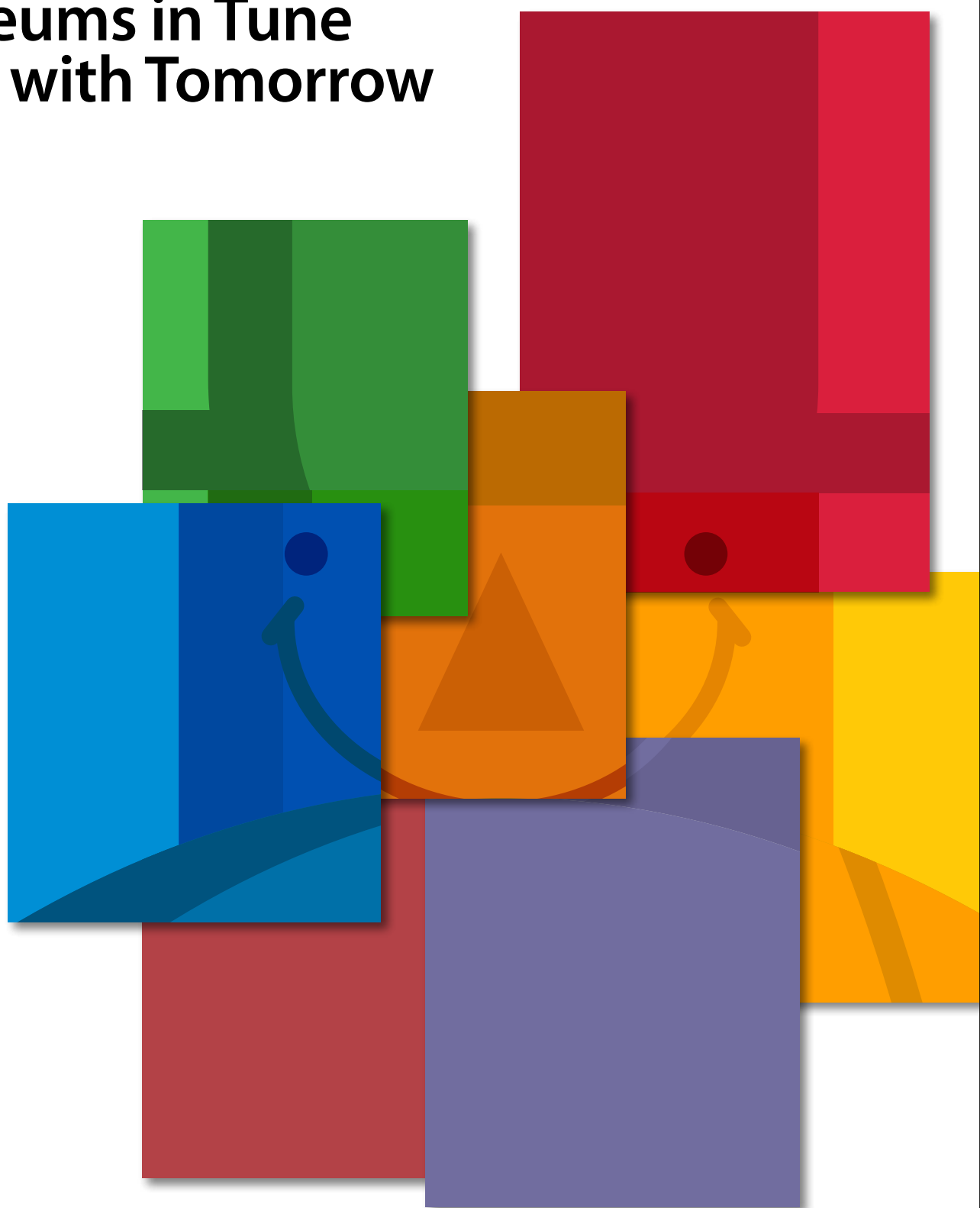


廣開博見 與時並進

Museums in Tune with Tomorrow



2014 -19 業務計劃
Corporate Business Plan

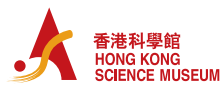
2014 -15 年度計劃
Annual Plans

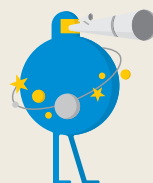
康樂及文化事務署轄下公共博物館
Public Museums of the
Leisure and Cultural Services Department

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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）轄下公共博物館第三份五年業務計劃（2014-19），以及各間博物館的年度計劃（2014-15）。

全賴博物館諮詢委員會、專家顧問、持份者及公眾提供寶貴意見、全力支持，我們已進一步修訂未來五年的業務計劃。第三份業務計劃與前兩份一樣，一方面展示各間博物館的理想、使命及信念，一方面勾劃出為提高各博物館硬件和軟件而訂定的八大策略方針。年度計劃亦相應加入最新資料，詳述二零一四至一五年度各項展覽、節目及其他措施的細節，讓大家先睹為快，得悉來年的豐富文化節目。

二零一三至一四年，各間博物館繼續有長足的發展，成績令人鼓舞。過去一年，我們總共錄得630萬參觀人次，打破歷年紀錄，各項教育及推廣活動則有160萬人次參加。各項大型展覽繼續吸引不同類型、不同背景的觀眾。例如「巨龍傳奇」展覽的參觀人數達772,470，創下新高，不少父母帶同年幼子女入場參觀。這個展覽主題饒富趣味，

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

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

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



加上善用新科技，觀眾反應非常熱烈。另外，我們與區內及世界各地博物館合加強合作，合辦多個展覽，成績斐然。例如「國采朝章——清代宮廷服飾」、「海上瓷路——粵港澳文物大展」，以及展出著名藝術家傑作的「刻畫人間——朱銘雕塑大展」。與此同時，我們亦舉辦以本地文化生活為主題的展覽，例如「武•藝•人•生——李小龍」、「他Fashion傳奇•Eddie Lau她Image百變•劉培基」以及「影藏歲月：香港舊照片展」。

為向世界展現香港蓬勃多元的文化，我們更安排在海外展出香港各博物館的館藏。例如，香港藝術館從盧白齋館藏精選多件中國歷代書畫作品，借予英國的維多利亞與亞伯特博物館，在「中國繪畫千年名作展」中展出。我們會繼續致力向海外觀眾介紹本地優秀的藝術家，例如先後安排有關作品參加世界知名的利物浦雙年展以及「香港周2013@台北」的當代藝術展覽。

展望將來，我們會繼續依照業務計劃的理想、使命及信念，訂定工作的緩急優次，進一步加強服務。同時，我們將繼續策劃具啟發性而受歡迎的大型展覽，希望在開拓新觀眾群之餘，亦能吸引觀眾再次到來參觀。這些展覽將輔以各式教育及外展活動，除提升展覽的吸引力外，更會加強博物館在藝術、歷史及科學方面的教育功能，務求能增進觀眾欣賞創意的能力以及追求知識的精神。

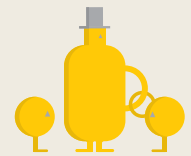
an overwhelmingly positive response. By fostering closer collaboration with our counterparts in the region and around the world, our museums also successfully hosted *The Splendours of Royal Costume: Qing Court Attire and Maritime Porcelain Road: Relics from Guangdong, Hong Kong and Macao Museums*, as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

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

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



康樂及文化事務署署長



我們會以過往的經驗為基礎，借鑑世界各地的做法，逐步更新各博物館內的常設展覽，為觀眾帶來新鮮感，令展覽更具吸引力，與時俱進。我們的另一目標是加強對外合作。未來數年，我們會致力拓展及深化與工作伙伴的連繫，並與本地收藏家、社區團體及商業機構建立更緊密的合作關係。

全賴博物館諮詢委員會各成員竭誠努力，智慮周全，引領博物館的工作更上層樓。我由衷感謝各位博物館專家不吝賜教、分享經驗，令我們獲益良多。此外，我還要感謝各持份者和博物館同事，全賴大家群策群力，我們方能眾志成城。最後，我要衷心感謝香港市民和外地遊客鼎力支持，為我們締造這個630萬參觀人次的紀錄。讓我們繼續攜手合作，令香港的博物館的服務更佳、品位更高，為香港帶來更大的裨益。

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

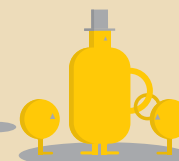
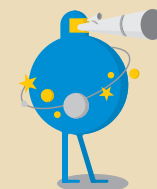
I am indebted to our Museum Advisory Panel members for their dedication and wise counsel in guiding our museums towards the scaling of new heights. My sincere thanks also go to all our museum expert advisers, who have generously shared with us their wealth of experience and expertise. Thanks are also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

Ms Michelle LI
Director of Leisure and Cultural Services

業務計劃

2014-19

Corporate
Business
Plan



業務計劃

Corporate
Business
Plan
2014-19使命 *Mission*

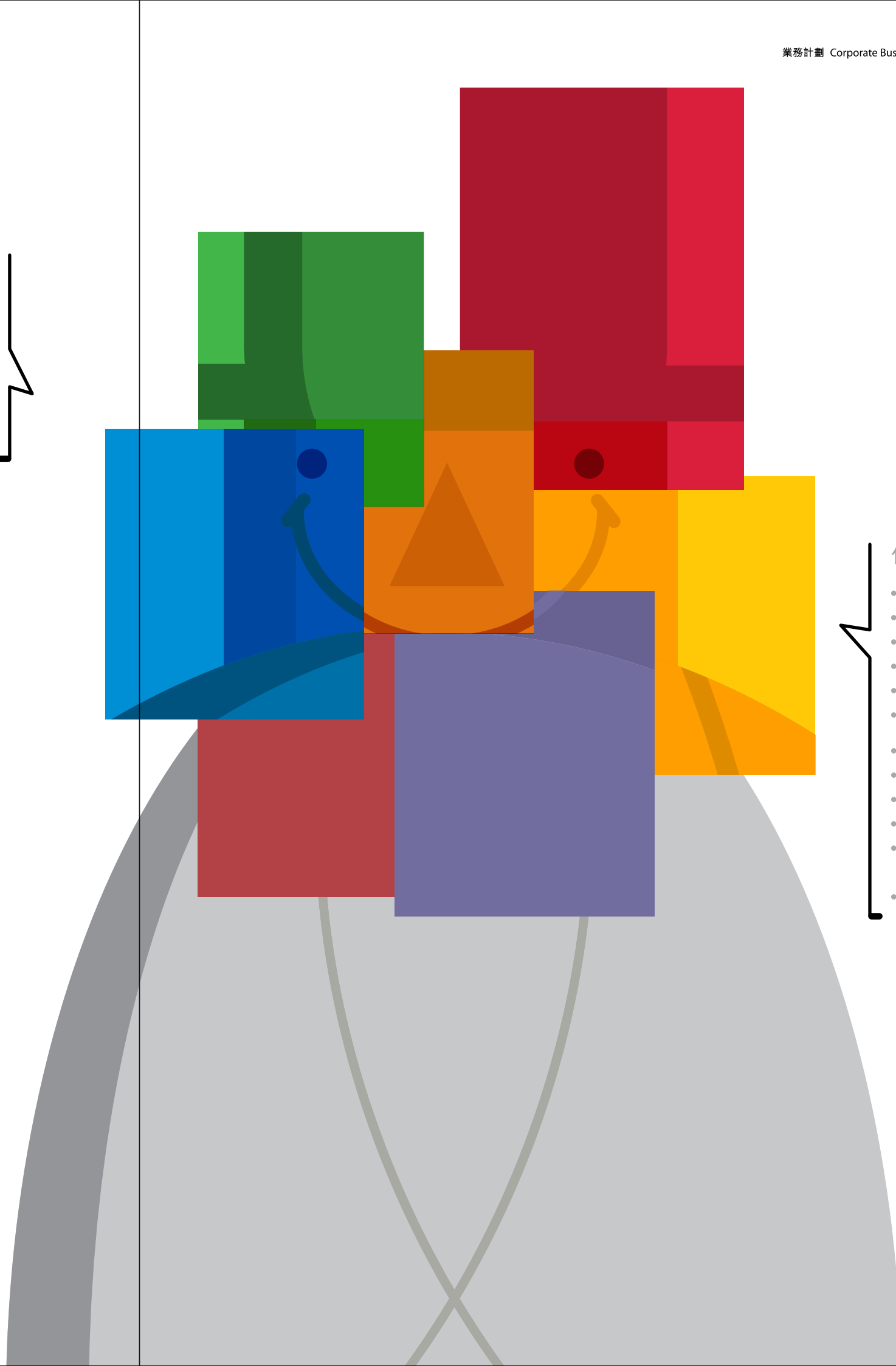
- 保存香港的文化遺產。
- 為廣大市民提供終身學習的平台。
- 開放香港的博物館資源，與所有人共享。
- 孕育創意想像和鼓勵共同創作。
- 讓博物館融入觀眾，與市民的日常生活聯繫起來。
- To preserve Hong Kong's cultural legacy.
- To provide a lifelong learning platform for the community.
- To provide everyone with access to Hong Kong's museum resources.
- To foster imagination and encourage co-creation.
- To connect with our audiences and be relevant to Hong Kong daily life.

理想 *Vision*

- 我們致力為公眾提供愉快而具啟發性的藝術、歷史及科學博物館體驗。
- We aim to inspire everyone with enjoyable experiences in art, history and science.

信念 *Values*

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



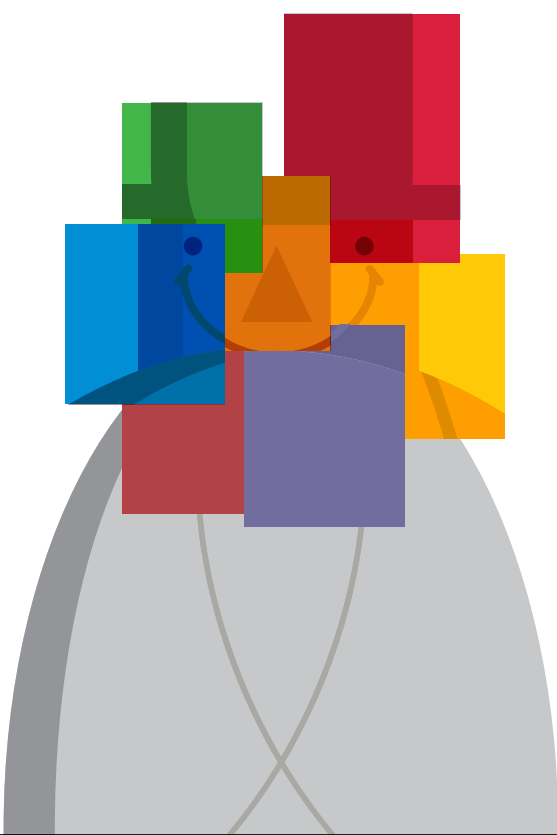


我們的博物館

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

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

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



Our Museums

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

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

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

策略與計劃

Strategies and Plans

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。

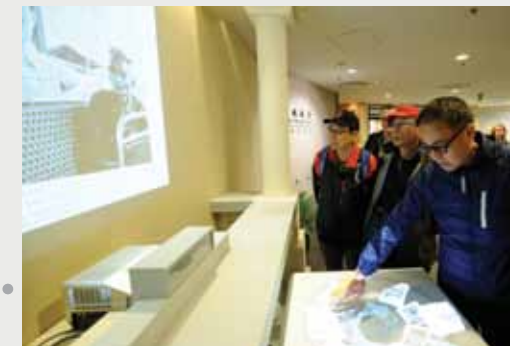
過程中，康文署轄下各間博物館將從服務提供者蛻變成協調者。博物館會與社會各界緊密合作，創建一個具啟發性的文化環境，鼓勵主動學習和培育人才。我們的工作將為香港的長遠文化發展奠定穩固基礎，促進社會和諧，並為香港人營造歸屬感。

