



OPENING UP

A WORLD OF WONDER

廣開博見
拓闊新知

2016-2021

業務計劃
Corporate Business Plan

2016-2017

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

目錄 CONTENTS

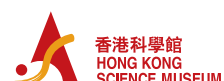
署長序言 Director's Foreword	02
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二零一六至二一年業務計劃 Corporate Business Plan 2016-21

我們的博物館 Our Museums	08
理想、使命、信念 Vision, Mission, Values	10
特色 Distinctive Features	11
挑戰與機遇 Challenges and Opportunities	13
策略與計劃 Strategies and Plans.	15

二零一六至一七年度計劃 Annual Plans 2016-17

香港藝術館 Hong Kong Museum of Art	26
香港歷史博物館 Hong Kong Museum of History	38
香港文化博物館 Hong Kong Heritage Museum	50
香港科學館 Hong Kong Science Museum	64
香港太空館 Hong Kong Space Museum	76
藝術推廣辦事處 Art Promotion Office.	88
香港電影資料館 Hong Kong Film Archive	102



署長序言

DIRECTOR'S FOREWORD

我謹在此發表康文署轄下公共博物館自2012年以來的第五份業務計劃，與公眾分享我們的目標、理想及計劃。康文署轄下14間公共博物館及相關辦事處，亦已訂定年度計劃以及來年的短期措施。我們會在未來的日子，為市民帶來琳瑯滿目、多彩多姿的博物館節目及活動。

創意同享 奇趣共尋

公眾反應是評估工作成效的重要指標。2015年，由於香港藝術館閉館以及香港太空館展覽廳須關閉進行翻新工程，本署博物館入場總人數較上一年遜色，約為486萬人次。我們致力把挑戰轉化成契機，在博物館以外地點，例如廣受市民歡迎的梳士巴利花園藝術廣場的公共藝術空間，舉辦及宣傳各項展覽。在我們努力下，這類展覽的參觀人次於2015年增至393萬，另有95.3萬人次參與館方主辦的各項教育及推廣活動。

2015年舉行的多項展覽廣獲好評，其中兩項由康文署與內地文化機構合辦。在香港歷史博物館舉行的「漢武盛世—帝國的鞏固和對外交流」展覽，展出內

地逾40間文化機構借出的162套文物，介紹漢朝如何興起，成為中國歷史上其中一個國力最鼎盛、國祚更是最長的大一統王朝。香港科學館的「西洋奇器—清宮科技展」則結合歷史與科學，記錄中國與西方過往在科學文化方面的重要交流，並闡釋兩者在科學發展方向上的迥異。

各方各面 全力求進

博物館會繼續與時並進，務求符合公眾的期望，掌握博物館學的新趨勢。我們的工作重點是令博物館更為暢通易達、平易近人，並善用科技，切合現今社會所需。

香港藝術館及香港太空館進行大型翻新工程，不單是為了改善館內空間。我們也希望藉此機會提升館內科技的應用，重新審視展覽及展品的安排，確保能滿足公眾的需要，保持博物館對市民的吸引力；以上各項正是我們的工作重點。翻新及現代化計劃涵蓋不同層次的項目，有關工程即將在香港科學館、香港文化博物館、香港歷史博物館及香港海防博物館分階段進行。

去年舉辦的首屆香港博物館節反應熱烈。有見及此，我們計劃在2016年6月及7月再接再厲，舉辦第二屆香港博物館節，彰顯康文署博物館在市民生活中的意義。這項博物館界盛事，旨在讓市民留意到公共博物館內容如何豐富，如何暢通易達、平易近人而且精彩有趣。除舉辦香港博物館節外，我們還推出多項措施，吸引觀眾入場。我們已準備就緒，快將開放指定博物館常設展覽供市民免費入場，相信此舉不但會帶來更多參觀人次，更能培養市民把參觀博物館視為日常生活的一部分。

我們在規劃來年的活動時，亦力求展覽能利便觀眾，善用先進技術，切合市民所需，並且不斷嘗試把博物館的工作與本港和內地的重要活動和政策連結起來。例如為響應「一帶一路」，香港歷史博物館將會以海上絲綢之路為題籌辦展覽及國際研討會，從宏觀的角度呈現「一帶一路」的歷史背景。

對於各項首要的工作，我們的目標一直十分清晰明確。展望未來，我們會繼續發揮專業現代博物館的重要職能，蒐集、保存、記錄、研究並展示與文化、歷史及科學有關的展品。

以上工作須經常與藝術家、收藏家、捐贈者、學者專家以及本港和中央政府各部門聯繫，攜手合作。希望這些活動能推廣本港文化藝術及傳統，有助我們實踐更遠大的理想，令香港的文化生活更見繽紛。

鳴謝

本文概述的計劃及措施，是不同界別的持份者集思廣益的成果。為此，我要感謝各方的參與及支持，特別是博物館諮詢委員會成員和專家顧問。這些學者、專家及收藏家不吝賜教，慷慨分享豐富的知識及經驗，使我們獲益良多。此外，博物館的職員敬業精勤，竭力實踐博物館的理想，殊堪嘉許。去年取得的驕人成績，得力於各方人士及團體的鼎力支持。在未來一年，我們會在各方的支持下繼續努力，更上層樓。



康樂及文化事務署署長

I have pleasure in presenting here the fifth Corporate Business Plan of the Public Museums of the LCSD since 2012 for sharing with the public our goals, vision and plans. At the same time, we have compiled Annual Plans for each of the 14 individual public museums and related organisations under the LCSD, in which we have laid out the short-term initiatives for the coming year. It is gratifying to note the truly rich array of museum and museum-related activities that are being made available for the people of Hong Kong.

SHARING CURIOSITY, CREATIVITY AND CULTURE

Public response is a key factor in assessing the success of our endeavours. In 2015, total attendance at all our museums amounted to around 4.86 million visitors, which represented a fall from the previous year almost entirely due to the necessary closure for renovation of the Hong Kong Museum of Art and of the exhibition halls at the Hong Kong Space Museum during the year.

Turning these challenges into opportunities, we put a lot of effort into organising and promoting exhibitions outside our museum premises – such as in the very popular Art Square public art space in Salisbury Garden. As a result, attendance at these kinds of exhibitions soared in 2015 to 3.93 million. A further 953,000 took part in various in-house education and extension programmes.

Of the many popular exhibitions held in 2015, two highlights were organised in collaboration with Mainland cultural institutions. At the Hong Kong Museum of History, *The Rise of the Celestial Empire: Consolidation and Cultural Exchange during the Han Dynasty* placed 162 sets of artefacts on display loaned from over 40 cultural institutions in the Mainland. The artefacts were arranged to illustrate and explain the rise of the Han dynasty, the longest lasting and one of the greatest of all the unified dynasties in China. At the Hong Kong Science Museum, the exhibition *Western Scientific Instruments of the Qing Court* merged history and science to record the important scientific and cultural exchanges of the past

between China and the West, and explain the divergent paths of science in each culture.

MOVING FORWARD ON MULTIPLE FRONTS

Our museums will continue to change and adapt to the expectations of the public and to new trends in museology. The key themes here are expanding accessibility, embracing technology, and remaining relevant to the needs of contemporary society.

The major renovations being undertaken at the Hong Kong Museum of Art and the Hong Kong Space Museum are examples of all these themes, since the revamp work is not only making our museum spaces easier to navigate but also upgrading the technology available in these spaces, and rethinking the exhibitions and exhibits to ensure they remain relevant and interesting to today's audiences. This multi-level programme of renewal and modernisation will shortly be extended to the Hong Kong Science Museum, the Hong Kong Heritage Museum, the Hong Kong Museum of History and the

Hong Kong Museum of Coastal Defence, in phases.

We are also planning to follow up the success of last year's inaugural *MuseFest HK*, a celebration of the role of our museums in Hong Kong life, with a second *MuseFest HK* planned for June and July 2016. The festival is a high-profile event for the museums, reminding the public of just how interesting, accessible and indeed good fun our public museums are. *MuseFest HK* is only one of a number of initiatives that are bringing more people to our museums. The planned introduction of free admission to the permanent exhibitions of designated museums is another move that we expect will drive up attendance numbers and help make museum visits a regular part of people's daily lives.

The exhibitions planned for the year ahead are also designed to be accessible, technologically sophisticated, and highly relevant to the people of Hong Kong. We are also constantly looking for ways of linking the work of our museums with wider events and initiatives taking place in Hong Kong and the Mainland. For example, to support the Belt and Road Initiative, the

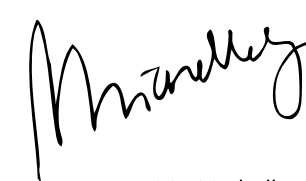
Hong Kong Museum of History will be organising an exhibition and international seminar on the Maritime Silk Road that will help place the Belt and Road Initiative in its wider historical context.

Going forward, our priorities remain clear. We will of course continue to fulfil the essential functions of all professional modern museums: collecting, preserving, documenting, researching and exhibiting cultural artefacts, historical objects, and scientific items. All these involve extensive collaboration with artists, collectors, benefactors, academic experts and local and central government bodies. The broader vision behind all these activities is to promote Hong Kong's culture, arts and heritage, and by doing so to enrich the cultural life of our city.

ACKNOWLEDGEMENTS

The plans and initiatives outlined in this document have been developed following discussion with a wide spectrum of stakeholders, and I thank them all for their involvement and support. In particular, mention should be made of the work of the

members of our Museum Advisory Panels and our Expert Advisers; they are scholars, specialists and collectors who have been very generous in sharing their rich knowledge and experience with the museums. Thanks are also due to the staff of all our museums, whose commitment to our museum visions has involved an exceptional level of dedication. The support of all these individuals and groups has been vital to our success over the past year, and will drive us forward to new heights in the year to come.



Ms Michelle Li
Director of Leisure and
Cultural Services

2015-
2021

**CORPORATE
BUSINESS
PLAN**

**業 務
計 劃**

PUBLIC MUSEUMS OF THE LEISURE AND CULTURAL SERVICES DEPARTMENT

康樂及文化事務署
轄下
公共博物館

引言 INTRODUCTION

本業務計劃涵蓋康樂及文化事務署（康文署）轄下十四間博物館訂定的策略與計劃。這些公共機構在藝術、歷史和科學三大領域攜手協力，發揮重要作用，傳承香港豐富而多元的文化遺產。康文署管理的博物館計有七間大型博物館—香港藝術館、香港歷史博物館、香港文化博物館、香港科學館、香港太空館、孫中山紀念館和香港海防博物館，以及七間規模較小的博物館—茶具文物館、香港鐵路博物館、三棟屋博物館、上窰民俗文物館、羅屋民俗館、李鄭屋漢墓博物館和葛量洪號滅火輪展覽館。

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

除此之外，本文件亦為兩個支援康文署轄下博物館、文化場地和辦事處的重要單位釐定目標：文物修復辦事處提供修復及保存藏品專業服務；市場及業務拓展組則負責博物館的策略性形象發展、推廣品牌和宣傳工作。

非物質文化遺產辦事處已於2015年5月成立；本計劃亦會介紹保護和宣傳香港非物質文化遺產的工作。

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

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

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

With the establishment of the Intangible Cultural Heritage Office in May 2015, our work in safeguarding and promoting Hong Kong's intangible cultural heritage (ICH) is also covered in this document.

理想 VISION

我們致力為公眾提供愉快而具啟發性的藝術、歷史及科學博物館體驗。

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

使命 MISSION

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

信念 VALUES

- | | |
|--------|---------------------------|
| ○ 專業精神 | ○ Professionalism |
| ○ 積極創新 | ○ Creativity |
| ○ 全情投入 | ○ Passion |
| ○ 秉誠持正 | ○ Integrity |
| ○ 以人為本 | ○ People-oriented culture |
| ○ 開放透明 | ○ Openness |

特色 DISTINCTIVE FEATURES



以下為康文署轄下博物館的部分特色：

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

- 康文署轄下14間公眾博物館（另設香港電影資料館、藝術推廣辦事處和非物質文化遺產辦事處）經常互相合作，交流專業意見，分享藏品等各種資源。
- 康文署轄下博物館屬官方機構，有利與世界各地的博物館和文化機構合作。
- 香港藝術館、香港歷史博物館、香港文化博物館、香港科學館、香港太空
- 館等主要博物館均為區內同類博物館中的翹楚。
- 主要博物館大多位於香港的核心位置，例如尖沙咀海濱。
- 香港電影資料館是唯一專為保存香港電影文化而設的公共機構。
- 文物修復辦事處設施齊備、人才濟濟，是香港唯一負責文物修復和

提倡保護文物意識的專門機構。

- 香港在2014年6月公佈首份非物質文化遺產清單，並於最近成立非物質文化遺產辦事處，透過確定、記錄、研究、保存和傳承的工作，加強保護和宣傳香港的非物質文化遺產。
- 歷年來蒐集了大量珍貴藏品。
- 職員竭誠用心，訓練有素，能提供高質素的博物館和文物修復服務。
- 近年舉辦的多個展覽深受歡迎，可見我們有能力舉辦大型主題展覽。



(由左至右)：非物質文化遺產辦事處總監何詠思女士、非物質文化遺產諮詢委員會主席鄭培凱教授、康樂及文化事務署署長李美嫦女士、JP、荃灣區議會主席鍾偉平先生、SBS、MH及荃灣民政事務助理專員莊港生先生主持香港非物質文化遺產中心啟用典禮。
(From left to right): the Head of the Intangible Cultural Heritage Office, Ms Cissy Ho; the Chairman of the Intangible Cultural Heritage Advisory Committee, Professor Cheng Pei-kai; the Director of Leisure and Cultural Services, Ms Michelle Li, JP; the Chairman of Tsuen Wan District Council, Mr Chung Wai-ping, SBS, MH; and Assistant District Officer (Tsuen Wan), Mr Patrick Chong officiated at the opening ceremony of the Hong Kong Intangible Cultural Heritage Centre.

- 能以獨特的策展手法，舉辦展覽及公眾節目，實力毋庸置疑。
- 獲政府提供穩定的撥款及人手，日常運作亦獲其他政府部門多方配合。
- 我們於2015年6月舉辦首屆「香港博物館節」，以吸引新觀眾並加強與本港其他博物館的聯繫。
- 多位博物館諮詢委員會和博物館專家顧問不吝賜教，為康文署博物館的重要發展及策略事宜提出意見。
- The fact that there are 14 public museums (along with the Hong Kong Film Archive, the Art Promotion Office and the Intangible Cultural Heritage Office) under the aegis of the LCSD means that the museums enjoy many opportunities for cooperation, exchange of expertise, and sharing of resources (e.g. collections).
- The official status of LCSD museums facilitates our collaboration and partnership with other museums and cultural institutions, both regionally and internationally.
- Our flagship museums, the Hong Kong Museum of Art, the Hong Kong Museum of History, the Hong Kong Heritage Museum, the Hong Kong Science Museum and the Hong Kong Space Museum, have established themselves as the leading museums in their respective fields in the region.
- Many of our flagship museums are located in prime locations in Hong Kong, e.g. the Tsim Sha Tsui waterfront.
- The Hong Kong Film Archive is the only public institution dedicated to the preservation of Hong Kong's film heritage.
- The Conservation Office is the only

establishment in Hong Kong dedicated to conservation work and the promotion of conservation awareness, and is equipped with all essential facilities and backed by specialist expertise.

- Building on the promulgation of the first Intangible Cultural Heritage (ICH) Inventory of Hong Kong in June 2014, the Intangible Cultural Heritage Office (ICHO) has recently been established to better safeguard and promote Hong Kong's ICH through the identification, documentation, study, preservation and transmission of this heritage.
- We have accumulated a significant number of valuable collections over the years.
- Our staff are dedicated and well-trained professionals with considerable experience in delivering high quality museum and conservation services.
- We are capable of organising impressive thematic mega exhibitions, as evidenced by the varied popular blockbuster exhibitions we have successfully staged in recent years.
- We have proved our ability to adopt unique curatorial approaches for our

exhibitions and public programmes.

- We have a steady source of funding and manpower from the Government, and a wide range of support from other Government departments for our daily operations.
- We created the first museum festival *Muse Fest HK* in June 2015 to attract new audiences and enhance links with other local museums.
- We have a strong pool of experts and advisers on the Museum Advisory Panels and among the Museum Expert Advisers, who are very generous in sharing their insights regarding major development and strategy issues.

