship and foster a culture of donation.
- Launch a new sponsorship scheme to promote the use of our museums as venues for corporate events.
- Continue to recruit new museum friends, docents and volunteers on a regular basis and engage more retirees.
- Collect public feedback through various channels such as exit and tourist surveys.
- Initiate e-engagement activities through new media, the museum portal and the new LCSD museums fan page.

優化設施及訪客服務

為確保我們的博物館繼續成為地區內重要資源，我們將逐步更新設施和提升服務質素，務求令參觀人士感到賓至如歸。

我們將：

- 新闢展廳及場地以培育新進藝術家和推廣社區藝術，包括二零一三年五月在油街落成的新藝術空間「油街實現」，以及於梳士巴利花園內設立藝術廣場，提供一個開放、展示本地藝術品的消閒藝術平台。
- 爭取撥款翻新香港藝術館，工程項目包括增加展廳和重新開設香港藝術展覽廳以展出本地藝術家的作品。
- 繼續提升博物館設施，積極建立無障礙環境。
- 為博物館餐廳和書店／禮品店的營運制訂全新外判程序。

Enhancement of Facilities and Visitor Services

To ensure that our museums remain vital regional resources, we will continue to take steps to modernise our facilities and improve services to increase customer satisfaction.

We shall:

- Nurture young artists and promote community art by establishing new galleries and venues, including the opening in May 2013 of a new art space in Oil Street, Oi!, and through an Art Square in Salisbury Garden to serve as a leisure and artistic open platform for local art displays.
- Seek funding to refurbish the Hong Kong Museum of Art with more galleries and re-establish its Hong Kong Art Gallery to showcase the work of local artists.
- Continue to upgrade museums, in particular to facilitate barrier-free access.
- Devise new outsourcing procedure to run cafés and museum shops.



博物館諮詢委員會成員及康文署博物館員工
Museum Advisory Panel members with LCSD museum staff



學術研究及機構發展

博物館的成功，有賴高水平的專業精神和服務質素。我們致力為員工提供持續的培訓機會，提升博物館管理人員和前線員工的能力，以履行博物館的使命。

我們將：

- 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。
- 展開有關香港藝術及設計發展的研究。
- 繼續為博物館職員物色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的專業知識。
- 繼續出版刊物及舉辦國際性活動，如與國際文物修復學會合辦「二零一四年國際文物修復學會香港會議」，藉此展現博物館館長和相關人員的專業水平。
- 出版內容全面的年報，並根據新制訂的指標評估博物館表現。

Research and Institutional Development

The success of our museums depends on high standards of professionalism and service. We are committed to providing on-going training opportunities that will enable our management and staff to strengthen the capability of our museums to fulfil their missions.

We shall:

- Continue research on collections, exhibitions, intangible cultural heritage, and artefact conservation.
- Initiate new research on the development of Hong Kong art and design.
- Continue to explore suitable training and development programmes for museum staff.
- Develop in-house expertise in digital film restoration.
- Continue to publicise the expertise of museum curators and staff through publications and international events such as the IIC 2014 Hong Kong Congress with the International Institute for Conservation of Historic and Artistic Works (IIC).
- Publish comprehensive annual reports and assess the performance of our museums against a new set of criteria.

年度計劃
Annual Plans
2013-14





香港藝術館 HONG KONG MUSEUM OF ART



繼往開來 From Strength to Strength

引言

香港藝術館（藝術館）包括其分館茶具文物館，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，同時亦具備必要的地區及國際視野。

透過精心策劃的策展工作，我們建立了豐富而全面的館藏，並以本地藝術為重點，將藝術館發展成收集、展示及研究香港藝術的重要中心。我們擁有各色各樣的中國文物和書畫藏品，當中包括美術品（特別是廣東畫作）和歷史繪畫，令藝術館成為以新穎角度詮釋中國／地區文化傳統（尤其是大珠江三角洲藝術遺產）的主要權威。

憑藉高度的專業水平，以及獨特的策展方法和展示方式，藝術館已成為本地藏家雲集的理想地方。我們與海外博物館建立的長久關係，亦使我們擔起「全球本土化」窗口的角色，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。在眾多廣受歡迎、空前成功的展覽中，我們曾展出大英博物館的神禽異獸藏品、中國皇族珍品、宋元明三代書畫珍品，以及安迪·華荷、豐子愷及吳冠中等中西藝術大師的精選作品。

我們會繼續向香港市民介紹國際藝術潮流及傳統，並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，向外國展示香港藝術，以及參與利物浦雙年展等海外藝術平台。

INTRODUCTION

The Hong Kong Museum of Art (Museum of Art), which includes its branch Flagstaff House Museum of Tea Ware, is a leading regional museum dedicated to Hong Kong and Chinese visual arts. While remaining strongly rooted in local origins and traditions, the museum also reflects important regional and international perspectives.

Through thoughtful curatorship, we have built up rich and wide-ranging collections with a key focus on local art that has established the museum as an important centre for collecting, exhibiting and researching Hong Kong art. Our comprehensive collections of Chinese Antiquities and Chinese paintings, comprising Fine Arts (particularly the Guangdong paintings) and Historical Pictures, have established the museum as a leading authority on new interpretations of Chinese/regional cultural traditions, in particular, the Greater Pearl River Delta artistic heritage.

With its high professional standards and unique curatorial approaches and presentations, the Museum of Art has become the ideal home for local collectors. With long-standing relationships with overseas museums, the museum acts as a “glocal” (global and local) window, offering audiences a balanced mix of programmes, including blockbuster exhibitions from China and around the world. Among our many compelling and successful programmes were the exhibitions of fantastic creatures from the British Museum, imperial treasures of China, classical paintings and calligraphy of the Song, Yuan and Ming Dynasties, as well as selected works of Western and Chinese masters, such as Andy Warhol, Feng Zikai and Wu Guanzhong.

We will continue to introduce to Hong Kong international art trends and traditions, while promoting the works of Hong Kong artists to international audiences. We will also continue to participate in global artistic dialogues by showcasing Hong Kong art abroad and by participating in overseas platforms such as the Liverpool Biennial.



理想 VISION

香港藝術館是屬於香港人的藝術館，是區內卓越的主要藝術館。我們以藝術作為語言鼓勵創作，並與公眾連繫和分享。

The Hong Kong Museum of Art is the museum of art of the Hong Kong people. We are a leading art museum of excellence in the region. We use the language of art to foster creativity and connect and share with everyone.

- 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和愉快的藝術欣賞和終身學習的經驗。

使命 MISSION

- Promote Hong Kong art locally and internationally.
- Establish the Museum of Art as the home for local collections.
- Strive 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 would help people to define their sense of belonging to the city.
- Deliver inspiring and enjoyable experiences 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
- Relationship
- Professionalism
- Co-creation
- Relevancy
- People-oriented



年度計劃

節目策劃

在二零一三年，藝術館將會繼續履行其使命，再接再厲在本地和區內促進香港藝術的發展，並重新為其注入活力。

在香港方面，重點活動「香港當代藝術獎」展覽和「陶瓷茶具創作比賽2013」會為新進藝術家提供發揮才華的平台，為本地藝壇增添姿彩。與此同時，關於當代中國藝術的大型展覽「原道——中國當代藝術的新概念」，會鼓勵各方就香港藝術在區內擔當的角色作出交流，並將香港與亞洲各地的藝術家聯繫起來。

「原道——中國當代藝術的新概念」展覽亦會提供一個具啟發性的平台，讓區內藝術家彼此展開對話和對當代藝術作出詮釋。我們更會與客席策展人皮道堅教授合辦國際學術研討會，以助進行這項重要的文化交流活動。年內，藝術館亦會策劃「存念——萬青芳珍藏師友饋贈書畫印」展覽，以社會和歷史背景為經緯，從個人藏品窺探二十世紀中國書畫的發展。

在二零一三至一四年度，我們亦會繼續與海外博物館合作。目前計劃中的展覽包括與台灣朱銘美術館合辦的台灣現代藝術大師朱銘的個人大型展覽，以及「南京瑰寶——南京博物院／南京市博物館紫砂茶具精選」。

為了在海外宣傳香港藝術及藝術館的藏品，我們把藝術館藏品展覽列為粵港澳文化合作的一部分。由香港藝術館、廣東省博物館及澳門博物館聯合舉辦的「海上瓷路——粵港澳文物大展」，正是其中一例。我們亦會尋求更多在海外舉辦展覽的機會，例如「香港週2013@台北」。

ANNUAL PLAN

Programming

In 2013, the Museum of Art will continue its mission to advance Hong Kong art locally and regionally with renewed vigour.

In Hong Kong, our signature *Hong Kong Contemporary Art Awards Exhibition* and the *2013 Tea Ware by Hong Kong Potters* programmes will present new talent with a platform while enriching the local art scene. Meanwhile, *The Origin of Dao: New Dimensions in Chinese Contemporary Art*, a major exhibition of contemporary Chinese art, will encourage exchange on the role of Hong Kong art in a regional context and establish connections between Hong Kong artists and their Asian counterparts.

The Origin of Dao: New Dimensions in Chinese Contemporary Art will also serve as a stimulating stage for artistic dialogue in the region and open up the interpretation of contemporary art. To facilitate this important cultural exchange, we will hold an international symposium in collaboration with guest curator Professor Pi Daojian. In 2013, the museum will also curate the *Bonds of Memory: Wan Qingli's Collection of Chinese Art Given by His Teachers and Friends*, an exhibition that reflects the development of 20th century Chinese painting from a personal perspective in the context of social and historical dimensions.

We will also continue our collaborations with overseas museums in 2013-14. On the cards is a major solo exhibition on the Taiwanese modern art master Ju Ming, jointly presented with Taiwan's Ju Ming Museum, as well as the *Gems of Yixing Tea Ware from the Nanjing Museums*.

To promote Hong Kong art and the museum's collection overseas, we will exhibit our museum collection as part of the Greater Pearl River Delta Cultural Cooperation. The *Maritime Porcelain Road: Relics from Guangdong, Hong Kong and Macao Museums* exhibition, a collaboration between the Museum of Art, Guangdong Museum and the Macao Museum, will be one such initiative. We will also seek opportunities to stage exhibitions overseas, such as the *Hong Kong Week 2013 @ Taipei*.

藏品

藝術館擁有超過一萬五千件珍藏，堪足自豪。年內，館方的發展計劃集中於增加香港藝術藏品，特別是歷史繪畫藏品。不過，有關計劃將視乎資金、購藏藝術品，以及所獲捐贈藝術品的情況而進行。

為了向世界各地進一步推廣我們的藏品，藝術館會在網上資料庫展出更多珍品。在二零一三至一四年度，我們會再把五十件藏品的圖片及相關資料上載到 Google「藝術計劃」。我們亦會就正在網上展示的九十件藏品提供更多資料。

藝術館亦會研究提供更多空間儲存不斷增加的藏品。館方計劃大規模檢視展覽地方，包括重新規劃藝術館的空間。為此，我們會在康文署轄下其他場地尋找館外的儲存空間。

Collections

The Museum of Art is proud of its splendid collection of over 15,000 items. This year, our development plans focus on expanding our collections of Hong Kong art in general and historical pictures in particular. However, these plans will depend on the availability of funds, sources of acquisition and donations.

To further promote our collections around the world, the Museum of Art will increase the number of artefacts displayed on its on-line database. In 2013-14, the images and related information of 50 more items in our collection will be uploaded to the *Google Art Project*. We will also enrich the display of the 90 collection items already on display online with more information.

The Museum of Art will also explore the provision of extra storage space for our growing collections. A major overhaul of display space, involving the reorganisation of the museum spaces, has been planned. To prepare for the transformation, we will look for external storage space in other LCSD venues.



教育推廣

藝術館開闢多項嶄新而富趣味的途徑，藉以使學習經驗更加豐富和生動有趣。為配合新高中課程，我們將聯同香港大學合辦「藝術館之夜——與安迪華荷一夜永恆」，鼓勵學生探索和欣賞普普藝術。館方特別設計各色各樣的活動，鼓勵他們作更深入研究，從而獲得獨特而難忘的博物館體驗。這類活動亦有助藝術館與年輕一代建立持久的關係。

藝術館將繼續研究與學術機構合作的機會，舉辦把藝術欣賞與教育課程結合的活動，讓學生獲得更豐富的親身學習體驗。舉例來說，藝術館與香港知專設計學院合辦相關的教育活動，以配合長期展示的虛白齋藏品。

Education

The Museum of Art opens up interesting new avenues that can enhance and enliven the learning experience. To tie in with the New Senior Secondary Curriculum, we will join hands with The University of Hong Kong to offer *A Night at the Museum of Art with Andy Warhol*, a programme designed to encourage students to explore and appreciate Pop Art. A wide range of activities has been specially designed to encourage investigation in a manner that will create a unique and memorable museum experience. Such events also serve to create lasting bonds between the museum and the younger generation.

The museum will continue to explore collaborative opportunities with academic institutions to organise projects that combine art appreciation with education curricula to offer students a richer hands-on learning experience. An example is the joint HKMA-Hong Kong Design Institute (HKDI) educational programme complementing the *Xubaizhai* permanent collection display.



觀眾拓展

年內，藝術館將會再接再厲，提供種類更多的優質節目，以拓展觀眾羣。我們舉辦的主要展覽，將以不同的藝術形式吸引廣大觀眾，以迎合不同人士的口味和興趣。在二零一三至一四年度計劃舉行的大型展覽，均符合以上目標，並維持一貫的高水準，當中包括「原道——中國當代藝術的新概念」、「香港當代藝術獎」展覽、「陶瓷茶具創作比賽2013」、「海上瓷路——粵港澳文物大展」，以及「南京瑰寶——南京博物院／南京市博物館紫砂茶具精選」。

藝術館銳意籌備特別節目，以吸引學校團體以至普羅大眾等不同的觀眾羣。舉例來說，由香港賽馬會慈善信託基金贊助的安迪•華荷展覽藝術共賞計劃，讓公眾和有特別需要的人士更深入了解美國著名普普藝術家安迪•華荷。年內，我們為弱勢社羣和傷健人士安排的節目還包括：每年舉行的「夏日藝術活動」、專為傷健人士而設的藝術通達項目，以及免費的香港藝術館周日音樂會系列之「藝韻樂音」。

在外地舉辦展覽有助我們接觸其他地方的新觀眾，例如「香港週2013@台北」和下一階段的 Google「藝術計劃」均可發揮這個作用。

此外，讓公眾便於享用相關設施和資源，亦是藝術館成功的關鍵。大型展覽獲得贊助，讓我們可以為一些特別團體作出安排，例如為學校及非牟利團體提供免費巴士服務和導賞服務等，讓他們參觀博物館更為方便。

Audience Building

This year, the Museum of Art is renewing efforts to grow its audiences through a wider variety of quality programmes. Our major exhibitions are designed to cover a variety of artforms that would appeal to the different interests of a broad range of audiences. Mega events planned for 2013-14 reflect these objectives and our high standards. They include: *The Origin of Dao: New Dimensions in Chinese Contemporary Art*; *Hong Kong Contemporary Art Award Exhibition*; *2013 Tea Ware by Hong Kong Potters*; *Maritime Porcelain Road: Relics from Guangdong, Hong Kong and Macao Museums*; and the *Gems of Yixing Tea Ware from the Nanjing Museums*.

The museum makes a major effort to create special programmes that appeal to diverse audiences, ranging from school groups to the general public. An example is the *Andy Warhol Art Appreciation Programme* sponsored by The Hong Kong Jockey Club Charities Trust, which gives members of the public and special needs groups a better understanding of renowned American pop artist Andy Warhol. This year, our lineup for under-privileged and disabled audiences will also include the annual *Summer Art Cadets*, art accessibility programmes for the disabled, and the free *The Sound of Art — Sunday Concerts* series.

Outbound and overseas exhibitions help us to reach new external audiences. Events such as the *Hong Kong Week 2013 @ Taipei* and the next phase of the *Google Art Project* serve this purpose.

Easy access to our facilities and resources is a key factor of our success. Sponsorship for major exhibitions will enable us to make our museums even more accessible to special groups, through, for example, the provision of free coach services and guided tours for schools and non-profit groups.