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。這八大策略範疇為計劃提供框架，讓我們規劃遠景，將資源投放於未來發展。舉例來說，我們在節目策劃、觀眾拓展、優化藏品和設施發展方面的努力能讓我們向更多不同層面的觀眾展示香港的文化遺產。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，以助香港發展成一個多元的文化樞紐。

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

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

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



節目策劃

我們將精心策劃各種跨領域的展覽及公眾節目。活動內容既富趣味，又具教育意義。

我們將：

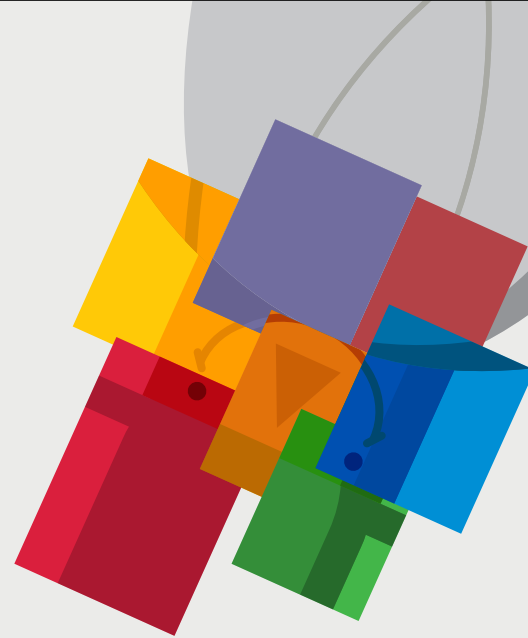
- 每年舉辦各色各樣的展覽及公眾節目，包括大型展覽，以吸引不同的觀眾羣。
- 舉辦吸引公眾的展覽和節目，從本土角度展示藝術和文化，採用創新的策展手法、嶄新科技及互動活動，將我們的展覽融入參觀人士的日常生活。
- 與其他博物館及世界各地機構建立更嚴密的伙伴關係，務求展覽精益求精，進一步促進文化交流。
- 在本地及海外舉辦更多外借展覽和宣傳活動。
- 如申請資金獲批，將用作分階段更新各主要博物館的常設展覽，例如香港太空館將於二零一五年開設天文廳及太空科學廳；香港科學館將分別於二零一五年及一六年開設生物多樣性展廳和兒童廳；香港科學館將開設古生物展廳和地球科學展廳，並翻新交通科技展廳、食物科學展廳和家居科技展廳；香港海防博物館和香港歷史博物館內的「香港故事」常設展館將進行大型翻新工程；而香港文化博物館內的新界文物館亦即將翻修，翻修後將以香港文化歷史為主題。
- 為香港的弱勢社羣舉辦更多活動。

Programming

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

We will:

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



藏品

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

我們將：

- 增資港幣5000萬元購藏本地藝術品，並籌募外界捐贈，令藏品更豐富。
- 透過我們博物館的網站及Google「藝術計劃」、百度百科數字博物館等網上平台，讓公眾有更多機會欣賞我們的藏品。
- 計劃在天水圍建立「文物保存中心」，存放我們日益增加的藏品。
- 為轄下各間博物館建立中央藏品管理系統。
- 提升博物館文物的修復及保存標準。
- 為轄下各間博物館擬定風險管理計劃。

教育推廣

我們會繼續制訂多項措施，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，同時將終身學習、創意及研究推廣至社會各界。

我們將：

- 與教育專家和教育團體合作，配合新高中課程設計活動，例如教師培訓工作坊、電子學習平台、「與藝術家／專業人士對話」活動、融入互動和探索活動的專題研習等等。

Collections

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

We will:

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

Education

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

We will:

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



- 定期檢視學校的需要，設計特別的活動和教材，讓學生獲得更豐富的學習經驗。
- 發掘新項目及活動，以滿足不同特定羣體——包括弱勢社羣、長者、家庭和醉心藝術及文化的人士——的不同學習需要。
- 與著名書店合作舉辦研討會，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。

觀眾拓展

我們將繼續拓展觀眾羣，讓觀眾可更容易欣賞博物館的藏品、更投入參與博物館活動。我們亦會活用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。

我們將：

- 定期檢討策略，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。博物館會藉著製作展示我們藏品的全新紀念品、利用手機應用程式及博物館的「粉絲」專頁宣傳博物館活動，並更新各間博物館的網站，讓更多觀眾——包括傷健人士——可以方便地獲得資訊。

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

Audience Building

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

We will:

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



- 與旅遊業界合作，進一步宣傳我們的博物館。
- 與其他政府機關合作，例如香港經濟貿易辦事處，爭取機會將我們的主題展覽和電影節目帶到海外巡迴展出。
- 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。
- 籌備一個比「國際博物館日」規模更大的「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。

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、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。
- 舉辦公眾活動讓本地藝術家更廣為人知，以及栽培新進人才。

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

Capacity Building

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

We will:

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



- 繼續舉辦各種精彩的視覺藝術活動，提供優質服務。
- 透過「博物館小先鋒」和「文化新人類」，繼續激發和培養兒童及青少年對博物館工作的興趣。
- 為有志投身博物館行業的人士提供更多實習和培訓機會。
- 繼續舉辦活動以加強社區團體在文化推廣方面所擔當的角色。

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，同時物色新的協作機會，共同舉辦展覽、公眾節目和藝術項目，添置藏品、進行研究、推廣博物館的活動。
- 鼓勵贊助活動及推動捐贈藏品的文化，推出新的贊助計劃，促進博物館發展。

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

Community Engagement and Partnership

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

We will:

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



- 繼續定期招募博物館之友、導賞員和義工，並鼓勵更多退休人士加入行列。
- 繼續舉辦公眾及社羣藝術計劃，鼓勵社會各界參與。
- 通過不同渠道收集公眾意見，例如民意調查和旅客問卷調查。
- 透過新媒體、博物館門戶網站及全新的康文署博物館「粉絲」專頁，增加公眾與博物館的互動。

優化設施及訪客服務

我們將繼續更新設施和提升服務質素，務使博物館設備更臻周全，令參觀人士更滿意我們的服務。

我們將：

- 透過「油街實現」及利用梳士巴利花園藝術廣場所設立的一個開放、展示本地藝術品的平台，繼續培育新進藝術家和推廣社區藝術。
- 爭取撥款翻新香港藝術館，工程項目包括增建展廳、重新開設香港藝術展覽廳，展出本地藝術家的作品。
- 繼續提升博物館設施，積極建立無障礙環境。
- 以新程序外判博物館餐廳和書店／禮品店的營運。
- 執行香港科學博物館發展第二階段的可行性研究。

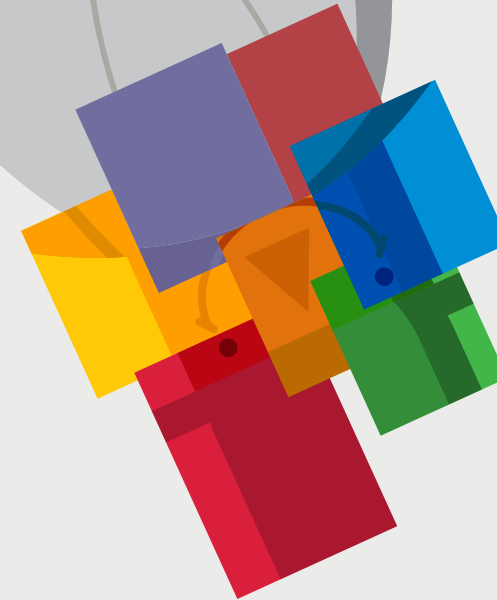
- Continue to recruit new museum friends, docents and volunteers on a regular basis, and engage more retirees in these roles.
- Continue to engage different communities through public and community art projects.
- Collect public feedback through various channels such as opinion polls and tourist surveys.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

Enhancement of Facilities and Visitor Services

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

We will:

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



學術研究及機構發展

博物館的成功有賴於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，確保博物館的使命得以履行。

我們將：

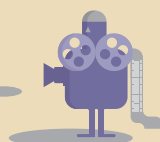
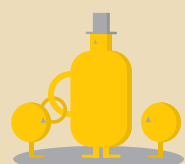
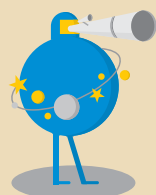
- 繼續進行有關藏品、展覽、非物質文化遺產及文物保育的研究。
- 繼續進行香港藝術發展的研究，將研究結果結集成網上資料庫。
- 以新一輪的資助添置一系列公眾藝術品。
- 繼續為博物館職員物色合適的培訓及發展課程。
- 培訓香港電影資料館人員在數碼影片修復技術的專業知識。
- 繼續出版刊物及舉辦國際性活動，如與國際文物修復學會合辦「二零一四年國際文物修復學會香港會議」，藉此展現博物館館長和相關人員的專業水平。
- 出版內容全面的年報，並根據統一的指標評估博物館表現。

Research and Institutional Development

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

We will:

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



年度計劃

2014-15

*Annual
Plans*

香港藝術館

Hong Kong
Museum
of
Art

使命 *Mission*

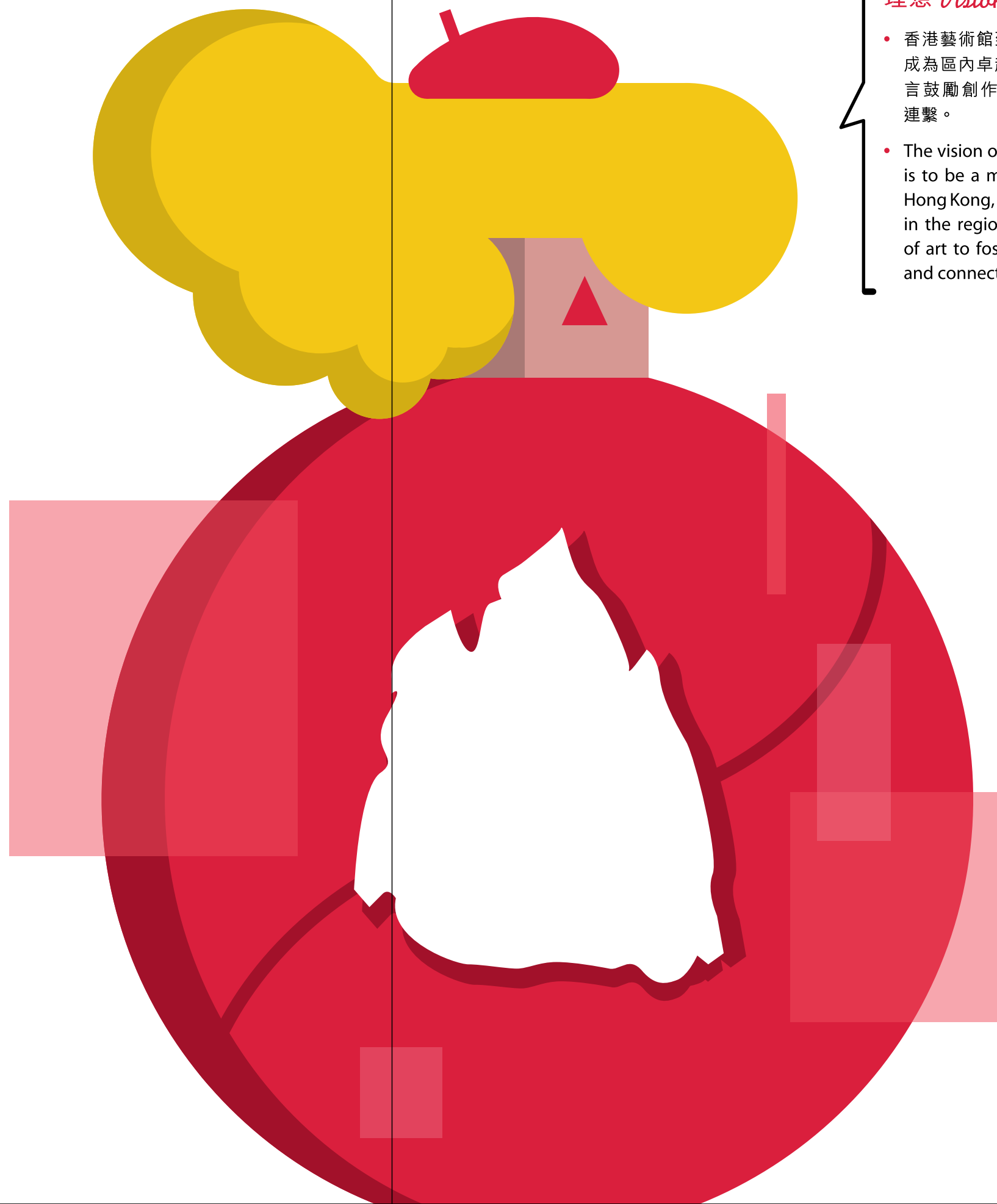
- 在本地及海外推廣香港藝術。
- 將藝術館發展成本地藏品齊集的地方。
- 致力推動香港社會與藝術界建立更緊密的伙伴關係，從而使藝術館成為香港文化認同的重要部分，以助市民大眾建立對香港的歸屬感。
- 讓公眾得到富啟發性的藝術欣賞和終身學習的經驗。
- To promote Hong Kong art locally and internationally.
- To establish the Museum of Art as the home for local collections.
- To be a vital part of Hong Kong's cultural identity by creating close partnerships between society and the art community, in a way that helps people to gain a sense of belonging to the city.
- To deliver inspiring experiences that assist in art appreciation and lifelong learning.

理想 *Vision*

- 香港藝術館致力成為香港人的藝術館，更要成為區內卓越的藝術館。我們以藝術作為語言鼓勵創作，並讓公眾分享藝術，與藝術連繫。
- The vision of the Hong Kong Museum of Art is to be a museum of art for the people of Hong Kong, and an art museum of excellence in the region. We aim to use the language of art to foster creativity, and also to share and connect art with everyone.