挑戰與機遇 CHALLENGES AND OPPORTUNITIES

未來五年，康文署轄下博物館將面對以下挑戰之餘，亦迎來不同機遇：

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

設施 Facilities

- 香港藝術館於2015年8月至2019年初閉館翻新，期間館內停辦展覽。
- 香港藝術館雖暫時閉館翻新，我們會把2014年啟用的梳士巴利廣場變成「無牆展廳」，展示本地藝術，展現本地藝術家的才華。
- 新世界發展有限公司承建的梳士巴利花園（二期）及新世界中心重建工程預計於2017-18年度竣工，可望改善香港藝術館周圍的環境。
- 康文署轄下部分博物館的常設展覽設置至今已逾20多年。展覽須加以翻新，方能保持吸引力。
- 博物館的專題展覽場地不敷應用。
- The Hong Kong Museum of Art building is closed from August 2015 until early 2019 for renovation, and no exhibitions can be staged at this museum during the closure period.
- Although the Hong Kong Museum of Art is temporarily closed for renovation, Art Square in Salisbury Garden (opened in 2014) will be optimised to serve as a wall-less gallery promoting local art and artistic talent.
- The completion of the redevelopment of Salisbury Garden (Phase II) and the New World Centre by New World Development Company Ltd. (tentatively expected in 2017-18) is expected to energise the ambience of the area surrounding the

Hong Kong Museum of Art.

- The permanent exhibitions in some of the LCSD museums have been in place for more than 20 years; they need to be revamped in order to maintain their attractiveness.
- We have limited space for increasing the number of our thematic exhibitions.

文化氛圍 Cultural ecology

- 在西九文化區M+博物館發展的同時，私人博物館也風氣漸開，均有助促進本地文化界的發展，營造百花齊放的氛圍，一面互相合作，互為補足，一面激勵博物館反思自身的定位。
- 為配合「欣賞香港」運動，康文署轄下所有博物館於2016年1月免費開放，市民的反應非常踴躍。有見及此，行政長官在《2016年施政報告》中宣佈，政府決定恆常免費開放康文署轄下指定博物館的常設展覽。
- The development of M+ in the West Kowloon Cultural District, together with the opening of new private museums, has the potential to stimulate the growth of the cultural sector, add diversity and expand opportunities for collaboration and complementarity, while encouraging reflection on the positioning of individual museums.
- In his 2016 Policy Address, the Chief Executive announced that the Government

had decided to make free admission to the permanent exhibitions of designated LCSD museums a standing practice, following the well-received month-long period of free museum admission under the "Appreciate Hong Kong" Campaign in January 2016.

觀眾 Audience

- 公眾對於康文署轄下博物館的展覽和節目質素期望漸高。
- 最近的觀眾調查顯示，來自內地的觀眾比例日益增加。
- 調查亦顯示12至19歲觀眾所佔比例大幅增長。
- The public's expectations concerning the quality of the exhibitions and programmes organised by LCSD museums are rising.
- A recent visitor survey indicated that a growing proportion of museum visitors are from the Mainland.
- The survey also showed a significant rise in the proportion of visitors aged between 12 and 19.

資源 Resources

- 2014年，博物館獲5000萬元額外撥款，用於購藏及委約本地藝術家的作品。
- 政府為善用資源，推出措施重新規劃

資源和重新分配優次。日後康文署轄下博物館從政府所得資源或會減少。

- 香港賽馬會將會贊助康文署推出的大型專題展覽，直至2017-18年度為止。
- 博物館可為社區提供具體訓練，然後運用來自社區的資源，以補不足。
- An additional capital commitment of \$50 million was reserved in 2014 for the use of the museums in acquiring and commissioning artworks by local artists.
- The government-wide initiative to use resources more efficiently by re-engineering and re-prioritising resources may reduce the level of resources provided by the Government to LCSD museums in coming years.
- Sponsorship support from the Hong Kong Jockey Club has been sought for thematic mega exhibitions planned by the LCSD for the years up to 2017-18.
- Community resources can be tapped as a source of 'helping hands' for museums once specific training has been given.

社區 Community

- 隨著公眾保存傳統文化的意識不斷提高，越來越多學校、青年團體、退休人士團體等本地社區組織積極參與和舉辦文化活動。博物館亦要為弱勢社群舉辦節目，促進社會共融。
- With an increase in general public awareness concerning heritage preservation, more local community groups (e.g. schools, youth groups, retiree groups, etc.) are becoming keen to participate in and organise cultural activities. There is also an increasing demand for more programmes to be organised in the museums specifically for underprivileged groups, as a way of encouraging social inclusiveness.

合作關係 Partnership

- 本港的私營博物館、美術館及文化機構數目不斷上升。
- 不少香港的私營博物館、地區的博物館、相關的文化教育機構及私人收藏家，正尋求平台和機會與我們的博物館合作。
- 過去數年，民政事務局及康文署與國家文物局、故宮博物院、中國國家博物館、寧波博物館、敦煌研究院等內地文化機構簽訂合作意向書，促進文化交流與合作。
- The number of non-LCSD museums, art galleries and cultural institutions in Hong Kong has been growing.
- Many local non-LCSD museums, regional museums, related cultural and education

institutions and private collectors are looking for platforms and opportunities to collaborate with our museums.

- Over the past few years, the Home Affairs Bureau and the LCSD have signed a number of Letters of Intent for cultural exchange and co-operation with cultural organisations on the Mainland, including the State Administration of Cultural Heritage, the Palace Museum, the National Museum of China, the Ningbo Museum, and the Dunhuang Academy.

藏品 Collections

- 康文署獲私人收藏家捐贈大量珍貴藏品。
- 博物館的藏品不斷增加，儲存的空間、處理的人手均日益緊絀。
- 技術發展一日千里，模擬式影音媒體漸遭淘汰，藏品數碼化卻要動用大量資金。
- LCSD museums are privileged to have received a number of valuable collections donated by private collectors.
- The volume of the museums' collections is constantly growing, posing challenges in terms of storage space and manpower resources.
- Rapid technological advances have made many analogue audio-visual materials obsolete, but digitisation of the collections will require substantial financial resources.



電影資料館技術人員使用近日添置的數碼電影修復系統
A Film Archive technician working with the new digital film restoration system

策略與計劃 STRATEGIES AND PLANS

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

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

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

We aim to create a vibrant cultural ecology rooted in Hong Kong's distinctive cultural identity. Such an environment will foster and enhance people's understanding and appreciation of both local and global culture from the unique perspective of this region.

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

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



賽馬會「藝術館出動！」教育外展計劃
The Jockey Club Museum of Art on Wheels Outreach Learning Programme

年度計劃 ANNUAL PLAN

節目策劃 PROGRAMMING

目標 GOAL

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

我們將 WE WILL

- 每年舉辦各色各樣的展覽及公眾節目，包括大型展覽，以吸引不同的觀眾群。
- 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。

- 與其他區內以至世界各地的博物館及文化機構建立緊密合作關係，舉辦優質展覽，進一步促進文化交流。
- 舉辦以國家和香港非物質文化遺產為主題的展覽。
- 在本地及海外舉辦更多外借展覽和宣傳活動。
- 繼續分階段更新各主要博物館的常設展覽。

- 為弱勢社群舉辦更多活動。
- Present every year a dynamic mix of exhibitions and public programmes, including mega exhibitions, that appeal to a broad range of audiences.

- 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 in ways that forge connections with the everyday lives of audiences.

- Strengthen our collaborative partnerships with other museums and cultural organisations regionally and globally in presenting high quality exhibitions and encouraging greater cultural exchange.

- Organise exhibitions based around both the national and Hong Kong ICH inventory lists.

- Organise more outreach exhibitions and promotional activities, both at home and abroad.

- Continue with our implementation of a

phased renewal of the permanent exhibitions of the major museums.

- Increase the number of programmes tailored for disadvantaged groups.

藏品 COLLECTIONS

目標 GOAL

- 繼續蒐集累積現有及新增藏品，加強館藏的管理工作

- 務必更有效地運用資源，讓公眾隨時可以欣賞我們的珍品

- To continue to build and expand both our existing and our new collections, and improve our stewardship of them

- To ensure that our resources are better used, and readily accessible to the public

我們將 WE WILL

- 向外界募捐及增購藝術品，令藏品更加豐富。

- 透過博物館的網站及「谷歌藝術計劃」、「百度百科數字博物館」等網上平台，方便公眾欣賞藏品。

- 計劃在天水圍建立文物修復保存中心，存放數量不斷增加的藏品。

- 為轄下各間博物館建立中央藏品管理系统。



「帶回家」香港博物館紀念品 "Bring Me Home" Museum Souvenirs

- 提升博物館文物的修復及保存標準。
- 為轄下各間博物館擬定風險管理計劃。

- 改善儲存設施，以數碼化技術妥善保存電影藏品，方便公眾欣賞。

- Enrich our collections by soliciting donations and making further acquisitions.

- Use our museum websites, along with online platforms such as the Google Art Project and Baidu Encyclopedia Digital Museums, to make our collections more accessible to the public.

- Plan a new Cultural Heritage Conservation Centre in Tin Shui Wai to house our growing collections.

- Develop a centralised collection management system for all our museums.

- Elevate our conservation standards for museum artefacts.

- Devise risk management plans for our individual museums.

- Enhance our storage facilities and digitise our film collections for better preservation and easier access.

教育推廣 EDUCATION

目標 GOAL

- 將博物館發展成既有活力而又互動開放的學習平台

- 為學校提供有力支援

- 向市民大眾提倡終身學習、創意思維及研究精神

- To make our museums available as vibrant and interactive open platforms of learning

- To become a valuable source of support to schools

- To promote lifelong learning, creativity and research among the wider community

我們將 WE WILL

- 與教育專家和教育團體合作，配合學校課程設計活動，例如教師培訓工作

坊、電子學習平台、「與藝術家／專業人士對話」活動、融入互動和探索活動的專題研習等等。

- 定期檢視學校的需要，設計堂上及外展活動和教材，擴闊學生的學習經驗。

- 發掘新項目及活動，以滿足弱勢群體、長者、家庭和文藝愛好者等不同特定群體的不同學習需要。

- 與著名書店合辦研討會，激發公眾對博物館活動的興趣。

- 總體而言，透過舉辦教育及拓展活動，激發求知欲並推動持續學習。

- 香港藝術館閉關期間，繼續舉辦兩個為期三年的藝術教育與外展節目。

- 在三棟屋博物館（現用作非物質文化遺產展覽及資源中心）舉辦有關非物質文化遺產的教育活動，並與教育局、非物質文化遺產傳承機構和相關社區團體攜手舉辦外展教育節目。

- Collaborate with educational experts and groups to tailor programmes in support of the current school curriculum, such as teacher training workshops, e-learning platforms, meet-the-artists/professionals



傷健人士工作坊
A workshop for people with disabilities

events, along with project-based learning involving interactive, exploratory activities.

- Review the needs of the school sector regularly, and design in-house and outreach programmes and teaching materials to enrich students' learning experiences.
- Explore new initiatives and programmes that can meet the specific learning needs of specific groups such as the underprivileged, the elderly, families, and enthusiasts for art and culture.
- Collaborate with well-known bookstores in organising seminars that will kindle public interest in museum events.
- Generally, stimulate inquiry and further study through the provision of a range of educational and extension activities.
- Continue two three-year educational and outreach programmes on art while the Hong Kong Museum of Art is closed.
- Organise in-house education activities on ICH in the Sam Tung Uk Museum (which has been transformed into an ICH exhibition and resource centre), as well as outreach education programmes

in collaboration with the Education Bureau, ICH bearing organisations and ICH-related community organisations.

觀眾拓展 AUDIENCE BUILDING

目標 GOAL

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



「文化新人類」 MuseTeens

我們將 WE WILL

- 定期檢討策略，力求以適當的途徑向家庭、學生、遊客、傷健人士、長者等不同的觀眾群介紹適合他們的內容。
- 推出市場推廣活動，在香港、內地和海外建立品牌、加強業務推廣。利用全新設計的紀念品宣傳藏品、借助手機應用程式及博物館「粉絲」網上專頁宣傳博物館活動，並更新各間博物館的網站，令網站更具趣味，讓更多觀眾（包括傷健人士）可以更方便地獲取資訊。
- 與旅遊業界合作，加強宣傳博物館。
- 與香港駐各地的經濟貿易辦事處等其他政府機構合作，爭取在海外及內地巡迴展出主題展覽和舉行電影活動。
- 重新設計宣傳品，全新製作精彩的通訊、小冊子和短片等，令更多人認識和欣賞博物館。
- 舉辦全面而多元化的展覽及公眾節目，以吸引不同的觀眾群。
- 免費開放指定博物館的常設展覽。
- 通過市場推廣活動和合作夥伴的宣傳渠道，推廣博物館通行證。
- 除了籌辦「國際博物館日」外，亦繼續定期舉行「香港博物館節」，吸引新觀眾。
- 推出富有創意的社群及公共藝術計劃和項目，讓公眾透過參與藝術獲得啟發。
- 在社區舉辦非物質文化遺產的展覽，向市民展示有關的展品。

「是夜－情迷莫奈」晚會在香港文化博物館舉行，以配合該館舉行的「他鄉情韻－克勞德·莫奈作品展」
A night programme *A Night in Love with Monet*, was held at the Hong Kong Heritage Museum to tie in with the museum's *Claude Monet: The Spirit of Place* exhibition.



- Review our strategy regularly to ensure we are promoting the right content through the right channels to various audience segments, including families, students, tourists, people with disabilities, and the elderly.
- Implement marketing initiatives that will build our corporate brand and strengthen our promotional efforts in Hong Kong, the Mainland and overseas, by using such tools as new souvenirs to showcase our collections, mobile applications and museum fan pages on the web to publicise museum events, and by upgrading the websites of individual museums to make them more appealing and accessible to a broader audience, including those with disabilities.
- Collaborate with the tourism sector to further promote our museums.
- Collaborate with other government agencies, such as Hong Kong Economic and Trade Offices around the world, for opportunities to take our thematic exhibitions and film programmes on tour overseas and to the Mainland.
- 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.
- Introduce free admission to the permanent exhibitions of designated LCSD museums.
- Promote the Museum Pass through marketing activities and our partners' communication channels.

- Continue to organise *Muse Fest HK* regularly, in addition to 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 them.
- Organise off-site ICH exhibitions and displays in the community.

能力提升 CAPACITY BUILDING

目標 GOAL

- 提升核心實力，用心服務社會
- 增進觀眾對藝術、歷史及科學的欣賞能力與體驗
- 提倡保護非物質文化遺產的意識，讓公眾增加認識並了解其價值
- 培育本地人才，提升社區團體推廣文化的能力
- To enhance our core strengths to better serve our community
- To facilitate the wider appreciation and experience of art, history and science among our audiences
- 舉辦展覽、延伸活動、教育節目及課程，以加強公眾對藝術、歷史、科學、電影保存和非物質文化遺產的認識、了解和欣賞能力。
- 舉辦公眾活動讓本地藝術家更廣為人知，以及扶掖新進。
- 繼續舉辦各種精彩的視覺藝術活動及節目。
- 透過「博物館小先鋒」和「文化新人類」，繼續引發和培養兒童及青少年對博物館工作的興趣。
- 為有志投身博物館行業的人士提供更多實習和培訓機會。
- 繼續舉辦活動以加強社區團體在文化推廣方面擔當的角色。
- Hold exhibitions, extension activities, education programmes and courses aimed at fostering awareness, understanding and appreciation of art, history, science, film preservation and ICH.
- Launch public programmes to make local artists better known and to nurture new talent.



歐洲核子研究組織劇場讓觀眾仿如親臨有關發現希格斯粒子（上帝粒子）的會議。
This CERN theatre gave visitors the chance to "sit in" on the meeting at which the discovery of the Higgs Boson (the "God particle") was announced.



博物館義工計劃召集了多名義工，支援香港博物館2016各項特備活動。
A number of museum volunteers were recruited through the Museum Volunteers Scheme to support various *Muse Fest HK 2016* special programmes.

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

我們將 WE WILL

- 就博物館服務的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；就保護和宣傳非物質文化遺產的重要事宜諮詢非物質文化遺產諮詢委員會。
- 透過在「香港博物館節」中的合作，加強與其他本港和地區博物館的聯繫。
- 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、宣傳非物質文化遺產。
- 鼓勵贊助活動及推動捐贈藏品的文化，推出新的贊助計劃，促進博物館發展。
- 繼續定期招募博物館之友和導賞員，並鼓勵更多退休人士加入。
- 推出新的博物館義工計劃，以期博物館能獲得足夠及穩定的義工支援。
- 繼續舉辦公共及社群藝術計劃，鼓勵社會各界參與。
- 繼續邀請本地設計師設計博物館紀念品。

the ICH Advisory Committee on major matters relating to the safeguarding and promotion of ICH.

- Expand our connections with other museums in Hong Kong and in the region through collaboration in *Muse Fest HK*.
- Continue existing partnerships and explore new collaborative opportunities for organising exhibitions, public programmes and art projects, acquiring collections, conducting research, promoting our museum activities, and raising awareness of ICH.
- Encourage sponsorship and foster a culture of donation, and launch new sponsorship schemes to support museum development.
- Continue to recruit new museum friends and docents on a regular basis, and engage more retirees in these roles.