能力提升

年內，我們將繼續研究新方法，藉此善用藏品和其他資源以達到能力提升的目標。我們會積極採用新穎而富趣味的策展方法，從多方面提升藝術館對社會各界的吸引力。例如策劃「原道——中國當代藝術的新概念」展覽，鼓勵大眾細看當代中國藝術；而「存念——萬青芳珍藏師友饋贈書畫印」展覽，則希望引起市民大眾對欣賞二十世紀中國藝術的興趣。

培育和鼓勵本地人才創作，也是藝術館的重要使命。「香港當代藝術獎2013」和「陶瓷茶具創作比賽2013」兩個展覽均會向得獎者頒發獎金，進一步鼓勵他們堅持對藝術的追求。

我們也策劃了一些富啟發性的項目，鼓勵年輕觀眾運用創意，發揮潛能。例如，年內我們會與香港知專設計學院合辦活動，並為館內的虛白齋藏品製作電子書和動畫。

在二零一三至一四年間，藝術館還會聘用新一批博物館見習員，透過博物館各方面的工作實習，向他們介紹博物館學。

Capacity Building

This year, we are continuing to explore new ways to use our collections and other resources to achieve our goals of capacity building. We will make every effort to adopt fresh and interesting curatorial approaches that will offer multiple perspectives to increase our appeal to different sectors of our community. For example, *The Origin of Dao: New Dimensions in Chinese Contemporary Art* is curated to encourage indepth examination of contemporary Chinese art, while *Bonds of Memory: Wan Qingli's Collection of Chinese Art Given by His Teachers and Friends* is designed to stimulate appreciation of 20th century Chinese art.

Nurturing and encouraging local talent is an important part of our mission. The 2013 *Hong Kong Contemporary Art Award Exhibition* and the 2013 *Tea Ware by Hong Kong Potters* exhibition will reward winners with cash awards to further encourage them in their artistic pursuits.

We have also planned stimulating projects to encourage young audiences to explore and develop their creative potential. Examples from this year's initiatives are the collaborative project with the HKDI and the production of an e-book and animation on the museum's *Xubaizhai* collection.

The museum will also take in a fresh batch of Museum Trainees between 2013 and 2014 to introduce them to museology through practical curatorial methods on different aspects of museum work.

社區參與及伙伴合作

社區參與及伙伴合作大大促進意見交流，有助分享專業心得。我們定期徵詢藝術博物館諮詢委員會和博物館專家顧問的意見，並在有需要時與持份者討論藝術館翻新後的未來定位，以及有關香港藝術的展覽和研究計劃。

我們正致力加強與海外著名博物館和學者／策展人的伙伴合作關係，例如與台灣朱銘美術館合辦朱銘作品回顧展，以及與南京博物院合辦「南京瑰寶——南京博物院／南京市博物館紫砂茶具精選」。我們也會藉「原道——中國當代藝術的新概念」展覽，加強與客席策展人皮道堅教授的合作關係。

我們相信與社區建立緊密聯繫是十分重要的。為鼓勵社區支持藝術，我們會繼續投放資源在香港藝術館之友所贊助的教育活動上，例如為配合「原道」展覽而舉辦的學術研討會。我們也會與個別收藏家合作，例如在「存念——萬青芳珍藏師友饋贈書畫印」展覽中，展出萬青芳的個人珍藏及其與著名藝術家的往來書信。

Community Engagement and Partnership

Community engagement and partnerships facilitate a rich exchange of ideas and expertise. We regularly consult the Art Museum Advisory Panel and the Museum Expert Advisers. Whenever necessary, we will hold stakeholder discussions on our future positioning after the renovations as well as on our plans for exhibiting and researching Hong Kong art.

We are strengthening partnerships with prestigious overseas museums and scholars/curators through projects such as the *Ju Ming* retrospective, organised in collaboration with the Ju Ming Museum of Taiwan, and the *Gems of Yixing Tea Ware from the Nanjing Museums*, a collaboration with the Nanjing Museum. We will strengthen bonds with guest curator Pi Daojian, through the *The Origin of Dao: New Dimensions in Chinese Contemporary Art* exhibition.

We believe in building strong ties with our communities. To encourage community support for the arts, we will continue to invest in educational programmes sponsored by the Friends of the Hong Kong Museum of Art. One example is the *The Origin of Dao* symposium. We will also collaborate with individual collectors like Wan Qingli to present his collection of personal archives and interactions with famous artists in the *Bonds of Memory: Wan Qingli's Collection of Chinese Art Given by His Teachers and Friends* exhibition.



優化設施及訪客服務

在二零一三至一四年度，藝術館將展開大型翻新工程，以提升品牌形象及定位，尤其要配合西九文化區的發展。此外，翻新後的設施會更符合館方新訂的節目發展策略和服務。我們現正與建築署及其他相關部門緊密合作，規劃這項重要工程，有關的技術可行性研究已經完成，並已納入工務計劃之內。

這項翻新工程會帶來很多可喜的改善措施，包括提供更多展覽廳、更多與展覽相關的儲存空間、美化藝術館的外觀、重置茶座及書店、拆除正門樓梯，以及改善現有展覽廳設施等。如獲得足夠撥款（撥款結果將於二零一三年公布），工程會在二零一四年年底展開，並在二零一七年年底竣工。

在梳士巴利花園興建的全新藝術廣場，已於二零一三年年初開始施工，預計在二零一四年年初竣工。這項突出的新設施會為本港藝術家的作品提供展覽空間。

藝術館會在二零一三至一四年間進行一些小型改善工程，包括翻新演講廳及版畫工作室，兩項工程均定於年內竣工。

我們正逐步全面採用無障礙設計，讓所有人均能夠使用藝術館的設施。改善計劃會在未來幾年分階段實施，新設施包括為輪椅使用者而設的詢問處和售票處，以及觸覺引路帶及觸覺地圖。

此外，藝術館的網上服務也煥然一新，有關網站已重新啟動，換上新設計並加強功能，更方便傷健人士使用。



藝術館網頁新面貌。
Museum website revamped.

Enhancement of Facilities and Visitor Services

In 2013-14, the Museum of Art will embark on a major renovation that will boost our brand identity and positioning, especially in view of the development of the West Kowloon Cultural District. The transformation will also bring our facilities in line with our new programming strategies and services. We are liaising closely with the Architectural Services Department and relevant authorities on planning this important project and a technical feasibility study has been completed for inclusion in the Public Works Programme.

The renovation will see many welcome improvements such as additional exhibition galleries, more exhibition-related storage space, revitalisation of facades, relocation of the café and the bookshop, removal of the grand staircase and upgrading of existing gallery facilities. With adequate funding (availability to be announced in 2013), the renovation will commence in late 2014 for completion in late 2017.

Work on a brand new Art Square in Salisbury Garden commenced in early 2013 for completion by early 2014. The superb new facility will provide exhibition space for works by Hong Kong artists.

Minor improvements will take place over 2013-14. They include the renovation of the Lecture Hall and the Print-making Studio, both of which are slated for completion this year.

We are making steady progress towards our vision of providing barrier-free access to our facilities for all. A plan for phased improvements will be implemented over the coming years. The new features include Information Counters and Box Office counters for wheel-chair visitors, tactile paths and site map displays.

The museum's on-line services are also being spruced up. The dedicated website has just been relaunched with a fresh design and feature enhancements to make the contents more accessible to the disabled.



展品上載Google「藝術計劃」。
Collections uploaded on Google Art Project.



為視障、弱聽參觀者新增的設施。
Facilities for visual or hearing impaired visitors.

學術研究及機構發展

研究工作是藝術館的重要支柱。我們將繼續積極與其他機構合作，進行有關香港及區內藝術的研究。

本財政年度其中一項主要新猷是茶具文物館與亞洲藝術文獻庫合作進行的「香港藝術歷史研究 — 先導項目」。這項計劃構想宏大，包括建立一個網上資料庫，分享關於香港藝術的研究資料和藝術家的訪談內容，以及設立網上討論區和出版刊物。

同時，我們將繼續研究與本地大學和學者合作的機會，在未來五至十年就香港藝術作長期研究。我們希望這些項目有助規劃香港藝術展覽的工作，並指出進一步研究本地藝術的路向。

年內另一項重點工作，是從收藏藝術品的角度研究香港藝術發展史。我們將與本地著名收藏家合作，就收藏家系列的研究和展覽擬訂計劃。這個系列將歷時數載，目的是通過檢視香港藝術品的買賣和保存等相關事項，研究個別收藏家建立私人珍藏的歷程。

我們亦會繼續就藝術館的永久藏品（尤其是歷史繪畫藏品）進行研究，藉以確立藝術館在區內以至國際上的特殊定位。我們會通過展覽、刊物及講座，與大眾分享研究成果。

員工培訓一向是我們的首要工作。藝術館會為轄下人員提供更多培訓機會，以促進事業發展。每年，藝術館最少會派遣一名人員前往海外受訓，很多新聘人員亦可以參與內部分享會。藝術館也會提名員工參加外間舉辦的培訓課程，例如與北山堂基金會協辦的博物館專業培訓工作坊、設計營商周，以及香港藝術行政人員協會定於二零一三年舉行的文化領袖論壇。

此外，我們會為員工物色機會，讓他們與誠品書店等機構分享專業知識。藝術館館長則會出席公開講座和各大學的活動，分享專業意見，並會在藝術和學術期刊上發表專業文章。

藝術館將會繼續發表年報，向公眾全面介紹上一個財政年度的各項工作。年報其中一個部分，會按新訂準則評估藝術館的服務表現。



Research and Institutional Development

Research is our backbone. We continue to actively engage in collaborative research on Hong Kong and regional art.

The joint Hong Kong Art History Research – Pilot Project between the Flagstaff House Museum of Tea Ware and the Asian Art Archives is a key initiative of the current financial year. This ambitious project includes the creation of an online database to share research materials on Hong Kong art and interviews with artists. It also features a discussion forum and publication.

Meanwhile, we are continuing to explore opportunities for collaborations with local universities and scholars on long-term Hong Kong art research, over the next five to ten years. It is hoped that these projects would facilitate plans for the exhibition of Hong Kong art and point us towards further research on local art.

Examining the history of the development of Hong Kong art from the perspective of art collecting in Hong Kong is also an important focus. This year, we are drawing up plans for the research and exhibition of our Collectors' Series in collaboration with prominent local collectors. By examining issues like art trading and preservation in Hong Kong, the series – which will run over the next few years – aims to study the path of individual collectors in building their collections.

We will also continue to conduct research on our permanent collections, in particular, the Historical Pictures collection, to consolidate our special positioning in the subject in the region as well as internationally. Research findings will be shared through exhibitions, publications and talks.

Staff development continues to be a priority on our agenda. The museum will provide more training opportunities to advance staff careers. At least one member of our staff receives overseas attachment training every year. Our many new curatorial staff will be able to attend internal sharing sessions. The museum will also nominate colleagues to participate in external training programmes like the Museum Training Workshop supported by the Beishantang Foundation, Business of Design Week and the Arts Administrators Association Cultural Leadership Summit scheduled to be held in 2013.

We will also explore opportunities for our staff to share their expertise with organisations like Eslite. Our curators will share their expertise in public talks and at universities. They will also contribute learned essays to arts and academic journals.

The Museum of Art will continue to publish a comprehensive annual report to inform the public of its wide-ranging work carried out in the past financial year. A section of the report will assess the performance of the museum against a new set of criteria.



香港歷史博物館 HONG KONG MUSEUM OF HISTORY



亙古通今

The
Past
in
Progress

引言

香港歷史博物館（歷史博物館）一直致力在本地和海外推廣香港豐富多彩的歷史，是這方面的先驅和主要推動者。作為香港珍貴歷史文物的主要收藏機構，我們肩負起蒐集、研究和記錄香港歷史及文化遺產的責任。通過與地方團體和海外博物館的合作，我們在促進公眾對香港與其他各地歷史和文化的認識和了解方面，扮演積極的角色。

歷史博物館轄下有五間分館，包括孫中山紀念館、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。

香港海防博物館（海防博物館）為公眾提供一個恬靜的環境去認識香港六百年的海防歷史。在二零一三至一四年度，我們將着重籌辦更多關於香港戰時經歷的展覽，以配合海防博物館作為香港唯一軍事和戰爭博物館的定位。

孫中山紀念館展示孫中山先生與近代中國的歷史，特別強調孫中山先生與香港的關係。我們的展品集中介紹孫中山先生在香港時期的歷史，展示香港如何孕育孫中山先生的思想發展，並作為籌劃革命運動的基地，及對辛亥革命作出的貢獻。

INTRODUCTION

The Hong Kong Museum of History (Museum of History) is a pioneer and prime mover in presenting Hong Kong's fascinating history locally and overseas. As a key repository of invaluable relics of Hong Kong's past, we are responsible for collecting, researching and documenting materials related to the history and heritage of Hong Kong. Collaborating with community organisations and overseas museums, we play a dynamic role in fostering public awareness and understanding of the history and culture of Hong Kong and other regions.

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

The Hong Kong Museum of Coastal Defence (Museum of Coastal Defence) provides a tranquil environment for people to learn about Hong Kong's 600-year history of coastal defence. In 2013-14, we will renew our focus on consolidating our status as Hong Kong's only military and war museum by staging more exhibitions on Hong Kong's wartime experiences.

The Dr Sun Yat-sen Museum showcases the history of the revolutionary Dr Sun Yat-sen and modern China, highlighting his Hong Kong connection. Our collections focus on Dr Sun's Hong Kong period and reveal how Hong Kong nurtured his intellectual development and served as a base for planning the movements that contributed to the success of the 1911 Revolution.



理想
VISION

我們是一個開放平台，透過富啟發性和趣味盎然的博物館體驗，致力培養公眾對歷史的興趣和加強他們對歷史的了解。

We are an open platform dedicated to fostering interest in and promoting an understanding of history through inspiring and enjoyable museum experiences.

- 蒐集、保存、研究、詮釋和展示與香港和南中國歷史相關的藏品。
- 鼓勵參觀人士探問、詮釋和了解香港歷史。
- 展示本地歷史，從而加強大眾對香港的身份認同和文化的了解。
- 與同類型文化機構建立強大的合作網絡，同心協力推廣歷史學習。
- 讓所有人都能享用博物館資源。

使命
MISSION

- Collect, preserve, research, interpret and exhibit collections related to the history of Hong Kong and South China.
- Engage audiences in ways that will promote inquiry, interpretation and understanding of the history of Hong Kong.
- Present local history to enrich understanding of the Hong Kong identity and culture.
- Build powerful networks with similar cultural institutions to create synergistic learning opportunities.
- Be accessible to all.

信念
VALUES

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

年度計劃

節目策劃

在二零一三至一四年度，歷史博物館籌劃了多個展覽，加強觀眾對香港的身份認同，以及了解其他地方的歷史和文化。

我們推出了一系列精彩的大型展覽，展現不同文明的豐厚內涵。重要展覽包括與故宮博物院合辦的「國采朝章——清代宮廷服飾」展覽，展品包括從清代皇帝、皇太后、眾多皇后及妃嬪的宮廷服飾中精選的珍品；與大英博物館合辦的「美索不達米亞古文明展」是香港首個有關這古文明的展覽。此外，歷史博物館亦舉辦了不少有關香港的精彩展覽，在二零一三年年底，我們精心策展了「影藏歲月：香港舊照片展」，透過精彩的館藏及私人珍藏，栩栩如生地呈現香港在十九世紀中期至二十世紀中期的社會及經濟轉變。我們更與香港天文台攜手合作，舉辦了「香港天文台：有緣相聚百三載」展覽，讓觀眾深入了解香港天氣預報的歷史，展覽亦是配合香港天文台一百三十周年而舉辦的一項重點活動。為慶祝香港專營巴士服務八十周年，歷史博物館與九龍巴士公司合辦一個香港巴士服務展覽，介紹本地巴士服務的發展，並展現過去大半個世紀以來民生的變化。歷史博物館也與青山醫院精神健康學院合辦一個有關香港精神健康服務歷史的展覽，介紹精神科醫院和精神健康教育的發展。其他主要展覽還包括海防博物館舉辦的「抗日英雄——東江縱隊九獨立大隊文物展」，及孫中山紀念館舉辦的「孫中山與家屬」和「紙上風雲：辛亥革命在廣東」。

同時，我們將繼續透過更新展品來加強「香港故事」常設展覽的內容。館方正為多個展區的更新工程進行規劃，以展示新展品。



ANNUAL PLAN

Programming

For 2013-14, the Museum of History has organised a rich programme of exhibitions to give our audiences a strong sense of the Hong Kong identity and an understanding of other cultures and their histories.