信念 *Values*

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





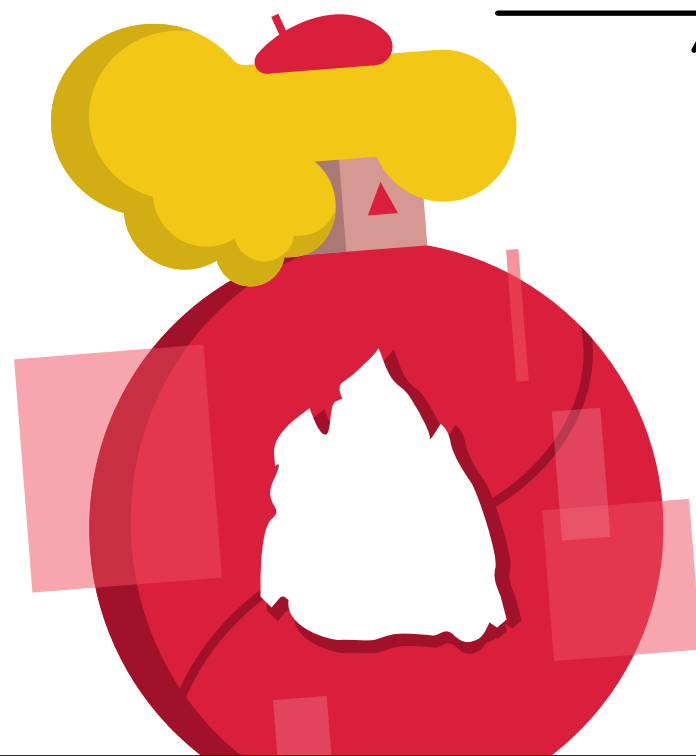
引言

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，兼懷地區及國際視野。

我們建立了多元化的本地作品館藏，並積極從事研究和策劃展覽，將藝術館打造成香港藝術的重要中心。本館薈萃形形色色的中國文物和繪畫藝術藏品，當中包括中國書畫（特別是廣東畫作）和歷史繪畫，以新穎角度詮釋中國與地區文化傳統，為展示大珠江三角洲豐碩的藝術遺產出一分力。

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

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



Introduction

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

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

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

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

年度計劃

Annual Plan

節目策劃

香港藝術館對出的梳士巴利花園經翻新後，於二零一四年二月重開，搖身一變成為專為舉辦視覺藝術、音樂表演及其他文化活動而設的藝術廣場。首場戶外展覽「天、地、人——香港藝術展覽」展出的大型雕塑作品，由三位本地著名藝術家李展輝、甘志強及李慧嫻特為展覽而創作。雕塑品呼應「天、地、人」主題，帶領觀眾欣賞大自然不同風貌，細味人與人之間的互動，感受周遭的藝術氛圍。藝術廣場乃香港藝術館的前庭，開放予公眾遊覽，讓觀眾與藝術館直接對話。

「刻畫人間——朱銘雕塑大展」是藝術大師朱銘首次於香港舉辦的大型個展。展品來自《人間系列》，以不同素材雕刻出家庭、社會裡的種種面貌，訴說日常生活的點滴。是次展覽集結一百二十件藝術品，取材自木、陶、石、銅、不銹鋼，呈現《人間系列》三十年來的演變，展現朱先生對現代生活的觀察及反思。

Programming

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

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



二零一四至一五年，我們亦會繼續與海外博物館合作。我們與巴黎賽努奇博物館合作籌辦大型展覽「巴黎——丹青：二十世紀中國畫家展」，展現二十世紀的中國藝術家如何因旅法經歷改變、西方文化如何啟發現代中國畫壇。

我們亦會爭取在海外舉辦展覽的機會。二零一五年，我們將於巴黎賽努奇博物館舉辦「折衷先驅——嶺南畫派特展」，展出本館收藏的嶺南畫派作品。館方亦會積極協助私人收藏家將收藏品公諸市民同賞。本館與私人收藏家合作舉辦的「長青館藏明清瓷、玉、角、竹、畫琺瑯」，正是其中一例。

藏品

藝術館擁有逾一萬五千件珍藏。我們將不懈地搜求香港藝術藏品，特別是歷史繪畫藏品。藝術館計劃將康文署的五千萬元額外撥款用於添購本地藝術家的佳作。

我們藉網上資料庫將館藏推廣海外，效益顯注。來年，我們會在網上展出更多珍品。藝術館將邁向 Google「藝術計劃」的第二階段，兼試新猷，如部分精選的展覽廳將設「街景模式」，讓展覽於網絡上呈現觀眾眼前。

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

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

Collections

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

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





藝術館亦會研究如何提供更多空間，儲存日漸增加的藏品。館方正籌劃全面提昇並擴充展覽空間，重新規劃展覽廳、商店、咖啡店。為收改頭換面之效，藝術館將閉館三年，我們會在政府或康文署轄下其他場地尋找館外的儲存空間。

教育推廣

藝術館將繼續尋求與學術機構合作的機會，將藝術欣賞融入學校課程。我們正與香港美術教育協會(HKSEA) 籌辦「藝術全接觸」節目，透過一連串互動教育活動，向本港學子推廣本館的「當代香港藝術」系列藏品，培養他們對本地藝術界的關注。我們希望透過學校網絡，建立發展未來觀眾群的根基。

觀眾拓展

我們舉辦的主要展覽以不同的藝術形式吸引廣大觀眾。二零一四至一五年，藝術館將貫徹風格多樣的節目策略。「朱銘雕塑大展——賽馬會藝術共賞計劃」正是一例，是次計劃由香港賽馬會慈善信託基金贊助，讓普羅市民和傷健人士均有機會認識台灣著名雕塑家朱銘。「雕塑朱銘——朱銘國際學術研討會」正好與「刻畫人間——朱銘雕塑大展」展覽同於二零一四年三月一日舉辦，研討會由香港藝術館之友贊助，將吸引美國、日本、中國內地、台灣、香港各地的傑出

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

Education

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

Audience Building

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



講者共濟一堂。傷健人士可參與藝術館特設的藝術通達項目，以及免費公開的香港藝術館周日音樂會系列之「藝韻樂音」。

在外地舉辦展覽以及下一階段的Google「藝術計劃」，有助我們接觸其他地方的新觀眾。

藝術館致力讓公眾便於享用相關設施與資源。大型展覽獲得贊助，讓我們可以為特殊團體，例如學校及非牟利團體提供免費巴士服務和導賞服務等，方便他們到館參觀。

能力提升

明年，我們將繼續研究新方法，藉此善用藏品和其他資源，以提升藝術館的能力。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。

二零一四至一五年，藝術館會增聘博物館見習員，讓他們實習策展和博物館其他方面的工作。

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

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

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

Capacity Building

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

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



社區參與及伙伴合作

藝術館一直仰賴與專家合作，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，以及與南京博物館合辦「南京瑰寶——南京博物院／南京市博物館紫砂茶具精選」。

我們一向悉力鼓勵社區支持藝術，我們會繼續投放資源在香港藝術之友所贊助的教育活動上，例如為配合朱銘個人展覽而舉辦的國際研討會。我們亦會繼續與個別收藏家合作。年內，我們將與練松柏先生合作舉辦「長青館藏明清瓷、玉、角、竹、畫琺瑯」展覽，展出練先生珍藏的中國古物。

優化設施及訪客服務

藝術館將展開大型翻新工程，以提升品牌形象及定位，進一步落實長遠的擴建和翻修計劃。這項翻新工程帶來多項改善措施，包括全新展覽廳、更多與展覽相關的儲存空間、美化藝術館的外觀、重置咖啡店及書店、拆除正門樓梯，以及改善現有展覽廳設施等。

Community Engagement and Partnership

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

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

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

Enhancement of Facilities and Visitor Services

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



在梳士巴利花園興建的藝術廣場位於藝術館前方，將在二零一四年年初竣工。開幕展覽將以本地藝術家的特色作品為主，藝術廣場計劃每年舉辦兩場展覽，以保持新鮮感與吸引力。這個全新的別緻開放空間，會讓本地藝術家有更多機會一展才華。

學術研究及機構發展

藝術館與亞洲藝術文獻庫合辦的「香港藝術史研究——先導項目」已告完成，甚獲藝術界支持和好評。研究材料與藝術家訪談內容已載於網上資料庫。年內，藝術館將與亞洲藝術文獻庫再度合作，開展第二批研究。藝術館正尋求與本地大學合作，進行有關香港藝術的專題研究。我們旨在就本地藝術史方面，逐步建立具權威性的研究材料庫。

藝術館亦致力擬訂新舉措，以更有效地共享這些研究材料。我們以設立網站為目標，搜羅所有現存的香港藝術資料，以便本地及海外學者查閱。

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

Research and Institutional Development

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

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

香港歷史博物館

Hong Kong
Museum
of
History

使命 *Mission*

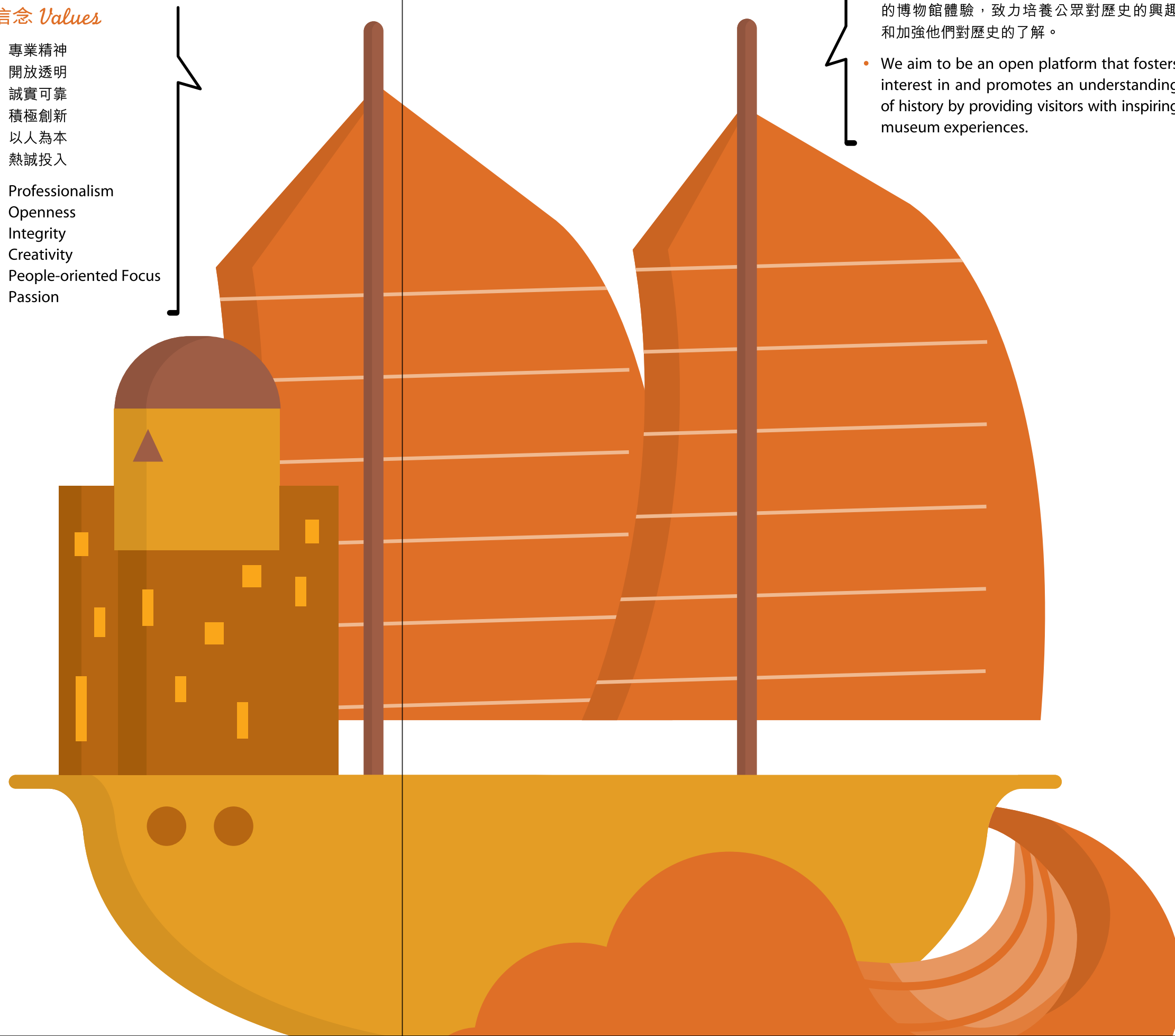
- 蒐集、保存、研究、詮釋和展示與香港和南中國歷史相關的藏品。
- 鼓勵參觀人士了解和詮釋香港歷史。
- 普及香港歷史，加強大眾對香港的身份認同，為日常生活添上文化姿彩。
- 與同類型文化機構建立合作網絡，同心協力推廣歷史學習。
- 讓所有人都能享用博物館資源。
- To collect, preserve, research, interpret and exhibit collections related to the history of Hong Kong and South China.
- To engage audiences to understand and interpret our history.
- To promote an understanding of local history to enhance people's identity and enrich people's cultural lives.
- To network with similar cultural institutions to create synergies that promote history learning.
- To maintain open access for everyone.

信念 *Values*

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

理想 *Vision*

- 我們矢志成為一個開放平台，透過富啟發性的博物館體驗，致力培養公眾對歷史的興趣和加強他們對歷史的了解。
- We aim to be an open platform that fosters interest in and promotes an understanding of history by providing visitors with inspiring museum experiences.





引言

香港歷史博物館（歷史博物館）是香港重要歷史文物的主要收藏機構，肩負蒐集、研究和記錄香港歷史及文化遺產之責。歷史博物館與地方團體、學術機構和海外博物館攜手合作，促進公眾對香港與其他各地歷史和文化的認識和了解，扮演舉足輕重的角色。

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

香港海防博物館（海防博物館）呈現香港六百年的海防歷史，是本港唯一以軍事和戰爭為題的博物館。

孫中山紀念館展示孫中山先生的革命生平以及對近代中國的影響，並特別說明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。

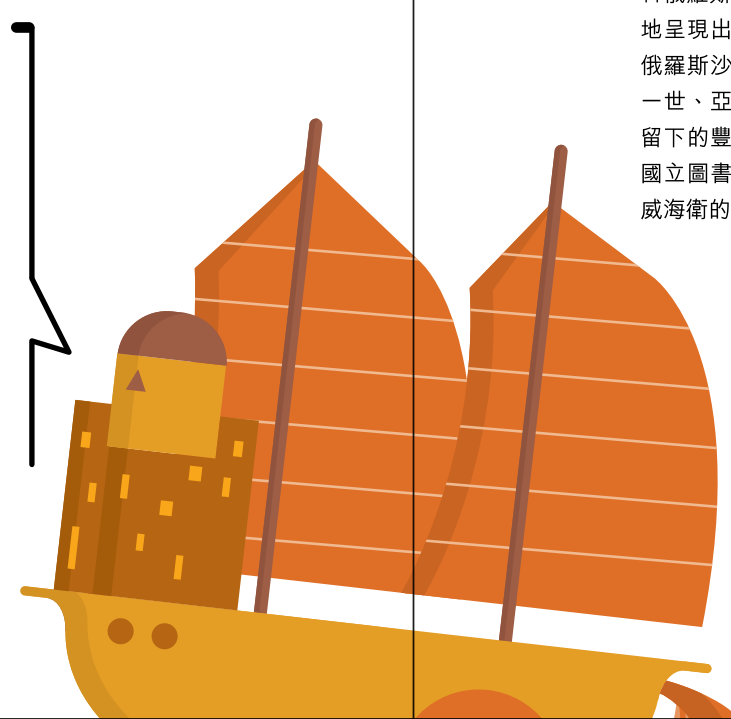
Introduction

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

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

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

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



年度計劃



Annual Plan

節目策劃

在二零一四至一五年度，歷史博物館籌劃了多個展覽，宣揚香港獨有的文化身份，並介紹世界其他地區的文化和歷史。

歷史博物館即將著手策劃名為「嶺南印記：粵港澳考古成果展」的大型展覽，展出粵、港、澳三地重要考古遺址出土的文物，探討珠江三角洲從舊石器時代至明朝的文化及歷史發展。我們亦正在籌備另一項大型展覽，展出來自國立俄羅斯皇村博物館的瑰寶。是次展覽是香港與俄羅斯的其中一項文化合作計劃，由昔日俄羅斯君王的夏宮——「皇村」借出珍藏文物，生動地呈現出俄羅斯的文化及歷史。展覽主題圍繞著五位俄羅斯沙皇：彼得大帝、葉卡捷琳娜大帝、亞歷山大一世、亞歷山大二世、尼古拉二世，以及他們為後世留下的豐富的建築文化遺產和文物。我們亦與蘇格蘭國立圖書館合辦展覽，介紹英國租借香港新界及山東威海衛的歷史。

Programming

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

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



我們將與廣西壯族自治區文化廳、廣西壯族自治區文物局合辦「甌駱漢風：廣西古代陶製明器」展覽，展出約七十組西漢至南朝的陶製明器，包括陶屋、陶倉、陶井、陶灶、動物俑，反映漢代人們渴望在死後的世界，仍可過著富裕的生活。展品亦展現了華南漢代的民居建築形態及生活面貌。

各分館將舉辦多項大型展覽，包括：海防博物館舉辦的「勇者無名：香港軍事服務團歷史展」與「甲午——爭與戰」、孫中山紀念館舉辦的「紙上風雲：辛亥革命在廣東」與「黃埔軍校——近代中國軍事人才的搖籃」。