社區參與及 伙伴合作 COMMUNITY ENGAGEMENT AND PARTNERSHIP

目標 GOAL

- 積極與各界持份者保持聯繫
- 與外界機構建立伙伴關係，爭取支持實現我們的理想
- 推出博物館義工計劃
- To actively engage a wider spectrum of stakeholders
- To build partnerships with external entities to gain support for our vision
- To embark on a museum volunteer scheme
- 利用民意調查和訪客問卷調查等途徑收集公眾意見。
- 繼續透過新媒體、博物館門戶網站及康文署博物館「粉絲」專頁，增加公眾與博物館的互動。
- Consult Museum Advisory Panels and Museum Expert Advisers on major strategic and development matters relating to museum services, as well as



參加者在「粵劇『妝』飾」攤位中試穿戲服，拍照留影。
Visitors put on Cantonese opera costumes and took photos at the Cantonese Opera Workshop.



葛量洪號滅火輪展覽館同樂日
At the Fireboat Alexander Grantham Exhibition Gallery Fun Day

- Implement a new Museum Volunteers Scheme, through which we aim to recruit a stable pool of volunteers.
- Continue to engage different communities through public and community art projects.
- Continue to engage local designers to develop museum souvenirs.
- Collect public feedback through channels such as opinion polls and visitor surveys.
- Continue to engage the public through new media, the museum portal and the LCSD museum fan page.

優化設施及 訪客服務 ENHANCEMENT OF FACILITIES AND VISITOR SERVICES

目標 GOAL

- 更新設施和提升服務質素，使博物館設施更臻完善，令參觀人士更滿意我們的服務

- To enhance accessibility and increase customer satisfaction by modernising our facilities and improving our services

我們將 WE WILL

- 繼續透過「油街實現」培育新進藝術家、推廣社群藝術；利用梳士巴利花園藝術廣場的開放平台，展示本地藝術品。
- 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。
- 進行香港科學館發展第二階段可行性研究，致力早日落實發展計劃。
- 把三棟屋博物館用作非物質文化遺產展覽及資源中心，致力保護和宣傳非物質文化遺產。
- 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.
- 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 our museums, in particular to facilitate barrier-free access.
- Implement new outsourcing procedures for the running of museum cafés and shops.
- Conduct a feasibility study on the Phase II Development of the Hong Kong Science Museum, and endeavour to achieve its early implementation.
- Transform the Sam Tung Uk Museum into an ICH exhibition and resource centre, as part of our endeavours to safeguard and promote ICH.

學術研究及 機構發展 RESEARCH AND INSTITUTIONAL DEVELOPMENT

目標 GOAL

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

- To equip our management and staff with the skills they need by means of ongoing training opportunities, to ensure our museums continue to fulfil their missions

我們將 WE WILL

- 繼續進行有關藏品、展覽、非物質文化遺產及文物保育的研究。
- 繼續進行香港藝術發展的研究，利用研究結果建立網上資料庫。
- 繼續分階段改進香港藝術研究平台，尋求與其他機構和藝術團體合作，設立實用平台，推動香港藝術研究。
- 使用新批出的撥款購藏優秀的公眾藝術品。
- 繼續為博物館職員安排合適的培訓及發展課程。
- 培訓香港電影資料館人員在數碼影片修復技術的專業知識。
- 繼續出版刊物及參與國際盛事，讓博物館館長和相關人員的專業水平得以廣為人知。
- 定期出版一份博物館刊物（暫名為《香港博物館期刊》），與本地和國際合作伙伴、教育機構和院校、博物館之友等持份者分享與文化有關的深度文章和研究工作。
- 出版內容翔實的年報，並根據統一的指標評估博物館表現。
- Continue conducting research on collections, exhibitions, ICH, and artefact conservation.
- Continue our research into the development

of Hong Kong art, and build up an online database of the findings.

- Continue to enhance the Hong Kong Art Portal in phases, and pursue collaboration with other institutes and art organisations in order to create a useful Portal that will facilitate research into Hong Kong art.
- Draw on our new funding to build up a strong public artwork collection.
- Continue to explore suitable training and development programmes for museum staff.
- Develop in-house expertise in digital film restoration.
- Continue to publicise the expertise of museum curators and staff through publications and participation in international events.
- Publish a museum periodical, tentatively to be titled the *Hong Kong Museum Journal*, to share in-depth cultural articles and research work with our stakeholders, including local and international partners, educational institutions and academies, and friends of the museums.
- Publish comprehensive annual reports and assess the performance of our museums against standardised Performance Indicators.

2016-
2017

ANNUAL
PLANS

年度
計劃

HONG KONG MUSEUM OF ART

香港藝術館

2016香港國際博物館日—妙玩地 International Museum Day 2016 – Mue Fun Day



引言 INTRODUCTION

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

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

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

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

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

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

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

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

理想 VISION

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

The vision of the Hong Kong Museum of Art is to be a museum of art for the people of Hong Kong, and an art museum of excellence in the region. We aim to use the language of art to foster creativity, and also to share and connect art with everyone.

使命 MISSION

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

信念 VALUES

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

挑戰與機遇 CHALLENGES AND OPPORTUNITIES



賽馬會「藝術館出動！」教育外展計劃 – 我的2016回憶集工作坊
The Jockey Club Museum of Art on Wheels Outreach Learning Programme – My 2016 Collage Workshop

2016-17年度，藝術館將面對以下挑戰之餘，亦迎來不同機遇： We anticipate that the Museum of Art will face the following challenges and opportunities in 2016-17:

- 藝術館的展覽數目增加，規模漸大，館藏日益豐富，而展覽及儲存空間漸不敷應用。有見及此，我們在2016年1月開始了大型修繕工程。
 - 從事有關香港藝術的研究及舉辦研討會；及
 - 在海外推廣館藏，並舉辦館外展覽及藝術學習活動，以收宣傳之效。
- 修繕工程將引來多個難題，例如：如何使用存放館外的館藏、在閉館修繕期間如何維持曝光率及與觀眾保持聯繫。
- 然而，藝術館的暫時關閉亦帶來機遇。在閉館期間，我們會嘗試在其他場地舉辦活動。我們將以其他形式及途徑繼續營運，主力透過以下措施與社區保持密切聯繫：
 - 在學校及社區舉辦藝術欣賞及學習活動；
 - 以香港藝術為題材，舉辦實驗形式的展覽；
- A major renovation of the museum was begun in January 2016 because the museum's exhibition and storage space had become insufficient, making it difficult to cater for the increasing number and scale of its exhibitions and the growing size of its collections.
- This major renovation will bring with it a number of challenges; for example, collection items will have to be retrieved from offsite storage facilities to be used; it will be difficult for the museum to maintain a visible presence during its closure for renovation; and challenges will arise in our efforts to reach out to

and connect with our audiences during the renovation without a venue.

- The closure of the museum will, however, bring opportunities for us to explore other kinds of activities beyond the physical museum building. We will continue our operations in other forms and by other means, and reach out to connect with the community more frequently by undertaking the following key actions:
 - Introducing art appreciation and art learning programmes into schools and the community;
 - Running exhibitions on Hong Kong art in experimental ways;
 - Engaging in Hong Kong art research projects and discussions; and
 - Promoting the museum's collection outside Hong Kong and through offsite exhibitions, as well as through art learning programmes.

年度計劃 ANNUAL PLAN

節目策劃 PROGRAMMING

目標 GOAL

繼續與海外機構合作，
推廣博物館及館藏，
促進不同層次的文化交流
**To continue our collaborative
partnerships with overseas
institutions, in order both
to promote the museum and
its collections and to
encourage different levels of
cultural exchange**

- 今年，我們將尋求與內地及亞洲機構合作。例如，「海上瓷路巡迴展覽」繼在浙江及湖北舉辦後，將於2016年7月在深圳再度展出。我們亦將與東莞市博物館合辦「心閑神旺・書為心畫—鄧爾雅、黃般若藝術作品展」，而「江南晨曦—浙江省博物館良渚文化展」將在2017年來港展出。
- We will be exploring collaborations with institutions from the Mainland and Asia this year. For instance, the Museum will continue to present the *Maritime Porcelain Road Travelling Exhibition* in Shenzhen in July 2016, after its previous showings in Zhejiang and Hubei. We will also be collaborating with the Dongguan Museum in organising the exhibition *The Arts of Deng Erya and Huang Bore*. In exchange, we are bringing the exhibition *The Legacy of Liangzhu Culture: Neolithic Relics from the Zhejiang Provincial Museum* to Hong Kong in 2017.

目標 GOAL

在本地及海外舉辦
新一輪外借展覽及推廣活動
**To organise new outreach
exhibitions and
promotional activities,
both at home and abroad**

- 我們承接2015/16年的目標，繼續從藝術館的藏品取材，為本港學校及社區推出兩項外展藝術學習活動，各為期三年。2015年，我們在個別學校推出了「與藝術家同接觸：校本藝術賞創先導計劃」。在2015/16及2016/17學年，計劃將踏入新階段。同時，外展活動「藝術館出動！」的試驗階段在2015/16年度順利展開，以「流動藝術車」形式運作。而在2016/17學年，計劃會進入第二階段，以新專車配合新主題，推出一系列截然不同的研討會及活動。
- 新外展活動「竹都好有趣：藝術館在這裡」教育推廣計劃將在2016年9月推出，著重吸引學生、家庭及文化愛好者，拓闊藝術館的觀眾層面。活動以展覽拉開序幕，隨後會在學校及其他文化場地推出多項社區活動。我們亦計劃將這項外展活動開拓至其他亞洲城市及內地，推廣藝術學習。
- We are continuing to develop the two three-year outreach art learning programmes for local schools and the community that we started in 2015/16, based on the museum's collections. They include *In Touch with Hong Kong Artists – A School-based Art Learning Pilot Programme*, launched in selected schools in 2015. A new phase of development is planned for the academic

years of 2015/16 and 2016/17. Meanwhile, the pilot phase of the outreach programme *Museum of Art on Wheels* kicked off successfully in the academic year 2015/16. This programme is in the form of a mobile art museum, and in the 2016/17 academic year will be moving into phase two with a new bus to be prepared under a new theme, and a completely different series of workshops and activities.

- A new outreach programme, the *Living with Bamboo: Museum of Art is Here* Education Programme, will go public in September 2016. The aim of the programme is to broaden the museum's audiences, with a special focus on attracting students, families and culture lovers. Beginning with a launching exhibition, the programme will continue with a wide range of activities within the community, using schools and other cultural venues. There are plans for the programme also to be taken abroad to promote art learning more widely. Opportunities will be explored in other cities in Asia and the Mainland.

目標 GOAL

尋求機會與內地博物館合作，
舉辦展覽以外的活動，
推廣藝術館藏品
**To look for opportunities to
collaborate with museums in
the Mainland in ways other
than exhibitions, to promote
the museum's collections**

- 除了合作籌辦展覽外，我們亦會與內地大型機構合作出版有關本館藏品的



陶澐 (1911-2004)
門前煙水似瀟湘 (王商一題) 無年款
水墨設色紙本立軸
80.8 x 48 厘米

Tao Wan (1911-2004)
Landscape by River
(Inscription by WANG Shangyi) Undated
Ink and colour on paper, hanging scroll
80.8 x 48 cm

AC2014.0052

刊物，包括與北京的中國文物學會合作，研究葉義醫生捐贈的中國竹雕作品，出版《新中國捐獻文物精品全集・葉義卷・竹刻卷》，以及與浙江大學中國古代書畫研究中心合作出版《中國歷代繪畫大系・香港藝術館虛白齋藏品目錄》。本館會把握與內地同業合作的良機，在各種刊物及展覽中推廣我們的館藏。

- Apart from collaboration on exhibitions, we are also collaborating with major Mainland institutions on projects involving publications about the museum's collections. These include a research and publication project on our collection of Chinese bamboo carvings donated by Dr Ip Yee, being carried out in collaboration with 中國文物學會 (the China Cultural Relics Academy) in Beijing; the production of a catalogue 《新中國捐獻文物精品全集・葉義卷・竹刻卷》 (*Collection of Chinese Bamboo Carvings donated by Dr Ip Yee*); and a project on the Xubaizhai Collection being undertaken in



唐家偉 (1957-2012)
寂靜之美 1992
水墨設色紙本橫幅
95.6 x 179 厘米

Wesley Tongson (1957-2012)
Beauty of Tranquility 1992
Ink and colour on paper, horizontal scroll
95.6 x 179 cm

AC2015.0003

collaboration with the Zhejiang University Centre for Ancient Chinese Painting and Calligraphy and which will involve the publication of a series of collection catalogues. Such collaborations with Mainland partners on various publications and exhibitions are good opportunities to promote our own collections.

藏品 COLLECTIONS

目標 GOAL

不懈地搜求香港藝術藏品，
著力添置歷史繪畫、茶具及有關
中國貿易的藏品，豐富館藏
**To expand our collections,
retaining our focus on
Hong Kong art in general,
and on historical pictures,
tea ware, and China trade
collections in particular**

- 我們將把握機會，繼續著力搜求香港藝術藏品，配合藝術館的長遠發展及定位。我們會繼續運用額外增撥的五千萬元，用於添購本地藝術家的佳作，期望能充分展示香港藝術的

發展歷程以及藝術風格的變遷。我們亦會搜羅其他適合展覽的藝術品，特別是老一輩的香港藝術家的作品，待重新開館後呈獻給觀眾欣賞。

- 我們也將以藝術館現有的豐富館藏為基石，積極搜羅更多歷史繪畫、茶具及有關中國貿易的藏品，以期將來在這幾方面的節目能更好地發揮現有館藏的價值，展現更精彩的故事。長遠而言，我們期望這些工作有助充實上述方面的館藏，藉此奠定藝術館舉足輕重的地位。

- As part of the long-term development and positioning of the museum, we will continue to focus on enriching our collection of Hong Kong art as opportunities arise. We will continue to utilise our additional funding of \$50 million to acquire further high-quality artworks by local artists, with the aim of building a collection that fully represents the historical development of Hong Kong art, and demonstrates changes in artistic styles over time. We will also identify work suitable for inclusion in exhibitions once the museum re-opens, in particular pieces connected with earlier generations of Hong Kong artists.

- Building on the existing strengths of the museum, we will also look for opportunities to expand our collection in the specific areas of historical pictures, tea ware, and China trade. By enhancing these collections, we aim to enable the museum to tell better stories under these different themes, and facilitate better use of our existing collections in future programmes. In the long run, we expect these efforts to help position the museum as a leading institution with a strong body of work in these specific collection areas.

教育推廣 EDUCATION

目標 GOAL

**加強教育服務，從館藏取材
推出新猷，以公共館藏為學校
提供充分教學支援**
**To enhance our educational
services by introducing
new initiatives based on
the museum collection,
making the public collection
a valuable source of learning
support for schools**

- 我們會運用藝術館豐富的館藏，繼續推出外展藝術學習活動，為學校及教育工作者設計適合長期使用的學習活動及教材，令藝術教育服務及活動不再局限於臨時展覽。
- 我們特別為中、小學生推出「藝術館出動！」，配合藝術館的豐富館藏推

出多款遊戲及互動教材，把藝術帶到全港各處。

- 在另一項外展節目「與藝術家同接觸：校本藝術賞創先導計劃」中，我們為學校提供藝術教材，包括精選藏品圖片簡報、藝術家示範錄像，並為學校建議相關的延伸活動。
- 新推出的外展節目「竹都好有趣：藝術館在這裡」教育推廣計劃彙集了各類館藏資料，製成一套充實的學校藝術教材，包括宣傳單張、教育小冊子及DVD，內容為動畫、互動遊戲及影像資料。
- Rather than basing its art educational services and activities on temporary exhibitions, the Museum will continue to develop outreach and learning programmes that utilise its own rich permanent collection. The learning programmes and materials thus developed will be designed for long-term use by schools and educators.
- The *Museum of Art on Wheels* Programme has been tailor-made for primary and secondary students. The programme is



「與藝術家同接觸：校本藝術賞創先導計劃」藝術家分享會
In Touch with Hong Kong Artists – A School-based Art Learning Pilot Programme Artist Sharing Session

bringing art appreciation to every corner of the city, with games and interactive learning materials designed based on the museum's diverse collection.

- Another outreach programme, *In Touch with Hong Kong Artists – A School-based Art Learning Pilot Programme*, is providing schools with art education kits that include slideshows from the museum's collection, video clips of artists' demonstrations and suggested extension activities.
- A new outreach programme, the *Living with Bamboo: Museum of Art is Here* Education Programme brings together materials from across the museum's different collection categories into a comprehensive teaching kit for art lessons in schools that consists of pamphlets, educational booklets and a DVD including animations, interactive games and videos.