We have launched an exciting lineup of mega exhibitions that will bring out the richness of different civilisations. Major exhibitions include *The Splendours of Royal Costume: Qing Court Attire*, a collaboration with The Palace Museum showcasing a fascinating selection of court costumes of the Qing emperors, the Empress Dowager, empresses and concubines from The Palace Museum; and *The Wonders of Ancient Mesopotamia*, our first collaboration with the British Museum and the first exhibition on this civilisation held in Hong Kong. We have also organised a series of exhibitions that narrate the history of Hong Kong. In December 2013, we present *Images Through Time: Photos of Old Hong Kong*, using the Museum's archive and private collections to bring alive fascinating glimpses of the social and economic changes of Hong Kong from the mid 19th century to the mid 20th century. The Museum of History has also joined hands with the Hong Kong Observatory in the *Under the Same Sky 130 Years Exhibition* to give audiences an indepth look at the history of weather forecasting in Hong Kong. This exhibition is also a key event in the celebrations of the 130th anniversary of the Hong Kong Observatory. To mark the 80th anniversary of the franchised bus services in Hong Kong, the Museum of History and the Kowloon Motor Bus will jointly present an exhibition highlighting the development of local bus services with interesting insights into how people's livelihood transformed over the past decades. In another joint exhibition with Castle Peak Hospital's Institute of Mental Health on the history of Hong Kong's psychiatric services, we shall track the development of mental hospitals and mental health education in Hong Kong. Other major exhibitions include *Anti-Japanese War Heroes: An Exhibition on the Hong Kong Independent Battalion of the Dongjiang Column* at the Hong Kong Museum of Coastal Defence, as well as *Dr Sun Yat-sen and His Family* and *History in Prints: The 1911 Revolution in Guangdong* at the Dr Sun Yat-sen Museum.

In the meantime, we will continue to enhance *The Hong Kong Story* permanent exhibition by rotating exhibits. Plans are underway to renovate sections of the display areas to accommodate new exhibits.

藏品

我們目前擁有約124,000多件藏品。我們經常舉辦不同主題的文物徵集行動，以有規劃地豐富館藏。

Collections

Our collection presently numbers over 124,000 items. We regularly launch collection campaigns of various themes to systematically enrich the museum's collection.



教育推廣

歷史博物館在二零一三至一四年度推出的教育節目多元創意，亦按不同界別人士的需要而設計，將博物館轉化成公開的學習平台。我們在本年度提供的多元化節目包括配合專題展覽的講座系列、為學生而設的講座、導賞團、親身體驗活動、講故事環節、校際比賽、模型製作工作坊、國際學術研討會及考察團等。我們將繼續設計及舉辦具啟發性和富創意的教育節目，以吸引更多觀眾。

Education

The Museum of History will launch a number of creative educational programmes for 2013-14. Tailored to the needs of different sectors and learners, they will transform our museums into open-learning platforms. We will offer a wide range of programmes, such as lecture series that complement thematic exhibitions, talks for students, guided tours, hands-on activities, story-telling sessions, school competitions, model-making workshops, international conferences and study tours throughout the year. We will continue to design and offer inspiring and creative educational programmes to attract more visitors to our museums.



觀眾拓展

我們年內採取了多種策略吸引觀眾參觀，包括策劃富吸引力的節目和提供以客為本的服務。我們亦致力拓展觀眾羣，包括青少年、少數族裔人士、長者、家庭、新移民等。我們還為傷健人士——特別是聽障和視障人士——提供特別專賞，以提升他們的博物館體驗。此外，我們亦會為弱勢社羣和家庭、學校及非政府組織安排導賞團。

五月份的「國際博物館日」旨在引發公眾對博物館的興趣。我們特別設計了一系列活動，以吸引不同人士，包括為學生而設並以「國際博物館日」為主題的設計比賽、探討香港及亞太區博物館發展的研討會、博物館免收入場費，以及讓公眾參與的遊戲節目等。為了令活動得到更廣泛的關注，我們更邀請了鄰近地區的博物館一起參與及慶祝這個活動。

Audience Building

We have devised a variety of strategies to attract visitors to our museums this year. Attractive programming and the provision of customer-oriented services are among them. We are also exploring new audience groups such as teenagers, ethnic minorities, the elderly, families and new immigrants. We have arranged customised guided tours to improve the museum experience for the disabled, particularly those with hearing and visual impairments. Guided tours will also be provided to underprivileged families, schools and non-governmental organisations (NGOs).

International Museum Day (IMD) in May serves to arouse public interest in museums. A wide range of activities have been tailored to appeal to different sectors. They include a design competition on the IMD theme for students, seminars on the development of museums in Hong Kong and the Asia Pacific region, free admission to fee-charging museums and games for the public. To drum up even more interest in the events, we have invited museums in neighbouring regions to join us in the celebration.





能力提升

培養新一代博物館專業人才是館方的重要工作。歷史博物館將繼續舉辦「未來館長培訓課程」和「未來館長實習生計劃」，以加深青少年對博物館學的認識，並鼓勵他們參與博物館的工作。

我們將會繼續透過實習和培訓計劃，向青少年提供實踐機會，歡迎有志於博物館發展事業的青少年加入我們的團隊。

社區參與及伙伴合作

歷史博物館將繼續與不同社羣緊密合作，年內我們與不同組織合辦多個富創意的計劃，使節目多姿多采。舉例來說，我們與不同政府部門及非政府組織共同策劃展覽，採用少為人熟識的題材。

我們很感激香港賽馬會慈善信託基金，慷慨贊助「美索不達米亞古文明展」和「國采朝章——清代宮廷服飾」展覽的多項多媒體和教育節目；同時，我們亦多謝九龍巴士公司贊助「伴你同行：香港巴士故事」，與觀眾重溫巴士的歷史。

我們會繼續採用新媒體，將節目帶到新社區。歷史博物館的網站經重新設計後更顯活力及簡單易用，更吸引市民大眾。

為向外拓展觀眾羣，歷史博物館在「香港週2013」中，策劃一個以香港女性長衫為主題的展覽，在台北展出，並出版專書介紹。

Capacity Building

Cultivating a new generation of museum professionals is an important item on our agenda. The Museum of History's *Future Curator Training Course* and the *Internship Project of Future Curators* programmes continue to educate young people on museology and to encourage them to join our work.

We will continue to provide placement opportunities for young people in our internship and trainee programmes, thereby welcoming those who are keen to start a career in museum work.

Community Engagement and Partnership

The museum continues to work closely with the communities it serves. Creative partnerships with various bodies have resulted in a rich variety of offerings this year. For example, we are working with government departments and NGOs to put together carefully-curated exhibitions on neglected subject areas.

We are grateful to The Hong Kong Jockey Club Charities Trust for the generous sponsorship of multi-media and educational programmes in the *The Wonders of Ancient Mesopotamia* and *The Splendours of Royal Costume: Qing Court Attire* exhibitions. Also, sponsorship from the Kowloon Motor Bus for the *Journey with You: Hong Kong Bus Story* exhibition allows visitors to revisit the history of bus services.

We continue to use new media to take our programmes to new communities. A major revamp of our website has made it more vibrant and user-friendly and more attractive to the public.

To reach out to our overseas communities, the Museum of History will curate an exhibition on Hong Kong ladies' *cheongsams* and publish a catalogue to complement Hong Kong Week 2013 in Taipei.



優化設施及訪客服務

我們繼續提升博物館設施，讓所有觀眾都能享用博物館資源。我們陸續推行多項無障礙改建工程，例如為有需要人士提供無障礙詢問櫃台、為傷健人士設置無障礙通道；以及為視障人士鋪設觸覺引路帶等。

學術研究及機構發展

學術研究是我們工作的重要部分。在二零一三至一四年度，歷史博物館針對香港歷史和博物館藏品，開展不同的研究計劃，目前正進行的包括「香港經典」、「早期美國華人生活研究」、「香港商人羣體——巴斯商人的故事」、「香港傳統旗袍的製造」、「香港女性長衫」等研究計劃；而「香港戰後的歷史碑刻」和「一九七八至二零一二年間的中港關係」等研究亦在規劃中。我們會繼續與學術機構合作，對館內藏品作系統性研究。在二零一三至一四年度，我們計劃出版五本圖錄。

博物館員工是我們最重要的資產，年內我們繼續支持員工到海外著名博物館交流及學習。

歷史博物館將發表年報，向公眾介紹過去一年完成的工作，年報其中一個部分，會按新訂準則評估歷史博物館的服務表現。

Enhancement of Facilities and Visitor Services

We strive to make the museum more accessible and inclusive. Facilities are being upgraded to include barrier-free retrofitting works such as accessible information counters for patrons in need, more accessible passages for the disabled and tactile guide paths for the visually impaired.

Research and Institutional Development

Research continues to be an important part of our work. We will launch a wide range of research projects on Hong Kong history and our collections in 2013-14. Our current research areas include *Icons of Post-War Hong Kong*, *Overseas Chinese in America*, *Parsee Communities in Hong Kong*, *Traditional Qipao Making in Hong Kong* and *Hong Kong ladies' cheongsams*. Research studies on *Post-war Inscriptions in Hong Kong and Mainland China-Hong Kong Relations: 1978-2012* are in the pipeline. We will continue to partner with academic institutions to systematically study our collections. We also plan to publish five catalogues in 2013-14.

Museum staff are our greatest asset. This year we will continue to support museum staff to train and gain greater exposure at major museums overseas.

The Museum of History will publish an annual report to inform the public about the work accomplished in the past year. The report will assess the performance of the museum against a new set of criteria.



香港文化博物館 HONG KONG HERITAGE MUSEUM



弘揚傳統 Keeping Tradition Alive

引言

香港文化博物館（文化博物館）是一所綜合性博物館，轄下包括三棟屋博物館、香港鐵路博物館和上窰民俗文物館三間分館。我們致力於詮釋、保存及展示香港豐富多元的文化傳統。

在二零一三至一四年度，我們將繼續重點介紹香港富生命力的傳統與創意文化，涵蓋本地非物質文化遺產、流行文化及設計等範疇。

我們為二零一三至一四年度策劃了不同形式的精彩公眾節目，由六個互有關連的主線貫穿：(a) 為訪客帶來全新的博物館體驗；(b) 社會融合；(c) 跨代溝通；(d) 推廣本地藝術和文化；(e) 保護我們的非物質文化遺產；以及 (f) 活用館藏。我們以這些主線策劃節目，旨在讓參觀者融入香港多元的文化，並鼓勵他們一起欣賞我們豐盛的遺產。

二零一三至一四年度標誌着館方保存香港非物質文化遺產工作的一個里程碑。完成全港性非物質文化遺產的全面普查後，首份清單將於二零一四年年初編制完成。作為一個社會及文化機構，我們與社區保持緊密連繫，並與本地團體和學術機構合作舉辦展覽及教育活動，以及開展研究工作。我們堅守本分，致力為香港市民提供空間，讓他們細味和反思個人與集體文化回憶，從中尋找新的靈感來源。

INTRODUCTION

The multi-disciplinary Hong Kong Heritage Museum (Heritage Museum), which includes the Sam Tung Uk Museum, Hong Kong Railway Museum and the Sheung Yiu Folk Museum branches, is dedicated to interpreting, preserving and presenting Hong Kong's richly diverse cultural heritage.

In 2013-14, the museum will continue to highlight Hong Kong's living heritage and creative culture in areas such as intangible cultural heritage (ICH), popular culture and design.

We have planned an exciting lineup of public programmes for 2013-14, under six interrelated themes: (a) new museum experiences for visitors; (b) social inclusion; (c) cross-generation communication; (d) promotion of local art and culture; (e) safeguarding our ICH; and (f) making creative use of our collections. These initiatives are designed to immerse visitors in Hong Kong's varied culture and encourage them to celebrate our rich heritage.

The period 2013-14 marks a milestone in our work to preserve Hong Kong's ICH. Following the completion of a comprehensive survey of Hong Kong's fascinating ICH, the first inventory will be compiled in early 2014. As a social and cultural entity, we maintain vital links with the community, partnering with local groups and academic institutions to present exhibitions and education programmes and undertake research. The museum is firmly committed to its role to offer a space for Hong Kong people to savour and reflect on individual and collective cultural memories and find new sources of inspiration.



理想
VISION

我們透過探索香港和世界各地的多姿多采文化，令人們的生活更豐盛，並且得到啟發。我們亦對香港多元文化的可持續發展作出貢獻。

We enrich and inspire by exploring the diverse cultures of Hong Kong and the world, and contributing to the sustainable development of Hong Kong's vibrant cultures.

- 保存、研究、展示和詮釋香港的多元文化，重點涵蓋本地的傳統和創意文化。
- 將香港市民與世界各地的文化連繫起來。
- 為參觀人士提供感性、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。

使命
MISSION

- Preserve, study, present and interpret Hong Kong's diverse cultures, with special emphasis on living heritage and creative culture.
- Connect Hong Kong people with world cultures.
- Engage and stimulate audiences with emotive, innovative, inspiring, educational and enjoyable museum experiences.
- Support and encourage intellectual, artistic and creative pursuits.

信念
VALUES

- | | |
|--------|-------------------|
| • 專業精神 | • Professionalism |
| • 熱誠投入 | • Passion |
| • 以人為本 | • People-oriented |
| • 真摯誠懇 | • Sincerity |
| • 多元特色 | • Diversity |



年度計劃

節目策劃

文化博物館今年將會變得更開放、更親切和更通達。

我們將採用具創意的策展方針，讓訪客投入我們的展覽。例如「藝想天開：啟迪潛能之旅」展覽專為孩子策劃，讓他們藉此開展一次全感官的藝術和世界的探索之旅。展覽的概念建基於侯活·加德納的多元智能發展理論，孩子將可觸碰展場的互動展品及裝置，並可參與藝術品的創作。

同樣地，我們從館藏中揀選中國傳統民間木版畫，策劃一個讓訪客親身體驗傳統藝術的展覽。我們到時將提供複製木版畫，邀請觀眾以手去觸摸和「感受」展品。我們亦將安排觸感圖及口述影像的導賞團，讓視障人士也能夠盡情欣賞這個展覽。

李小龍在香港和海外都是一個重要的文化符號。他個人或他的功夫電影對不同形式的流行文化都有非常深遠的影響。這位巨星更對功夫文化及電影藝術作出了莫大的貢獻。我們將於二零一三年七月舉行展覽，展示他的成就和貢獻，並從不同角度探索他在流行文化中所佔的重要地位。

時裝和明星在香港總有着密不可分的關係。「他 Fashion 傳奇 • Eddie Lau 她 Image 百變 • 劉培基」展覽將今年的聚光燈聚焦在香港時裝界傳奇人物——劉培基——的身上，展覽還可讓觀眾一睹「百變梅艷芳」的風采。這個項目得以舉辦全賴設計師劉培基慷慨將他的作品和珍藏捐贈給文化博物館。屆時大眾將可透過照片，時裝表演片段和其他展品，追蹤劉培基在時裝設計界五十年的事業發展，以及他在形象設計方面的先導工作。展覽包括了劉培基為梅艷芳設計的不同時期的舞台服裝，加上全面的回顧，有助訪客去了解和欣賞設計師那源源不絕的創意。

ANNUAL PLAN

Programming

The Heritage Museum will be even more open, welcoming and easily accessible this year.

Innovative curatorial approaches will be deployed to engage visitors in our exhibitions. For example, the *Intelligence Infinity: Inspiration through Art* exhibition will treat visitors, and children in particular, to a full sensory experience that will allow them a rich exploration of art and the world. The exhibition, based on Howard Gardner's theory of multiple intelligences, will allow children to touch interactive exhibits and installations and participate in the creation of artworks.

Similarly, an exhibition of traditional Chinese woodblock prints from the museum's collection will be curated to give visitors a hands-on experience in traditional art. Audiences will be invited to "feel" the exhibits by touching woodblock replicas. Tactile diagrams and guided tours with audio descriptions will be made available for the visually-impaired to fully enjoy the exhibition.

Bruce Lee is a major cultural icon in Hong Kong and overseas. He and his Kung Fu films have had a far-reaching influence on different forms of popular culture. The star also made a significant contribution to the development of Kung Fu culture and cinematic arts. An exhibition in July 2013 will present his achievements and contributions and explore from multiple perspectives his important role in popular culture.

Fashion and stardom have always gone hand in hand in Hong Kong. This year, the spotlight falls on Hong Kong fashion design legend, Eddie Lau. The *他 Fashion 傳奇 • Eddie Lau 她 Image 百變 • 劉培基* includes a fascinating glimpse of the *Ever Changing Anita Mui*. The designer made this programme possible by generously donating his works and memorabilia to the museum. On view will be photographs and video clips of fashion shows and other items that track Eddie's 50-year career in fashion design and his pioneering work in image building. Costumes Eddie designed for Anita Mui's performances in different periods will be presented, along with a comprehensive retrospective that will help visitors understand and appreciate his dynamic creativity.