我們繼續透過更新展品來加強「香港故事」常設展覽的內容。此外，館方正翻新多個展區，以展示新展品或主題。

藏品

我們目前擁有逾130,000件藏品。歷史博物館經常舉辦不同主題的文物徵集活動，豐富館藏，並配合現有的研究計劃。二零一二年以來，我們已舉辦四次文物徵集活動，獲得逾5,000件新藏品。二零一四至一五年度，我們計劃推出另一次徵集活動，收集本地兒童的玩具。

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

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

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

Collections

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



教育推廣

每年，歷史博物館均推出許多創意新穎、深具啟發意義的教育節目。在二零一四至一五年度，歷史博物館將舉辦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、外展計劃及國際學術研討會。我們的活動按不同界別人士的需要而設計，將博物館塑造成全民的公開學習平台。

觀眾拓展

我們採取多種策略吸引觀眾進館參觀，重視策劃有趣的節目、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、家庭及新移民。我們還為傷健人士——特別是聽障和視障人士——提供特別導賞。我們會繼續為弱勢家庭、學校及非政府組織安排導賞團。

能力提升

我們的宗旨之一是培養新一代博物館專業人才，薪火相傳。歷史博物館已推出「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的認識，並鼓勵他們投身博物館的工作。在二零一四年，我們會與行政長官卓越教學獎教師協會推出試行計劃，名為「活歷史大使」，招募一羣年輕的博物館之友。

我們亦將持續透過實習和培訓計劃，向青少年提供實踐機會。

Education

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

Audience Building

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

Capacity Building

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

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



社區參與及伙伴合作

歷史博物館獲香港賽馬會慈善信託基金贊助 350 萬元，與非政府機構「藝術在醫院」合作，推行為期十八個月的試行計劃，由二零一四年三月至二零一五年八月為止。試行計劃將舉辦特殊導賞團和工作坊，並配合歷史博物館的展覽，為長者與阿爾茨海默氏症患者舉辦特殊外展計劃。辦方將委託香港中文大學內科及藥物治療學系評估該項計劃。我們亦會展出試行計劃的參與作品，並編製一本圖錄，輯錄參與作品、評估報告與培訓手冊。

我們會繼續採用新媒體，將許多節目的訊息發放予社區及各個團體。為配合「皇村瑰寶：俄羅斯宮廷文物展」專題展覽，館方將開發手機應用程式，適時更新各項教育及推廣活動的消息，提供各項展覽的額外資訊。我們亦打算舉辦平板電腦多媒體導賞團，帶領青少年一睹俄羅斯夏宮的珍藏文物。我們亦會向學校提供免費專車接送服務與導賞團。

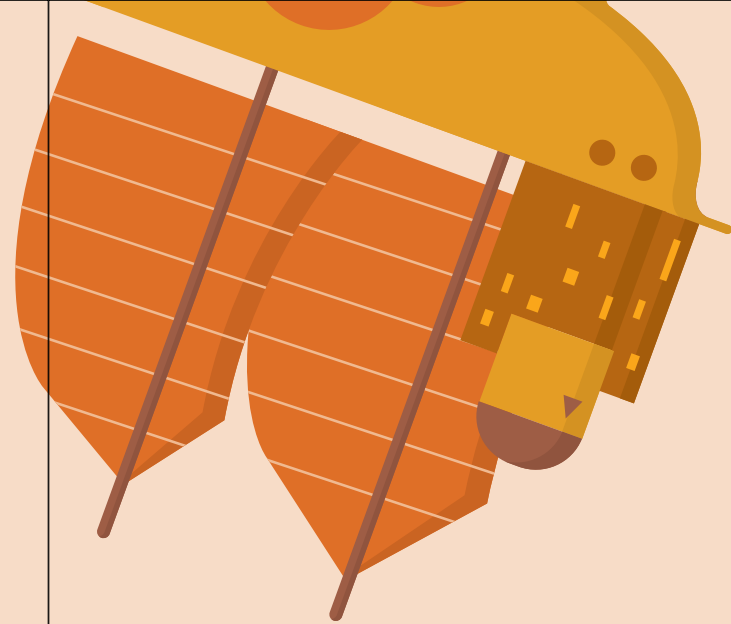
二零一四年四月及十一月，歷史博物館將與消防處合辦「葛量洪號滅火輪展覽館同樂日」，提高展覽館的知名度，亦加強公眾對防火安全的意識。同樂日將有豐富的藝術及音樂活動，及以滅火輪和海上救援為主題的話劇。

Community Engagement and Partnership

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

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

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



優化設施及訪客服務

我們不懈提升博物館設施，陸續加裝無障礙詢問櫃台、入口及洗手間，讓所有觀眾都能享用博物館資源。今後，我們會繼續改善博物館設施，並計劃為殘疾人士裝設無障礙通道，以及為視障人士鋪設觸覺引路帶。

學術研究及機構發展

二零一四至一五年度，我們將繼續圍繞香港歷史和博物館的各式藏品，開展不同的研究計劃。目前正進行的計劃包括有：「古巴華工文獻研究」、「中日甲午戰爭木刻版畫」、「香港商人羣體——巴斯商人的故事」、「香港與威海衛」。我們亦已在籌備多項研究，包括「香港戰後的歷史碑刻」、「葡萄牙人在香港」、「香港玩具」、「中港歷史相片」、「孫中山先生的建國方略與現今發展之比較」。我們會繼續與學術機構合作，對館內藏品作系統性研究。在二零一四至一五年度，我們計劃出版五本圖錄。

為了支持博物館員工，我們將繼續鼓勵員工參與培訓，參觀內地及海外的大型博物館，增廣見聞。

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，會按照既定的服務表現指標評估歷史博物館的服務表現。

Enhancement of Facilities and Visitor Services

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

Research and Institutional Development

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

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

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

香港文化博物館

Hong Kong Heritage Museum

理想 *Vision*

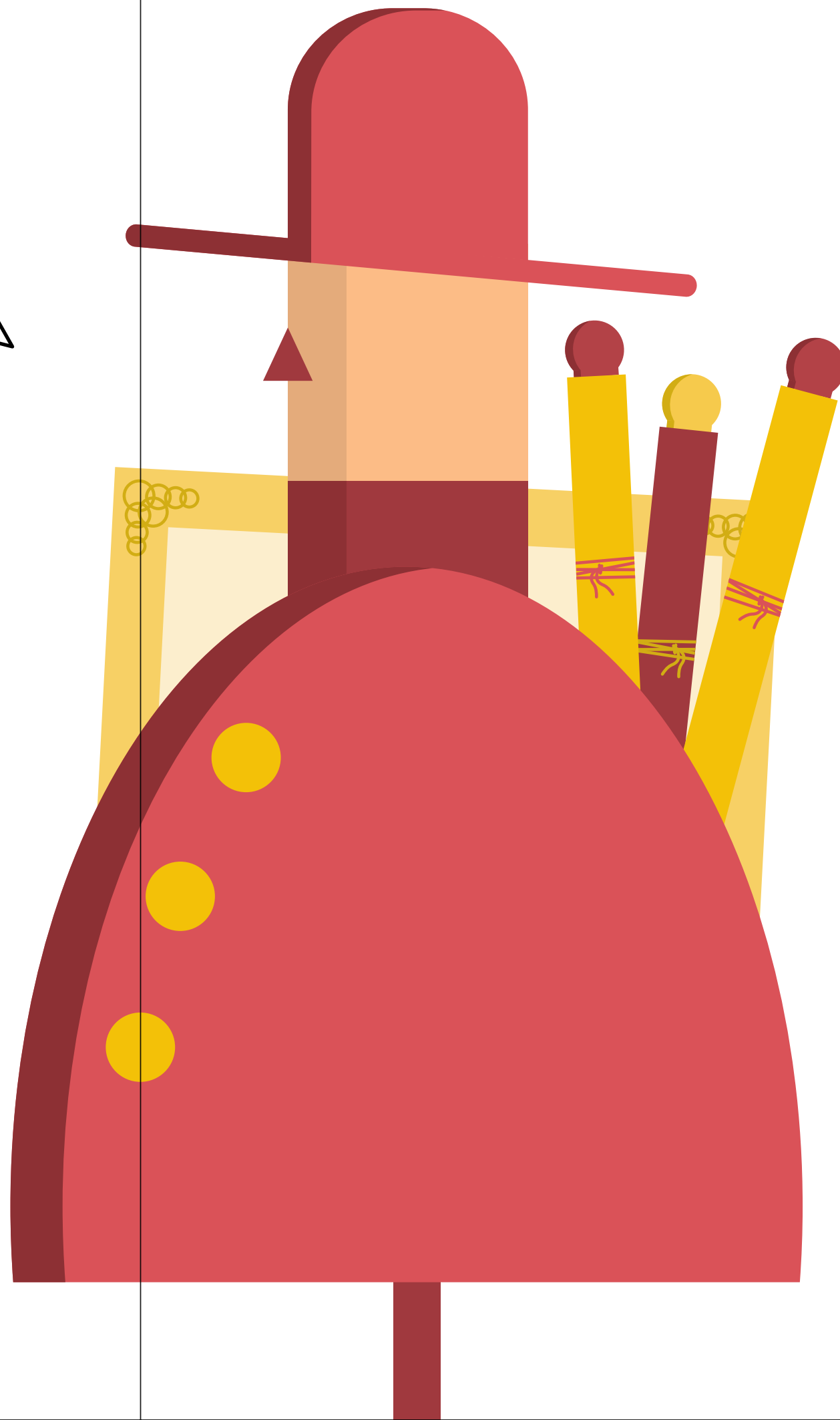
- 我們透過探索香港和世界各地的多元文化，以及促進與保存香港的文化活力，使人們的生活變得更豐盛，並獲得啟發。
- We enrich and inspire by exploring the diverse cultures of Hong Kong and the world, and by promoting and preserving the vibrant cultures of Hong Kong.

使命 *Mission*

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

信念 *Values*

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



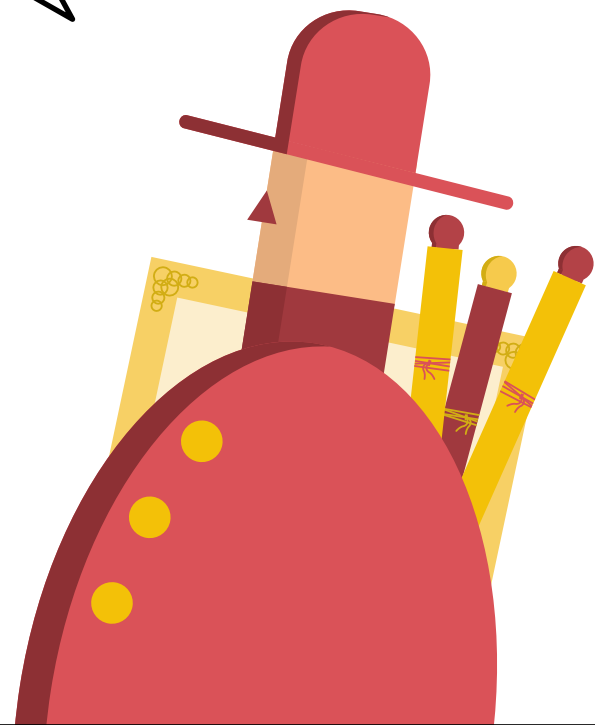


引言

香港文化博物館已準備就緒，迎接2014-15年度的到來，向市民呈獻連場精彩展覽與相關活動。今年，我們將舉辦四場大型展覽，帶領觀眾遨遊無限創意與多元文化的世界。首場展覽的主角是日本動畫大師宮崎駿與高畑勳，從兩位經典動畫大師的當代傑作，一窺其幕後的繁複製作過程。第二場展覽的主題轉往為人熟識的日常家具：椅子，我們將藉著展出世界各地的椅子，探索它在不同文化與時代之中的重要地位。第三場展覽以敦煌文化及藝術為題，敦煌是古代絲綢之路的重鎮，亦是昔日東西往來的樞紐。今年的文化之旅將以「視野——香港國際海報三年展2014」作結，匯聚香港與世界各地的優秀海報設計，從中反思這種媒介在文化中的重要作用。四場展覽雖各異其趣，但我們會加入香港元素，以引起本地觀眾的共鳴。

保存和推廣本地文化是香港文化博物館的一項重要工作，我們將於年內與香港攝影文化協會合作舉辦展覽，展示香港攝影的面貌，還會隨著香港非物質文化遺產普查的完成，於2014年上半年公布香港首份非物質文化遺產清單，並會建立非物質文化遺產網上資料庫，供公眾查閱清單項目資料。

我們作為一所社會及文化機構，非常重視與社區羣體之間的緊密聯繫，並會經常和本地民間組織與學術團體合作，舉辦展覽、策劃教育活動，進行研究，從而克盡使命，讓港人發現和體驗本地與海外文化的多元之美。



Introduction

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

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

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



年度計劃

Annual Plan

節目策劃

我們在制訂2014-15年的節目時，抱有四個大方針：(a) 採用互動的策展模式，(b) 提高觀眾欣賞世界多樣文化的能力，(c) 提供省思與發現的機會，(d) 保護本地的非物質文化遺產。我們將會活用博物館的空間，以配合年內一連串的精彩節目。

我們的首場展覽於2014年夏季開幕，題為「吉卜力工作室場面設計手稿展 • 高畑勳與宮崎駿動畫的秘密」。日本與美國均為世界動畫大國，我們繼先前舉辦「彼思動畫25年」展覽的成功，將推出吉卜力工作室的場面設計手稿展，展示超過1,300件吉卜力工作室動畫電影作品的原創場面設計手稿，包括來自高畑勳與宮崎駿的早期動畫、短片和工作室的叫好鉅作。對香港影迷來說，實是一睹世界級動畫工作室手繪作品的難得機會。

Programming

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

The first exhibition to be presented in the year, in the summer of 2014, will be the fascinating *Studio Ghibli Layout Designs: Understanding the Secrets of Takahata and Miyazaki Animation* (吉卜力工作室場面設計手稿展 • 高畑勳與宮崎駿動畫的秘密). Japan, along with the United States, is one of the world's animation superpowers, and this exhibition follows up the success of our previous Pixar exhibition from the US by presenting a special exhibition of layout designs from Studio Ghibli. The exhibition will include a comprehensive survey of over 1,300 layout designs created for Studio Ghibli's animated films, including examples from early animations, short films, and popular major works directed by Isao Takahata (高畑勳) and Hayao Miyazaki (宮崎駿). This will be a wonderful opportunity for Hong Kong audiences to view drawn masterpieces from one of the most distinguished animation studios in the world.



2014年6-9月期間，我們將推出名為「請坐 • 請坐」的嶄新活動，設有連串以椅子為主題的教育活動與展覽，其中焦點當屬本館策劃的「卓椅非凡：穿梭時空看世界」展覽，縱覽世界各地的椅子，跨越時代探討這日常家具在人類生活中的角色與重要地位。是次展覽亦將展出各地著名博物館（包括故宮博物院、大英博物館、國立維多利亞阿伯特博物院、大都會藝術博物館、布魯克林博物館等）的珍藏，所有作品皆是首度在港展出。展品亦包括本地坐具。我們期待透過是次展覽，介紹椅子背後的種種故事，讓觀眾耳目一新，引起觀眾對文史與藝術的興趣。

我們將與敦煌研究院攜手合辦和敦煌文化及藝術有關的大型展覽，展期由2014年11月底至2015年3月中。是次展覽旨在讓觀眾欣賞橫跨千年的敦煌文化。敦煌是名副其實的百科全書，涵蓋當地的歷史、宗教、藝術與社會生活，亦見證中原與西方文化早期的交流。是次展覽將設有互動展品，以豐富參觀人士的體驗。

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

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



2014年12月登場的「視野——香港國際海報三年展2014」將由本館與香港設計師協會合辦。活動匯聚世界各地的特色海報，旨在讓市民欣賞優秀的設計作品，以及促進香港與世界各地的文化交流。三年展2014以「視野」為主題，另特設「盲點」專題組別，邀請設計師重新思考海報設計的本質及其重要性。

今年香港國際攝影節期間，香港文化博物館將夥拍香港攝影文化協會，舉辦攝影專題展覽，邀請本地資深和新晉攝影師參展，回顧香港攝影界的發展及本地攝影師的傑出成就。

去年，我們根據全港非物質文化遺產普查的結果，以及非物質文化遺產諮詢委員會的建議，草擬了一份香港非物質文化遺產清單。我們就該草擬清單進行的公眾諮詢在2013年11月完成，而非物質文化遺產諮詢委員會亦剛就收集到的公眾意見完成審議，預計可於2014年第二季公布香港首份非物質文化遺產清單。年內的另一項工作重點是建立香港非物質文化遺產資料庫，供市民網上查閱清單項目的資料。我們也計劃從

On show in December 2014 will be the *Vision - Hong Kong International Poster Triennial 2014* (視野——香港國際海報三年展2014) exhibition, jointly presented with the Hong Kong Designers Association. By assembling a distinctive collection of international posters, this event aims to educate the public about poster design and foster cultural exchange with other countries and regions. The overall theme of the 2014 Triennial is 'Vision', with a special thematic category carrying the theme 'Blind Spot'; with this in mind, we have invited different designers to rethink the fundamentals of poster design and reflect on its importance.