觀眾拓展 AUDIENCE BUILDING

目標 GOAL

**舉辦各式各樣的展覽及
公眾節目，拓闊觀眾層面**
**To broaden our audience
base by presenting
a dynamic mix of exhibitions
and public programmes**

- 除了舉辦為年輕學生觀眾而設的活動，我們將繼續善用梳士巴利花園的藝術廣場，推廣本地藝術及藝術人

才。2015年底的「無牆唱談」展覽展出了兩組互動藝術作品，吸引路過的人駐足參觀，或和唱，或談天，在無牆的展廳中與多元社會共融。2016年底，藝術廣場將展出另一主題展覽，吸引博物館外的觀眾層。此外，文物探知館及香港大會堂將展出以本地藝術為主題的香港藝術展覽。

- Other than actively developing young school audiences, we will continue to make effective use of Art Square in Salisbury Garden to promote local art and artistic talent. In late 2015, the exhibition *Wall-less Chit-ChaNt* staged two sets of interactive art pieces that invited passers-by to stop and chat, chant, and connect with others of our pluralist society in this wall-less gallery. Another annual display on a different theme will be presented in late 2016 to attract audiences outside the museum. Exhibitions on Hong Kong art featuring local talents will be presented at the Heritage Discovery Centre and at the Hong Kong City Hall.

目標 GOAL

**舉辦館外及外地展覽，
接觸其他地方的新觀眾**
**To reach new external
audiences through offsite and
outbound exhibitions**

- 我們將在機場舉辦館外展覽，展出有關茶具及飲茶文化的館藏，吸引不同背景的觀眾。
- 我們也將與東莞多間博物館合辦外地展覽，將館藏的中國繪畫帶到東莞展出。



賽馬會「藝術館出動！」教育外展計劃 - 盆景城市工作坊
The Jockey Club Museum of Art on Wheels Outreach Learning Programme - Bonsai City Workshop



- Collection-based exhibitions on tea ware and tea drinking will be presented in the airport as offsite outreach exhibitions, to reach out to a different profile of viewers.
- A collection on Chinese painting will be taken to Dongguan as another outbound exhibition in collaboration with museums in Dongguan.

目標 GOAL

**運用社交媒體
吸引新觀眾和年輕一代，
透過不同途徑宣傳藝術館**
**To make use of social media
to reach out to new /
younger audiences and
to publicise the museum
through different channels**

- 我們除了傳統的網站宣傳外，亦繼續在Instagram帳戶與觀眾保持聯繫，定期公佈藝術館最新的活動消息。此外，藝術館的Instagram以生動手法介紹館藏，有助吸引年輕觀眾。
- 「藝術館出動！」計劃亦設立了Facebook網頁，以便觀眾了解藝術館的最新活動。Facebook網頁作為生動的宣傳平台之餘，也集合了一群藝術

愛好者，一同探討藝術，以其他方式分享藝術。

- 我們將更新電子宣傳措施，為藝術館帶來耳目一新的形象，包括改善《香港藝術館通訊》及「e-通訊」的設計，加入全新的「藝術館精選」，透過電子郵件推廣每月特別活動。
- Apart from its traditional use of a webpage for publicity, the museum maintains an Instagram account through which it connects with audiences and provides regular updates of its activities. The Museum Instagram also introduces the museum collection items in a lively manner, and is proving to be an effective way of attracting a younger audience.
- The *Museum of Art on Wheels* programme has also launched a Facebook page to keep audiences updated about its activities. Other than serving as a lively publicity platform, it has also brought together a group of art lovers who can engage in discussions and other forms of sharing about art.
- To refresh the museum's image and its e-publicity initiatives, the museum will improve the design of its newsletter and revamp its e-news, introducing new features such as an e-planners to promote the museum's monthly highlighted programmes through email.



再會藝術館派對 See U MA Party

能力提升 CAPACITY BUILDING

目標 GOAL

開拓新穎方式，運用館藏及資源，培育本地藝術人才
To explore new ways of using our collections and resources to nurture local talent

- 我們將繼續與藝術教育機構合辦特備節目，例如與香港美術教育協會及香港教育學院合辦的「藝術館出動！」外展藝術學習活動，致力培養有才華的學生，鼓勵年輕藝術家。我們也會邀請本地藝術家，為該項活動籌備創意工作坊及網上活動。
- 茶具文物館主辦的「陶瓷茶具創作比賽2016」亦會於本年度再度招募參賽者。
- 此外，我們將與設計及文化研究工作

室及香港浸會大學視覺藝術院合辦「竹都好好趣：藝術館在這裡」教育推廣計劃。

- We will continue to devote efforts to nurturing young talent at schools and encouraging young art practitioners, by organising special programmes with art education institutions. Examples include our collaboration with the Hong Kong Society for Education in Art (HKSEA) and the Hong Kong Institute of Education (HKIED) in the *Museum of Art on Wheels* outreach learning programme. Local artists will also be invited to organise creative workshops and online activities for this programme.
- The *Tea Ware by Hong Kong Potters 2016* competition, organised by the Flagstaff House Museum of Tea Ware, will again call for entries this year.
- In addition, the *Living with Bamboo: Museum of Art is Here* Education Programme will be held in collaboration with the Design and Cultural Studies Workshop and the Academy of Visual Arts of the Hong Kong Baptist University.

社區參與及 伙伴合作 COMMUNITY ENGAGEMENT AND PARTNERSHIP

目標 GOAL

與非政府機構多加合作，參與合作項目
To strengthen partnership with non-government organisations by engaging in joint projects

- 我們與其他博物館合作之餘，亦會繼續致力與民間團體合作，例如與香港美術教育協會合辦「藝術館出動！」外展計劃及「與藝術家同接觸：校本藝術賞創先導計劃」，並與香港藝術歷史研究會合作，研究本地藝術發展。我們亦夥拍創不同協作，



香港藝術館於大型維修及擴建工程前
The Hong Kong Museum of Art before major renovation and expansion project was begun



賽馬會「藝術館出動！」教育外展計劃 - 我的2016回憶集工作坊
The Jockey Club Museum of Art on Wheels Outreach Learning Programme - My 2016 Collage Workshop

舉辦了一系列「無牆唱談」展覽的加料節目。在2016年，我們會繼續物色機會，與其他非政府機構合作。

- 我們將繼續與香港藝術館之友合作推出活動。2016年，我們會繼續在文物探知館舉辦「藝韻樂音」週日藝術音樂會，並會與版畫工作室探討合作機會，由藝術館及香港藝術館之友共同推出夏日藝術活動。
- Aside from developing partnerships with other museums, we will also continue with our efforts to partner with local community groups. For example, our partnership with the Hong Kong Society for Education in Art has seen us launch the outreach programmes *Museum of Art on Wheels* and *In Touch with Hong Kong Artists - A School-based Art Learning Pilot*

Programme, while we have also collaborated with the Hong Kong Art History Research Society in a research project on the development of Hong Kong art. We also engaged a programme partner, the Make A Difference Institute, to organise a series of fringe programmes for the *Wall-less Chit-Chat* exhibition. We will continue to identify other suitable non-government organisations for partnerships in 2016.

- The museum will continue its partnership with the Friends of the Hong Kong Museum of Art in presenting joint programmes. In 2016, we will continue running the Sunday art concert programme *The Sound of Art* at the Heritage Discovery Centre. We are also exploring collaboration with the Open

Printshop to organise the Summer Art Cadets programme, co-presented by the museum and the Friends of the Museum.

優化設施及 訪客服務 ENHANCEMENT OF FACILITIES AND VISITOR SERVICES

目標 GOAL

改善藝術館及轄下分館
茶具文物館的設施

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

- 藝術館正進行大型修繕工程。撥款於2015年6月獲批，工程於2016年1月如期開始。茶具博物館從2015年年底開始定期進行文物保育修復工程。我們將繼續提升主館及轄下分館的服務。
- A major renovation project at the Museum of Art is currently underway. With funding approved in June 2015, this renovation project began in January 2016 as scheduled. In late 2015, our Flagstaff House Museum of Tea Ware started its periodic heritage building renovation work. The Museum will continue to upgrade services at its major premises and branch museum.

學術研究及 機構發展 RESEARCH AND INSTITUTIONAL DEVELOPMENT

目標 GOAL

研究本港藝術史及個別館藏 To conduct research into local art history, and into specific items in the Museum's collection

- 藝術館將繼續與藝術機構合作研究本港藝術史，例如與香港藝術歷史研究會展開「1960年代前香港西方媒介創作概論」研究。
- 2016年2月，藝術館推出了全新的香港藝術網上資料庫，並計劃在來年陸續提升資料庫，務求架設一個方便實用的資料庫，彙集與藝術研究有關的資料及數據，促進未來香港藝術研究的發展。下一步，我們擬與其他機構合作擴大資料庫。
- 茶具文物館將與本地學者及藝術家合作，研究茶具文物館所收藏的印章。
- 我們亦計劃與香港中文大學文物館、廣州藝術博物院及中國廣東省博物館合作，研究廣東的中國書畫藏品。
- 我們亦與北京的中國文物學會合作，研究葉義醫生捐贈的中國竹雕作品，出版相關刊物，並會在2016年底及2017年出版兩冊《新中國捐獻文物精品全集·葉義卷·竹刻卷》。



「香港藝術史研究—第二期」座談會
Panel Discussions as part of the Hong Kong Art History Research Project - Phase II

- 為加強藝術館人員的專業形象，並與公眾分享專業知識，一眾館長將繼續到學校及藝術活動演講，在雜誌撰文、發表論文及在學術會議發表演講。
- 若資源許可，我們亦會物色機會，舉辦本地及海外培訓，增進館長的專業知識，為重開藝術館作好準備。
- We are planning a research project on Chinese Painting and Calligraphy Collections in Guangdong, in collaboration with the Art Museum of the Chinese University of Hong Kong, and the Guangzhou Museum of Art and the Guangdong Museum in China.
- Collaborative research has also been undertaken with 中國文物學會 of Beijing for a research and publication project on the museum's Ip Yee bamboo collection, which will culminate in two volumes of catalogues 《新中國捐獻文物精品全集·葉義卷·竹刻卷》 to be published in late 2016 and 2017.
- We will continue our collaboration with art organisations in conducting research on local art history, as for example in our collaboration with the Hong Kong Art History Research Society on *A Survey of Western Media Art in Pre-1960s Hong Kong*.
- The museum rolled out its new Hong Kong Art Research Portal project in February 2016, and will continue to enhance the portal in phases over the coming year. Our goal is to create a useful and accessible Portal that brings together materials and data related to our fields of research, facilitating further research on Hong Kong art. In the next phase of development, we plan to expand the portal further through collaborations with other institutions.
- To reinforce the professional image of our museum staff and share their knowledge with the public, museum curators will continue to deliver talks at schools and art events. They will also continue to contribute articles to magazines and deliver papers and presentations at conferences.
- To further develop the professional knowledge of our museum curators and prepare for the re-opening of the museum, we will identify suitable local and overseas training opportunities where resources are available.
- The Flagstaff House Museum of Tea Ware is planning a research project on its Seal Collection, which will be carried out in collaboration with local scholars and artists.

2016-17 年度展望 ANTICIPATED ACHIEVEMENTS IN 2016-17

藝術館雖正閉館進行大型修繕工程，但我們亦將致力繼續推出多項藝術學習外展項目，舉辦館外與海外展覽。整體而言，我們有信心與各界觀眾保持聯繫，亦會嘗試推出各種節目及展覽，開拓合作機會，並繼續進行藝術研究工作，出版刊物分享研究成果。

綜上所述，我們對藝術館在2016-17年度的入場狀況有如下展望：

○ 館外展覽的預計參觀人數	1,949,000
○ 外地展覽數量	2
○ 教育及推廣節目數量	1,232

Despite the fact that the Museum of Art is closed for major renovation, we will endeavour to continue our series of art learning outreach initiatives and exhibitions for offsite and overseas venues. Overall, the museum expects to sustain a satisfactory level of visibility and to experiment with different ways of conducting programmes and exhibitions, exploring new partnerships along the way. The museum will also continue its academic research work and share this in publications.

Given the above, we anticipate the following achievements at the level of access to the Museum of Art in 2016-17:

○ Estimated attendance at exhibitions held outside the museums	1,949,000
○ Number of outbound exhibitions	2
○ Number of education and public outreach programmes	1,232

HONG KONG MUSEUM OF HISTORY

香港歷史博物館

引言 INTRODUCTION

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

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

2016-17年度，歷史博物館與各分館將秉持下文所述的理想和使命，舉辦一系列節目與活動。

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

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

In 2016-17, the Museum of History and its branch museums will present an array of programmes and activities all designed to tie in with the museum's vision and mission, described below.



這組在1940年代製造的黃色小鴨是香港最早期的塑膠玩具製品之一
This group of little yellow ducks from the 1940s was among the earliest of the plastic toys produced in Hong Kong

理想

VISION

我們旨在成為一個活躍平台，讓公眾認識我們城市、國家以至世界的故事。我們致力啟發公眾對文化歷史有更深遠的視野，放眼世界，了解各地的人和事。

We aim to be an active platform that engages the public with the stories of our city, our country, and the world as a whole. By inspiring the public to go farther and deeper into culture and history, we aim to stimulate audiences to look beyond our own history and to better appreciate the experiences of others.

使命

MISSION

- 成為各界人士學習、分享和享受樂趣的開放平台
- 蒐集、保存、研究、詮釋和展示與香港和華南歷史相關的藏品
- 向觀眾展示香港的獨特故事
- 鼓勵觀眾探索中外歷史
- 除介紹史實外，還會以多元策展方式和節目，與觀眾互動交流，藉此啟發他們
- To be an open platform accessible to all so that everyone can learn, share and enjoy
- To collect, preserve, research, interpret and exhibit collections related to the history of Hong Kong and South China
- To engage our audiences with the unique stories of Hong Kong
- To stimulate our audiences to explore the history of China and the rest of the world
- To communicate with our audiences in ways that go beyond simply presenting historical facts, offering inspiration through diverse curatorial approaches and exciting programmes

信念

VALUES

- | | |
|--------|-------------------|
| ○ 專業精神 | ○ Professionalism |
| ○ 開放透明 | ○ Openness |
| ○ 秉誠持正 | ○ Integrity |
| ○ 積極創新 | ○ Creativity |
| ○ 以人為本 | ○ Focus on people |
| ○ 全情投入 | ○ Passion |

挑戰與機遇

CHALLENGES AND

OPPORTUNITIES



文化表演 Cultural Performance

2016-17年度，歷史博物館及轄下分館將面對以下挑戰之餘，亦迎來不同機遇：

We anticipate that the Museum of History and its branch museums will face the following challenges and opportunities in 2016-17:

- | | |
|---|--|
| <ul style="list-style-type: none"> ○ 歷史博物館及香港海防博物館的常設展覽分別於2001年及2000年開放。為確保展覽與時並進，維持其吸引力，我們正就展覽的內容、策展方向和展示形式重新規劃，全面更新。 ○ 2016年為孫中山先生誕辰150週年，亦是孫中山紀念館成立10週年。 ○ 「一帶一路」帶來更多地區合作與文化交流機遇。 | <ul style="list-style-type: none"> ○ The permanent exhibitions of the Museum of History and the Hong Kong Museum of Coastal Defence first opened to the public in 2001 and 2000 respectively. To maintain their attractiveness and relevance for today, it is time to revisit their storylines, their curatorial approaches and their modes of presentation. We are currently planning a major revamp of these exhibitions. ○ The year 2016 is the 150th anniversary of Dr Sun Yat-sen's birth, as well as the 10th anniversary of the establishment of the Dr Sun Yat-sen Museum. ○ The Belt and Road initiative is opening up more opportunities for cooperation and cultural exchange. |
|---|--|

年度計劃 ANNUAL PLAN

節目策劃 PROGRAMMING

目標 GOAL

向觀眾展示香港的獨特故事
To engage audiences with the unique stories of Hong Kong

- 今年，歷史博物館將以香港玩具為題舉辦專題展覽，介紹香港如何成為世界知名的玩具王國，並探索不同年代的玩具與香港生活的關聯。
- 歷史博物館將舉辦有關香港出口信用保險局的展覽，而李鄭屋漢墓博物館則會推出以深水埗社區歷史為主題的展覽，分別介紹香港的經濟和社區歷史。
- A special exhibition on Hong Kong toys will be presented in the year, showing how the city became a world-renowned toy kingdom. The exhibition will also explore the connections between toys and the lives

of Hong Kong people in different periods.

- An exhibition on the Hong Kong Export Credit Insurance Corporation will be held at the Museum of History, and another on the community history of Sham Shui Po will be held at the Lei Cheng Uk Han Tomb Museum, with the pair focusing on the economic and community history of Hong Kong respectively.