趙少昂教授是嶺南畫派最出色的大師之一。文化博物館一直致力為館內的趙少昂藝術館更新展品。二零一三年十一月，博物館將舉辦專題展覽，展出新選一批趙氏的花卉和昆蟲作品。

文化博物館將與香港版畫工作室合作，於香港圖像藝術節2013期間舉辦專題展覽「協同版畫創作系列」。「協同」所指的是由藝術家和印藝大師共同創作的作品。多位本地藝術家獲邀參與創作一系列的版畫作品。完成的作品將聯同英國西英格蘭大學版畫研究中心及美國新墨西哥大學羅望子學院的作品一同展出。

我們將繼續為下一代確認和保存香港的非物質文化遺產。隨着全港性非物質文化遺產普查工作的完成，我們將徵詢非物質文化遺產諮詢委員會及公眾的意見，建立首份清單，預計於二零一四年初可完成編制。文化博物館亦將安排展覽和公開講座、示範及野外考察等教育活動，以促進大眾對這些重要的本地文化和傳統的興趣及賞析。這些工作亦將有助於保護香港的民間傳統。

香港與古琴——中國彈撥樂器家族中的七弦琴——有着密切的關係。適逢古琴藝術入選聯合國教科文組織人類非物質文化遺產代表作名錄十周年，我們將於二零一三年十二月開始舉行專題展覽，以製作和彈奏為切入點，透過不同的展品帶領公眾進入古琴音樂和手工藝的世界。

文化博物館會加強和內地的文化交流，將繼續與國家文化部合辦「根與魂」展演活動，推廣中國的非物質文化遺產。年內的活動內容包括展覽、講座及表演，透過展示貴州少數民族的文化、傳統、手工藝、音樂和舞蹈，推廣當地豐富多元的非物質文化資源。



Professor Chao Shao-an was one of the most outstanding masters of the Lingnan School of Painting. The museum has never ceased in its efforts to renew the exhibits of the permanent Chao Shao-an Gallery. A new selection of paintings on flowers and insects by the painter will go on display at the gallery in November 2013.

We will join the Hong Kong Open Printshop to present the thematic exhibition *Collaboration – Creative Print Series* at the Hong Kong Graphic Art Fiesta 2013. *Collaboration* refers to the collaborative works created by the artists and master print-makers. A number of local artists will be invited to create a series of print works. The museum will display these works and those of the Center for Fine Print Research of the University of West of England in the UK and the Tamarind Institute of the University of New Mexico in the US.

We are continuing the process of identifying and preserving for future generations Hong Kong's ICH. A territory-wide survey of ICH in Hong Kong has now been completed and the first inventory will be drawn up in early 2014 in consultation with the ICH Advisory Committee and the public. 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.

Hong Kong has a very special relationship with the *guqin*, the seven-stringed Chinese musical instrument of the zither family. To mark the 10th anniversary of the inscription of the art of *guqin* music as part of UNESCO's Intangible Cultural Heritage of Humanity, we will present a comprehensive exhibition to promote the appreciation of *guqin*, starting in December 2013. Highlighting the skills involved in both making and playing the instrument, the exhibition aims to draw people into this world of music and craftsmanship through a variety of displays of things related to this art.

Cultural exchange between Hong Kong and the Mainland will be strengthened when the museum joins hands with China's Ministry of Culture in 2013 to co-organise another chapter in the *Genesis and Spirit* series of cultural events that celebrates China's ICH. The upcoming event, which includes an exhibition, talks and performances, will promote the rich and varied intangible cultural resources of Guizhou by showcasing its minority cultures, traditions, crafts, music and dance.



斲琴製作
The making of a *qin*



藏品

文化博物館現有超過 90,000 項藏品。在二零一三至一四年度，我們將繼續擴充及提升我們的館藏。我們打算進一步鞏固我們的粵劇、流行文化、香港設計及攝影方面的藏品，並繼續收藏其他應用藝術媒體作品，以及具文化價值的文物。

我們亦致力確保大眾能夠最佳地運用我們的藏品。年內，我們將於 Google「藝術計劃」上載更多作品，讓更多人有機會在網上欣賞我們的藏品。

另一令人興奮的計劃是我們聯同香港歷史博物館和香港藝術館一起邀請了本港七位頂尖設計師，在我們的藏品中汲取靈感，從而創作一批別具獨特風味的博物館紀念品。這個項目命名為「帶回家」，目的是讓公眾以相宜的價格，將「博物館的藏品」帶回家中。

Collections

In 2013-14, the Heritage Museum will continue to expand and improve its collections, which number over 90,000 items. In particular, we are looking to consolidate our collections on Cantonese opera, popular culture, Hong Kong design, photography and other applied arts media, as well as objects of cultural value.

We are also making efforts to ensure that people make the best use of our collections. This year, we will increase digital access to our collections by uploading more items to the *Google Art Project*.

In another stimulating development, the Heritage Museum, the Hong Kong Museum of History and the Hong Kong Museum of Art have invited seven top Hong Kong designers to create museum souvenirs with a unique flavour inspired by our collections. The project, entitled *Bring Me Home*, aims to give the public an opportunity to take “museum collections” home at affordable prices.



教育推廣

文化博物館為大眾提供一個既富啟發性又有效的學習環境。我們舉辦講座、研討會、導賞服務、工作坊和示範等各色各樣的教育及推廣活動，以配合館內的常設及專題展覽。這些活動因應學生、老師、非牟利機構和弱勢羣體等不同的需要而設計。年內，我們將繼續舉辦大受歡迎的「博物館小先鋒」會籍計劃，計劃的目的是激發孩子們對博物館學習的興趣，同時亦大大加強館方與社區之間的聯繫。文化博物館將繼續與教育局合作，針對「全方位學習」及「其他學習經歷」兩個範疇安排活動，為老師和學生提供教室以外的真實學習經歷，從而幫助他們更深入地了解歷史、藝術及文化。

觀眾拓展

文化博物館十分重視觀眾羣，並已安排一系列的精彩活動以更好地服務他們，爭取他們的支持。

館方定期為超過4,800名博物館小先鋒、兒童和家庭設計特別活動，令博物館成為一家大小進行親子活動的好去處。一年一度的「文化新人類——青年領袖獎勵計劃」將進一步栽培新一批年輕的博物館愛好者。

我們持續地採取不同的策略，讓博物館的服務切合各觀眾羣的需要。我們舉辦「共融計劃」，定期為弱勢社羣提供多元化藝術及文化活動，加強他們與文化博物館的聯繫。每周的粵劇表演也將繼續在劇院舉行，這些活動為館方吸引了數以百計的長者成為核心支持者。不同的學校活動如教師培訓工作坊、「學校文化日」和為新高中課程學生而設的藝術導賞活動，將鼓勵學校團體參觀博物館。

Education

The Heritage Museum offers a very stimulating and effective learning environment. We have organised a variety of education and extension programmes to tie in with our permanent and thematic exhibitions. They include talks, seminars, guided tour services, workshops and demonstrations tailored to the needs of different groups such as students and teachers, non-profit making organisations and the disadvantaged. This year, we will continue the popular MuseKids membership programme, which is designed to stimulate children's interest in museum learning. This programme is also instrumental in strengthening bonds between the museum and the community. Further, 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 education experiences out of the classroom, thus helping them gain a better understanding of history, arts and culture.

Audience Building

The Heritage Museum values its audiences. To better serve our audience groups and strengthen their support, we have organised a lineup of exciting programmes for the year.

Tailor-made activities will be offered regularly to our MuseKids group, which now numbers over 4,800, as well as other junior visitors and families, reinforcing our image as a child-and-family-friendly museum. The annual MuseTeens training programme will further cultivate fresh batches of young museum lovers.

We are continuing to take steps to make the museum relevant to our different audience groups. Under the Social Harmony Project, ongoing art and cultural programmes will be offered to disadvantaged groups to strengthen their ties with us. Weekly Cantonese opera performances will also continue at the theatre. These programmes attract hundreds of elderly people who also become firm supporters of the museum. 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.

年內，文化博物館將引入一系列的全新特備節目，以拉近青少年和他們的祖父母之間的距離。「耆趣TEEN地：老友記及新世代互動新體驗」特別為香港的長者和青少年而設，通過各類活動促使這兩代人走在一起。香港人口日趨老化，長者人數遞增。雖然他們一般享有優裕的生活，但大多與年輕人的關係疏離。另一方面，資訊科技發達，不少新生代沉醉於網絡世界，忽略與長者溝通，使隔代關係變得薄弱。藉着舉辦一系列特備節目，博物館將成為促進跨代正面交流的平台，讓他們彼此連繫及分享各自的生活經歷。

有小孩子的家庭將會得益於我們專為孩子和家長策劃的「藝想天開：啟迪潛能之旅」展覽。有別於博物館嚴禁訪客觸摸展品、製造聲響及在館內跑動的傳統慣例，我們在這個展覽中將鼓勵孩子與展品和裝置進行互動，而特備的展覽導讀亦有助他們從中享受優質的家庭時間。

文化博物館聯同香港展能藝術會提供藝術通達服務，確保傷健人士能夠有機會享用我們的節目。視障人士將可透過觸感圖和口述影像的導賞服務，欣賞我們的中國傳統民間木版畫展覽。

我們亦會推行多項策略去增加公眾對我們的認識，並鼓勵他們來訪博物館。年內，我們將更廣泛地應用網上平台和手機應用程式、「臉書」(Facebook)、YouTube和網站等電子推廣渠道，以吸引年輕一代和一般互聯網用戶。我們亦會嘗試在公共空間如購物中心、機場、香港旅遊發展局的訪客中心和公共交通工具上增加曝光率，以接觸更多市民。另一方面，我們將發展更多市場推廣計劃去鞏固及擴充我們的觀眾羣。

This year, the Heritage Museum will introduce a new series of special programmes to enhance relations between teenagers and their grandparents. *Sharing Our Lives: New Interactive Experience for Seniors and Teens* targets Hong Kong's senior citizens and teenagers through programmes aimed to bridge the generation gap. Hong Kong's elderly population is increasing. Although the older generation enjoys a good standard of living in general, they are often separated from the young generation. Rapid advances in information technology tempt youngsters to immerse themselves in the online world, neglecting communication with older people, thus eroding vital intergenerational relations. In a series of special programmes, the museum will serve as a platform for positive interaction between generations, helping them connect and share each other's life experiences.

Families with young children will benefit from our *Intelligence Infinity: Inspiration through Art* exhibition, targeted at children and parents. Contrary to the conventional practice of a museum to prevent visitors from touching exhibits, making a noise and running around in the galleries, children will be encouraged to play with interactive exhibits and installations. Special guide books will help them enjoy quality family time with these exhibits.

The Heritage Museum's Art Accessibility Service, in conjunction with the Arts with the Disabled Association Hong Kong, is making sure that our disabled people get opportunities to enjoy our offerings. Through tactile diagrams, audio descriptions and special guided tour services, visually-impaired visitors will be able to enjoy the exhibition of traditional Chinese woodblock prints.

We use a variety of strategies to increase public awareness and encourage visits. This year, we will make wider use of online platforms and e-marketing tools such as mobile apps, Facebook, YouTube and websites to appeal to the younger generations in particular and internet users in general. We will also try to reach a wider public by increasing exposure in public spaces such as shopping malls, the airport, Hong Kong Tourism Board visitor centres and public transportation. We will also develop marketing initiatives to consolidate and expand our audiences.





能力提升

在二零一三至一四年度，文化博物館將繼續精益求精。我們的觀眾是重要的資產，館方將繼續為他們提供高質素的訪客體驗。我們計劃通過展覽、出版物和講座、研討會、參觀、工作坊及導賞等各色各樣的教育活動，激發參觀人士的求知精神，從而加深他們對藝術、歷史和文化的認識。另一方面，我們會為教師舉辦工作坊，讓他們了解怎樣利用博物館所提供的珍貴資源去配合終身學習和其他教育目的。

文化博物館將繼續為培育下一代博物館專業人才提供培訓機會。一年一度的「文化新人類——青年領袖獎勵計劃」結合培訓課程和參觀活動，旨在激發年輕人對博物館工作、藝術、歷史和文化的興趣和了解。隨着第一期「博物館見習員」計劃的成功，我們在二零一二年繼續參與有關計劃，為時兩年，並增加了見習員人數。此外，我們亦為來自本地及海外大學的實習生，提供培訓及指導。

Capacity Building

We will continue to build on our core strengths in 2013-14. Our audiences are a key asset and we will continue to offer them high-quality visitor experiences. Exhibitions, publications and various education activities including talks, seminars, visits, workshops and guided tours have been planned to stimulate inquiry, giving visitors deeper insights into art, history and culture. The museum will also offer workshops for teachers to show them how they can use our valuable resources for lifelong learning and other education purposes.

The museum continues to serve as a training ground for the next generation of museum professionals. We offer programmes with multiple entry points. The annual MuseTeens programme incorporates training classes and visits designed to stimulate interest in and understanding of museum work, art, history and culture. Following the success of the first phase of the programme, we increased the in-take of trainees in the second phase which commenced in 2012 and spans two years. We are also offering opportunities to help train and mentor interns from local and overseas universities.



社區參與及伙伴合作

文化博物館與多個不同的伙伴機構合作。年內，館方將繼續鞏固與我們的核心工作有密切關係的長期伙伴合作，如香港設計中心、香港設計師協會、香港八和會館和教育局。此外，我們將伙拍香港版畫工作室，於香港圖像藝術節2013期間推出名為「協同版畫創作系列」的展覽。這些寶貴的伙伴合作正是分享資源和專業知識的好機會。

我們亦有多個項目邀請不同社區團體參與，例如有十六位藝術家和建築師參與的「藝想天開：啟迪潛能之旅」展覽；與七位知名的本地設計師在「帶回家」計劃中合作，設計一系列有關博物館館藏的特別紀念品。香港中文大學文化及宗教研究系亦將為我們的中國傳統民間木版畫展覽和相關教育活動，提供學術支持。

館方將繼續透過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，就我們的藏品、節目、市場推廣、非物質文化遺產方面的工作和其他重大計劃，尋求專家的意見。

Community Engagement and Partnership

The Heritage Museum works with a number of partner institutions. This year, we will continue to consolidate long-term partnerships with organisations closely related to our core work, such as the Hong Kong Design Centre, Hong Kong Designers Association, Chinese Artists Association of Hong Kong and the Education Bureau. We will also partner with the Hong Kong Open Printshop in presenting the *Collaboration - Creative Print Series* exhibition at the Hong Kong Graphic Art Fiesta 2013. These valuable partnerships are opportunities to share resources and expertise.

We are also involved in a number of co-creative projects with various community groups. For example, we are working with 16 artists and architects on the *Intelligence Infinity: Inspiration through Art* exhibition and seven established local designers on the design of special souvenirs from the museum collections in the *Bring Me Home* project. The Department of Cultural and Religious Studies of The Chinese University of Hong Kong will provide important academic support to our exhibition of traditional Chinese woodblock prints and related educational activities.

The museum will continue to seek expert advice on the collection, programming, marketing, ICH work and other major plans through the ICH Advisory Committee, Art Museum Advisory Panel, History Museum Advisory Panel and Museum Expert Advisers.



優化設施及訪客服務

年內，文化博物館計劃改善多方面的訪客設施，主要包括提升館內劇院的錄像投影系統，及在接近今年年底推出八達通付款入場系統。

館內的禮品店會全面翻新，並將於二零一三年年中以更切合我們形象的全新室內裝潢重開。

我們將繼續改善館內的傷健人士設施，包括於二零一三至一四年度增設傷健人士泊車位、安裝防滑條、扶手和經修改的通道覆蓋。我們年內亦將會在劇院內增設輪椅座位。

學術研究及機構發展

文化博物館將於二零一三至一四年進行多項重要研究計劃。來自新加坡國立大學、德州大學、香港中文大學、香港浸會大學、嶺南大學、香港公開大學和中山大學的學者繼續與館方進行一項為期兩年的研究項目，從商業、戲院、社會和音樂角度去研究館內的太平戲院藏品。相關研究論文和文物研究經編纂後將於二零一四年出版。對研究早期粵劇和電影歷史的人士來說，太平戲院的藏品無疑是個寶庫。太平戲院是二十世紀初香港最具規模的戲院之一，前院主源碧福女士於二零零六年將6,000多項戲院文物慷慨捐贈予文化博物館、香港歷史博物館及香港電影資料館作館藏。

Enhancement of Facilities and Visitor Services

The Heritage Museum plans to improve a number of facilities for visitors this year. Key among them is the video projection system of the museum theatre and the implementation of Octopus payment for admission towards the end of the year.