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

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

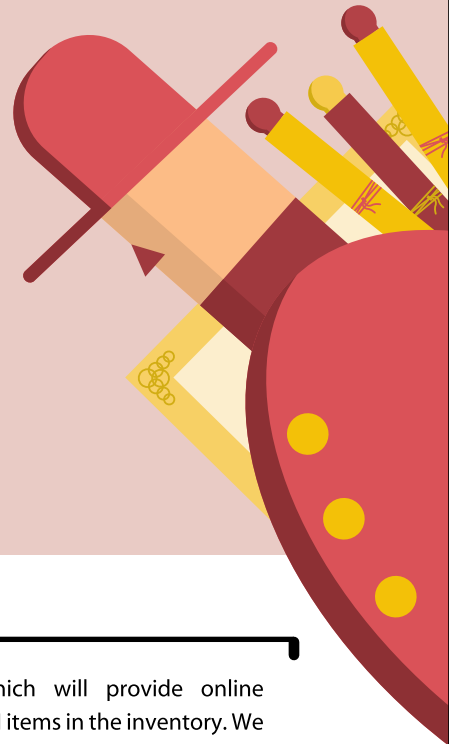


清單中挑選項目，編製香港非物質文化遺產代表作名錄。其他有關非物質文化遺產的推廣措施包括：繼續舉辦展覽和教育活動，如公開講座、示範和實地考察等，以提高市民對本地珍貴的非物質文化遺產之興趣和認識，尤其是已列入國家級名錄的項目。此外，我們將於2014年在台灣舉辦「香港週」，推廣本港的非物質文化遺產。

藏品

本館館藏約12萬項，2014-15年間，我們會繼續致力豐富館藏。除了收藏具代表性的歷史文物外，我們也會善用額外分配給康文署的5,000萬元，購買本地藝術家的作品，有系統地建立香港當代藝術藏品，尤其是攝影、版畫和陶瓷作品。

在進一步運用館內珍藏方面，我們將於來年與谷歌探討，使用他們的「十億像素」圖像拍攝技術，在「谷歌藝術計劃」中，呈現我們具代表性的典藏，讓觀眾欣賞作品時，得以細看肉眼無法辨識的極致細節。



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

Collections

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

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



教育推廣

在2014-15年度，我們會配合展覽，推出多元化的教育及推廣活動。例如，我們正籌劃一連串節目，介紹吉卜力工作室的動畫藝術，以及日本和香港兩地動畫的最新發展，為「吉卜力工作室場面設計手稿展 • 高畑勳與宮崎駿動畫的秘密」展覽增色。這些節目適合所有熱衷動畫文化的愛好者，形式包括講座、工作坊、放映會，以及電影原著音樂的錄音導賞。我們亦會與外界專才和機構合作，為「請坐 • 請坐」節目及敦煌展覽舉辦連場精彩的跨界別活動。

我們的導賞員對博物館貢獻良多。在帶領導賞團時，導賞員充分運用專業知識，盡心盡力為觀眾介紹藝術、歷史及文化，同時亦擔任博物館與觀眾之間的溝通橋樑。2013年間，我們招募了一批新力軍加入導賞員的大家庭。今年，隨著導賞員人數增加，我們將為導賞員提供訓練，培訓導賞員照顧不同年齡層的特殊需求，包括感官障礙人士及殘疾人士等。

Education

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

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



在2014-15年間，我們期望推出更多節目，加強「共融計劃」服務，以滿足殘疾人士及其他弱勢社群的需要。我們也希望與民間機構多加合作，鼓勵更多弱勢社群前來參觀博物館，一同享受文化藝術所帶來的無窮樂趣。

我們也會繼續與教育界攜手合作，讓博物館成為學生主動學習和發揮創意的空間。例如，我們與香港知專設計學院和香港專業教育學院（李惠利）合辦「從教室到博物館——全民座椅」藝術項目，邀請不同學系同學為「請坐 • 請坐」展覽設計展品，作品會於2014年年中在博物館的公共空間展出。最近，我們與香港浸會大學及教育局一同籌辦為期六個月的「藝術同行」項目，為中學生和大專生提供多項訓練活動，增進藝術知識及藝術推廣技巧。另外，我們將繼續配合教育局，定期舉辦教師培訓工作坊。這些活動向來成效甚佳，有助教師活用博物館資源，為學生舉辦更多別具意義的博物館參觀活動。

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

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



拓展觀眾

拓闊觀眾群是我們的一項持續目標，我們會透過精心挑選的大型展覽題材，比如今年的高畑勳和宮崎駿動畫展、椅子展和敦煌文化及藝術展，再配合一系列多元化的公眾節目，以吸引不同觀眾群。

今後，我們會繼續鞏固迎合親子的形象。我們的「博物館小先鋒」現有約4,600名成員。我們將繼續鼓勵孩童加入「博物館小先鋒」，並計劃致力舉辦適合年幼觀眾的親子活動。對於年齡稍長的少年人，我們每年一度的「文化新人類——青年領袖獎勵計劃」有助加深他們對博物館及館藏的認識。

本館的「共融計劃」將繼續為弱勢社群提供定期文藝節目，加強弱勢社群與博物館的聯繫。劇院每週上演的粵劇表演，吸引數以百計熱愛粵劇的年長觀眾，並成為我們的忠實支持者。此外，我們籌劃的學校節目，如教師培訓工作坊、學校文化日和高中學生藝術學習之旅等，可鼓勵學校到博物館參觀。

Audience Building

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

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

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



提升能力

為觀眾提供優質博物館體驗，是我們在2014-15年度作為提升觀眾能力的重要策略。我們深知觀眾對博物館有很高的期望，因此，我們會透過舉辦的展覽、出版的刊物和提供的教育活動（如講座、研討會、參觀、工作坊及導賞服務等），為觀眾帶來富啟發性的藝術、歷史和文化體驗。我們也會為教師舉辦工作坊，介紹本館的資源及探討如何將有關資源應用於教育上。

對於有興趣加入博物館專業的年輕人而言，本館的活動為他們提供多種培訓機會，是重要的訓練場。我們每年一度的「文化新人類——青年領袖獎勵計劃」，結合培訓課程與參觀活動，可引起參與者對博物館工作的興趣。此外，我們繼「博物館練習生計劃」在首階段的成功，於2012年開展了計劃的第二階段，增收學員，提供為期兩年的訓練；與此同時，我們也將繼續為本地及海外大學生提供短期實習機會。

Capacity Building

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

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



社區參與與夥伴關係

一直以來，我們與香港其他文教單位維繫緊密與健全的合作關係。來年，我們將繼續與本地不同機構，包括香港攝影文化協會、香港設計師協會、本地大學及教育局等攜手合作。

我們將於今年的香港國際攝影節，與合作多年的香港攝影文化協會舉辦香港攝影展，又計劃與香港設計師協會在2014年12月合辦「視野——香港國際海報三年展2014」。此外，我們邀得香港知專設計學院和香港專業教育學院（李惠利），配合我們的「請坐・請坐」活動，舉行「從教室到博物館——全民座椅」的院校藝術項目，又會與該兩所院校合作，為敦煌文化及藝術展覽設計多媒體節目。最近，我們還夥拍香港浸會大學及教育局等，為中學及大專生舉辦名為「藝術同行」的藝術教育項目。

在館藏、制訂節目、市場推廣及非物質文化遺產工作方面，我們會諮詢非物質文化遺產諮詢委員會、藝術博物館諮詢委員會、歷史博物館諮詢委員會和博物館專家顧問，聽取他們的專業意見。

Community Engagement and Partnership

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

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

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



改善設備與訪客服務

年內，我們將策劃全面更新現有的新界文物館。因應港人越來越關注本土文化和文物，新館落成後將會重點展示香港的文化歷史，藉以取代現有的新界文物館，減少展品和主題與香港歷史博物館重疊，也可加強香港文化博物館的獨特定位和形象。更新計劃預計需時五年，計劃包括深入的研究工作、確定和收集相關展品，進行諮詢及構思展覽內容。更新工作亦包括設計、裝嵌和招標程序。

我們一直在改善博物館的無障礙設施，以配合殘疾人士的需要。2014-15年間，我們計劃安裝新的斜道以供輪椅通行、改善館內殘疾人士洗手間的設施及為視障人士增設點字標誌和摸讀地圖。

Enhancement of Facilities and Visitor Services

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

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



研究與機構發展

研究是我們其中一項核心工作。本館現正有多項研究在進行當中，亦有新的研究計劃準備在2014-15年開展。

若要了解香港粵劇和電影所留下的戲劇、社會和音樂遺產，本館的太平戲院文物收藏可說是珍貴的資源。自2011年起我們便與來自國立新加坡大學、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合作研究館藏中的珍品，在2015-16年度將發表論文選集與文物研究成果。

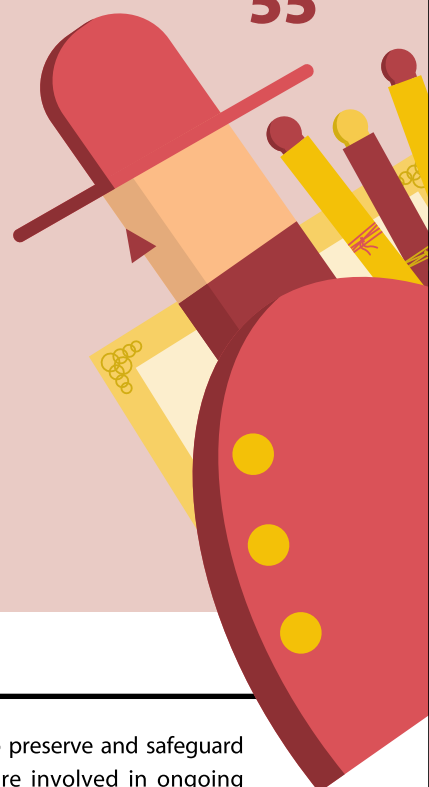
漫畫是香港流行文化的重要部分。本館的漫畫藏品以從1950年代到1970年代為主，我們計劃於年內開展香港漫畫研究，以完整記錄香港漫畫至今的發展，研究成果亦有助制訂本館收藏漫畫的長遠策略。

Research and Institutional Development

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

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

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



在本地非物質文化遺產的研究方面，我們正繼續進行《中國十部文藝集成志書•香港卷》的編纂工作，以及「長洲太平清醮口述歷史計劃」。

本年，我們會繼續深入研究香港的平面設計歷史。香港的平面設計在20世紀70年代和80年代長足發展，我們將探討平面設計在該時期的演變及其影響。

本館一向重視員工的專業發展，將會繼續為員工提供培訓機會，如訓練課程、工作坊、海外實習、國際研討會和文化交流活動等，讓員工了解業界的最新發展、擴闊視野、與海外同行建立聯繫，提升他們的專業水平。本館亦可從中掌握最新的資訊和業界的發展趨勢，與時並進。

觀眾和持份者的意見有助制訂和改善我們的節目及服務，收集所得的寶貴意見，可讓我們了解到用家的期望與需求，有助我們確認需要改進的地方。來年，我們將繼續透過各種渠道收集觀眾的意見。

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

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

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

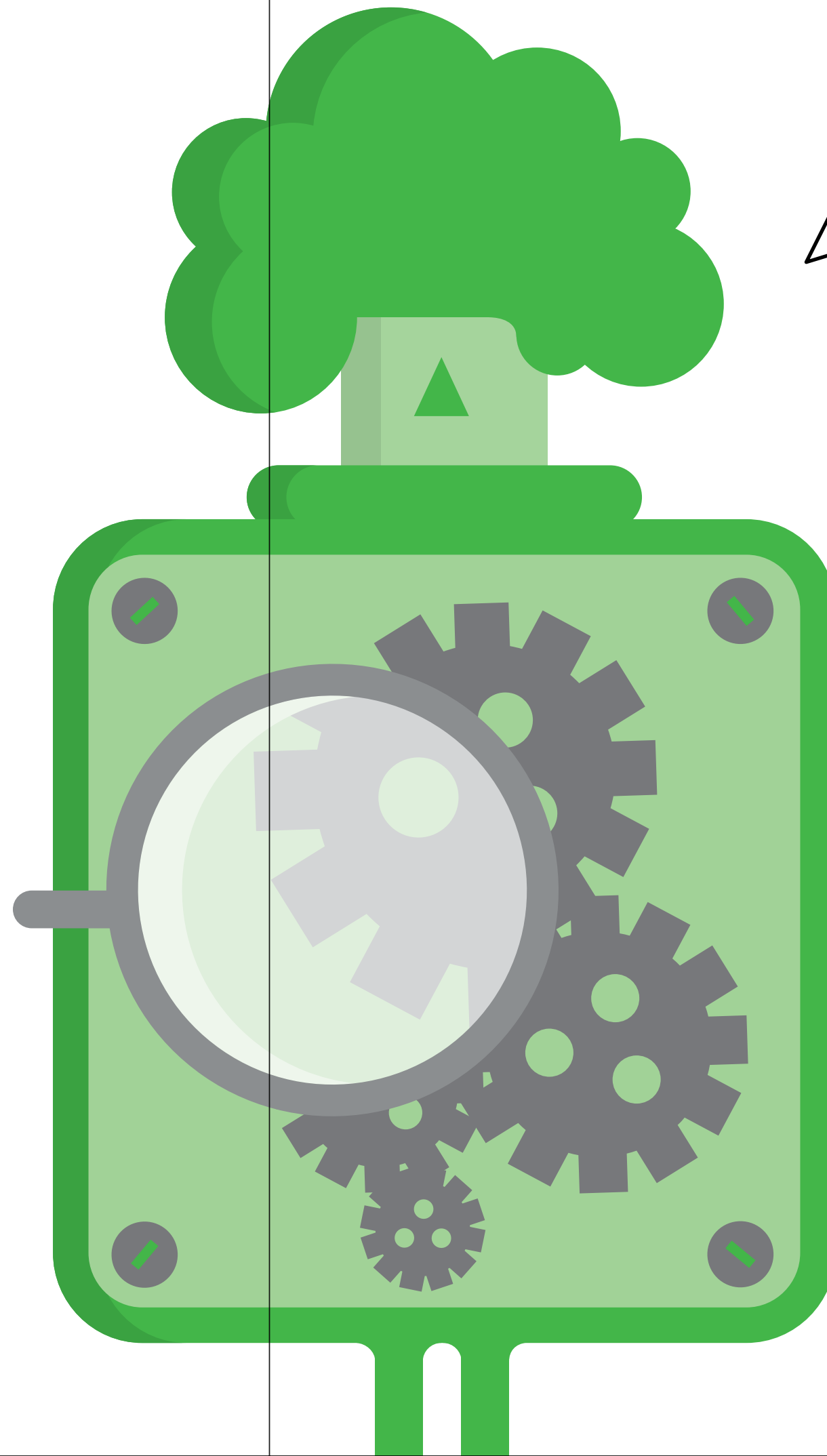
Feedback from visitors and stakeholders is used to develop and modify our programmes as well as services. Collecting feedback gives us valuable insights into the changing needs and expectations of our users, and helps us identify areas for improvement, and we will continue to collect feedback from our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

香港科學館

Hong Kong Science Museum

理想 Vision

- 科學館力求透過先進、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。
- 科學館矢志成為以質素和多樣性著稱的世界級博物館。
- 科學館矢志為來自本港、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，科學館矢志成為東南亞（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。
- 科學館務求提供展覽平台，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。
- We aim to be local leaders in informal science learning for students and the general public, through state-of-the-art, innovative and multi-disciplinary exhibitions, exhibits, activities, shows and outreach programmes.
- We aim to be a world-class museum, renowned for quality and diversity.
- We aim to serve growing audiences from Hong Kong, the Mainland and overseas.
- We aim to be a focal point among similar institutes and science centres in Southeast Asia, particularly the Greater Pearl River Delta, in the organisation of physical and virtual programmes and the dissemination of information on science and technology.
- We aim to serve as a platform for presenting stimulating exhibitions and exhibits from Hong Kong and the Mainland, and for showcasing the achievements of local and Asian scientists.