目標 GOAL

啟發觀眾探討中外歷史
To stimulate our audiences to explore the history of China and the rest of the world

- 歷史博物館將於2016年6月至8月呈獻「海上雄師—羅馬海軍與龐貝古城」展覽，講述在維蘇威火山爆發後，羅馬海軍營救災民的故事，帶領觀眾了解古羅馬時期航海技術的發展，以及航海與羅馬社會其他方面的聯繫。屆時我們將展出超過100件（套）從意大利約10間博物館和文化

機構借來的珍貴文物。

- 2016年10月至12月，本館將與寧波博物館合辦以海上絲綢之路為題的展覽。展品來自中國大陸多個沿海城市的珍品，展現海上絲綢之路的形成和發展過程，以及中外文化交流。
- 海防博物館將於2016年8月至2017年2月與偽滿皇宮博物院合辦有關末代皇帝溥儀的展覽，重現溥儀的一生和他與中國近代史的關聯。
- The Museum of History will stage an exhibition entitled *Mare Nostrum: Roman Navy and Pompeii* from June to August 2016. Taking as its starting point the Roman navy's attempt to rescue victims of the Vesuvius eruption, this exhibition will explore the development of maritime navigation in ancient Rome and the close relationship between navigation and other aspects of Roman society. More than 100 sets of priceless artefacts from about 10 museums and cultural organisations in Italy will be on show.
- An exhibition on the Maritime Silk Road will be organised together with the Ningbo



「時評×幽默=辛亥革命前後的漫畫」展覽 Commentary x Humour = Cartoons Before and After the 1911 Revolution Exhibition



Museum from October to December 2016, at the museum. Featuring many precious exhibits from different cities situated along the coast of Mainland China, the exhibition will illustrate the emergence and development of the Maritime Silk Road through Chinese history, and the cultural exchanges that resulted.

- The Museum of Coastal Defence will jointly organise an exhibition on Puyi, the last emperor of China, in conjunction with the Museum of Imperial Palace of Manchu State from August 2016 to February 2017. This will retell the story of Emperor Puyi and explore his links with the history of modern China.

目標 GOAL

紀念孫中山先生誕辰150週年，以及鞏固歷史博物館轄下孫中山紀念館的獨特定位
To commemorate the 150th anniversary of Dr Sun Yat-sen's birth, and reinforce the unique role of its branch museum, the Dr Sun Yat-sen Museum

- 將於2016年分別在歷史博物館和香港中央圖書館舉辦兩場有關孫中山先生革命生涯和事業的展覽。
- 孫中山紀念館將聯同辛亥革命紀念館舉辦展覽，以辛亥革命前後出版的漫畫為主，輔以相關文物，介紹晚清的社會風氣，以及建立民國的革命之路。
- 我們將與廣東革命歷史博物館合辦「高瞻遠矚：孫中山的經濟建設計劃」展覽，探討孫中山先生理想中的經濟建

國藍圖。展覽於2016年11月至2017年2月在孫中山紀念館展出。

- 為紀念孫中山先生誕辰150週年及孫中山紀念館成立10週年，我們將舉辦一系列特別節目，包括話劇、電影放映會、同樂日、講座系列、巡迴展板、出版專書、製作教材套，以及優化孫中山史蹟徑的設計、展示和內容。
- Two exhibitions on the revolutionary life and work of Dr Sun Yat-sen will be organised in 2016 at the museum and the Hong Kong Central Library.
- The Dr Sun Yat-sen Museum together with the Memorial Museum of 1911 Revolution will jointly organise an exhibition to illustrate the social milieu of China in the late Qing period and the revolutionary road to the establishment of Republican China, through displays of cartoon images published both before and after the 1911 Revolution, supplemented with relevant artefacts.
- In collaboration with the Guangdong Museum of Revolutionary History, an exhibition titled *A Visionary Thinker: Dr Sun Yat-sen and His Blueprint for Economic Development* will be staged at the Dr Sun Yat-sen Museum from November 2016 to February 2017. This exhibition will look into the blueprint for national reconstruction designed by Dr Sun.
- Other special programmes in commemoration of the 150th anniversary of Dr Sun Yat-sen's birth, along with the celebration of the 10th anniversary of the Dr Sun Yat-sen Museum, will include dramas, film shows, a fun day and a series of talks, together with travelling exhibition panels, a special publication, and a teaching kit. The contents, presentation

and design of the Dr Sun Yat-sen Historical Trail will also be enhanced.

藏品 COLLECTIONS

目標 GOAL

增加公眾觀賞館藏的機遇，並增進公眾對文物的認識
To enhance the accessibility of the museum collections, and improve public appreciation of them

- 歷史博物館擬於2017年3月舉辦玩具展，展出精選館藏玩具。
- 在紀念孫中山先生誕辰150週年的展覽項目中，我們會盡量展出有關孫中山先生的館藏文物。
- 我們計劃將館藏十份與古巴華工有關的文獻的研究報告輯印成書。
- The planned exhibition on toys scheduled for opening in March 2017 at the Museum of History will showcase exhibits selected from the museum's collection of toys.
- Our collection of artefacts relating to Dr Sun Yat-sen will be utilised as much as possible at the planned exhibitions to commemorate the 150th anniversary of Dr Sun Yat-sen's birth.
- We will publish research on ten sets of documents relating to Cuban Chinese workers collected by the Museum of History.

目標 GOAL

充實及豐富館藏

To consolidate and enrich the museum's collections

- 我們將檢討藏品政策，制訂重點收藏與發展的範疇。
- 除了呼籲公眾捐贈文物外，我們亦會積極開拓新途徑，以豐富館藏，並會主動聯絡有意捐贈的人士。
- We will review our collection policy and establish core areas for consolidation and further expansion.
- Apart from soliciting donations from the public, we will proactively identify new sources for expanding the museum collections. We will also approach potential donors to encourage new donations.



為配合常設及專題展覽，歷史博物館定期舉辦多元化的教育活動
A series of education programmes are being constantly organised in the Museum of History to complement the permanent and special exhibitions

教育推廣 EDUCATION

目標 GOAL

提供開放平台，讓各界人士學習新知、分享經驗和享受探索的樂趣

To be an open platform accessible to all, so that everyone can learn something new, share each other's experiences and enjoy the journey of discovery

- 教育是博物館的重要功能之一，我們將繼續配合常設及專題展覽，舉辦各式各樣的教育及外展節目，如講座系列、工作坊、導賞、研討會、親身體驗活動、表演、專題展覽教育角及比賽等，以配合學校、非牟利機構、傷健人士和少數族裔等不同群體及機構的需要。
- 2016年，我們將舉行兩場以香港歷史和海上絲綢之路為題的國際研討會，邀請香港、內地和海外專家學者分享他們的最新研究成果。
- As part of our wider mission, we will continue to organise a rich array of education and extension programmes that tie in with our permanent and thematic exhibitions. These programmes will include lecture series, workshops, guided tours, talks, seminars, hands-on activities, performances, education corners for thematic exhibitions, and competitions. This diversity of programmes is designed to meet the needs of many different groups and institutions, including schools,

non-profit-making organisations, people with disabilities, and ethnic minority groups.

- Two international conferences on the themes of Hong Kong history and the Maritime Silk Road will be organised in 2016. Experts and scholars from Hong Kong, the Mainland, and overseas will be invited to share their latest research.

目標 GOAL

籌劃配合學校所需的節目

To develop programmes that cater for the needs of schools

- 我們將與教育局合作，舉辦教師研討會及相關活動，示範如何將本館資源（包括專題展覽）用於學習及教學。
- 我們將繼續為中小學舉辦豐富多彩的節目，例如比賽、工作坊及學校文化日，以增進學生對歷史的興趣與認識。
- 今年，孫中山紀念館將聯同香港話劇團，為學校推出全新項目，將具有教育意義的話劇帶入中學校園，幫助學生深入了解孫中山先生的革命理念之餘，亦啟發他們的批判思維。
- We will organise teacher seminars and activities in collaboration with the Education Bureau, in which we will show participants how best to make use of the museum's resources (including our thematic exhibitions) for learning and teaching.
- We will continue to organise diverse programmes such as competitions, workshops and School Culture Day programmes for primary and secondary school students, with the aim of enhancing the school population's interest in and

understanding of history.

- This year, the Dr Sun Yat-sen Museum will launch a new initiative for schools. It will join hands with the Hong Kong Repertory Theatre to bring educational theatre to secondary schools with the goal of helping students better understand the revolutionary ideas of Dr Sun Yat-sen, while also (more generally) stimulating their critical thinking.

through a series of special guided tours/workshops and outreach activities.

- The Hong Kong Museum of Coastal Defence, the Dr Sun Yat-sen Museum and the Fireboat Alexander Grantham Exhibition Gallery will continue to offer sign interpretation guided tours for people with hearing impairments.

目標 GOAL

鼓勵公眾參觀博物館，並參與博物館活動

To encourage more people to visit museums and participate in museum programmes

- 為紀念孫中山先生誕辰150週年及孫中山紀念館成立10週年，我們將舉辦豐富多彩、趣味十足的活動，包括外展教育劇場、電影放映會、同樂日、特備表演和系列講座。
- 鑑於公眾反應良好，葛量洪號滅火輪展覽館、孫中山紀念館及香港海防博物館將繼續舉辦同樂日，吸引新訪客探索這些豐富的歷史資源。
- 我們將繼續推行「博物館共融」及「社區關懷」計劃，為傷健人士、少數族裔、新移民和長者等群體舉辦一系列特別導賞/工作坊以及外展活動。
- To commemorate the 150th anniversary of Dr Sun Yat-sen's birth and the 10th anniversary of the Dr Sun Yat-sen Museum, we will arrange a variety of interesting activities during the year, including outreach educational theatre, film shows, a fun day, special performances and a lecture series.
- Following positive feedback from the

public, we will continue to organise fun days for the Fireboat Alexander Grantham Exhibition Gallery, the Dr Sun Yat-sen Museum and the Hong Kong Museum of Coastal Defence as a way of attracting new visitors to these rich historical resources.

- We will also continue to organise diverse educational activities for schools to encourage their visits to our museums and participation in our programmes.

能力提升 CAPACITY BUILDING

目標 GOAL

鼓勵年輕人投身博物館工作 To encourage members of the younger generation to consider engaging in museum work

- 我們將繼續舉辦「未來館長培訓課程」，讓學生多了解博物館的功能及館長的職能。課程將探討不同主題，並設有各類活動，包括與館長交流，了解博物館的背後運作，參與歷史、藝術、電影等相關領域的跨範疇活動，讓學員在愉快的氣氛中認識歷史與文化。
- 我們亦將持續透過實習和培訓計劃，為年青人提供實踐機會。
- We will continue to run our *Future Curator Training Course*, which helps students better understand the functions of museums



孫中山紀念館同樂日
Dr Sun Yat-sen Museum Fun Day

and the jobs of curators. The course will explore different themes and will include activities designed so that student participants can learn about history and culture in an enjoyable way, for example through “dialogue with curators” events, behind-the-scenes activities, and various crossover programmes in history, art, film and related fields.

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

社區參與及 伙伴合作 COMMUNITY ENGAGEMENT AND PARTNERSHIP

目標 GOAL

繼續與非政府機構合辦各式各樣的節目，並物色新的合作伙伴
To continue to partner with NGOs in organising diverse programmes, and seek out new partners

- 2016年11月，我們將夥拍香港各界文化促進會，於香港中央圖書館舉辦大型展覽，紀念孫中山先生誕辰150週年。

- 我們將與旅遊事務署和民政事務總署合作，優化孫中山史蹟徑。

- 我們將繼續與本港大專及學術機構合作，舉辦講座和研討會，並進行研究項目。

- 我們將繼續與教育界合作，為學校設計和提供教育服務。

- 我們亦將繼續與香港展能藝術會、香港新移民服務協會、香港小童群益會等非政府機構合作，為不同對象舉辦各種活動。

- This year, we will partner with the Hong Kong Culture Association in organising a large-scale exhibition in November 2016 at the Hong Kong Central Library in commemoration of the 150th anniversary of Dr Sun Yat-sen's birth.

- We will partner with the Tourism Commission and the Home Affairs Department to revitalise the Dr Sun Yat-sen Historical Trail.

目標 GOAL

**就博物館節目及
服務諮詢專家意見
To seek expert advice on
the museum's programmes
and services**

- We will continue to engage local tertiary and academic institutions in the organisation of lectures, seminars and conferences, and research projects.
- We will continue to collaborate with the education sector in developing and delivering educational services for schools.
- We will also continue our collaboration with a range of NGOs, including the Arts with the Disabled Association Hong Kong, the Hong Kong New Immigrant Service Association, and The Boys' & Girls' Clubs Association of Hong Kong, in organising a wide variety of activities for different target groups.

- 我們將會繼續諮詢歷史博物館諮詢委員會及博物館專家顧問，聽取他們對於館藏、節目策劃、市場推廣及未來重要計劃的專業意見。

- 歷史博物館擬邀請香港歷史專家和教育界代表組成諮詢委員會，就其常設展覽的更新工程徵詢他們的意見。

- The museum will continue to seek expert advice on its collection, programming and marketing activities, and on its major plans for the future, through consultation with the History Museum Advisory Panel and the Museum Expert Advisers.

- We plan to invite Hong Kong history experts and representatives from the education sector to form an advisory panel to offer input into the planned revamp of the permanent exhibition of the Museum of History.

目標 GOAL

**諮詢公眾與持份者對歷史博物館
常設展覽更新工程的意見
To consult the public and
stakeholders on the revamp
of the permanent exhibition
of the Museum of History**

- 我們安排與青年團體、教育界、學術

團體和普羅大眾等不同持份者會面，徵詢他們對歷史博物館常設展覽更新工程的意見。

- Consultation meetings with various stakeholders, such as youth groups, educational bodies, learned societies and the general public, have been being arranged to gather input on the revamp of the permanent exhibition of the Museum of History.

優化設施及 訪客服務 ENHANCEMENT OF FACILITIES AND VISITOR SERVICES

目標 GOAL

**全面更新歷史博物館及
海防博物館的常設展覽，
令訪客更添樂趣**

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

- 歷史博物館及海防博物館已開展其常設展覽更新工程的籌備工作。我們正計劃添加新的主題元素、採用創新的策展方法及展示方式，並改善館內基礎設施。



將於香港玩具展覽中展出的「鐵皮小狗」
A tin dog to be displayed in the Hong Kong Toys exhibition

- Two major revamp projects for the existing permanent exhibitions of the Museum of History and the Hong Kong Museum of Coastal Defence have been kicked off. New thematic elements, along with innovative curatorial approaches, new means of presentation and enhanced infrastructure are all in the process of being mapped out.

目標 GOAL

改善博物館設施，優化訪客服務
To improve the museum facilities so as to provide better visitor services

- 歷史博物館正計劃優化博物館刊物和紀念品的陳列，並制訂改善訪客人流的措施。
- 羅屋民俗館計劃翻新副樓，日後可改作展廳之用。
- Plans are in hand for the Museum of History to improve the designs for displaying museum publications and souvenirs, and to enhance visitor flow.
- The Law Uk Folk Museum is planning to carry out renovation work on its annex building, with a view to turning it into an exhibition space in the long run.

學術研究及機構發展 RESEARCH AND INSTITUTIONAL DEVELOPMENT

目標 GOAL

從事多項研究，提升博物館的專業水準
To engage in a range of research projects that will reinforce the museum's professional reputation

- 我們將繼續以香港歷史及各式館藏為題，開展不同的研究計劃。目前正進行的計劃包括：本館玩具藏品、香港工業史、尖沙咀和油麻地地區史、19至20世紀中葉的香港社會民生、英國在香港的海陸軍事防衛以及鯉魚門要塞。年內，我們將開展多項研究，主要是配合歷史博物館的常設展覽更新工程。
- 為紀念孫中山先生誕辰150週年，本館將深入研究孫中山先生在1911年10月10日武昌起義爆發至1912年1月1日就職臨時大總統期間的革命事跡，並將出版研究成果。
- We will continue to engage in a wide range of research projects on Hong Kong history and on different aspects of our collections. Ongoing research projects include studies of the museum's toy collection, the history of Hong Kong industry, the histories of the Tsim Sha Tsui and Yau Ma Tei districts, the daily lives

of Hong Kong people from the 19th to the mid 20th century, British land and naval defence of Hong Kong, and the fortifications of Lyemum. A number of new research projects will be launched in the year, mostly in conjunction with the revamp of the permanent exhibition of the Museum of History.

- In commemoration of the 150th anniversary of Dr Sun Yat-sen's birth, the museum will carry out in-depth studies on the revolutionary career of Dr Sun from the outbreak of the Wuchang Uprising on 10 October 1911 to his assumption of the provisional presidency on 1 January 1912, and will publish the findings.