Our gift shop reopened in mid 2013 with a brand new interior that complements our image.

Facilities for people with disabilities will continue to be enhanced. In 2013-14, we will provide additional parking space for the disabled, install non-slip nosing, handrails and modified channel covers, as well as increase wheel-chair space in the theatre.

Research and Institutional Development

The Heritage Museum will undertake a number of key research projects in 2013-14.

Scholars from the National University of Singapore, The University of Texas, The Chinese University of Hong Kong, Hong Kong Baptist University, Lingnan University, The Open University of Hong Kong and the Sun Yat-sen University are continuing to pursue with our museum a two-year research project on our Tai Ping Theatre collection, from business, theatrical, social and musical perspectives. Relevant research papers and a study of artefacts will be compiled and published in 2014. The Tai Ping Theatre collection is a genuine treasure trove for the study of the early history of Cantonese opera and film. The theatre was one of Hong Kong's largest in the early 20th century. The collection is a generous donation of over 6,000 theatre artefacts from the theatre owner Ms Beryl Yuen to the Heritage Museum, the Hong Kong Museum of History and the Hong Kong Film Archive in 2006.



我們會繼續努力保護本地的非物質文化遺產。進行中的研究計劃包括編纂十部《中國民族民間文藝集成志書》香港卷，以及長洲太平清醮口述歷史研究。我們年內也計劃委托學術機構去深入研究大坑舞火龍這項為期三天、源自十九世紀香港大坑的儀式。

平面設計是我們研究的另外一個主要領域。年內我們將開始全面調查香港的平面設計在一九七零及八零年代的發展及其後的重要影響。

員工發展是我們其中一項重責。文化博物館為員工提供各種的機會，讓他們瞭解專業領域的最新發展。培訓、工作坊、海外考察、國際學術會議和文化交流活動不但有助促進員工的專業，更幫助他們擴闊視野和與海外同業建立聯繫網絡，確保文化博物館緊貼前沿知識和手法。

另外，我們不時收集訪客和持份者的意見，以更新節目來滿足社會不斷改變的需求，並找出改善空間，從而提升博物館的專業表現。

文化博物館將發表年報，向公眾介紹過去一年已開展的廣泛工作。年報其中一個部分，會按新訂準則評估文化博物館的服務表現。

We will continue our efforts to safeguard Hong Kong's ICH. Ongoing research projects include the compilation of ten volumes of Hong Kong Chinese Folk and Ethnic Culture and Arts Collections as well as an oral history study of the Cheung Chau Jiao Festival. This year, we are also planning to commission academic institutions to conduct thorough research on the Tai Hang fire dragon dance, the three-day ritual which originated in the 19th century in the village of Tai Hang in Hong Kong.

Graphic design is another key focus area of our research initiatives. This year, we will start a comprehensive investigation into the history and impact of Hong Kong's graphic design industry in the significant era spanning the 1970s and 1980s.

Staff development is an important part of our responsibility. The Heritage Museum offers our staff a variety of different opportunities to help them keep informed about developments in our field. Training, workshop, overseas attachment, international conference and cultural exchange opportunities not only boost professionalism but also expand staff horizons and help build networks with overseas counterparts. This is how the museum maintains cutting-edge knowledge and practices.

We also constantly collect feedback from visitors and stakeholders to help finetune our programmes to meet society's changing needs and to identify areas for improvement and thereby increase professionalism.

The museum will publish an annual report to inform the public of its wide-ranging work carried out in the past year. A section of this report will assess the performance of the museum against a new set of criteria.



香港科學館 HONG KONG SCIENCE MUSEUM



普及科學 Bridging Science & Society

引言

香港科學館(科學館)是一個重要的學習中心，通過種種有趣難忘的親身學習體驗，喚起觀眾的好奇心，令他們對科學產生興趣。我們舉辦以科技為主題的常設和專題展覽，藉此加深人們對科學發展和自然現象的認識，推廣普及科學。更重要的是，我們亦會藉着推出互動展品和教育節目，激發不同年齡階層觀眾對科學的好奇心和興趣，令科學館成為愉快的學習園地。年內，館方會與本地、內地和海外的博物館和機構緊密合作，為市民舉辦趣味盎然的節目。

INTRODUCTION

The Hong Kong Science Museum (Science Museum) is an important centre of learning designed to spark curiosity and inspire interest in science through fun, memorable, hands-on learning experiences. Through permanent and special exhibitions themed around science and technology, we popularise and promote understanding of scientific developments and natural phenomena. Importantly, we also serve as an exciting learning centre by providing interactive exhibits and education programmes that encourage curiosity and interest in science among audiences of all ages. Through strong collaborative relations with local, overseas and Mainland museums and organisations, we deliver interesting programmes to the public throughout the year.



- 科學館透過先進、創新和跨學科的展覽、展品、活動、表演及外展計劃，帶領學生和公眾以輕鬆的途徑學習科學。
- 科學館是一所以質素和多樣性著稱的世界級博物館。
- 科學館為來自本地、內地及海外日益增加的訪客提供服務。
- 在籌辦實體和虛擬活動及傳播科技資訊方面，科學館是東南亞（尤其是大珠江三角洲地區）同類型機構和科學中心的中心點。
- 科學館提供一個平台，通過舉辦展覽，展示香港和內地富啟發性的展品，以及本地和亞洲科學家的成就。

理想
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 world-class museum renowned for quality and diversity.
- We serve growing audiences in Hong Kong, from the Mainland and overseas.
- We are a focal point among similar institutes and science centres in Southeast Asia, particularly the Greater Pearl River Delta, in the organisation of physical and virtual programmes and the dissemination of information on science and technology.
- We serve as a platform to showcase stimulating exhibitions and exhibits from Hong Kong and the Mainland, as well as the achievements of inspiring local and Asian scientists.

使命
MISSION

- 向學生和公眾推廣科技和天文學。
- 透過互動展品激發公眾的興趣、好奇心和想像力。
- 舉辦富啟發性的活動，加強公眾對大自然的了解和欣賞，以及喚起他們的好奇心。
- Promote science, technology and astronomy amongst students and the 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 curiosity.

信念
VALUES

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



年度計劃

節目策劃

在二零一三至一四年度，科學館將繼續為不同年齡的參觀人士提供多元化的學習機會。年內的重點節目是兩個大型專題展覽，即「野外生態攝影年展」和「巨龍傳奇」展覽。

「野外生態攝影年展」展出「野外生態攝影大賽」的一百幅得獎作品，以表揚攝影師的非凡創意。這項比賽由英國倫敦自然歷史博物館和英國廣播公司商業分支有限公司合辦，於二零一二年舉行，一共收到48,000幅由業餘和專業攝影師拍攝所得的照片。展覽以燈片展出這些得獎作品，一方面展示動物世界的壯麗和美妙多姿，另一方面明確提醒我們自然界的脆弱。

年內計劃舉辦的「巨龍傳奇」展覽，將會為觀眾帶來無盡驚喜。這個本港歷來最大規模的恐龍展，展廳總面積達2,500平方米，將展出內地近年出土的珍貴化石，包括由雲南、重慶、河南、甘肅、北京、大連和內蒙古的自然博物館借出的化石，以及英國、美國和加拿大自然歷史博物館借出的展品，讓觀眾可以同時比較品種相近但在不同大陸版塊上繁衍進化的恐龍。展覽還設有大型動畫投影、互動多媒體展品和仿真機械恐龍，並輔以壁畫、立體造景、燈光和音響效果，讓觀眾恍如置身史前時代恐龍的棲息環境，一起探索這個教人嘖嘖稱奇的洪荒世紀。展覽將於二零一三年十一月舉行。

ANNUAL PLAN

Programming

In 2013-14, the Science Museum is continuing to offer a range of learning opportunities for visitors of all ages. The highlights of the year are two major thematic exhibitions: *The Wildlife Photographer of the Year* and *Legends of the Giant Dinosaurs*.

The Wildlife Photographer of the Year is a celebration of creativity showcasing the hundred winning entries of the *Wildlife Photographer of the Year Competition*. Jointly organised by the Natural History Museum in London and BBC Worldwide, the competition received 48,000 images from amateur and professional photographers in 2012. Duratrans displays of the winning entries will showcase the beauty and magnificence of the animal world and act as a stark reminder of the fragility of nature.

Wonderful discoveries await visitors in the *Legends of the Giant Dinosaurs* exhibition planned for this year. Occupying an area of 2,500 square metres, it will be the largest dinosaur exhibition to be held in Hong Kong. Recently unearthed exotic Chinese fossils on loan from natural museums in Yunnan, Chongqing, Henan, Gansu, Beijing, Dalian and Inner Mongolia will be displayed alongside other amazing exhibits on loan from natural history museums in the UK, USA and Canada. Visitors will be treated to fascinating comparisons of similar species of dinosaurs that evolved on different continents. Large-scale animation projection, interactive multimedia exhibits and robotic dinosaurs will enhance the visitor experience, while murals, dioramas, lighting and sound effects will recreate the prehistoric habitat of these creatures. It will all create a spell-binding environment for the exploration of an intriguing era. The exhibition will be staged in November 2013.

藏品

科學館將繼續拓展和提升館藏質量。年內我們會展出多項近期添置的展品，包括電子測量儀器和氣壓計。這些新展品可讓參觀人士探索其產品設計和科技的發展。我們會繼續為全新的生物多樣性展廳和古生物展廳訂定新展品主題。

Collections

We will continue to build and upgrade our collections. This year, we will display a number of recently acquired objects, including electrical measuring instruments and barometers. The new exhibits will allow visitors to explore their design and the advancement of technology. We will continue to identify themes for new collections for display in our new Biodiversity Gallery and Palaeontology Gallery.



教育推廣

教育不再限於在課室內進行。在二零一三至一四年度，我們為輔助學校教育和終身學習，籌備了兩個大型節目，分別是「當代傑出華人科學家」公開講座和「活的科學」。

「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、京港學術交流中心和香港中華科學與社會協進會合辦，將邀請內地和本港五位著名科學家就不同的科技專題發表演講。

「活的科學」由裘槎基金會贊助，科學館與英國文化協會、教育局和香港教育城有限公司合辦，為學生提供不同形式的科學教育活動，包括科學傳意比賽、辯論比賽、講座系列、工作坊、示範及精裝科學表演等。

年內，我們會令參觀展覽的人士獲得更豐富的體驗。例如，「巨龍傳奇」展覽會舉辦多項教育活動，包括講座、工作坊、兒童故事環節、影片放映、比賽和導賞團，為觀眾提供更深入和更有意義的學習體驗。另外，科學館又會舉辦一項嶄新的親子活動——「恐龍夜派對」，為參與的家庭提供難得的機會，在科學館內留宿一晚，一同探索恐龍世界，加深對古生物學的認識。

Education

Education does not have to be confined to the classroom. We have planned two major programmes for 2013-14: the *Distinguished Chinese Scientists Lecture Series* and *Science Alive*, both designed to supplement school education and lifelong learning.

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

Science Alive, sponsored by the Croucher Foundation and jointly presented with the British Council, the Education Bureau and Hong Kong Education City Limited, will offer students a host of educational activities in which they can engage with science. A science communication contest, a debating competition, a lecture series, workshops, demonstrations and science walkabouts are among the programmes on the agenda.

Exhibition experiences will be enriched this year. For example, the *Legends of the Giant Dinosaurs* exhibition will include a wide range of educational activities such as lectures, workshops, story-telling sessions, film shows, competitions and guided tours, all of which are designed to engage visitors in a deeper and more meaningful learning experience. *A Night with Dinosaurs*, a novel family programme, will be organised to treat families to a rare experience of spending a night in the museum exploring the world of dinosaurs and palaeontology.

觀眾拓展

科學館不時引進新展品，以維持現有觀眾的興趣和吸引更多新觀眾。在二零一三至一四年度，科學館的「新展品區」會添置一批關於數學的新展品，以測試觀眾的喜好。

此外，我們會設置一個電子資訊櫃台，為訪客提供相關課題的詳細資料，並就展品表現進行調查。食品科學展廳和交通展廳亦會添置新展品。

同時，科訊廊會加強服務，舉行一個新的臨時展覽，展示本地大學科技研究發展的新領域。

能力提升

年內，科學館將繼續致力為學生提供輕鬆的學習科學途徑。我們會為中、小學生舉辦四個大型比賽，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」，以及「防石欄模型設計比賽」。這些比賽旨在啟發學生的想像力，並增強他們解決問題的能力。

除了激發學生的創意和解決問題技巧，這些活動亦鼓勵他們投入社區，認識社會。例如，「防石欄模型設計比賽」讓中學生了解斜坡維修工作是保護香港環境的重要一環；「『常識百搭』創新科學與環境探究比賽」則鼓勵學生就環境問題提出解決方案。



Audience Building

New exhibits are introduced from time to time to sustain the interest of existing audiences and attract new visitors. In 2013-14, the collection in the Prototype Zone will be boosted with a batch of new exhibits on mathematics, on a trial run to gauge visitor reception.

In addition, an electronic kiosk will be installed to provide in-depth information on related topics and to conduct a survey on the performance of our exhibits. New exhibits will also be added to the Food Science Hall and the Transportation Hall.

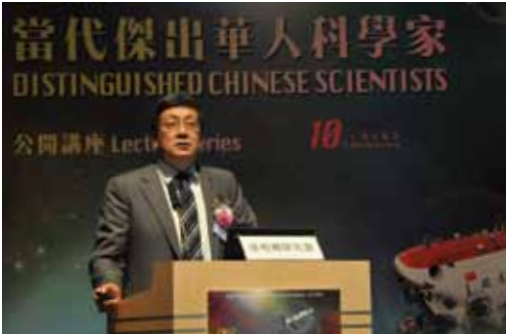
Meanwhile, the Science News Corner will be enhanced with a new temporary exhibition featuring new frontiers of scientific research and development from local universities.

Capacity Building

This year, we will continue to strive towards our goal to be a leader in informal science learning for students. Over the year, the museum will offer four major competitions for primary and secondary students: the *Fun Science Competition*, *Hong Kong Student Science Project*, *Innovations in Science and Environmental Studies* and the *Boulder Fence Model Design Competition for Secondary School Students*. These events are designed to inspire students' imagination and enhance problem-solving skills.

In addition to stimulating creativity and problem-solving skills, these activities prepare students to participate in their local communities and become informed members of society. For example, the *Boulder Fence Model Design Competition for Secondary School Students* teaches the rudiments of slope maintenance, a crucial factor in the Hong Kong environment. Likewise, *Innovations in Science and Environmental Studies* encourages schoolchildren to offer solutions for environmental problems.





社區參與及伙伴合作

在二零一三至一四年度，科學館將繼續通過舉辦各項活動，加強其在公共服務所擔當的角色，為建設一個宜居社會出一分力。科學館將與本地大學、教育及專業機構、非政府組織和其他政府部門合作進行科學項目。

在二零一三年年中，科學館將聯同「水資源及供水水質事務諮詢委員會」，舉辦八場有關科技及水質管理的講座。我們亦為「科學為民」服務巡禮計劃提供資源上的支援，這個計劃有超過40個政府部門和決策局參與。此外，我們亦與中華電力有限公司和香港電燈有限公司合作，製作全新的互動展品，展示全球能源分布情況及本地再生能源項目。

優化設施及訪客服務

年內，科學館將繼續提升設施和展品質素。常設展廳會以全新面貌示人。新增的生物多樣性展廳的概念設計已於二零一三年四月完成，最終設計方案預計於二零一四年年初準備妥當。我們計劃在二零一四年年底開始購置展品，新展廳將於二零一五年年底向公眾開放。

科學館亦照顧到幼童的需要。我們計劃在館內闢設一個兒童探索園地，並正物色合適的展品和進行相關研究。科學館現正進行一項家長意見調查，並與世界各地著名的兒童博物館商討合作的可能性。兒童探索園地的設計工作預計於二零一三年年底展開，整項計劃定於二零一六年完成。

此外，「新展品區」將會增設一組化學專題互動展品。館內人員會繼續進行有關展品研究、設計及製作方面的工作。

我們會將科學館網站提升至符合無障礙瀏覽的標準，預計於二零一三年年底完成。館內展覽廳會鋪設無線網絡，提供免費上網服務。我們現正開發合適的軟件，方便觀眾學習及豐富他們參觀博物館的體驗。

Community Engagement and Partnership

In 2013-14, the Science Museum will continue to strengthen its public service role by organising programmes that contribute towards a livable society. We will conduct joint science projects with local universities, educational and professional institutions, non-governmental organisations and other government departments.