使命 Mission

- 向學生和公眾推廣科技和天文學。
- 透過互動展品激發公眾對科學的興趣。
- 舉辦富啟發性的活動，加強公眾對大自然的了解和欣賞，以及喚起他們的好奇心。
- To promote science, technology and astronomy among students and the public.
- To capture the public's interest in science through interactive exhibits.
- To provide enlightening programmes that offer visitors a better understanding and greater appreciation of nature and natural phenomena while promoting curiosity.

信念 Values

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

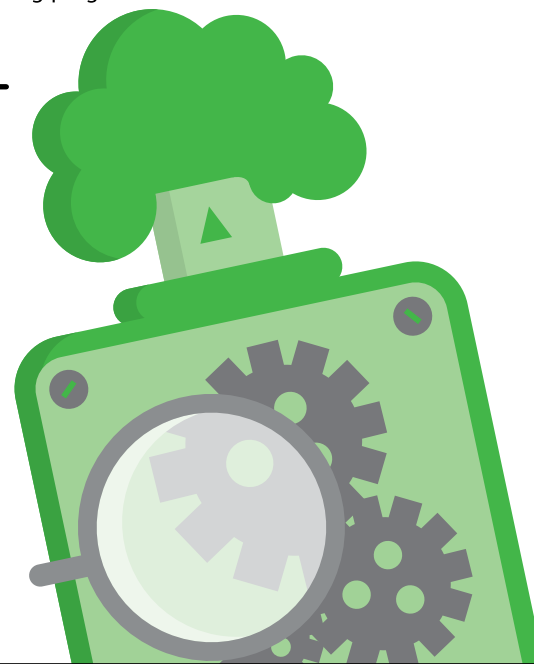


引言

香港科學館（科學館）是一個學習科學知識的好地方，以種種有趣的親身學習體驗，喚起觀眾對科學的好奇心和興趣。我們舉辦以科技為主題的常設和專題展覽，讓公眾多了解自然現象，認識現今的科學發展。我們亦會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興趣。年內，館方會與本港、內地和海外的博物館和機構通力合作，為市民舉辦趣味盎然的節目。

Introduction

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



年度計劃



Annual Plan

節目策劃

在二零一四至一五年度，科學館將為各個年齡層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，名為「動感挑戰站」和「神奇物質——材料科學展」。

「動感挑戰站」展覽設有連場精彩測試與活動，讓參觀人士探索，樂在其中。展品由芬蘭科技中心 HEUREKA 研發，共有二十組互動展品，讓參觀人士認識肢體活動與感覺系統的關係。參觀人士大顯身手的同時，亦可了解感官系統如何啟動和身體如何改善相應的技能。當中約三分之二的展品亦適合行動不便的人士使用。展期由二零一四年六月至十月為止。

現代科技發展離不開新材料的研發，而新的材料又可應用在我們的日常生活。「神奇物質——材料科學展」展覽由安大略科學中心製作，設逾三十組互動展品，讓參觀人士認識日常使用的物料有趣的特性，一窺材料科學的未來發展。展覽將於二零一四年十二月登場。

Programming

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

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

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



藏品

我們將繼續添置展品，提升館藏質量。本館正計劃增設生物多樣性展廳、古生物展廳和地球科學展廳。我們會為三個新展廳搜羅化石、礦石等合適的藏品。

教育推廣

二零一四至一五年度，科學館籌辦了三個大型教育活動：「香港科學節」、「活的科學」和「當代傑出華人科學家」講座系列，以配合學校課程、推廣終身學習。

館方將與其他科學教育機構合辦「香港科學節」，展示科學資訊，讓參觀人士置身科學世界。科學節當月，一眾科學愛好者、一家大小及各界市民可參與家庭同樂日、互動講座、戲劇演出、實驗班、工作坊、比賽、考察及參觀等多項活動。活動涵蓋自然與生命科學、地球科學、物理學、天文學、工程學與環保等多個科學範疇。

「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，今屆再為學生提供一連串以科學為題的活動，包括科學傳意比賽、系列講座、工作坊、實驗示範及精裝科學表演。

Collections

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

Education

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

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

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



今年的「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，將邀請內地和本港傑出著名科學家發表科技專題演講。

觀眾拓展

我們不時添置新展品，以迎合公眾興趣，招徠新的觀眾。二零一四至一五年度，館內的「測試展區」會試行製作與生物多樣性有關的新展品，以搜集觀眾對新展品的要求和意見。

此外，「科訊廊」將舉辦短期展覽，展出本地大學科學家的最新科研發展成果。

能力提升

年內，我們將繼續致力帶領學生以輕鬆的途徑學習科學。科學館將舉辦四個中、小學生大型比賽（即「趣味科學比賽」、「香港學生科學比賽」、「『常識百搭』創新科學與環境探究比賽」以及「聯校科學展覽」），以啟發學生思考、增強其解難能力，並鼓勵學生發掘問題，尋求解決之法。

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

Audience Building

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

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

Capacity Building

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



社區參與及伙伴合作

二零一四至一五年度，我們將繼續舉辦多項社區活動，加強科學館在公共服務中擔當的角色。我們亦會與本地大學、教育和專業機構、非政府組織和其他政府部門協辦科學項目。

二零一四年年中，我們將與香港兒科基金合辦兒童健康系列講座。我們亦為「科學為民」服務巡禮計劃提供資源上的支援，該計劃有逾四十個政府部門和決策局參與。

優化設施與訪客服務

科學館正在提升常設展廳的設施，生物多樣性展廳將以全新面貌示人，初步構思料於二零一四年九月完成。我們計劃於年底開始購置展品，新展廳將於二零一六年開放參觀。

我們亦將增設兒童探索園地，現正進行背景研究和物色合適的展品，於二零一四年開始著手設計，整個計劃定於二零一六年完成。

在「測試展區」，館方會繼續進行研究，著手設計及製作全新的互動展品。

Community Engagement and Partnership

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

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

Enhancement of Facilities and Visitor Services

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

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

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



科學館的二期工程正處於計劃階段，館方將聘請顧問進行技術可行性研究，了解所需的工程規模及擴建內容。研究料於二零一五年完成，研究結果將有助於申請基本工程項目的撥款。

我們現正研究運用手機應用程式技術，推出嶄新的博物館導覽系統，以改善觀展體驗、提升科學館與太空館的教育價值。新系統能夠提供個別展品的額外多媒體資訊，並配備室內定位功能，提供導賞服務與社交網絡功能。

學術研究及機構發展

員工培訓一向是科學館的首要工作，我們計劃參加多項培訓計劃和國際會議，以提升館長職系人員、技術主任和設計師的技能。部分員工將參加歐洲科學中心及科學館網絡聯盟會議及亞太區科技中心網絡會議，藉此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。館方亦會安排其他員工到海外博物館與科學中心受訓，在業內累積實幹經驗。

科學館將會發表年報，介紹過去一年的各項工作。年報其中一個部分，會按既定的服務表現指標評估科學館的服務表現。

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

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

Research and Institutional Development

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

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

香港太空館

Hong Kong Space Museum

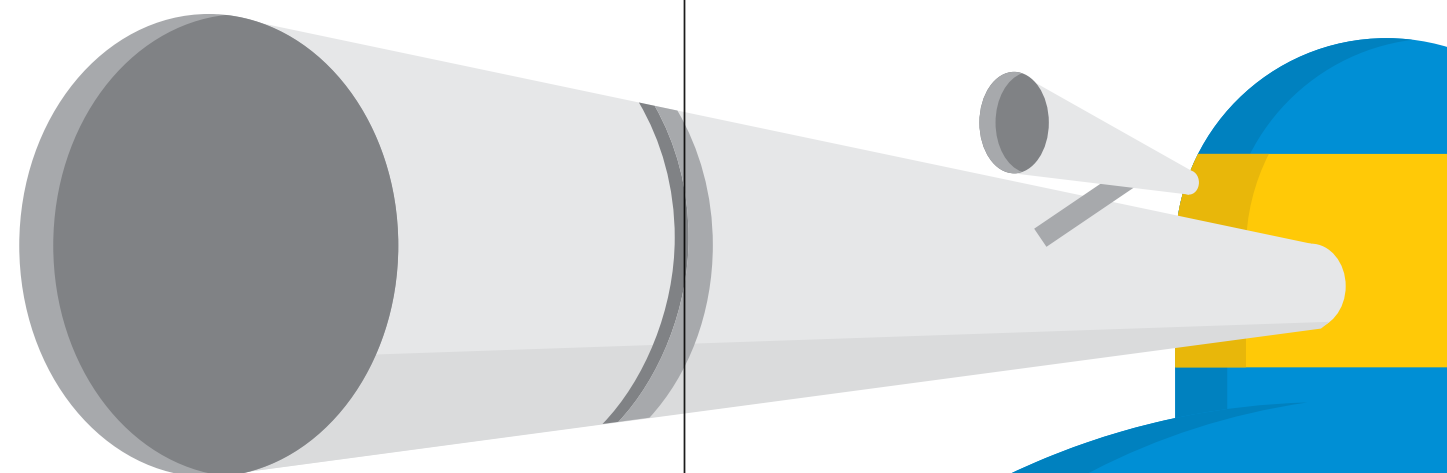
理想 Vision

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

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

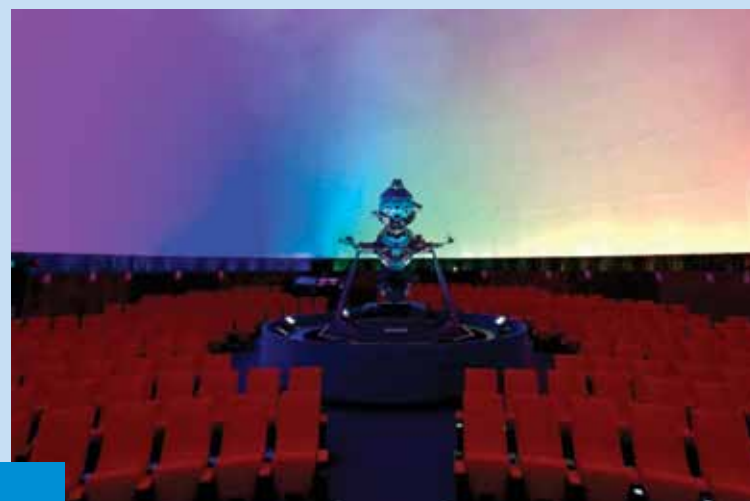
使命 Mission

- 提供優質博物館服務和終身學習的環境，令市民的生活更豐富。
- 追求專業精神，務使博物館服務更臻完善。
- 提供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。
- 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。
- 有策略地收藏香港和鄰近地區有關天文和太空科學文物。
- 建立一支積極進取、盡忠職守、敬業樂業的工作團隊。
- To enrich life by providing quality museum services and a lifelong learning environment for all.
- To promote professionalism and excellence in museum services.
- To provide first-class, multi-lingual educational programmes and exhibitions that promote the community's interest in astronomy and space science.
- To provide activities that establish the museum as an education centre.
- To provide a safe, clean, comfortable and friendly environment that generates high visitor satisfaction.
- To establish superior collections on the region's heritage in astronomy and space science.
- To build and maintain a motivated, committed and satisfied workforce.



信念 Values

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

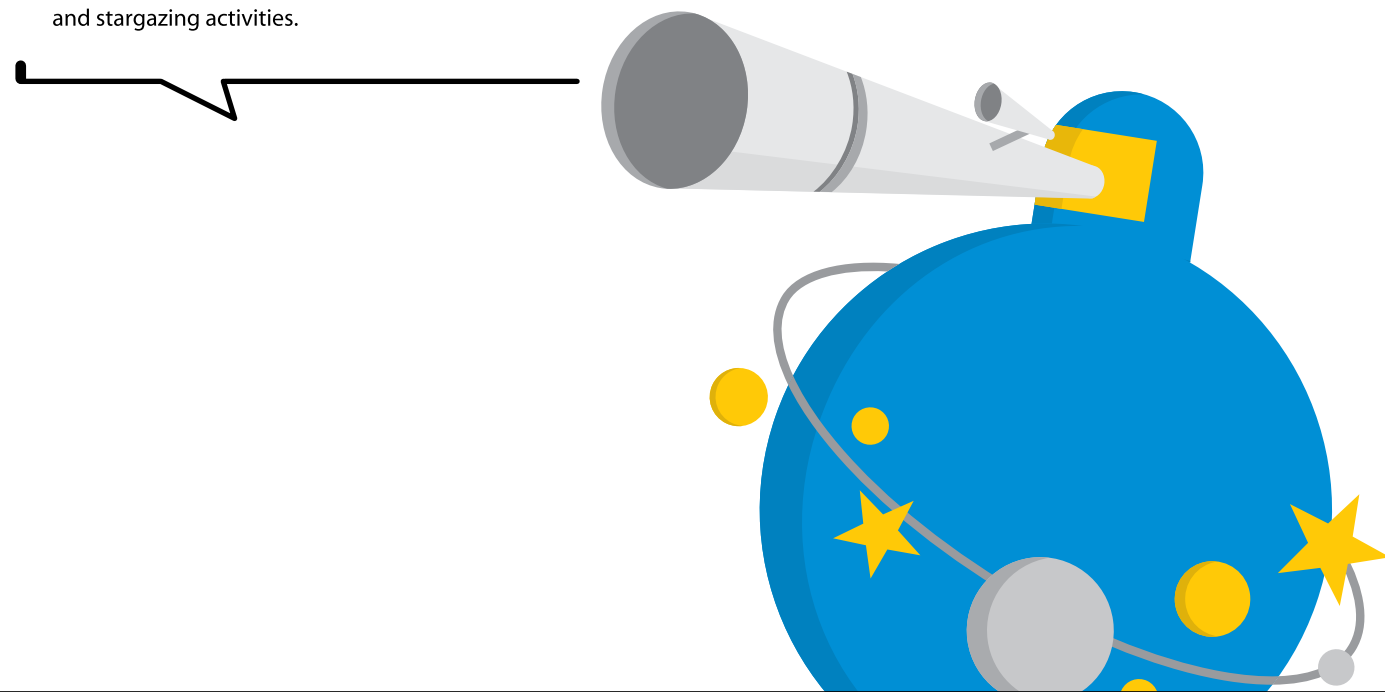


引言

香港太空館（太空館）透過展覽、互動展品、全天域電影和天象節目，將各種宇宙奇觀、天文和太空科學推介予市民大眾。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，讓參觀人士學習天文知識及觀賞星空。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、野外考察、觀星等各式推廣活動。