目標 GOAL

持續為員工提供培訓機會，培養工作所需技能
To equip our staff members with the skills they need by providing them with ongoing training opportunities

- 我們將繼續鼓勵員工參與本地及海外培訓，在展覽策劃、觀眾拓展、與專家及社區合作、公眾參與、市場推廣等不同專業範疇，充實他們的知識和擴闊視野。
- We will continue to encourage our museum staff to undergo training in and outside Hong Kong, with the aim of broadening their exposure and enriching their experience in areas such as exhibition presentation, audience development, partnership with professionals and the community, public engagement, and marketing.

2016-17 年度展望 ANTICIPATED ACHIEVEMENTS IN 2016-17

我們在完成《年度計劃》的上述項目後，計劃於2016-17年度實現以下目標：

- 舉辦三項展覽，向觀眾展示香港的獨特故事；
- 舉辦四項展覽，鼓勵觀眾探索中外歷史；
- 舉辦四項展覽、出版一本專書和策劃多項活動，以紀念孫中山誕辰150週年及孫中山紀念館成立10週年；及
- 呼籲公眾捐贈文物，積極開拓新途徑蒐集館藏，並聯絡有意捐贈的人士，期望增添約3,000件藏品。

We plan to achieve the following performance targets in 2016-17 after implementing the programmes outlined in the above Annual Plan:

- Present three exhibitions on the unique stories of Hong Kong that will engage audiences;
- Organise four exhibitions that will encourage audiences to explore the history of China and the rest of the world;
- Organise four exhibitions, produce one special publication, and run a variety of related activities to commemorate the 150th anniversary of Dr Sun Yat-sen's birth and the 10th anniversary of the Dr Sun Yat-sen Museum; and
- Increase the size of our collections by about 3,000 items by soliciting donations from the public, and by proactively identifying new sources of donations and contacting potential donors.

HONG KONG HERITAGE MUSEUM

香港文化 博物館



引言 INTRODUCTION

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

2016-17年度，我們會繼續在流行文化、設計、攝影等方面著手，推廣香港的傳統及創意文化，並藉著香港多元文化的薰陶，鼓勵參觀人士弘揚本港豐富的文化傳統。

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

In 2016-17, the museum will continue to highlight Hong Kong's living heritage and culture of creativity in areas such as popular culture, design and photography. It will also continue to offer visitors the opportunity to immerse themselves in different aspects of Hong Kong's varied culture, and encourage the celebration of our rich heritage.

理想 VISION

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

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

使命 MISSION

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

信念 VALUES

- | | |
|--------|-------------------|
| ○ 專業精神 | ○ Professionalism |
| ○ 全情投入 | ○ Passion |
| ○ 以人為本 | ○ Focus on people |
| ○ 真摯誠懇 | ○ Sincerity |
| ○ 多元特色 | ○ Diversity |

挑戰與機遇 CHALLENGES AND OPPORTUNITIES



香港文化博物館
Hong Kong Heritage Museum

2016-17年度，文化博物館將面對以下挑戰之餘，亦迎來不同機遇：
We anticipate that the Heritage Museum will face the following challenges and opportunities in 2016-17:

- 館內常設展覽大多由2000年開幕以來沿用至今，我們將會更新部分展覽，以求歷久彌新，並突出文化博物館的定位，著力展現香港的文化和傳統。
- Most of the permanent exhibitions at the Heritage Museum first opened to the public in 2000. To maintain its attractiveness to visitors and to sharpen our positioning as a museum dedicated to Hong Kong's culture and heritage, it is time to revitalize some of the permanent exhibitions.
- 2009年，粵劇正式列入聯合國教科文組織《人類非物質文化遺產代表作名錄》。粵劇亦是香港的首項世界非物質文化遺產。文化博物館會繼續透過粵劇文物館推廣粵劇。
- Cantonese Opera was officially included in the UNESCO Representative List of the Intangible Cultural Heritage of Humanity in 2009. It is also Hong Kong's first world-listed intangible cultural treasure. The Heritage Museum will continue to promote Cantonese Opera through its Cantonese Opera Heritage Hall.



上窰民俗文物館
Sheung Yiu Folk Museum



香港鐵路博物館
Hong Kong Railway Museum

年度計劃 ANNUAL PLAN

節目策劃 PROGRAMMING

目標 GOAL

以本港多元文化和藝術為主題，舉辦各式各樣的展覽及公眾節目，藉此突出博物館的定位，著力展現香港多元的文化及藝術

To sharpen our positioning as a museum dedicated to Hong Kong's cultural heritage by presenting a dynamic mix of exhibitions and public programmes relating to Hong Kong's diverse culture and art



「劉小康決定設計」展覽
Freeman Lau & Design: Inter-dependent Decisions exhibition



舊版金庸武俠小說
Early Editions of Jin Yong's martial arts novels

- 文化博物館自創館以來，一直致力搜羅、研究本地平面設計及時裝，舉辦相關活動。自2002年起，我們推出了一系列以設計師作品為題的展覽，向觀眾介紹本地設計師的佳作。在2015年12月，館內舉辦系列的第四部曲「劉小康決定設計」個人展，展期至2016年5月止。是次展覽展示劉小康多年來的代表作，當中包括與香港社會發展脈搏相連的文化、商業及公共空間藝術等項目。2016年9月，館內將舉行「衣+包剪掙」時裝設計展覽，本地時裝設計師與工匠聚首一堂，以傳統工藝和材料，塑造別具一格的時裝展覽。
- 查良鏞博士（筆名金庸），是舉世知名的文學家及武俠小說作家。為表敬意，文化博物館擬將視聽導賞廳改建成常設的金庸館，展現查博士在出版、報業及小說創作方面的成就及貢獻。展館內將會透過相片、手稿、個人物品和與金庸武俠小說相關的文創商品，探討金庸武俠小說對香港流行文化及世界華文讀者的影響。展館將於2017年3月起向公眾開放。
- From its beginning, the Heritage Museum has dedicated significant efforts to collecting, researching and mounting programmes on Hong Kong graphic design and fashion. Since 2002, it has developed a designer exhibition series to showcase representative work by significant local designers. In December 2015, the fourth in this exhibition series, a solo exhibition titled *Freeman Lau & Design: Inter-dependent Decisions*, was staged at the Heritage Museum until May 2016. The exhibition showcases representative examples of Lau's design work from over the years, including cultural, commercial and public space

projects that connect intimately with the social development of Hong Kong. In addition, an exhibition titled *Fashion + Paper, Scissors & Rock* will be held in September 2016 on the theme of fashion design. This exhibition will bring together local fashion designers and craftspeople in a collaboration that will result in a series of unique fashion exhibits created using traditional techniques and materials.

- The Heritage Museum is planning to pay tribute to Dr Louis Cha (who goes under the pen name "Jin Yong") for his outstanding achievements as a world renowned literary figure and martial arts novelist. The museum will convert its existing Orientation Theatre into a permanent Jin Yong Gallery that will reveal Dr Cha's contribution to the local community as publisher, journalist and novelist. Using photos, manuscripts, personal memorabilia and merchandise relating to Dr Cha's work, the exhibition will explore the impact of Dr Cha's martial arts novels on Hong Kong popular culture and on the Chinese diaspora across the world. The gallery will open to the public in March 2017.

目標 GOAL

加強伙伴合作，協辦精彩展覽，拓展觀眾層面

To broaden our audience base and strengthen our collaborative partnerships by presenting excellent joint exhibitions

- 2016年5月至7月，文化博物館將與法國五月、法國國家博物館聯合舉辦「他鄉情韻—克勞德·莫奈作品展」專



簡約重構的莫奈花園，讓人感受莫奈昔日在吉維尼的生活。
This simple reconstruction of Monet's Garden is part of a retrospective of Monet's life in Giverny

題展覽。法國畫壇巨匠莫奈以印象派運動聞名，亦是西方畫史上數一數二的風景畫大師。是次展覽展出法國公共機構收藏的多幅莫奈代表作，以莫奈的多幅風景畫呈現其創作生平。展品經過精心細選，由簡約的風景表現手法，過渡至晚年系列形式的畫作。展覽輔以影音及多媒體展示，介紹莫奈筆下山水風格、印象派的創新畫法，以及戶外作畫的風潮。我們亦會設立教育專區，並籌辦各式各樣的學習活動，讓不同的觀眾認識莫奈和其他印象派畫家的作品。

- 2016年11月，文化博物館將與北京故宮博物院合辦一項展覽，以清朝皇帝大婚為題，展出與順治、康熙、同治、光緒四位皇帝大婚相關的珍貴文物，更輔以一連串多媒體陳列項目，包括以嶄新技術製作的互動式電腦遊戲裝置及大型視聽節目。該項展覽將會是康樂及文化事務署2016年重點展覽活動之一，帶領觀眾認識各種清宮婚儀，包括婚禮和婚宴儀式、皇宮婚俗，以及各類宮廷嫁娶物品的象徵意義。
- 2016年8月，我們將與香港國際攝影節舉辦合作展覽，展出攝影師及攝影相關藝術家的作品，探索當代攝影與相關媒介的藝術可塑性。展覽以女性藝術家為主題，探討性別與現代創作的關係。

- The Heritage Museum will join hands with Le French May and the Réunion des Musées Nationaux to present a special exhibition on Claude Monet, *Claude Monet: the Spirit of Place*, from May to July 2016. A giant of French art and an iconic figure in the movement known as Impressionism, Monet is undoubtedly one of the great landscape artists in the history of western art. The exhibition, featuring some of the most iconic of Monet's artworks in French public collections, will present his career through a number of his landscape paintings. These have been chosen to illustrate the transition from simple representations of places to his later practice of painting scenes in series. The exhibition will be supplemented with audiovisual and multimedia displays on such subjects as the style of Monet's landscapes, the revolutionary Impressionist painting techniques, and the trend for painting outdoors. To place the art of Monet and of Impressionism generally in context, an education section will be curated that will incorporate a variety of educational programmes for different audiences.
- In collaboration with The Palace Museum in Beijing, in November 2016 the Heritage Museum will organise an exhibition on the royal wedding ceremonies of the

Qing dynasty. The exhibition will feature a fine selection of artefacts relating to the wedding ceremonies of the four Qing emperors, namely Shunzhi, Kangxi, Tongzhi and Guangxu. Tying in with the exhibition will be a series of multimedia programmes, which will include interactive computer games and a grand audio-visual presentation, produced using advanced technology. One of the blockbuster exhibitions to be presented by the LCSD in 2016, the exhibition will enable visitors to explore many details of royal marriage etiquette, including the arrangements for the wedding procession and the wedding banquet and the customs observed by the ruling classes, and to learn about the symbolism of the items making up the royal dowry.

○ A collaborative exhibition with the Hong Kong International Photo Festival will be staged in August 2016. The exhibition will feature the creative work of photographers and photography-related artists, and explore the artistic possibilities of contemporary photography and related media. Female artists will be the focus of this exhibition, which will include discussion of the relationships between gender and contemporary creativity.



徐展堂中國藝術館新增展出黃永玉先生畫冊與七件陶俑。
This new display at the T.T. Tsui Gallery of Chinese Art includes an album of paintings by Huang Yongyu, and seven pottery figurines

目標 GOAL

方便市民觀賞館藏，
鼓勵各界捐贈文物
**To enhance the accessibility
of the museum collections
and to encourage donations
of artefacts**

- 我們更新了徐展堂中國藝術館的展覽和藏品，亦蒙徐氏藝術基金借出全新珍藏，展館將於2016年4月重開。
- 2017年初，趙少昂藝術館將更新專題展覽，展出新增藏品趙少昂與楊善深先生的瓷碟畫作。
- The display in the T.T. Tsui Gallery of Chinese Art, together with the museum collections and loan exhibits from the Tsui Art Foundation, has been renewed and will open in April 2016.
- A thematic display featuring the museum's new collections of porcelain dishes with paintings of Chao Shao-an and Yang Shanshen will be staged in the Chao Shao-an Gallery in early 2017.



粵劇文物館陳列本館蒐藏的粵劇文物，包括昔日名伶的表演用品。
The Cantonese Opera Heritage Hall showcases operatic treasures from the museum's collection, including valuable items once used by renowned Cantonese opera artists.

藏品 COLLECTIONS

目標 GOAL

增添及完善藏品
**To expand and improve
our collections**

- 我們現有館藏逾120,000件。本館會繼續增添及完善館藏，特別是關於流行文化、本地設計、攝影及其他應用藝術媒體的藏品，並增加富有文化價值的館藏。
- We will continue to expand and improve our collections, which currently number over 120,000 items. In particular, we are looking to enhance our collections in the areas of popular culture and of Hong Kong design, photography and other applied arts media. We are also looking

to expand our collections of objects of cultural value.

目標 GOAL

提升數碼館藏
To enhance digital accessibility

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

目標 GOAL

吸引公眾參觀，
讓他們將「館藏」帶回家
**To encourage patronage
by offering the public an
opportunity to take
"museum collections"
items home**

- 香港文化博物館、香港歷史博物館及香港藝術館邀請了七位本地著名設計師，以博物館的藏品為藍本，創作出獨一無二的紀念品。項目名為「帶回家」，讓公眾以優惠價格將「館藏」帶回家。
- The Heritage Museum, the Hong Kong Museum of History and the Hong Kong Museum of Art have jointly invited seven



兒童探知館
The Children's Discovery Gallery

leading Hong Kong designers to create uniquely styled museum souvenirs inspired by our collections. The project, *Bring Me Home*, gives the public the opportunity to take "museum collections" items home at affordable prices.

教育推廣 EDUCATION

目標 GOAL

提供富啟發性、
成效顯著的節目及學習環境
**To provide stimulating and
effective programmes and
learning environments**

- 我們將繼續配合各項常設及專題展覽，舉辦多元化的教育及推廣活動，如講座、研討會、導賞團、工作坊、示範等，迎合師生、非牟利機構、殘疾人士、少數族裔等不同群體的需求。
- 我們將繼續推行廣受歡迎的「博物館小先鋒」計劃，鼓勵小朋友到博物館學習。
- 我們將與教育局、香港中文大學、香港浸會大學、香港藝術發展局一同籌辦為期六個月的「藝術同行2016」項目，為中學生和大專生提供多項訓練活動，增進藝術知識及藝術推廣技巧。
- We will continue organising a variety of education and extension programmes to tie in with our permanent and thematic exhibitions, such as talks, seminars, guided tours, workshops and demonstrations. These

will be tailored to the needs of different groups, including students and teachers, non-profit-making organisations, people with disabilities, and ethnic minorities.

- We will continue running our popular MuseKids membership programme, designed to stimulate children's interest in museum learning.
- We will team up with the Education Bureau, the Chinese University of Hong Kong, the Hong Kong Baptist University and the Hong Kong Arts Development Council in a six-month project entitled *Arts Buddies 2016*. The project delivers a series of training programmes to secondary and tertiary students that will boost both their knowledge of the arts and their skills in promoting the arts.

目標 GOAL

與教育專家合作，啟發思維
**To collaborate with
education experts to
encourage intellectual activity**

- 我們將與教育局合辦「終身學習及其他學習經歷」方面的節目，為師生提供課堂之外的切身學習體驗，了解歷史、文化的藝術知識。
- We will continue to collaborate with the Education Bureau in organising programmes in the areas of Life-long Learning and Other Learning Experiences. These programmes provide teachers and students with authentic educational

觀眾拓展 AUDIENCE BUILDING

目標 GOAL

以多元節目吸引不同觀眾群
**To attract different audience
groups by organising
diversified programmes**

- 文化博物館將定期為「博物館小先鋒」、其他小朋友和家長設計活動，令博物館成為親子活動的好去處。一如往年，我們亦會舉辦「文化新人類—青年領袖獎勵計劃」，培養新一批年輕的博物館愛好者。
- 我們會舉辦「共融計劃」，為不同少數族裔社群安排繽紛遊踪、工作坊、特備節目等一連串文化藝術節目，藉此擴闊觀眾視野、提高生活內涵、提升他們融入社會的能力。
- 劇院會繼續每週上演粵劇表演，吸引不同年紀的粵劇愛好者。
- 我們將舉辦教師培訓工作坊、學校文化日、高中藝術學習之旅等學校節目，鼓勵師生到博物館參觀。



小先鋒參與博物館十五周年生日派對，樂在其中。
MuseKids having fun at the Museum's 15th Anniversary Party.

- 我們即將推出全新「1+1文化伴侶節目2016/17」，吸引雙雙對對的情侶同遊博物館。節目包括拍拖勝地掌故遊、情侶工作坊、講座、分享會，以及長者節目，不論是年輕戀人、已婚伴侶、長者夫婦或其他觀眾，都能藉此一同紀念生活，在博物館留下溫馨回憶。

- Tailor-made activities will be offered regularly to our MuseKids group, as well as other junior visitors and families, as a means of reinforcing our reputation as a child- and family-friendly museum. Our annual MuseTeens training programme will once again be activated with the aim of cultivating a fresh batch of young museum lovers.