In mid 2013, we will join the Advisory Committee on Water Resources and Quality of Water Supplies to present a series of eight lectures on science, technology and the management of water. 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. In addition, we are working with China Light and Power and Hongkong Electric Company to produce new interactive exhibits related to the global energy mix and local renewable energy projects.

Enhancement of Facilities and Visitor Services

We will continue to upgrade our facilities and enhance our displays this year. Our permanent galleries are getting a new look, and the conceptual design of the new Biodiversity Gallery was completed in April 2013. The final design is expected to be ready in early 2014. We plan to begin procuring exhibits in late 2014 and open the Gallery to the public by the end of 2015.

Also on the boards is a treat for the young ones. We are setting up a new Children's Gallery. We are currently exploring suitable exhibits for display and conducting research on this project. An opinion survey with parents is now underway, and we are discussing possible collaborations with renowned children's museums in other parts of the world. The design phase of the gallery is expected to commence in late 2013 and the project is slated for completion in 2016.

In addition, the Prototype Zone will be enhanced with a new set of interactive exhibits on chemistry. Our museum staff will continue research, design and fabrication.

Our website is also being upgraded and aligned to web accessibility standards. It will be completed in late 2013. A wireless network will be installed in the exhibition galleries to provide free web access to visitors. Software is now being developed to facilitate visitor learning and enhance their museum experience.

整體而言，科學館內多項設施均會煥然一新。我們會翻新專題展廳的牆面，更換部分常設展廳的地毯，並會在生命展廳安裝節能照明系統。我們現正研究在「能量穿梭機」展品下方加建有蓋通道的可行性，以減少每次啟動展品時需要關閉展廳的次數。

學術研究及機構發展

科學館現正就計劃中節目的主題和內容進行市場調查，包括進展性評估、總結性評估和分析。

員工培訓一向是科學館的首要工作。我們計劃讓館長職系人員、技術主任和設計師參與各項培訓計劃和國際會議，以提升他們的技能。二零一三年的建議培訓項目如下：

- 立體影像繪圖軟件培訓課程，旨在提升設計師的立體繪圖技術，以應用於展覽的設計工作。
- 參加歐洲科學中心及科學館網絡聯盟會議和亞太區科技中心網絡會議，讓科學館的館長職系人員與海外同業建立聯繫，就節目發展和博物館管理的最佳做法交流意見。
- 參加內地自然歷史博物館和科學中心的培訓計劃，以獲得採集、鑑定、保存和記錄自然歷史標本及化石的實踐經驗。

科學館將會發表年報，向公眾介紹過去一年的各項工作。年報其中一個部分，會按新訂準則評估科學館的服務表現。

Overall, a number of facilities will be spruced up. Wall surfaces in the Special Exhibition Hall will be touched up, carpets in some of the permanent exhibition galleries will be replaced, and a new energy-saving lighting system will be installed in the Life Hall. A feasibility study is being carried out to see whether a covered passage can be installed under the Energy Machine to minimise the closure of galleries when the machine is in operation.

Research and Institutional Development

The museum is currently conducting market research, including formative assessment, summative assessment and analysis on a number of programme themes and content of programmes in development.

Staff development continues to be a priority. A variety of training programmes as well as international conferences have been planned to upgrade the skills of curatorial staff, technical officers and designers. We have proposed the following programmes in 2013:

- Training courses on 3D Rendering Software to improve designers' skills in 3D drawings and rendering used in exhibition design.
- Participation in the European Network of Science Centres and Museums and the Asia-Pacific Network of Science and Technology Centres Conference to enable curators to network with their overseas counterparts and exchange views and best practices on programme development and museum management.
- Training opportunities in natural history museums and science centres in the Mainland to build practical experience in acquisition, identification, preservation and documentation of natural history specimens and fossils.

The Science Museum will publish an annual report to inform the public of the wide-ranging work carried out in the past year. A section of this report will assess the performance of the museum against a new set of criteria.





香港太空館 HONG KONG SPACE MUSEUM



璀璨體驗 Stellar Experiences

引言

香港太空館（太空館）將外太空的奇觀活現觀眾眼前。啟發性的互動展品、極具吸引力且富教育性的全天候電影，以及視覺效果懾人的天象節目，迅速帶領參觀人士踏上探索宇宙、天文學和太空科學的精彩旅程。太空館亦負責管理位於西貢的觀星設施——遙控天文台和天文公園，讓參觀人士進一步欣賞天上的繁星。為深化參觀人士的博物館體驗，館方與本地天文組織、科學機構和教育界其他團體緊密合作，舉辦講座、工作坊、觀星活動和野外考察等各色各樣的推廣活動。

INTRODUCTION

The Hong Kong Space Museum (Space Museum) brings the wonders of outer space to life in Hong Kong. Stimulating interactive exhibits, mesmerising educational OMNIMAX films and visually stunning planetarium shows whisk visitors away on a fascinating exploration of the universe, astronomy and space science. The museum also operates facilities such as the iObservatory and the Astropark, both located in Sai Kung, where visitors can further enjoy stargazing. To deepen the museum experience, we work in close cooperation with local astronomical societies, science institutions and other bodies in the education sector, to deliver a variety of extension activities such as lectures, workshops, stargazing activities and field trips.



理想
VISION

香港太空館是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。

We are a regional astronomy and space science education centre providing world-class museum facilities and services.

- 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。
- 提供一流的多種語言教育節目和展覽，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。
- 收藏香港和鄰近地區有關天文和太空科學的珍貴文物。
- 建立一支積極進取、盡忠職守、敬業樂業的工作隊伍。

使命
MISSION

- Enrich life by providing quality museum services and a lifelong learning environment for all.
- Promote professionalism and excellence in museum services.
- Provide first-class, multi-lingual educational 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 that generates high visitor satisfaction.
- Establish superior collections on the heritage of astronomy and space science of the region.
- Build a highly motivated, committed and satisfied workforce.

信念
VALUES

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



年度計劃

節目策劃

每年我們均熱切地為香港策劃多項新穎的節目，把太空教育及研究發展再推高峯。我們在二零一三至一四年度所安排的精彩節目，首推緊張刺激的立體全天域電影《人造災劫3D》。影片將帶觀眾到地球軌道，一條在赤道上空數以萬公里的外太空狹窄頻帶，親睹衛星在互相交錯的軌道上近距離穿梭往來，每天出現過千次的太空軌道大擠塞。我們亦會看看科學家如何構思嶄新的方法，清除太空垃圾。現代文明極度依賴衛星科技，這從全球定位系統、天氣預測、金融交易、衛星電視，以及生活上其他環節可見一斑，足證人類與外太空有着千絲萬縷的關係。

天象廳將會另外放映五套全天域電影及兩套天象節目，內容涵蓋不同的主題，包括天文學、太空科學、古生物學、體育，以及保育瀕臨絕種物種。

二零一三年十月，展覽的焦點將落在中國的登月探測器嫦娥三號上。這次展覽將緊貼中國月球探測任務中太空科技發展的各主要事件。同時，我們亦回顧二零一二年的主要天文現象及太空事件和發現，配以生動的動畫和資訊，在大堂的大電視屏幕播放。

ANNUAL PLAN

Programming

Every year, we look forward to introducing to Hong Kong new programmes that widen the horizons of space education and research. Key among our lineup for 2013-14 is an exciting 3D Omnimax show, *Space Junk 3D*, that will guide audiences to the Earth orbit, a narrow band in outer space, tens of thousands of kilometers above the Equator, where they will witness an orbital traffic jam caused by heavy congestion of satellites that cross each other's paths thousands of times a day. We will also learn how scientists are devising schemes to declutter space. Modern civilisation's heavy dependency on satellites for GPS, weather forecasting, financial trading, satellite TV and other aspects of living are proof of humanity's profound links with outer space.

We will also offer five other OMNIMAX Shows and two Sky Shows covering a variety of topics including astronomy, space science, palaeontology, sport, and the conservation of endangered species at the Space Theatre.

In October 2013, the exhibition spotlight will fall on the Chinese lunar exploration mission Chang'e-3. It will follow key events in the development of space technology in China's lunar explorations. The top astronomical and space events and discoveries of 2012 will be reviewed, with exciting animation and information displays on large television screens in the foyer.

藏品

在二零一三至一四年度，太空館將繼續物色新藏品，並參與策劃藏品記錄數碼化和「中央文物大樓」。

教育推廣

我們的先驅活動「少年太空人體驗營」，將於二零一三至一四年度踏入第五個年頭。這項令人振奮的教育活動為學生提供機會，讓他們體驗在中國當上專業太空人的滋味。通過身在實境的體驗，年輕的參加者可以近距離地接觸內地尖端太空科技和太空人訓練課程，這將會令他們有一個十分難忘的經歷。本年度的活動將於二零一三年七月及八月舉行，並會包括參觀酒泉衛星發射中心。

觀眾拓展

利用互聯網拓展觀眾羣是本年度的重點工作。互聯網使我們輕易地與世界各地聯繫，太空館將好好利用這個機會，把即將發生的天文現象的資訊上載到網上。此外，我們更會使用電腦動畫，令其中一些內容變得生動有趣，以吸引訪客和激發他們對天文學的興趣。

另一方面，我們正在開發一個包括中國和西方星象圖及太空館活動訊息的手機程式，預計於二零一四年初推出。



少年太空人體驗營
Young Astronaut Training Camp

Collections

In 2013-14, the Space Museum will continue to identify new collections and participate in projects involving the digitisation of collections and the Central Repository.

Education

In 2013-14, our leading-edge *Young Astronaut Training Camp* will enter its fifth year. This exciting educational programme provides students with opportunities to step into the shoes of professional astronauts in China. Through the thrill of being in-situ, the young participants will get a close and memorable encounter with the Mainland's remarkable space technology and astronaut training programmes. This year's programme will be organised in July and August 2013 and will include a trip to the Jiuquan Satellite Launch Centre.

Audience Building

Making use of the internet to reach a wider audience is a key area of focus this year. Online access brings the world to our doorstep and we will make full use of the opportunity by uploading information on upcoming astronomical events to the web. Some content will be enlivened through computer animation that is sure to appeal to visitors and stimulate their interest in astronomy.

Further, a mobile application with Chinese and Western star maps and the museum's activities is under development, for launch in early 2014.



手機程式
Mobile apps



能力提升

觀星及天文學都是吸引的主題。太空館將繼續為觀眾帶來精彩的節目，進一步增加大眾對太空及太空科學的認識和樂趣。太空館將繼續與本地天文組織合作舉辦「天文嘉年華」等定期觀星活動，讓大眾能夠利用太空館的望遠鏡觀賞遙遠星宿，欣賞宇宙奇觀。

過去四屆（二零零九年至二零一二年）「少年太空人體驗營」的少年太空人將接受培訓，以協助太空館日後舉辦節目和活動。我們藉此鼓勵這羣聰穎的年輕人，為他們邁向太空探索的未來作好準備。

社區參與及伙伴合作

太空館在二零一三至一四年度將繼續與愛好太空的社羣和潛在的贊助人連繫。我們會再次尋求香港中華總商會贊助「二零一三年少年太空人體驗營」。

我們亦將與美國夏博太空科學中心合作，舉辦一項名為「數碼天空學生交流計劃」的數碼天象儀學生交流計劃。這項創新的計劃已於二零一三年三月將港方的一組學生送到美國，與志趣相投的美國學生會面交流，而美國學生則在七月來港參觀。我們深信通過這項計劃，雙方學生都能就中西文化和天文學的相關發展作深入交流，獲益良多。

雖然太空館尚未成立「太空館之友」社羣，但我們在網路上會繼續朝着這個方向邁進。與此同時，我們的「面書」（Facebook）專頁的支持者日益增多。這個「面書」專頁於二零一一年年初設立，截至二零一二年十二月三十一日，已有2,700名「粉絲」，而人數還在持續增加。

二零一一年設立的太空館YouTube頻道，將繼續作為發放有趣天文現象和太空館活動相關資訊的平台。

年內，太空館將會拓展「推特」（Twitter）和互聯網這兩個新渠道，利用流動通訊網絡推廣各項活動。



數碼天空學生交流計劃
Digital Skies Student Partnership

Capacity Building

Stargazing and astronomy are fascinating subjects. We continue to treat our audiences to programmes that will reinforce their knowledge and enjoyment of space and space science. The Space Museum will continue to partner with local astronomical societies in organising regular programmes such as the *Astronomy Carnival* where members of the public can delight in the wonders of the universe, by observing fascinating distant constellations through our telescopes.

Participants of our past four *Young Astronaut Training Camps*, conducted annually from 2009 to 2012, will receive training that will enable them to help us with future Space Museum programmes and activities. This is how we encourage and prepare these bright young people for a future in space exploration.

Community Engagement and Partnership

In 2013-14, we will continue to make contact with our space-loving communities as well as potential sponsors. We will once again approach the Chinese General Chamber of Commerce for sponsorship support for our *Young Astronaut Training Camp 2013* programme.

We will also partner with America's Chabot Space & Science Centre to carry out an digital planetarium student-exchange programme named *Digital Skies Student Partnership*. The innovative initiative sent a group of Hong Kong students to meet a group of like-minded students in the US in March 2013. In July, the US students will visit Hong Kong. A rich exchange on Western and Chinese cultures and respective developments in astronomy will result from this rewarding programme.

We have yet to set up a Circle of Friends. However, we have and will continue to take important steps in this direction online. Meanwhile, our Facebook fan club is growing. Our Facebook Fan Page was launched in early 2011. Membership, which stood at 2,700 fans as of 31 December 2012, is rising.

In 2011, the museum launched a YouTube Channel which continues to serve as a platform for disseminating information on interesting astronomical phenomena and Space Museum programmes and activities.

This year, two new areas, Twitter and the internet, will be activated to make use of mobile marketing to promote our events.



展覽廳翻新計劃
Exhibition hall renovation

現時的太陽望遠鏡
Existing solar telescope

優化設施及訪客服務

何鴻榮天象廳將進一步提升和加強設施，安裝四幅室外背光顯示屏，以取代票房側已變陳舊的設施。去年，天象廳安裝了立體投影系統。我們在二零一二年七月推出首齣立體球幕電影《征空勇士 3D》。日後，我們會繼續定期推出全新的立體電影。

公眾現時可於網上看到由我們的天文攝影機所捕捉到的實時日、夜影像。這些影像連同由遙控天文台的氣象監測器、天文公園和太空館取得的天氣資訊，已於太空館網站上發布，讓瀏覽者得以遠距離監測天氣情況及觀星條件。目前，我們正測試透過互聯網遠距離控制遙控天文台的望遠鏡，拍攝天文影像。

太空館展覽廳正進行大型翻新計劃，以擴展我們的展覽空間和其他設施。展覽廳的概念設計已經完成，而詳細及最後的設計將於二零一三年年底落實。接下來是製作和安裝展品，以及進行裝飾。預期整個計劃於二零一五年年底前完成。

太空館已計劃將館內的太陽望遠鏡升級，除了增加追蹤精確度外，還可透過不同濾光鏡揭示太陽的各種現象。招標程序將於年內展開。

Enhancement of Facilities and Visitor Services

The Stanley Ho Space Theatre will undergo further upgrades. Four outdoor display panels with back lighting will be installed to replace the obsolete ones near the Box Office. New 3D shows will be exhibited on a regular basis. Last year, a 3D projection system was installed in the theatre and the first 3D stereoscopic full dome show, *Astronaut*, was presented in July 2012.

The public can now get a good look at the fascinating real-time day and night images captured by our all-sky cameras online. These images as well as weather information from the observatory's weather sensors, Astropark and the museum are now posted on our website to allow surfers to remotely monitor the weather and stargazing conditions. We are also conducting trial remote runs online of astrophotography taken by the iObservatory telescope.

Our exhibition halls are undergoing major renovations to enhance our gallery spaces and other facilities. The conceptual design stage has been completed and the detailed design and final design stages will be ready by the end of 2013. Fabrication and installation of exhibits and decoration will follow. The project is expected to be completed by the end of 2015.

Plans are in place to upgrade the museum's solar telescope to not only improve tracking accuracy but also to reveal features of the sun through a variety of filters. Tendering procedures will be initiated this year to solicit bids for this exciting project.