Introduction

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



年度計劃

Annual Plan

節目策劃

我們每年皆策劃多項新穎的節目，把本地天文科學教育及研究繼續推展。我們在二零一四至一五年度所安排的精彩節目，首推緊張刺激的立體全天域電影《我們都是外星人3D》，將於二零一四年一月上映。影片闡釋人類如何藉著了解地球生物，尋找茫茫宇宙中的外星生命。旅程從我們的近鄰火星、木衛二起步，邁向太陽系以外的其他行星系統，探索最有可能孕育外星生命的搖籃。

天象廳將會另外放映四套全天域電影及兩套天象節目，內容涵蓋不同主題，包括天文學、太空科學、古生物學、氣象學和野外生物等。

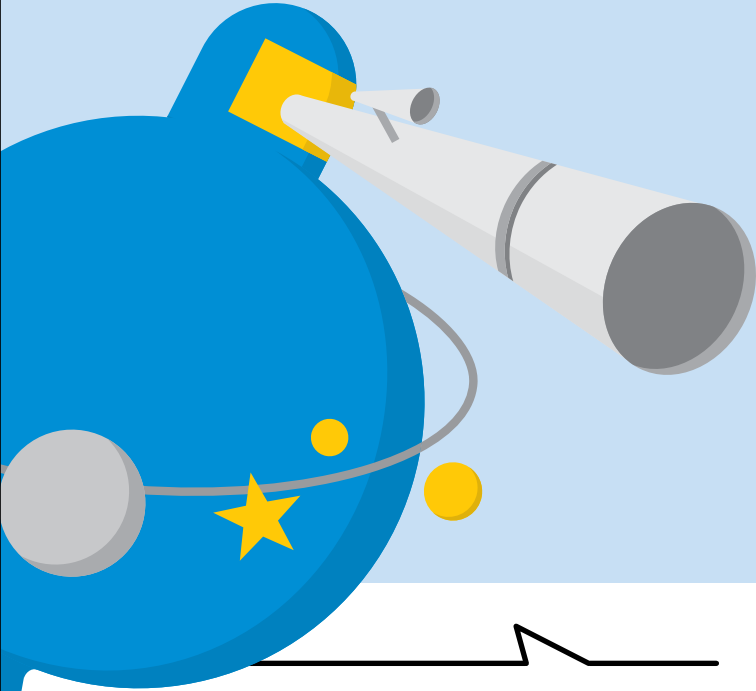
二零一四年七月，本館將與香港大學、可觀自然教育中心暨天文館合辦光污染攝影及海報比賽的得獎作品展，以比賽與展覽提醒公眾關注光污染，讓中學生探討光污染的成因。我們亦將舉辦二零一四年天文現象的展覽，透過太空館大堂的大型電視屏幕，播映動畫影片及展示觀測資料，並介紹各天文現象的最新消息，以及天文和太空科學的最新發展，例如彗星和流星雨，以及這些現象背後的科學原理。

Programming

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

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

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



藏品

在二零一四至一五年度，太空館將繼續尋求新藏品，並參與策劃藏品記錄數碼化。

教育推廣

「少年太空人體驗營」活動將於這年度踏入第六個年頭。這項獨特的教育活動為學生提供機會，讓他們體驗作為中國航天員的歷程和感受。年輕的參加者可以近距離走訪內地的太空科技設施和參與航天員訓練課程，包括參觀酒泉衛星發射中心，享受難忘的經歷，本年度的活動將於八月初舉行。

觀眾拓展

利用互聯網拓展觀眾羣是本年度的重點工作。例如，本館正籌劃把即將發生的天文現象的資訊上載到網上，並使用電腦動畫令內容變得生動有趣，以吸引大眾和激發他們對天文學的興趣。太空館的網站即將大規模更新，讓訪客在更臻簡潔完善的網站瀏覽。

另外，我們正在開發一個包括中國和西方星圖及太空館活動訊息的流動應用程式，預計於二零一四年九月推出。



Collections

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

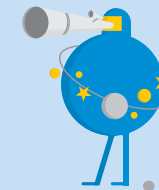
Education

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

Audience Building

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

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



能力提升

太空館經常推出各式節目，增進訪客對太空及太空科學的認識和興趣。為此，我們將繼續與本地天文組織合辦「天文嘉年華」等定期活動，讓參加者辨識恒星與星座，並且利用望遠鏡觀看遙遠的天體。太空館亦將舉辦名為「路邊天文」的特殊天象觀測活動，如將於二零一四年十月八日在尖沙咀海濱長廊觀看月全食。

過去歷屆的「少年太空人體驗營」參加者將有機會參與培訓以協助太空館日後舉辦的活動，為他日後向天文學或宇航工程專業發展作好準備。

太空館正與香港天文學會重新修訂《彗星》一書（舊版於1996年由太空館發行），增加科技資訊與天文新知。

社區參與及伙伴合作

太空館在二零一四至一五年度將繼續與天文愛好社羣和有意贊助者緊密連繫。我們會再次尋求香港中華總商會贊助「少年太空人體驗營」。

太空館正籌備成立「太空館之友」社羣。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，截至二零一三年十二月三十一日，已有5,800名「粉絲」，而人數仍持續增加。

Capacity Building

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

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

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

Community Engagement and Partnership

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

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



太空館亦於二零一一年設立YouTube頻道，此後將繼續由此發放各種有趣天文現象、太空館各種節目與活動的資訊。

優化設施及訪客服務

太空館已獲政府撥出980萬元，以更換天象廳的球幕。預計這項計劃會於五年內完成，包括拆除現有的屏幕、購置及安裝新球幕、測試球幕能否切合天象廳的結構。另外，我們會視乎情況更新天象廳的結構和其他設備，預計將於二零一八年三月完成。屆時，全新的屏幕可將天象廳的質素提升至國際水準。

我們的全天攝影機可提供實時日、夜影像，這些影像連同由遙控天文台的氣象監測器、天文公園和太空館所取得的天氣資訊，已於太空館網站上發佈，讓瀏覽者得以知悉並監看天氣情況及觀星條件。

太空館正繼續進行翻新，以擴展展覽空間和增加設施。館方已落實設計，現正籌備製作展品的招標，接下來是製作安裝展品及佈置環境。項目料於二零一六年底完工。

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

Enhancement of Facilities and Visitor Services

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

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

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



太空館現計劃將館內的太陽望遠鏡升級，除了增加追蹤精確度之外，還可透過不同濾光鏡揭示太陽表面的各種現象。預計計劃於二零一六年完成。

此外，太空館正考慮設立觀星景點，位於柯士甸山道的前山頂電台職員宿舍。此處的星空非常廣闊，是觀星和觀察特殊天文現象的理想地點。我們已著手籌備，進行可行性研究。

學術研究及機構發展

太空館將定期作市場調查，評估各項節目成效，以維持節目的一貫水準。

我們將尋求與本地大學合作的機會，進行天文學或相關主題研究，目前正與香港大學合作進行一項「香港光害調查」計劃。

太空館向來重視員工發展，安排員工參加培訓課程、會議和海外考察，讓員工提升相關技能，增廣見聞。今年六月，館長職系人員到澳門科學館參加「澳門國際球幕節2014」，並於月底往北京出席在北京天文館舉辦的「第廿二屆國際天文館學會大會」。

太空館將發表年報，向公眾介紹過去一年的各項工作。年報其中一個部分，會按照既定的服務表現指標評估太空館的服務表現。

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

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

Research and Institutional Development

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

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

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

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

藝術推廣辦事處

Art
Promotion
Office

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

理想 *Vision*

讓藝術融入社羣，讓社羣投入藝術。

To connect art with people, and people with art.

使命 *Mission*

- 為藝術人才提供一站式服務，包括藝術培訓、創作及籌辦展覽。
- 鼓勵不同藝術團體及社羣建立伙伴關係。
- 培育年輕藝術家及創新意念。
- 推出創新藝術節目，豐富生活環境及提升生活質素。
- To provide a one-stop service for artistic talent – from training, through creation, to presentation.
- To encourage partnerships between different art and community groups.
- To nurture young artists and new ideas.
- To launch innovative art projects that enrich the environment and enhance quality of life.



引言

藝術推廣辦事處（辦事處）一直扮演孕育本港藝術發展的角色，培育年輕新秀藝術家、鼓勵並發掘創意、開拓不同計劃讓個人和社會各界投入藝術。我們矢志活化、改造公共空間，將藝術融入本港普羅大眾的日常生活。

二零一四至一五年度，我們將致力於正在實施的計劃，包括「藝綻公園2014」、「藝聚政府大樓2013-14」、「公共藝術計劃——將軍澳市鎮公園、室內單車場及體育館」、「起動駿業街遊樂場為工業文化傳統公園：藝術及工業傳統裝置」。我們亦將籌辦「藝聚政府大樓2014-15」計劃。

Introduction

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

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



年度計劃

Annual Plan

節目策劃

年內，辦事處將繼續於本港各區推廣藝術，舉辦一連串精彩、非傳統、以年輕人為本、充滿活力的跨領域藝術節目。

我們秉承二零一零年以來的成功，再度舉辦大型公眾藝術計劃「藝綻公園2014」。今屆計劃以跨界別學習的形式實行，從藝術和設計兩方面激發創新意念，展現本港年輕人才的創意。參與的學生會創作藝術裝置和傢具，於中西區海濱長廊（中環段）展出。

「藝聚政府大樓」於二零一零年推出，是一項將藝術作品融入政府大樓，讓市民欣賞的公眾藝術計劃。時至今日，十三位藝術家的作品已相繼於港九新界的十三幢政府大樓展出，為大樓添上藝術色彩。

二零一四至一五年度，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，例如將透過「公共藝術計劃——將軍澳市鎮公園、室內單車場及體育館」獲委約的藝術作品，會設置於新落成的香港單車館公園。

Programming

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

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

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

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



位於北角的當代另類藝術空間「油街實現」，自二零一三年開幕以來為人津津道。來年，「油街實現」將主辦「XCHANGE」社區計劃，鼓勵觀眾參與不同形式的交流活動，反思「完美」與「不完美」的概念。「油街實現」將舉辦另一項活動，名為「正 反」，讓本港與海外藝術家交流對話。

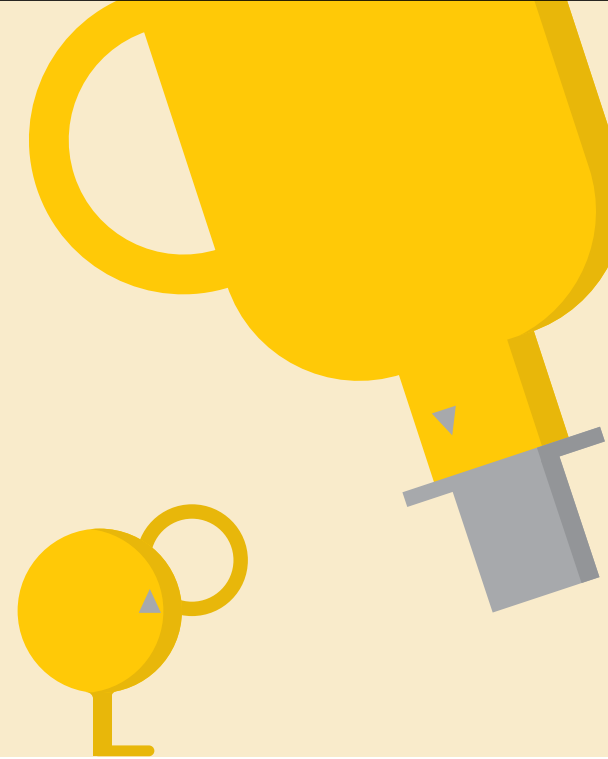
我們計劃推出一連串激發另類藝術的展覽，包括「火花！」系列展覽之中的「收藏家學會」、「像是動物園」、「假如（在一起）」、「我要食餐好嘅」、「之於那微不足道」，展示新進本地策展人在發掘本地年輕藝術家的藝術創作潮流與作品過程中的成果。除了籌辦展覽之外，我們會再度舉辦「對談！『公眾・實踐・藝術』會議」。文化及博物館專才、藝術家與學者可藉此良機，討論藝術界的現況。我們亦將繼續舉辦「綻放！實驗花園」與「藝在園中——同一屋簷下」，鼓勵將藝術融入生活環境。

此外，我們將參與地區合作計劃，開發本地以外的藝術交流渠道。我們參與的計劃為「2014年港澳視覺藝術雙年展」與「慢之極之快：動漫美學雙年展2013-14」，後者的成品將於vA!（香港視覺藝術中心）、「油街實現」、香港城市大學展出。

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

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

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



教育推廣

辦事處安排多項藝術節目，為參加者提供豐富且獲益良多的學習體驗。我們會因應當代藝術界的新潮流與變化，持續拓展並改良教育節目。

香港視覺藝術中心定期舉辦以各種視覺藝術為題的工作坊、導賞團、示範、講座和展覽。香港視覺藝術中心的工作室亦會用作舉辦「藝術專修課程」、「開講！周六藝術講」系列與其他工作坊，為不同界別的年輕藝術家和業餘人士提供藝術教育和欣賞課程。

觀眾拓展

為拓展觀眾羣，辦事處致力在各區舉辦創新的社群和公共藝術項目，並舉辦各種外展與合作計劃，吸引本地社區團體參與。

以「藝聚政府大樓」與「藝綻公園」為例，顧名思義，乃是將藝術作品帶入各區政府大樓與公園。上述兩個項目均在展品上或於展覽中增設輔助設施，例如點字標題、觸感圖、口述影像導覽設備，讓各界市民（包括有特殊需要的市民）皆能接觸藝術。

Education

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

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

Audience Building

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

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



「連結！」系列旨在鼓勵不同社區團體參與藝術。與此同時，「火花！」系列展覽展出由本地年輕策展人策劃的項目，並鼓勵不同媒介的創意人參與，藉此拓展展覽的觀眾羣。

能力提升

辦事處已制訂多個項目，栽培年輕藝術人才。我們與藝術教育機構合辦多個計劃，培養學生的創造力、增加各種發展機會。計劃包括：「火花！」、「城建藝行」，以及「對話！『公眾・實踐・藝術』會議」、「藝聚政府大樓」與「藝綻公園」。藝術推廣辦事處將在台北舉辦「游——香港詩人梁秉鈞的旅程（1949-2013）」，作為「香港週2014」的節目之一，以鼓勵跨界別的合作，兼向藝文前輩致敬。屆時將展出梁秉鈞（也斯）生前與多名藝術協作者的逾百件藝術互動作品。

社區參與及伙伴合作

辦事處以吸納各界社區團體參與藝術為己任，除此之外，我們亦會加強與商業場地經營者及非政府組織的現有合作關係，並拓展合作範疇。

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

Capacity Building

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

Community Engagement and Partnership

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



最近，我們與香港大學建築學院社區項目工作坊合作的「起動駿業街遊樂場為工業文化傳統公園：藝術及工業文化傳統裝置」項目，便以「工業文化傳統」為題，將四個貨櫃轉化為具實際功能的公共藝術裝置，展示九龍東的工業發展；亦與香港中文大學建築學院共同籌劃「城建藝行」等多個項目。

優化設施及訪客服務

香港視覺藝術中心正在翻新工作室和提升展覽設施的質素，逐步改善無障礙服務，為藝術家和公眾創造更專業、更方便的藝術創作和展覽環境。

學術研究及機構發展

辦事處亦會進行研究，提供有關公眾與社區藝術的專題培訓。

辦事處一直致力支持員工的專業發展，幫助員工增進對當代公眾及社區藝術的了解。辦事處的策展人員會到海外參加培訓課程和類似的學習活動。

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

Enhancement of Facilities and Visitor Services

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

Research and Institutional Development

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

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

香港電影資料館

*Hong Kong
Film
Archive*

使命 *Mission*

- 收集和修復香港電影以及有關的資料。
- 透過簡單便捷的電腦系統將藏品編目，以便公眾查閱。
- 為業界、研究人員和公眾解答查詢，提供設施及電影資料。
- 舉辦電影專題回顧放映、展覽、導賞團、座談會、研討會等活動，提高公眾欣賞電影的興趣。
- 研究和出版有關香港電影歷史文化的書籍。
- To acquire and conserve Hong Kong films and related materials.
- To catalogue the collections and maintain the collection database through a user-friendly computer system, for easy access of information.
- To answer enquiries and provide facilities and film materials for industry professionals, researchers and interested parties.
- To enhance public appreciation of films by organising topical retrospectives, exhibitions, guided tours, talks and seminars.
- To conduct research into Hong Kong's cinema history, issuing in quality publications.