- Under our *Social Harmony Project*, a series of art and cultural programmes including fun tours, workshops and special programmes will be offered to people from different minority communities, with the aim of broadening their outlook, enriching their quality of life, and improving their ability to integrate and share common ground with all Hong Kong citizens.

- Weekly Cantonese opera performances at the theatre will continue to be held, to attract Cantonese opera lovers of every age.

- School programmes such as teacher training workshops, the School Culture Day, and art appreciation tours for senior secondary students, will be organised to encourage school visits.

- We will launch the new *1 + 1 Cultural Couples 2016/17* programme to attract visits from couples. Programmes will include love and care cultural tours, relationship workshops, talks and sharing sessions, and senior citizen programmes, all of which will offer young couples, married couples and older couples (and others too) opportunities to celebrate their lives together and leave tokens of their love in the museum!

目標 GOAL

讓更多人認識和參觀香港文化博物館
To increase public awareness of the Heritage Museum, and encourage visits to the museum

- 我們將多加運用網絡平台及網絡營銷工具，如流動應用程式、Facebook、YouTube等網站，吸引年輕人及一般互聯網用戶。

- 我們會在公眾地方多加宣傳，例如在商場、機場、香港旅遊發展局旅客資訊服務中心、公共交通工具刊登廣告，以接觸更多市民。

- We will make wider use of online platforms and e-marketing tools such as mobile apps, Facebook, YouTube and other websites to reach out to the younger generation in particular, and internet

users in general.

- We will try to reach a wider audience by increasing our exposure in public spaces, for example by advertising in shopping malls, at the airport, at Hong Kong Tourism Board visitor centres and on public transport.

能力提升 CAPACITY BUILDING

目標 GOAL

提升核心實力，繼續為觀眾提供優質博物館體驗
To build up our core strengths to ensure we continue to offer high-quality visitor experiences

- 我們將出版刊物和舉辦一系列展覽及教育活動（如講座、研討會、參觀、工作坊及導賞服務等），引發參觀人士的興趣，為他們帶來深刻的藝術、歷史和文化體驗。

- 我們亦將舉辦教師工作坊，引導教師活用文化博物館的寶貴資源作終身學習和其他教學用途。

- 我們會提升導賞員計劃，招募操粵語及英語的導賞員，提供導賞員培訓課程，以完善文化博物館的導賞服務。

- We will offer an array of exhibitions, publications and educational activities, including talks, seminars, visits, workshops



小朋友把紙飛機投進劉小康先生的《香港幸運曲奇2016》裝置作品中，並許下願望。
Children throwing paper planes into the Hong Kong Fortune Cookie 2016 installation by Mr. Freeman Lau to make their wishes come true.

and guided tours, all designed to stimulate inquiry and offer our visitors deeper insights into art, history and culture.

- We will also offer workshops for teachers, in which we will introduce ways they can use our valuable resources for lifelong learning and other educational purposes.

- We will enhance our docent programmes, in which Cantonese and English-speaking docents will be recruited, and training programmes will be offered to all docents to enhance our guided tour services.

目標 GOAL

提供實習機會，培養下一代對博物館工作的興趣
To serve as a training ground and nurture an interest in museum work among the next generation

- 我們將繼續舉辦適合年青人的節目，例如每年一度的「文化新人類—青年領袖獎勵計劃」，結合講座、培訓課程、參觀活動及實習，增進參加者對博物館工作、藝術、歷史及文化的興趣和認識。

- 我們也將繼續為本地及海外大學生提供短期實習機會。

- We will continue to offer programmes targeted at young people. An example is our annual MuseTeens programme, which incorporates talks, training classes, visits and internship practice designed to stimulate participants' interest in and understanding of museum work, art, history and culture.

社區參與及 伙伴合作 COMMUNITY ENGAGEMENT AND PARTNERSHIP

目標 GOAL

與民間團體合作，分享資源及專業知識
To build a "partnership with the community" for the sharing of resources and expertise

- 香港設計中心、香港設計師協會、香港八和會館、教育局等機構與博物館的工作息息相關，我們將鞏固博物館與這些機構的長期合作關係。

- 文化博物館今年將與香港設計師協

會合作，策劃國際海報三年展比賽，促進國際文化交流，為博物館帶來更多當代海報藝術作品。獲選作品將於第6屆香港國際海報三年展亮相（2017/18年）。

- 為配合2016年秋季的清代皇帝大婚展覽，文化博物館將與香港知專設計學院會攜手合作，籌備一系列多媒體節目，讓參觀者深入了解展覽內容，引導參觀者探索展品背後的故事。

- We will continue to consolidate our long-term partnerships with organisations closely related to our core work, such as the Hong Kong Design Centre, the Hong Kong Designers Association, the Chinese Artists Association of Hong Kong, and the Education Bureau.

- To encourage international cultural exchange and enrich the museum's collection of contemporary poster design, the Heritage Museum will team up with the Hong Kong Designers Association to organise the International Poster Triennial competition this year. The selected entries will be displayed in the 6th Hong Kong International Poster Triennial exhibition in 2017/18.

- To complement the exhibition on royal wedding ceremonies of the Qing dynasty to be staged in the autumn of 2016, the Heritage Museum will collaborate with



「衣 + 包 剪 揸」是一個結合時裝與傳統手工藝的展覽。
The *Fashion+Paper, Scissors and Rock* exhibition combined fashion design with traditional craftsmanship.



「聽日你想點？」展出藝術家從影像出發進行創作。
Artists participating in the *What Do You Want For Tomorrow?* exhibition went beyond photography to incorporate other art forms.



「他鄉情韻－克勞德·莫奈作品展」導賞團
A guided tour at the *Claude Monet: The Spirit of Place* exhibition

the Hong Kong Design Institute to design and produce a series of multi-media programmes aimed at deepening visitors' understanding of the exhibition contents and spurring interest in exploring the stories behind the exhibits.

目標 GOAL

聽取專家意見，
持續改善博物館服務及形象
To continue developing our museum services and enhancing the museum's image, utilising input from experts

- 在館藏、制訂節目、市場推廣的重大計劃方面，我們將會繼續諮詢藝術博物館諮詢委員會、歷史博物館諮詢委員會和博物館專家顧問的專業意見。
- We will continue to seek expert advice on matters relating to major plans for our collections, our programming and our marketing initiatives, from the Art Museum Advisory Panel, the History Museum Advisory Panel and the Museum Expert Advisers.

優化設施及訪客服務 ENHANCEMENT OF FACILITIES AND VISITOR SERVICES

目標 GOAL

更新博物館設施及服務，改善展館環境，令參觀人士賓至如歸
To raise levels of customer satisfaction and improve the exhibition environment by modernising our facilities and services

- 改建視聽導賞廳成金庸館的工程現正進行中，工程預計於2016年年底完成。
- 博物館劇院座椅將換上全新椅套，讓觀眾更感舒適。
- Conversion of our existing Orientation Theatre into the Jin Yong Gallery is being

carried out, and will be completed in late 2016.

- New seat covers will be installed in the museum theatre to enhance the comfort of audiences.

目標 GOAL

改善設施，方便殘疾人士及有需要的訪客
To enhance the museum facilities for people with disabilities and visitors in need

- 博物館加設了發聲摸讀地圖，並翻修了殘疾人士洗手間。
- 我們會向有需要的參觀人士提供拐杖凳。
- Tactile maps with audio information have been installed, and the washrooms for people with disabilities have been renovated.
- Portable stick chairs will be provided to museum visitors who need them.

學術研究及 機構發展 RESEARCH AND INSTITUTIONAL DEVELOPMENT

目標 GOAL

展開重點學術研究 To carry out focused academic research work

- 文化博物館正與香港浸會大學歷史學系的學者合作，研究戰後香港漫畫歷史，為香港漫畫的發展作完整的記錄。我們將參考是次研究成果，制訂進一步發展漫畫藏品的長遠策略。研究於2014年9月開始，預期於2016年完成。
- 香港的平面設計於70至80年代發展蓬勃。我們會繼續全面研究本地平面設計在這段時期的歷史和影響。
- 開館以來，我們舉辦過不少流行文化展覽，深受市民及各國遊客歡迎。為突顯博物館的定位，展現香港的文化和傳統，我們將會把新界文物館改建為香港文化廳。我們委託了香港大學研究本港流行文化的發展，包括流行媒體的工作，以及普羅大眾的生活和習慣。研究項目於2015年11月開始，預計於2017年年初完成。
- To develop a complete record of the development of comics in Hong Kong up until today, research on post-war Hong Kong comics is being conducted in partnership with scholars from the

Department of History at the Hong Kong Baptist University. The results of this research will be used as a reference base when drawing up a long-term collection strategy for the museum's holdings of comics. Research began in September 2014 and is expected to be completed in 2016.

- We will continue to undertake a comprehensive investigation into the history and impact of Hong Kong's graphic design industry in the 1970s and 1980s, perhaps the industry's most significant era.
- Since our opening, we have presented various exhibitions on popular culture which have been well received by the public and visitors from around the world. To revitalise and sharpen the positioning of the Heritage Museum as a museum of Hong Kong's culture and heritage, we will convert the existing New Territories Heritage Hall into a Hong Kong Culture Gallery. In preparation, we have commissioned the University of Hong Kong to conduct research into the development of popular culture in Hong Kong, covering the work of the popular media and the everyday lives and habits of ordinary people in Hong Kong. The research project commenced in November 2015, with expected completion in early 2017.

目標 GOAL

為員工提供持續培訓

To offer ongoing training opportunities to staff

- 我們會繼續為員工提供多種培訓機

會，讓員工了解業界的最新發展。訓練項目、工作坊、海外實習、國際研討會及文化交流活動等不但能提升員工的專業水平，亦有助擴闊視野，與海外同行建立聯繫。

- We will continue to offer our staff a variety of opportunities to help them stay abreast of developments in our field. Training events, workshops, overseas attachments, international conferences and cultural exchange opportunities not only boost professionalism but also expand staff horizons and help build networks with our overseas counterparts.

2016-17 年度展望 ANTICIPATED ACHIEVEMENTS IN 2016-17

我們在完成《年度計劃》的上述項目後，計劃於2016-17年度實現以下目標：

- 與內地及海外機構合辦兩場特備展覽，藉此促進文化交流；
- 與不同機構合辦兩場以香港本地藝術、設計、攝影為題材的展覽，增進觀眾對本地藝術家、設計師、攝影師作品的認識；
- 舉辦三場專題展覽，讓本館藏品與更多觀眾見面；
- 舉辦一場國際平面設計比賽，以吸引世界各地逾1,000份參賽作品為目標；
- 設立常設的金庸館，以表揚查良鏞博士（筆名金庸）小說作品對香港流行文化的影響。我們預計展館於開幕後首三個月會吸引逾兩萬人參觀；
- 購買至少100件本地藝術家及設計師的作品，增添本館在香港流行文化、設計、攝影及其他應用藝術媒體方面的藏品；及
- 將館藏總數的5%（約6,000件藏品）上傳至網絡，以便公眾觀賞。

We plan to achieve the following performance targets in 2016-17 after implementing the initiatives in the above Annual Plan:

- Organise two special exhibitions, in conjunction with institutions in the Mainland and overseas, that will stimulate opportunities for cultural exchange;
- Present two exhibitions on Hong Kong art, design, and photography, in partnership with different organisations, that will enhance visitors' understanding and appreciation of the work of local artists, designers and photographers;
- Organise three thematic exhibitions that will enhance the accessibility of the museum collections;
- Organise one international competition on graphic design that is expected to attract more than 1,000 entries from around the world;
- Set up a permanent Jin Yong Gallery to pay tribute to Dr Cha Leung-yung for the impact of his novels on Hong Kong popular culture. The gallery is expected to attract more than 20,000 visitors in the three months after its opening;
- Enhance and expand our collections in the areas of Hong Kong popular culture, design, photography and other applied arts media by acquiring at least 100 items from local artists and designers; and
- Enhance the accessibility of our collection items by making 5% (about 6,000 items) of the museum's total collection items accessible for viewing on the internet.

HONG KONG SCIENCE MUSEUM

香港科學館

「世紀實驗—探索神秘的粒子世界」展出大型正負電子 (LEP) 加速腔，參觀者深感興趣。
Visitors showed great interest in a large LEP accelerating cavity on display in the Collider: Step Inside the World's Greatest Experiment Exhibition.



引言 INTRODUCTION

香港科學館（科學館）是學習科學知識的好地方，以種種有趣的親身學習體驗，喚起觀眾對科學的好奇心及興趣。我們舉辦以科技為主題的常設及專題展覽，讓公眾多認識現今的科技發展，了解世界上的自然現象。年內，館方會與本地、內地和海外的博物館和機構通力合作，為不同年紀的觀眾帶來精彩的推廣及教育活動。

The Hong Kong Science Museum (the Science Museum) is a centre of learning that aims to spark curiosity and inspire interest in science by providing visitors with fun hands-on learning experiences. Using permanent and special exhibitions themed around science and technology, we aim to popularise the latest developments in science and technology and enrich visitors' understanding of the world's natural phenomena. We foster strong collaborative relations with local, Mainland and overseas museums and organisations, working together with them to deliver fascinating extension and educational programmes for audiences of all ages throughout the year.

理想 VISION

- 致力提供創新、跨學科和先進的展覽、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。
- 矢志成為高質素及多元化的世界級博物館。
- 在籌辦活動及傳播科技資訊方面，科學館矢志成為東南亞（尤其是泛珠江三角洲地區）同類型機構和科學中心的主要聯繫機構。
- To be a local leader in informal science learning for students and the general public, by presenting innovative and multi-disciplinary state-of-the-art exhibitions, exhibits, activities, shows and outreach programmes.
- To be a world-class museum, renowned for its quality and diversity.
- To be a focal point among similar institutions and science centres in Southeast Asia, and particularly the Greater Pearl River Delta region, for our organisation of physical and virtual programmes and our dissemination of information on science and technology.

使命 MISSION

- 向學生和公眾推廣科技
- 透過互動展品激發公眾對科技的興趣
- 舉辦富啟發性的活動，增進公眾對大自然及自然現象的認識
- 推出精彩展覽和節目，讓公眾認識本地和區內科學家的成就
- To promote science and technology among students and the general public
- To stimulate public interest in science and technology by providing visitors with interactive, hands-on exhibits
- To provide enlightening programmes that enable visitors to better understand and appreciate nature and natural phenomena
- To serve as a platform for stimulating exhibitions and programmes, and to showcase the achievements of local and regional scientists

信念 VALUES

- | | | | |
|--------|--------|--------------------------|---------------------|
| ○ 以客為主 | ○ 全情投入 | ○ Visitor-centricity | ○ Passion |
| ○ 講求質素 | ○ 專業精神 | ○ Quality | ○ Professionalism |
| ○ 多元特色 | ○ 積極創新 | ○ Diversity | ○ Creativity |
| ○ 精益求精 | ○ 協力合作 | ○ Continuous improvement | ○ Collaboration |
| ○ 秉誠持正 | ○ 知識分享 | ○ Integrity | ○ Knowledge sharing |
| ○ 克盡己任 | | ○ Accountability | |

挑戰與機遇 CHALLENGES AND OPPORTUNITIES



參觀者正在參觀展品「香港海灘的塑膠垃圾」，此展品是學生參與本地海灘清理活動，將收集回來的塑膠垃圾加以創作而成的藝術作品。
Visitors were touring the exhibit "Plastic Waste on Beach of Hong Kong", which was made from the plastic garbage collected by students during local beach cleaning activities.

2016-17年度，科學館將面對以下挑戰之餘，亦迎來不同機遇： We anticipate that the Science Museum will face the following challenges and opportunities in 2016-17:

- 科學館已於2016年年初完成第二期發展的可行性研究，研究報告建議擴建後的新展覽、設施及所需資源。我們會仔細研究報告，制定詳細的落實計劃。
- 兒童天地、能源效益中心及部分生命科學廳已經關閉，以作翻新。2016年年中，我們會開放新建的生物多樣性展廳，展出有趣互動展品，為觀眾帶來新的學習體驗。全新的兒童探索園地將於2017年年初開放。
- 有見社會對科學、技術、工程、數學教育的要求日增，我們會積極與社會各界人士合作舉辦更多推廣及教育活動。
- The feasibility study of the Phase II development of the Science Museum was completed in early 2016, and the report recommending exhibitions and facilities for the new extension and the resources required for these is available. We will carefully study the report in order to work out a detailed implementation plan.
- The Children Zone, the Energy Efficiency Centre, and part of the Life Hall have all been closed for renovation. In mid-2016 we will open the new Biodiversity Gallery, which will contain interesting interactive exhibits that will offer visitors new learning experiences. The new Children Gallery will be opened in early 2017.
- With the implementation of the plan to offer free admission to the permanent exhibitions for full-time students, we expect to see a rise in attendance numbers. We will set aside resources for enhancing the maintenance and renewal of our exhibits, and for helping visitors use the interactive exhibits properly.
- Demand for strengthening the STEM education (Science, Technology, Engineering, Mathematics) is growing. We will solicit wider support from the community to jointly provide more extension and education activities.