學術研究及機構發展

太空館將繼續為多個正在進行的節目作市場調查，包括進展性評估、總結性評估，以及針對節目主題和內容作出分析，藉以維持我們一貫的高水準。

太空館將繼續尋求與本港大專院校合作的機會，進行有關天文學或其他相關主題的研究，其中一項計劃是與香港大學合作的「香港光害調查」。

員工發展仍然是太空館的一個優先項目，員工將獲得各種的機會，參加培訓課程、會議和海外考察，以提升他們的技能、知識和經驗。

太空館將發表年報，向公眾介紹過去一年已展開的各項工作。年報其中一個部分，會按新訂準則評估太空館的服務表現。

Research and Institutional Development

The museum will continue to uphold programme excellence by conducting market research on various ongoing programmes using formative assessment, summative assessment and analysis of programme themes and content.

The museum will continue to seek opportunities to conduct collaborative research projects into astronomy or other related topics work with local universities. One such project is the *Dark Sky Survey* conducted with The University of Hong Kong.

Staff development remains a priority. A variety of opportunities such as training courses, conferences and overseas attachments will be made available to staff to upgrade skills, knowledge and experience.

The museum will publish an annual report to inform the public of its wide-ranging work carried out in the past year. A section of this report will assess our performance against a new set of criteria.



藝術推廣辦事處

ART PROMOTION OFFICE



創意公眾

A New Creative Public

引言

藝術推廣辦事處（辦事處）一直扮演着孕育藝術發展的角色，致力推廣香港藝術。辦事處培育年輕藝術家、鼓勵創意，並開拓不同計劃讓公眾投入藝術。我們把藝術融入社羣，美化公共空間，為普羅大眾的生活添上色彩。

繼二零一零年重組架構及擴大規模後，辦事處為二零一三至一四年度訂下了鴻圖大計，而這些大計正一一實現：「藝綻公園2014」和「藝聚政府大樓2013-14」已進行得如火如荼，「公共藝術計劃——將軍澳市鎮公園、室內單車場及體育館」亦即將推出。大眾期待已久的「油街實現」藝術空間亦將於二零一三年五月開幕，成為藝術推廣辦事處的新成員，為滿腔熱誠的年輕藝術家提供美好的藝術創作空間及交流的平台。「油街實現」的成立，體現我們致力推動社區及社羣參與藝術創作的抱負。

INTRODUCTION

The Art Promotion Office (APO) is an art incubator dedicated to promoting the arts in Hong Kong. We nurture young artists, support creative ideas and generate projects that engage the local community with the arts. We take art to the people to enrich public spaces and the lives of ordinary people.

Following our restructure and expansion in 2010, we have made ambitious plans for 2013-14. It's all happening: *ArtAlive@Park2014* and *Art@Government Buildings 2013-14* are up and running and will soon be joined by the recently commissioned *Public Art Scheme of the Town Park, Indoor Velodrome-cum-Sports Centre, Tseung Kwan O. Oi!*, the long-awaited new member of the APO family, will open in May 2013, providing welcome art space and a platform for aspiring young artists. *Oi! on Oil Street* is firmly founded on our strong aspiration for community engagement.



理想 VISION

讓藝術融入社群，讓社群投入藝術。

We connect art with people and people with art.

- 為藝術人才提供一站式服務，包括藝術培訓、創作及籌辦展覽。
- 鼓勵不同藝術團體及社群建立伙伴關係。
- 培育年青藝術家及創新意念。
- 推出創新藝術項目，豐富生活環境及提升生活質素。

使命 MISSION

- Provide a one-stop service for artistic talent – from training, through creation, to presentation.
- Encourage partnerships between different art and community groups.
- Nurture young artists and new ideas.
- Launch innovative art projects that enrich the environment and enhance quality of life.

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

年度計劃

節目策劃

辦事處年內將繼續於本港不同地區推廣藝術，舉辦一系列精彩、非傳統、以年輕人為本和充滿活力的跨領域藝術節目。

隨著二零一零及二零一二年「藝綻公園」計劃的成功，我們將推出「藝綻公園2014」。本年度的計劃將以跨界別學習的形式實行，參與的學生將援引兩個不同的知識領域－藝術和設計－去進行藝術創作。被揀選作品將於二零一四年年初作公開展覽。

我們會繼續為本港新設的休閒、娛樂及體育設施，注入藝術元素。透過「公共藝術計劃－將軍澳市鎮公園、室內單車場及體育館」，我們將委約入選的藝術家製作其作品，並於二零一三年年底及二零一四年年初設置在將軍澳的室內單車場及體育館內。

香港的集體運輸鐵路網絡提供了另一個令人振奮的機會，讓我們把藝術融入公共空間。港鐵公司與我們合作，一起美化多條鐵路新線。我們早前公開邀請藝術家提交藝術作品提案，勝出的藝術家已獲地鐵公司委託製作其作品。

我們全新的藝術空間「油街實現」現已準備就緒，冀成為新一代創新意念的誕生地，並會推出多個新項目，鼓勵非傳統形式的藝術創作，包括於二零一三年五月作為「油街實現」開幕前奏的「起動！油街實現」。「油街實現」將會成為促進藝術家之間創意和文化交流的一片沃土，而它的開幕節目則為本地與海外藝術工作者以及社群提供交流和對話的平台。

ANNUAL PLAN

Programming

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

ArtAlive@Park2014 is our latest initiative, based on the success of the *ArtAlive@Park* programmes of 2010 and 2012. This year's initiative will take the form of an interdisciplinary study programme in which students will create art that draws on two different fields of knowledge: art and design. The work of the finalists will be exhibited in early 2014.

We will continue to make art an intrinsic part of Hong Kong's new leisure, recreational and sports facilities. Under the *Public Art Scheme of the Town Park, Indoor Velodrome-cum-Sports Centre, Tseung Kwan O*, selected art works will also be commissioned for installation in the Indoor Velodrome-cum-Sports Centre in Tseung Kwan O, in late 2013 and early 2014.

Hong Kong's mass transit railway network is another exciting opportunity to integrate art into public spaces. The MTR Corporation (MTRC) has teamed up with us to beautify the new community railways. We invited artists to submit proposals for art works and the winning entries have been selected for commissioning by the MTRC.

Our brand new art space, Oi! is now ready. Slated as the birthplace of new creative ideas, the Oi! will launch new projects to inspire alternative forms of artistic creation. One such programme, *Embark! Beyond the Horizon*, will kick off the soft launch of Oi! in May 2013. The new venue will be a fertile ground for creativity and cultural exchange between artists, and its opening programme will provide a platform for exchange and dialogue between artists from Hong Kong and overseas.



將軍澳市鎮公園、室內單車場及體育館
Town Park, Indoor Velodrome-cum-Sports Centre
in Tseung Kwan O



藝綻公園
ArtAlive@Park

我們也安排了更多類近的節目去為非傳統藝術領域注入活力，其中「火花！新藝術實現」展覽展出新進本地策展人的展覽提案，發掘本地年輕藝術工作者的藝術創作新潮；「燃點！香港藝術創意徵集」則提供一個全新的網上平台，讓才華洋溢的本地藝術工作者能夠與「火花！」的策展人分享作品和創意；「對談！『公眾・實踐・藝術』會議」將為本地、亞洲及世界各地的博物館及文化專才、藝術家及學者提供一個獨特的平台，討論藝術界的現況；此外，「綻放！實驗花園」和「生活藝術計劃」兩個項目，均鼓勵將藝術融入生活環境空間的戶外創作。

我們亦將探索區域性的合作計劃，目的是為我們的藝術社羣建設一個交流的平台，其中包括「交叉口。異空間——兩岸四地藝術交流計劃（2013）」以及為培養年青一代欣賞藝術的「動漫美學雙年展 2013-Drama Within」。

教育推廣

藝術計劃能夠改變學習經驗，為學生提供豐富的經歷，幫助他們更好地學習。辦事處將持續舉辦新活動，以配合最近的學校課程改革，並會善用現有的工作室設施有效地推行藝術培訓，例如舉辦跨媒體的教育活動。

公眾藝術的最新趨勢是多面向的感官體驗，讓公眾除視覺外，更運用觸覺、嗅覺和聽覺，欣賞藝術作品。為慶祝香港視覺藝術中心成立廿一周年，中心舉辦「vA！飛越廿一」一系列不同的視覺藝術活動，包括工作坊、導賞、示範、講座和展覽等；而中心所舉行的「藝術專修課程」、「專題藝術探討（三）：藝術與建築」及「藝術暑期天一教師日營」等節目，均利用中心內的藝術工作室進行，為不同的藝術家及藝術愛好者提供全年的藝術和欣賞課程。



版畫工作坊
Printmaking workshop



陶藝工作坊
Ceramic workshop

We have lined up many more similar programmes to invigorate the alternative arts scene. They include: *Sparkle! Art for the Future*, which will showcase emerging local curators' proposals for projects exploring new art trends created by young local artists; *Ignite! Hong Kong Art Portfolio Collection*, a new online platform where talented local artists can share their portfolios with curators of *Sparkle! Art for the Future*; *Dialogue! Conference on Publicly Engaged Art Practices*, which offers a unique platform for local, regional and international museum and culture professionals, artists and academics to discuss current issues involving art; and *Splash! Garden Bloom* and the *Living Art Project*, which encourage environmental displays that merge art with living spaces.

Regional co-operative projects will also be explored with a view to building an exchange platform for the art community. They include: *Crossroads · Another Dimension: A Cross-Strait Four-Regions Artistic Exchange Project 2013* and the *Animamix Biennial 2013 – Drama Within*, which aims to nurture art appreciation in the younger generation.

Education

Art programmes can transform the learning experience, offering a rich experience that can help students learn better. The APO will continue to launch new programmes to complement the recent school curriculum reforms and to maximise the use of existing studio facilities for more effective art learning, for example through cross-media education programmes.

Current trends in public art allow a multi-dimensional sensory experience, in which members of the public not only view but also touch, smell and hear art. *Soar! – vA!'s 21st* celebrates the 21st anniversary of the Hong Kong Visual Arts Centre (vA!) with a series of workshops, guided tours, demonstrations, talks and exhibitions covering different forms of visual arts. The vA! studio facilities will be the venue for the *Art Specialist Course, Thematic Art Exploration Series [3] – Art and Architecture* and *Summer Art Delights* etc, which provides year-round art education and appreciation courses for established and amateur artists working in different media.



觀眾拓展

辦事處將會繼續在不同的地區舉辦創新的社羣和公共藝術項目，以持續拓展觀眾羣。我們亦將通過各類型的活動吸引不同的社羣參與，以及針對特別社羣進行合作計劃。

辦事處舉辦的「藝聚政府大樓」及「藝綻公園」計劃，為港島、九龍及新界的政府大樓和公園注入藝術元素。以上兩項計劃均增設輔助設施，包括點字標題、觸感圖、口述影像導覽設備，以及提供藝術通達服務，除了為廣大市民提供學習和參與的機會外，更讓社會上有特殊需要的人士參與其中。

我們推出「連結！」系列，與不同單位合作以鼓勵不同社羣的參與。此外，我們曾在多個地區舉辦「藝遊鄰里計劃V：墨即是色——區大為作品展」，展出這位屢獲殊榮的藝術家的山水畫、書法及篆刻作品。

能力提升

我們會堅持建設創意香港的理想。辦事處已計劃了多個促進年輕藝術人才長期發展的項目，與不同的藝術教育機構合作，舉辦一些能夠培養學生的創意，為他們拓展更多創作機會的計劃。當中包括在我們的新藝術空間「油街實現」舉辦的活動如「起動！」、「火花！」、「連結！」系列，以及「生活藝術計劃」、「對談！『公眾・實踐・藝術』會議」，以至「藝綻公園」及「藝聚政府大樓」等活動。為鼓勵跨界別的合作及向我們的藝文前輩致敬，辦事處將為已故作家和文學大師也斯舉行回顧展。

Audience Building

The APO will continue to broaden its audience base by launching innovative community and public art projects at district level. Community groups will be engaged through a variety of activities including collaborations targeting particular groups.

Our *Art@Government Buildings* and *ArtAlive@Park* projects inject art into government buildings and public parks in Hong Kong, Kowloon and the New Territories. Both projects involve art with special features and facilities, such as Braille captions, tactile models and audio guides on displays or through the art accessibility service, to provide learning and participation opportunities for not only the general public but also people with special needs.

The *Connectivity!* series is organised with different collaborators to encourage participation of different community groups. Presented in a number of districts, *Artists in the Neighbourhood V: Ink is Colour – The Art of Ou Da Wei* showcased ink paintings, calligraphy and seal carvings by the award-winning artist.

Capacity Building

We will persevere with our vision for a creative Hong Kong. The APO has planned a number of programmes to facilitate the long-term development of young artistic talents. We are collaborating with art education institutions on projects that will nurture students' creativity and maximise opportunities. Programmes at our new art space, Oi!, such as the *Embark!*, *Sparkle!*, *Connectivity* series; *Living Art Project*; *Dialogue! Conference on Publicly Engaged Art Practices*; *ArtAlive@Park* and *Art@Government Buildings* are some examples. To encourage cross-disciplinary collaboration and to pay homage to our arts and cultural seniors, the APO will stage a retrospective exhibition of Yasi, the late novelist and man of letters.

社區參與及伙伴合作

融合是辦事處的一個重要目標。本年度我們將繼續探索新方法以擴闊我們的接觸面，讓不同社羣參與我們的活動。除了繼續加強現有的伙伴關係外，我們並會在商業場地經營者及非政府組織中物色新的合作伙伴。

去年，「藝聚政府大樓 2012-13」計劃由辦事處與社羣藝術網絡合作策劃，於六幢政府大樓設置場域特定的藝術作品，並為公眾提供免費導賞服務。我們亦與港鐵公司合作舉辦類似的活動——「港鐵新綫路車站藝術計劃 2012」，目的是通過公眾藝術去反映及體現一個地區的文化、社會、地理和環境特色。通過與這些持份者的合作，我們為藝術家提供一個交流的平台，同時亦促進藝術家和觀眾之間的對話。本年度我們將繼續邀請不同的社羣伙伴參與「連結！」系列，以及「藝術師友計劃」等項目。

優化設施及訪客服務

我們新增的場地——位於北角油街的「油街實現」藝術空間——將加強館方與社區之間的互動。座落於一幢二級歷史建築的「油街實現」，現已化身為一個藝術空間。它將會舉辦多項創新活動，把藝術與廣大的社區連繫起來，並致力培育年輕創意人才。

與此同時，香港視覺藝術中心將逐步改善無障礙設施和服務，讓市民有更多欣賞藝術的機會。中心亦會翻新工作室和提升展覽設施的質素，為藝術家和公眾提供更專業的藝術創作和展覽環境。



油街實現
Oi!

Community Engagement and Partnership

Inclusion is an important goal of the APO. This year, we will continue to explore new ways to widen our reach by engaging all community groups at different levels. We will also continue to strengthen existing partnerships and seek new collaborators among commercial venue operators and non-governmental organisations.

Last year, the *Art@Government Buildings 2012-13* project engaged the Community Art Network to install site-specific artworks at six government buildings and provide free guided tours for the public. In a similar project aimed at reflecting and complementing the cultural, social, geographic and environmental characteristics of a district through public art, we collaborated with the MTRC in organising the *MTR New Railway Lines Art in Station 2012* initiative. Working together with these stakeholders, we provided a platform for exchange among artists and dialogue between artists and audiences. This year, the APO will continue to engage commercial and community partners in collaborative projects such as the *Connectivity!* series and the *Art Mentorship Programme*.

Enhancement of Facilities and Visitor Services

Our new venue, Oi! on Oil Street, North Point, will enrich interaction with the community. Housed in a Grade 2 historic building that has been transformed into an art space, Oi! will be the venue for a number of new initiatives that connect art with the wider community and nurture young creative talent.

Meanwhile, the vA! will take steps to improve accessibility to its facilities and expand opportunities for everyone to appreciate art. It will also renovate its studios and upgrade its exhibition facilities to provide a more professional environment for the creation and exhibition of art by artists and other members of the community.



藝聚政府大廈
Art@Government Buildings

學術研究及機構發展

我們對香港視覺藝術中心及「油街實現」藝術空間所位處的兩座古蹟建築物的歷史研究經已完成，稍後將以展覽及 / 或出版物的形式與市民分享研究成果。辦事處亦會進行與相關主題和公共藝術領域有關的研究和培訓。

辦事處一向支持員工的專業發展。為加強辦事處對現今推廣公共藝術和社羣藝術方面的知識和了解，辦事處的館長人員會到海外參加培訓課程，認識藝術的最新趨勢和意念。

辦事處將繼續發表年報，向公眾介紹過去一年辦事處的各項工作。年報其中一個部分，會按新訂準則評估辦事處的服務表現。

Research and Institutional Development

Research into the history of the two historical monuments that constitute the vA! and the Oi! has been conducted and will be shared with the public through an exhibition and /or a publication. Relevant research and training based on related topics and the field of public art will also be conducted.