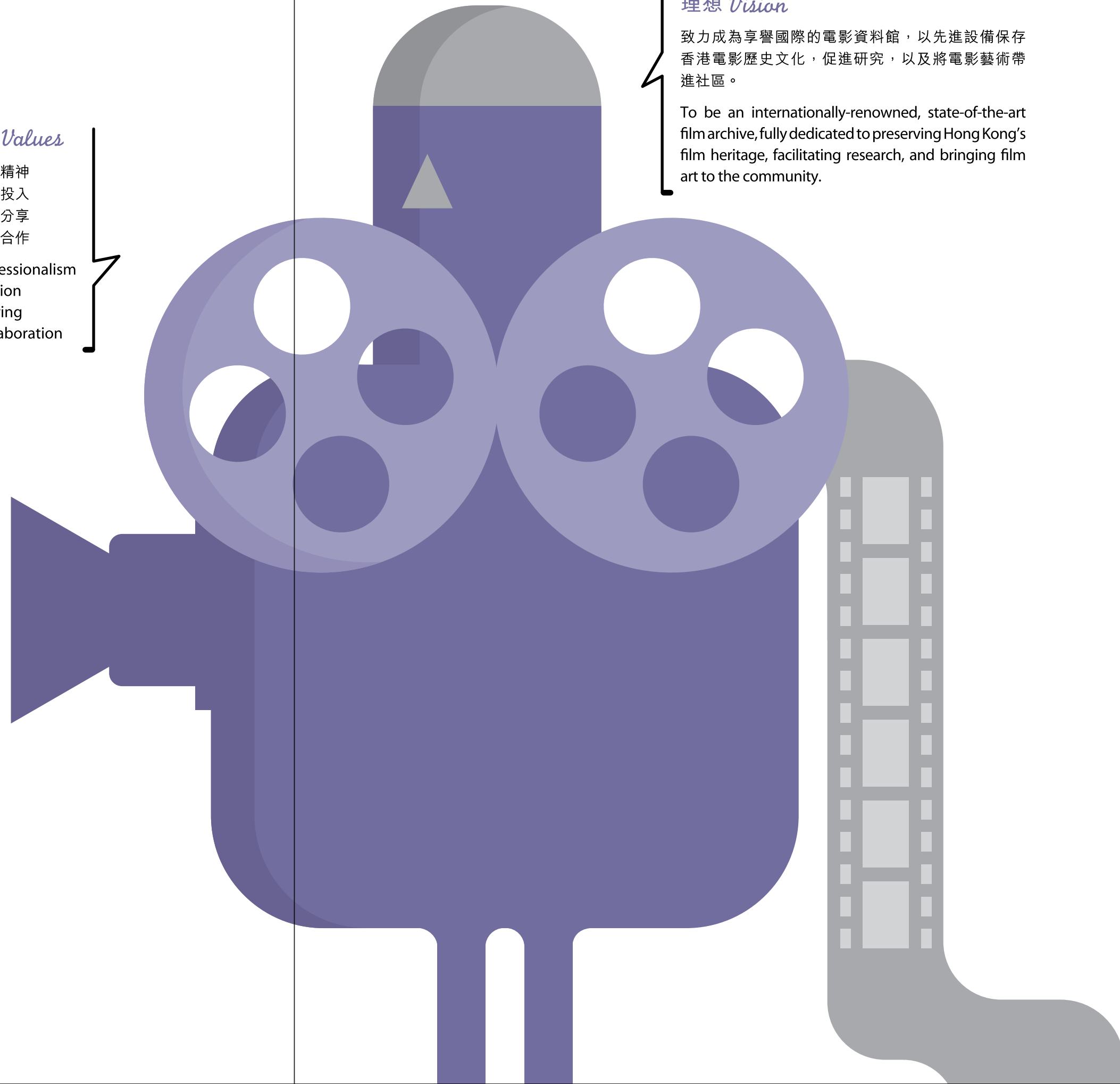
信念 *Values*

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

理想 *Vision*

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

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





引言

香港電影資料館(資料館)負責收集、修復、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。

資料館大樓位於西灣河，設有電影院、展覽廳、資源中心與四個恆溫儲藏庫。館內有關香港電影和相關資料的藏品主要來自電影業界和市民捐贈、部分藏品則是經由交換、轉移、購買、複製等途徑獲得。我們將收集得來的藏品進行編目後，便可讓公眾查閱；但狀況未如理想的藏品，則須先行修復以作保存。我們又定期舉辦電影節目和展覽，出版專題研究書籍，以及與本地及海外機構合辦各種活動，以弘揚本港珍貴的電影歷史文化。我們亦致力促進香港電影的歷史研究，擔任電影界和文化界之間的橋樑。

資料館身為國際電影資料館聯盟的會員，會定期與海外同業交流，了解業界的最新科技與發展。

Introduction

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

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

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



年度計劃

Annual Plan

節目策劃

香港電影業產量驚人、日新月異，而資料館亦繼續肩負記錄和保存這種多元文化的任務。在二零一四至一五年，我們將舉辦多個展覽，展示多姿多彩的香港電影文化，繼有「香港早期電影遊蹤」、「從前衛到懷舊——館藏攝影器材展」、「開疆拓宇——邵逸夫電影王國」。我們深受歡迎的電影節目將繼續舉行，包括旗艦節目「百部不可不看香港電影」、「歡樂早場」，以及「修復珍藏」。

近年，我們積極將香港深厚的電影歷史文化推廣至海外，來年亦當繼續擔此重任。我們將與「第十六屆烏甸尼遠東電影節」攜手合作，將資料館修復珍藏《苦兒流浪記》推介給意大利的觀眾。我們亦與多間海外電影資料館與機構商討，向外推廣「百部不可不看香港電影」與其他修復珍藏。

Programming

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

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



藏品

資料館與電影業的關係相當密切，很多重要館藏皆來自業界捐贈。我們正在洽商幾個重要的捐贈項目，包括由湯臣（香港）電影有限公司、綜合電影沖印有限公司、橙天嘉禾娛樂有限公司、通用影藝有限公司、香港第一發行有限公司擬捐贈的電影底、聲、字片。我們亦正研究複製現保存於美國紐約州檔案館內，涉及香港三十至四十年代早期電影的劇本和送檢記錄。

我們的全新電腦資訊系統將於年內全面啟用，系統設有圖書館編目、藏品資料庫、工作流程管理功能。新系統能提供平台便於管理藏品與資料庫，為市民提供更全面資訊。我們將繼續測試並監察無線射頻辨識 (RFID) 技術的成效，以提升藏品管理的效率。此項計劃由創新科技署資助，尚在試用階段。

資料館現今收藏的電影與相關資料逾百萬。有見西灣河館址空間有限、藏品數量與日俱增，我們正物色合適的工業大廈存放部分藏品。

教育推廣

資料館致力推動電影教育工作。二零一四至一五年間，我們將繼續為「學校文化日」計劃提供教育節目，包括展覽及場館設施導賞團、講座、特別場電影。館內的資源中心將繼續安排學校參觀活動，以豐富學生

Collection

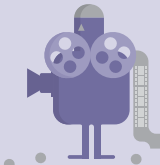
The Film Archive maintains a close relationship with Hong Kong's film industry, which is an important source for acquisitions and donations. We are currently negotiating about a number of potential major acquisitions, including donations of pre-print film materials from Tomson (HK) Films Company Limited,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

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

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

Education

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



的觀影經驗，鼓勵本地電影史的研究。我們亦將舉辦各種延伸活動，諸如研討會、電影欣賞講座，讓觀眾盡情感受欣賞電影的樂趣，並對香港的電影文化加深了解。

我們與多間機構攜手合作，吸納更多的觀眾。例如，我們現正與香港電影評論學會合辦「中學生電影教育計劃」，舉辦有關電影欣賞、電影美學與電影文化的講座。我們亦與教育局合作，舉行「高中學生藝術學習之旅」計劃，活動包括電影放映、映後談及展覽導賞。

觀眾拓展

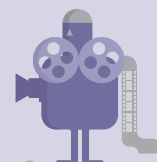
二零一四至一五年，資料館會多管齊下，擴大我們的觀眾群。年內不少活動乃是秉承往年成功的經驗，例如，我們將在其他康文署場地推廣我們的節目和舉辦外展活動。我們亦將參與「夏日狂歡大派對——高山神話傳說」、「除夕倒數嘉年華」，以及「元宵綵燈會」等與眾同樂的節目和節慶活動，安排免費的戶外電影放映會。我們深受歡迎的「歡樂早場」系列亦將繼續選映老電影，以優惠票價回饋長者。我們將與駐外地的香港經濟貿易辦事處合作，把專題展覽送到海外巡迴展出，並籌辦電影節目，務求將資料館的工作推廣至世界各地。

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

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

Audience Building

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



社區參與及伙伴合作

資料館一直仰賴與不同伙伴的互助合作，向市民大眾推廣我們的電影。例如，透過顧客諮詢座談會廣納意見，幫助我們制訂節目的發展路向、改善館內設施以及提升服務水平。電影顧問團的本地專家學者與我們緊密聯繫，確保節目維持高質素，能配合市民、業界和電影文化機構所需。

聯合國教科文組織的第八屆「世界視聽遺產日」訂於二零一四年十月二十七日。為配合該項國際性活動，資料館將於當日選映一部珍貴的館藏影片，藉此推廣電影歷史文化。

資料館將繼續與油麻地百老匯電影中心合作，將「百部不可不看之香港電影」移師到電影中心放映，讓年輕一輩有機會認識香港的經典電影。我們更邀得新進年輕導演麥浚龍先生擔任這個旗艦節目的新一屆節目大使，為節目注入新動力。我們亦將為各領事館的電影節目及電影相關活動提供場地贊助，促進文化交流。

我們又將繼續參加一年一度的「香港國際影視展」，建立我們與本地及海外電影機構的聯繫，尋求搜集香港電影的新機遇。電影館亦將繼續借出藏品予不同機構於海外放映。

Community Engagement and Partnership

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

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

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

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



優化設施及訪客服務

最近，資料館的資源中心提升了視聽系統（MATRIX），讓觀眾有更多電影選擇。

我們正分階段進行無障礙通道改善工程，包括改裝暢通易達洗手間、安裝全新的觸覺引路徑、在正門入口安裝自動門、增設觸覺點字及觸覺平面圖、改良現有的扶手。待這些大規模工程完工，殘疾人士便能更暢通無阻地參觀本館，享用我們的服務。

研究工作及機構發展

年內，我們會繼續致力研究香港電影、出版有關的書籍研究，包括「香港影片大全」、「口述歷史系列」兩項長期研究項目，以及「影談系列」專題研究和修復電影《彩色青春》（1966）的研究工作。

資料館現為國際電影資料館聯盟與東南亞太區視聽資料館協會的成員。我們透過加入國際組織，讓員工有機會參與這些組織的年度座談會、工作坊和會議，藉此提高他們的專業知識，讓他們與各國同業建立緊密的聯繫。我們亦鼓勵員工參加海內外的相關培訓課程，精進技能，與時俱進。

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。

Enhancement of Facilities and Visitor Services

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

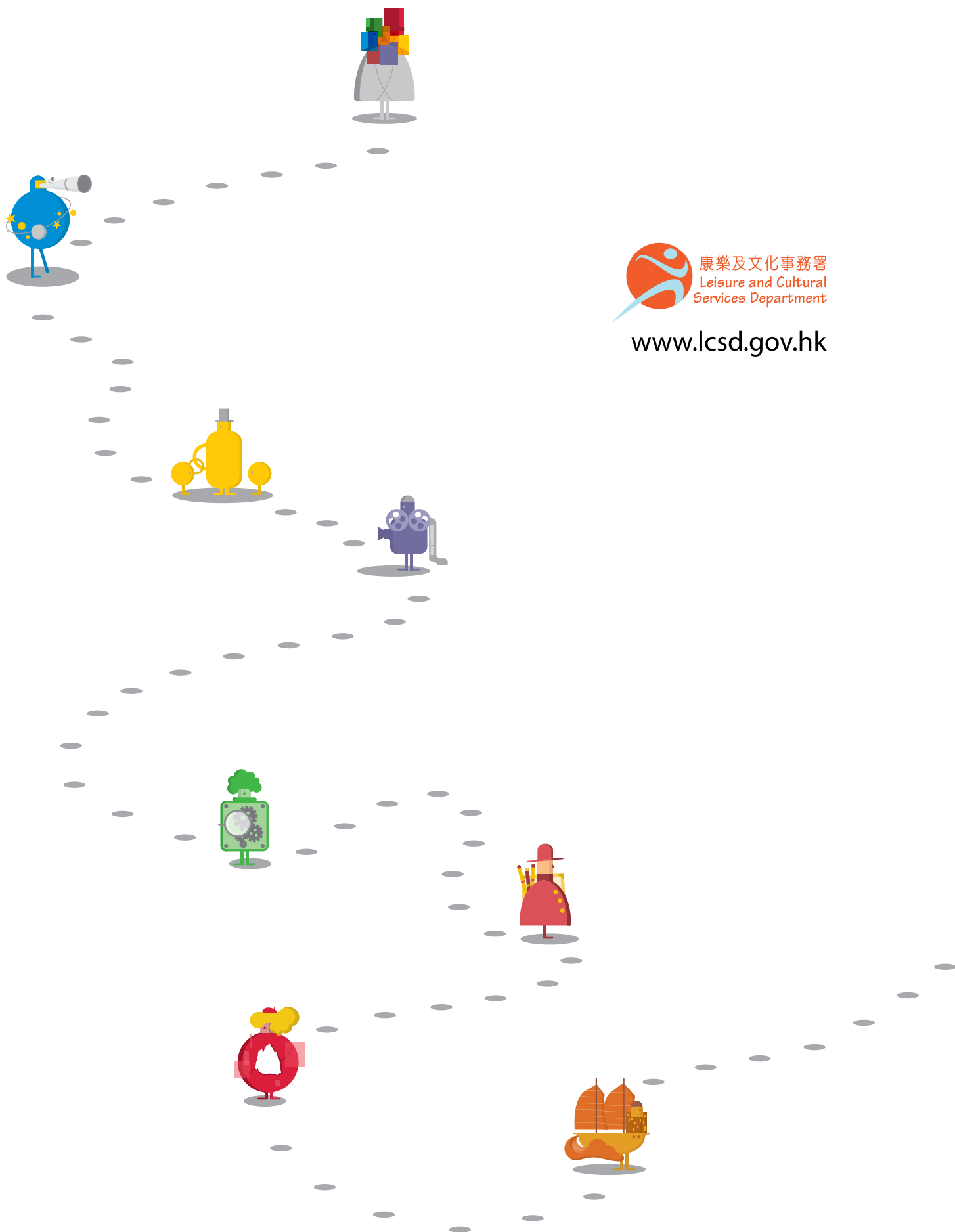
Barrier-free access improvement work is underway in phases. This includes modifications to the accessible toilets, the installation of new tactile guide paths and an automatic door at the main entrance, the provision of a new braille and tactile site map and improvements to the existing handrails. Once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

Research and Institutional Development

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

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

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



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