The APO supports the professional development of its staff. To deepen knowledge and understanding of the promotion of public and community art today, APO curators will travel overseas for training courses and to learn about the latest trends and ideas in art.

The APO will continue to publish an annual report to inform the public about the wide-ranging work carried out in the past year. A section of this report will assess the performance of the APO against a new set of criteria.





香港電影資料館 HONG KONG FILM ARCHIVE



舊作新貌 New Directions for Old Film Treasures

引言

香港電影資料館（資料館）負責收集、修復和保存珍貴的香港電影歷史文化，確保公眾能夠使用這些資料。

資料館保存電影拷貝及電影相關的資料，全年舉辦各色各樣的活動，在本地和海外推廣香港電影文化。我們亦致力促進香港電影的歷史研究，務求將電影藝術帶進社區。資料館有關香港電影和相關資料的藏品主要來自業界和市民捐贈，部分藏品則是經由複製、交換、轉移和購買等途徑獲得。我們將收集得來的藏品編目後讓公眾查閱，並修復損毀的藏品。

資料館大樓位於西灣河，於二零零一年一月啟用，設有電影院、展覽廳、資源中心和四個恆溫儲藏庫。為提高市民對資料館電影珍藏的認識，我們定期舉辦電影節目、出版專題研究書籍，以及與本地和海外學術機構合作舉辦不同活動。

資料館同時是電影界和文化界之間的一道橋樑。作為國際電影資料館聯盟的成員，資料館積極與世界各地同業進行定期的交流，了解業界的最新科技和發展。

INTRODUCTION

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

The Film Archive conserves prints and film-related materials and conducts a wide range of activities throughout the year to promote Hong Kong film culture locally and overseas. We also facilitate research into the history of Hong Kong cinema with the aim of bringing art to the community. We acquire our collections of Hong Kong films and related materials through donations from the industry and members of the public, reproductions of loaned materials, exchanges, transfers and purchases. Collected materials are carefully catalogued before they are made available to the public and damaged objects are restored.

The Film Archive building, which opened in January 2001 in Sai Wan Ho, features a cinema, an exhibition hall, a resource centre and four temperature-controlled collection stores. To draw public attention to our cinematic treasures, we regularly organise film programmes, publish monographs, and co-organise a broad range of activities with local and overseas academic institutions.

The Film Archive also serves as a bridge between the film industry and the cultural sector. As a Full Member of the International Federation of Film Archives (FIAPF), we have regular exchanges with our counterparts around the world to keep informed about the latest technologies and developments in film archiving.



理想 VISION

我們是享譽國際的電影資料館，致力保存香港電影歷史文化、促進研究，以及將電影藝術帶進社區。

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

- 收集和修復香港電影以及有關的資料。
- 通過簡單便捷的電腦系統將藏品編目，以便公眾查閱。
- 為電影業界、研究人員和公眾提供電影及相關資料。
- 定期舉辦電影專題回顧放映、展覽、研討會和座談會等活動，提高公眾欣賞電影的興趣和加深他們對電影藝術和歷史的認識。
- 研究和出版有關香港電影歷史文化的書籍。

使命 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.

信念 VALUES

- 專業精神
- 熱誠投入
- 樂於分享
- 協力合作
- Professionalism
- Passion
- Sharing
- Collaboration



年度計劃

節目策劃

香港的電影界充滿活力，從不休止地製作出令人讚嘆的作品，而資料館則繼續將香港銀幕的豐富出品好好地紀錄和保存。年內我們會策展一連串讓任何一位電影愛好者都感到振奮的節目，包括展示香港電影藝術各方面的展覽及放映活動，以提高公眾對本地電影歷史文化的認識。今年的展覽陣容包括：「風禾盡起—嘉禾的盛世印記」、「童星•同戲—五、六十年代香港電影童星」，以及「消失的香港戲院傳統」。與此同時，我們的常設電影節目將會繼續放映，包括：「歡樂早場」、「修復珍藏」，以及我們的旗艦項目「百部不可不看的香港電影」，我們亦會策劃其他關於香港經典電影的專題節目。

在二零一三至一四年度，我們將把香港的電影歷史文化推廣至海外。我們計劃與波蘭的第七屆五味電影節，以及加拿大的2013多倫多國際電影節合作，將「百部不可不看的香港電影」推介給海外的觀眾，並已在百部電影中揀選了數部精選之作，作為資料館品牌建立和網絡拓展工作的一部分。此外，「俠影禪章—話說金銓」的電影將會於意大利第十五屆烏迪尼遠東電影節放映。我們已計劃與其他海外電影資料館和機構商討進行其他類似的合作計劃。

藏品

資料館與電影業保持緊密聯繫，藉此增加資料館的藏品、爭取捐贈，以及重申保存香港珍貴的電影文化遺產的重要性。幾項主要的捐贈項目正在洽商中，包括：橙天嘉禾娛樂(集團)有限公司捐贈九十年代以後的影片及電影資料，以及星空華文傳媒電影有限公司、綜合電影彩色沖印公司、第一影業機構捐贈影片及電影資料。

ANNUAL PLAN

Programming

Hong Kong's action-packed film industry never fails to thrill, and the Film Archive continues to document and preserve the best of Hong Kong's screen offerings. This year, we will curate a number of exciting programmes that would appeal to any film buff. On our list are exhibitions and film screenings on various aspects of Hong Kong cinema to enhance public awareness of our film heritage. The lineup of exhibitions this year includes: *Golden Harvest: A Landmark in Hong Kong Cinema*, *Merry-Go-Movies: Star Kids* and the *Vanishing Hong Kong Cinema Tradition*. Meanwhile, our ongoing film series continues. *Morning Matinee*, *Restored Treasures* and the flagship *100 Must-see Hong Kong Movies* will run as usual. Other thematic programmes featuring time-honoured Hong Kong movies are on the drawing board.

In 2013-14, we will take our film heritage overseas. Plans have been made to introduce the *100 Must-see Hong Kong Movies* overseas, in collaboration with the 7th Five Flavours Film Festival in Poland and the Toronto International Film Festival 2013 in Canada. We have chosen for overseas screening a few gems from the 100 must-see movies. This programme will also serve as a key branding and network building initiative. In addition, *Zen and Sense in King Hu's Films* will be shown at the 15th Udine Far East Film Festival in Italy. Plans are underway to liaise with other overseas film archives and institutions to conduct similar projects.

Collections

The Film Archive maintains close contact with the film industry. These bonds help us to enrich our collections, solicit donations and reiterate the importance of preserving our valuable film heritage. A number of major acquisitions are currently being negotiated, including the donation of pre-print film materials from the 90s onwards from Orange Sky Golden Harvest Entertainment, pre-print materials from Fortune Star Media, Union Film Laboratory and First Distributors.



資料館年內將啟用一個包括藏品資料庫、圖書館編目和 workflow 管理功能的全新電腦資訊系統。新系統不但提供一個更有效率的藏品管理平台，更為市民大眾提供更簡單易用的資訊搜索途徑。另一方面，我們獲得創新科技署撥款資助，本年度將對無線射頻辨識 (RFID) 技術進行效率測試，以提升館內的藏品管理。

資料館現今擁有過百萬件藏品，包括影片和相關資料。有見藏品數目快速增長，我們正研究使用合適工廈儲存藏品的可行性。

教育推廣

電影教育對於擴大觀眾羣十分重要。資料館年內將推出一系列公眾電影教育的精彩節目，包括舉辦推廣活動、展覽導賞服務、有關電影欣賞的研討會和座談會等，以加深觀眾對香港電影的豐富文化的認識和鑑賞。例如正在推行的「中學生電影教育計劃2013/14」便涵蓋電影歷史、電影欣賞、電影美學和電影文化的重要知識，有助豐富年輕觀眾的觀影經歷。

我們相信伙伴合作能加強訊息的傳播，因此與多個機構建立了富成果的合作關係，更有效地接觸我們的觀眾羣。資料館與香港電影評論學會合作帶來很多令人振奮的活動及講座，對於有關電影藝術範疇的社會議題、時事和文學均有涉獵。資料館亦與教育局合辦「高中學生藝術學習之旅」計劃，以及繼續為「學校文化日」計劃提供電影節目及導賞服務。資料館的資源中心將繼續安排學校參觀活動，以豐富學生欣賞電影的經驗，並鼓勵本地電影史的研究。我們亦會向中學派發傳單，推廣資料館的學生專場。

We plan to launch a new computerised information system consisting of a library cataloguing system, collection database and workflow process this year. It will provide an efficient platform for our collections management and offer the public more user-friendly access to information. Further, in a trial run, we will test the efficiency of the Radio Frequency Identification (RFID) technology this year, to enhance inventory management of our collections. The project will be funded by the Innovation Technology Commission.

At present, our collection numbers over a million items, including films and related materials. We are exploring the feasibility of using suitable industrial buildings to store our rapidly increasing collections.

Education

Film education plays an important role in growing our audience base. We will offer an exciting lineup of public film education programmes this year. Extension activities and docent services for regular exhibition events, seminars and symposiums on film appreciation will ensure that audiences leave with a deeper understanding and appreciation of Hong Kong's rich film culture. Initiatives like the ongoing *Film Education Programme 2013/14* offer important lessons in film history, film appreciation, film aesthetics and film culture that enrich the cinematic experience of younger filmgoers.

As partnership strengthens the message, we have formed productive alliances with a number of institutions to better reach our audiences. A collaboration with the Hong Kong Film Critics Society has resulted in exciting programmes and lectures on subjects related to social issues, current affairs and literature in the context of cinematic art. We have also teamed up with the Education Bureau to offer the *A Journey on Learning the Arts for Senior Secondary Students* scheme and we will continue to contribute film programmes and docent services for the *School Culture Day* Scheme. Our Resource Centre will organise ongoing school visits to enrich students' filmgoing experience and to encourage research on local film history. Leaflets will be delivered to secondary schools to promote our Archive Student Film Shows programme.



觀眾拓展

擴大觀眾羣仍是資料館於二零一三至一四年度的重要目標。我們會透過正在進行的節目，以及於康文署場地、商場和教育機構舉辦的外展活動來推廣我們的藏品，亦會參加「地區免費文娛節目」和「除夕倒數嘉年華」等活動，讓市民在戶外環境免費欣賞電影。此外，我們會安排講座配合電影放映，加深觀眾對電影藝術的欣賞。極受歡迎的「歡樂早場」系列亦將繼續以優惠票價為長者提供豐富的娛樂節目。

社區參與及伙伴合作

協作關係讓我們的電影得以接觸廣泛觀眾。資料館定期進行顧客諮詢座談會，以聆聽公眾有關改善現有節目、設施和服務的意見。我們亦與電影顧問團的本地專家和學者保持緊密聯繫，確保資料館保持頂尖的水平，所提供的服務能滿足與電影有關的文化團體、電影業界和觀眾的需要。

二零一三年十月二十七日為聯合國教科文組織第七屆「世界視聽遺產日」，為配合該項活動，資料館將於當日放映一部珍藏影片，藉此宣揚保存電影的重要性。

為提高年輕人對於香港經典電影的熱忱，資料館將繼續與油麻地百老匯電影中心合作，舉行「百部不可不看香港電影」的電影放映和其他相關活動。為協助教育工作者和教師利用電影理論和影像作教學用途，我們將繼續為香港國際電影節協會舉辦的「賽馬會電影學堂教師工作坊」提供場地贊助。二零一三至一四年，資料館更會與英國文化協會及英國電影協會合作，放映希治閣一系列經修復的默片經典。

為進一步促進國際伙伴合作關係，資料館將繼續借出藏品予不同機構於海外放映。



戶外電影欣賞
Outdoor film show

Audience Building

Growing our audience base remains an important objective in 2013-14. We will promote our collections through ongoing programmes and outreach activities at other LCSD venues, shopping malls and educational institutions. We will also take our programmes to the public through such events as the *District Free Entertainment Programmes* and the *New Year's Eve Countdown Carnival*, where people can enjoy free outdoor film screenings. We will arrange talks to tie-in with the screenings to enable audiences to gain a deeper appreciation of cinematic art. The very popular *Morning Matinee* series, which provides a feast of entertainment choices for senior citizens at affordable prices, will also continue.

Community Engagement and Partnership

Collaboration plays a vital role in making our films reach the widest possible audience. We regularly conduct customer liaison meetings to collect public views on ways to improve existing programmes, improve our facilities and deliver better quality services. By maintaining close relationships with local experts and scholars from the film advisory panel, we will ensure that the Film Archive maintains its cutting edge standards to meet the needs of film-related cultural organisations, the industry and audiences.

On UNESCO's 7th World Day for Audiovisual Heritage, which falls on 27 October 2013, we will screen a film treasure from our collection to promote the importance of film preservation and to celebrate the message of the day.

To arouse young people's enthusiasm for Hong Kong's classic films, we will continue to partner with Broadway Cinemathèque (BC) in Yau Ma Tei to screen programmes and fringe activities related to the *100 Must-See Hong Kong Movies* programme. To enable educators and teachers to brush up on film theory and the use of images as teaching tools, we will continue to sponsor a venue at the Hong Kong International Film Festival Society's Jockey Club Cine Academy Educators Workshop. In 2013-14, we will also collaborate with the British Council and the British Film Institute to showcase Alfred Hitchcock's restored silent film classics.

To further promote international partnerships, the Film Archive will continue to loan out items from its collections to various institutions for screenings overseas.

優化設施及訪客服務

為配合科技發展的步伐，資料館已於電影院安裝高清數碼投影系統，以進行高清數碼格式的放映。此舉除了改善投影質素，更給予電影院除以電影菲林放映之外，更多不同電影放映格式的選擇。

我們致力讓大眾更方便使用資料館的設施，現正分階段進行改善工程，務求為傷健人士提供無障礙環境，方便他們進出資料館，使用館內的公共設施和服務。為方便他們參觀資料館，我們亦會在正門入口安裝自動門，設置全新的觸覺點字及觸覺平面圖，以及改裝暢通易達洗手間和櫃枱。

Enhancement of Facilities and Visitor Services

To keep pace with the latest technological developments, the Film Archive has installed a Digital Server System in its cinema to facilitate High Definition (HD) projection. This will improve projection quality and offer more choices for screening films in formats other than film print projection.

We are keen to make our facilities more accessible and a phased improvement now underway will lead to a barrier-free environment for people with disabilities, allowing them to access our premises and make use of public facilities and services. To improve the quality of their visits, we will also fit an automatic door at the main entrance, a new braille and tactile site map and modify accessible toilets and counters.



高清投影機
HD projection system



研究工作及機構發展

我們相信研究工作將有助於豐富使用資料館的經驗。本年度我們將繼續進行香港電影研究，並出版有關香港電影歷史的書籍。正進行的研究項目「香港影片大全」系列和香港影人口述歷史訪問將會繼續。此外，我們正進行關於香港黑幫電影，以及修復電影《彩色青春》(1966)的專題研究。

我們的員工陪同資料館一起茁壯成長。作為兩個重要國際組織——國際電影資料館聯盟和東南亞太區視聽資料館協會——的成員，資料館將安排員工參加這兩個組織的年度座談會、工作坊和會議，以提高員工的專業知識，與國際同業建立緊密的網絡聯繫。我們亦會安排員工參加合適的本地培訓課程，以更新他們的知識和技術，幫助他們執行業務、法律、財政、市場推廣和文化傳播方面的職責。

資料館將繼續發表年報，向公眾介紹過去一年已完成的各方面工作。年報其中一個部分，會按新訂準則評估資料館的服務表現。

Research and Institutional Development

Research enriches the archive experience. This year, we will continue to conduct research on Hong Kong films and produce publications on the history of Hong Kong cinema. Research projects such as *Hong Kong Filmography* and oral history interviews with film personalities will also continue. In addition, thematic research is underway on Hong Kong gangster films and the restored *Colourful Youth* (1966).

As the archive grows, so should our staff. As a member of FIAF and the Southeast Asia-Pacific Audio Visual Archives Association, we will provide our staff with opportunities to develop their expertise in film archiving and to network with international counterparts by attending the annual symposiums, workshops and conferences of these two important organisations. Arrangements will also be made for staff to attend suitable local training courses to update their knowledge and skills to meet business, legal, fiscal, marketing and cultural obligations.

The Film Archive will continue to publish an annual report to inform the public about the wide-ranging work carried out in the past year. A section of this report will assess our performance against a new set of criteria.