年度計劃 ANNUAL PLAN

節目策劃 PROGRAMMING

目標 GOAL

為公眾舉辦優質展覽
To provide the public with quality exhibitions

- 我們將舉辦「古怪動物園」展覽，介紹人類認為討厭的千奇百怪動物習性，為觀眾帶來有趣體驗。
- We will present an exhibition titled *Animal Grossology*, which will offer visitors an entertaining experience by introducing them to some fascinating animals whose behaviour seems, in human terms, 'disgusting'!

目標 GOAL

提升公眾對科技新知的興趣及認識
To promote public interest in and awareness of the latest developments in science and technology

- 我們會舉辦「世紀實驗」展覽，展示世界最大型和先進的科學實驗，並與本港科研機構和大學合作，舉辦展覽、研討會及由參與該項目的本地科學家主持的網上示範。
- 我們將舉辦「超感觀暴龍展」，其中的互動展品展現了現時最先進的電腦技術。
- We will present the exhibition *Collider*,

showcasing the largest and most advanced scientific experiment ever constructed. Exhibitions, seminars and on-line demonstrations by local scientists participating in the project will be organised in collaboration with local science institutes and universities.

- We will present the *T-Rex Revealed – The Augmented + Virtual Reality Experience* exhibition, which will include interactive exhibits showcasing recent advances in computer technology.

藏品 COLLECTIONS

目標 GOAL

為日後展覽添置藏品，讓公眾參觀
To expand our collections for future exhibitions and make them readily available to the public

- 我們會為新建的生物多樣性展廳、古生物展廳及地球科學展廳添置適合的自然歷史藏品。
- 我們亦會為擬興建的交通及家居科技展廳添置有關科技發展的適當藏品。
- We will acquire suitable natural history collections for display in our new Biodiversity Gallery, Palaeontology Gallery and Earth Science Gallery.
- Suitable collections relating to scientific and technological development will also

be acquired for our planned future galleries on the themes of transportation and home technology.

教育推廣 EDUCATION

目標 GOAL

增進學生和普羅大眾對科技的興趣與認識
To raise awareness of and stimulate interest in science and technology among students and the general public

- 科學館將繼續舉辦不同主題的推廣及教育節目，例如講座、工作坊、實驗班、電腦班、導賞團、科學示範、電影欣賞會等，迎合不同群體的需要。



參觀者可參與科學示範，親身體驗材料科學的樂趣。
Visitors who joined in the demonstration got to experience the fun of material science.

- We will continue to organise a variety of extension and education programmes, such as lectures, workshops, laboratory classes, computer classes, guided tours, science demonstrations and film shows, all tailored to the needs of different groups and covering different themes.

目標 GOAL

舉辦精彩的科學教育活動，培養學生對科技的長遠興趣
To engage students in lively science education activities that will nurture in them a life-long passion for science and technology

- 我們會繼續舉辦「活的科學」活動系列，當中包括科學傳意比賽、講座、工作坊、實驗示範、精裝科學劇等活動。
- 我們會向全日制學生免費開放常設

展覽，藉此鼓勵學生參觀博物館、啟發學生對科學的興趣。

- We will continue to organise *Science Alive*, which will include such diversified activities as science communication contests, lectures, workshops, demonstrations and science walkabouts.

- To encourage students to visit the museum and stimulate their interest in learning about science, we will offer free admission to permanent exhibitions for full-time students.

目標 GOAL

讓學生與傑出科學家聚首一堂，培育未來科學家
To bring students and renowned scientists together in the hope of sowing seeds that will create future scientists

- 科學館將舉辦「2016 邵逸夫獎得獎者」科學論壇，讓年輕人接觸得獎

者，體會從事科研的樂趣及挑戰。

- 今年的「當代傑出華人科學家」公開講座將邀請內地及香港傑出著名科學家發表科技專題演講。
- We will host the *Meet the Shaw Laureates 2016* science forum, providing a platform for young people to meet the laureates and find out from them more about the pleasures and challenges of being involved in scientific work.
- Leading scientists from the Mainland and Hong Kong will be invited to deliver lectures on science and technology topics for this year's *Distinguished Chinese Scientists Lecture Series*.

觀眾拓展 AUDIENCE BUILDING

目標 GOAL

不時添置新展品，維持科學館對公眾的吸引力
To introduce new exhibits from time to time that will maintain public interest in the museum

- 科學館將於「測試展區」添置新展品。在試展期間，我們將收集觀眾的意見，因應觀眾的喜好改善展品內容及設計。

- 「科訊廊」將舉辦短期展覽，展出本地大學的最新科學研究成果及發展。



一位女孩與母親一起觀賞「西洋奇器—清宮科技展」展示的月晷。
A mother and daughter study a moon dial in the *Western Scientific Instruments of the Qing Court* Exhibition.



在「西洋奇器—清宮科技展」中，參觀者可透過本館的互動展品「與朕遊皇宮」，來遊覽著名的紫禁城。
In the *Western Scientific Instruments of the Qing Court* Exhibition, visitors could cycle through the famous Forbidden City on our "Palace Ride with the Emperor".

- We will introduce new exhibits in the Prototype Zone. These exhibits will be displayed in their prototype stage, and the reactions of visitors collected. Based on this feedback, we will refine the content and design of the exhibits to match visitor preferences.
- We will enhance the Science News Corner by adding temporary exhibitions about the work of local universities in areas at the frontiers of scientific research and development.

目標 GOAL

增進公眾對科學館的認識，運用先進科技作展覽及宣傳，吸引新的觀眾
To increase public awareness of the Science Museum and attract new audiences by employing the latest technology for exhibitions and publicity

- 科學館將繼續研發為常設展覽而設的多媒體導賞系統，以手機應用程式為觀眾提供語音導賞、影像導賞、互動遊戲及導航服務。
- 科學館將會繼續運用互聯網、流動傳播渠道及先進展示技術（如手機應用

程式、Facebook、YouTube及網站），務使服務及外展節目精益求精，吸引不同類別的觀眾，尤其是年青一族。

- We will continue to develop the multimedia guide system for our permanent exhibitions. The system will comprise a mobile app providing visitors with audio guides, video guides, interactive games and navigation services.
- We will continue to enhance our services and outreach programmes through the use of the internet, mobile channels and presentation technologies such as mobile apps, Facebook, YouTube and websites, with the aim of appealing to a wider range of audience groups, and with a special focus on young people.

目標 GOAL

增強科學館對長者、弱勢社群等觀眾群體的吸引力
To widen the Science Museum's appeal to specific audience groups, including the elderly and the underprivileged

- 科學館將舉辦長者實驗班，增進長者對健康、營養等與日常生活息息相關的科學知識。科學館亦會配合專題展覽，為弱勢社群舉辦特別活動。

- We will organise laboratory classes for the elderly, aimed at increasing their awareness of the science relating to their daily lives in areas such as health and nutrition. Special programmes for the underprivileged to tie in with the thematic exhibitions will also be organised.

能力提升 CAPACITY BUILDING

目標 GOAL

幫助學生增進科學知識，提升科學學習技巧
To help students build up their scientific knowledge and their science learning skills

- 科學館將舉辦四個中、小學生大型比賽（即「趣味科學比賽」、「香港學生科學比賽」、「『常識百搭』創新科學與環境探究比賽」及「聯校科學展覽」），以啟發學生提升解難能力，鼓勵學生發掘問題，尋求適當的解決方法。
- 科學館將舉辦首屆「2016『科普快遞』科學演示比賽」，為學生提供嶄新平台一展科學知識，表現科學傳意能力。
- 學生可參加「2016 青苗科學家研習活動」，參觀位於瑞士的歐洲核子研究組織及其他重要科研機構。
- We 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 appropriate solutions.

- We will organise the first-ever *SciPOP Science Presentation Contest 2016*, a brand new platform for students to demonstrate their scientific knowledge and display their talents for science communication.
- Students participating in the *Young Scientists Study Tour 2016* will visit the European Organization for Nuclear Research (CERN) and other major scientific research institutes in Switzerland.

目標 GOAL

幫助教師掌握科學科的知識及教學技巧
To help teachers build up their knowledge and skills in science teaching

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

社區參與及伙伴合作 COMMUNITY ENGAGEMENT AND PARTNERSHIP

目標 GOAL

與本港科學教育組織建立合作關係，協力舉辦科學活動，普及科學知識
To network with local science education organisations in ways that build synergies for organising science activities and promoting science to the public

- 科學館將與多個科學教育機構合辦2017年度「香港科學節」，活動包括

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，涵蓋科學、技術、工程學及數學等多個範疇。

- 科學館將與科學教育機構合作，在生物多樣性展廳的自然實驗室舉辦活動，讓公眾多認識生物多樣性的重要性。
- 科學館將為「科學為民」服務巡禮計劃提供資源上的支援，該計劃有逾四十個政府部門和決策局參與。
- We will cooperate with several science and education organisations to present *HK SciFest 2017*, which will deliver a wide range of events such as family days, interactive lectures, drama shows, laboratory programmes, workshops, competitions, and field visits and tours, and will cover different fields of science, technology, engineering and even mathematics.
- We will engage science education organisations to conduct activities at the Nature Lab of the Biodiversity Gallery to raise public awareness of the importance of biodiversity.



參觀者正在操控保齡球敲擊鋼化玻璃，以測試其強度。
Visitors testing the strength of tempered glass by smashing a bowling ball into it.



參觀者正在參觀展品「海洋的惡夢」，展出由世界各地沙灘收集回來的海洋塑膠垃圾。
Visitors at the exhibit "A Nightmare at Sea", made of plastic flotsam collected from beaches from around the world.

- We will provide resource support for the *Science in the Public Service Campaign*, which will involve over 40 government departments and bureaux.

目標 GOAL

與科學專家密切合作，
提升科學館展覽策劃及服務
To work closely with science experts in the development of exhibitions and museum services

- 科學館將繼續與來自大學及私營博物館的專家合作，籌備不同課題的展覽。
- 我們會繼續諮詢科學館諮詢委員會及博物館專家顧問，聽取他們對展覽、教育及推廣活動，以及有關推廣、搜集藏品及其他方面重要計劃的專業意見。
- We will continue to work with experts from universities and private museums in developing new exhibits on a range of topics.

- We will continue to seek expert advice on our exhibition, education and extension programmes and on our major plans for marketing, collecting and other areas, through the Science Museum Advisory Panel and the Museum Expert Advisers.

目標 GOAL

吸引市民參與科學館活動，
招募熱心支持者
To engage the community in museum activities and develop a society of keen supporters

- 科學館將參與「博物館義工計劃」，招募一群熱心義工，協助科學館舉辦教育和推廣活動，以及提供其他訪客服務、檢查展品、搜集資訊等。
- We will participate in a Museum Volunteers Scheme, with the aim of establishing a dedicated team of volunteers who will assist us in running education and outreach programmes,

providing other visitor services, checking exhibits and gathering information.

優化設施及訪客服務 ENHANCEMENT OF FACILITIES AND VISITOR SERVICES

目標 GOAL

制訂科學館的長遠發展計劃
To plan for the long-term development of the Science Museum

- 科學館現正籌備第二期發展。我們會分析技術可行性研究報告，再擬備基本工程撥款申請。



參觀者正在探索展品「日常的塑膠用品」，內容為介紹各種塑膠製品的化學成份、材料科學、分類和回收過程，分析減少棄置塑膠的方法。
The exhibit "Plastic in Everyday Life" introduced visitors to different plastic products, explaining their chemical composition and classification, the material science associated with them, and their different recycling processes. It also explores ways of minimising the disposal of plastic items.

- Planning for the Phase II development of the Science Museum is now underway. After analysing the report on the technical feasibility study, we will prepare a bid for Capital Works funding.

目標 GOAL

更新常設展廳的展覽及設施，
加強訪客的學習體驗
To enhance the learning experience of visitors by renewing the exhibitions and facilities in the permanent exhibition halls

- 科學館將於2016年年中開放新設的生物多樣性展廳，及於2017年年初開放全新的兒童探索園地。
- 科學館亦會開始設計全新的古生物展廳及地球科學展廳，並計劃翻新交通展廳、家居科技展廳及食品科學展廳。
- We will open the new Biodiversity Gallery in mid-2016, and the new Children

Gallery in early 2017.

- We will carry out design work for the new Palaeontology Gallery and the Earth Science Gallery, and will plan for the renewal of the Transportation Hall, the Home Technology Hall and the Food Science Hall.

目標 GOAL

改善場館設施，
提升公眾服務質素
To provide better services to the public by enhancing the building facilities

- 科學館將提升展廳內的保安系統等部分設施，亦會翻新演講廳的牆身和地毯。
- We will enhance some facilities inside the exhibition halls, such as the security systems, and also renovate the wall panels and carpet in the Lecture Hall.

學術研究及機構發展 RESEARCH AND INSTITUTIONAL DEVELOPMENT

目標 GOAL

研發展品製作技術，
確保科學館的展覽力臻完善
To undertake research work on exhibit-making to ensure the continuous improvement of museum exhibitions

- 科學館將繼續為新展廳和臨時展覽互動展品鑽研新的設計方案和製作技術。
- 科學館亦會對各個新展廳（包括生物多樣性、地球科學、古生物、交通、家居科技及食品科學展廳）的主題進行研究，務求提供最合適的內容。

- We will continue to carry out research relating to the design and fabrication of interactive exhibits for the new exhibition galleries and temporary exhibitions.
- We will also conduct research to ascertain the best contents to include in the new galleries, in areas such as biodiversity, earth science, palaeontology, transportation, home technology and food science.

目標 GOAL

持續為本館員工提供培訓機會 To provide ongoing training opportunities for staff

- 為提高員工的專業水平，幫助他們與海外同行建立聯繫，科學館將繼續安排員工參與海外培訓計劃及國際會議。

- 科學館亦會物色合適的本地培訓計劃，讓員工提升技術知識，加強管理能力。
- We will continue to provide opportunities for staff to attend overseas training programmes and international conferences in order to upgrade their professionalism and help them build networks with overseas counterparts.
- Suitable local training programmes will also be identified for staff to acquire new technical knowledge and sharpen their management skills.



參觀者正在使用本館的手動計算機來進行加減運算。
This visitor is finding out what it is like to do arithmetic using Pascal's mechanical calculator.

2016-17 年度展望 ANTICIPATED ACHIEVEMENTS IN 2016-17

我們在完成《年度計劃》的上述項目後，計劃於**2016-17**年度實現以下目標：

- 舉辦至少十個不同規模、不同主題的展覽，向更多觀眾推廣科技知識；
- 進一步加強科學館的推廣及教育活動，鞏固香港科學館作為科技教育中心的地位，與不同香港機構協力推廣科學；
- 增加館藏，充實科學館展覽的內容。

We plan to achieve the following performance targets in 2016-17 after implementing the initiatives in the above Annual Plan:

- To organise at least 10 exhibitions of different scales and on different themes, all designed to promote science and technology to a wider audience;
- To enhance our extension and education programmes in ways that strengthen the position of the Science Museum as a science and technology education centre that connects together institutions in Hong Kong for the purpose of promoting science;
- To increase the number of our collection items in order to enrich the content of the exhibitions.

HONG KONG SPACE MUSEUM

香港太空館

太空館將繼續和香港天文台及其他機構合作，將特別的天文現象安排在網上直播。
The Space Museum will continue to work with the Hong Kong Observatory and other partner institutions to arrange webcasting of special astronomical events.

引言 INTRODUCTION

香港太空館（太空館）向市民大眾推介各種宇宙新知。太空館的互動展品、全天域電影及天象節目以天文學及太空科學為主題，帶領觀眾踏上探索宇宙的精彩之旅。太空館亦負責管理西貢遙控天文台及天文公園，讓訪客於夜幕下觀賞夜空。為了拓展博物館的體驗，太空館與大學院系、天文團體、科學機構、社會團體及政府部門緊密合作，向公眾推出各項推廣教育活動，例如講座、工作坊、觀星及戶外參觀活動。

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

理想 VISION

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

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

使命 MISSION

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

信念 VALUES

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

挑戰與機遇 CHALLENGES AND OPPORTUNITIES



在2016年3月9日早上於尖沙咀海旁設置多支望遠鏡供市民觀賞日偏食。
Telescopes were set up on the Tsing Sha Tsui waterfront so members of the public could view the partial solar eclipse on 9 March 2016.

2016-17年度，太空館將面對以下挑戰之餘，亦迎來不同機遇： We anticipate that the Space Museum will face the following challenges and opportunities in 2016-17:

- 現有的展覽廳自2015年10月開始關閉，進行翻新工程。太空館將展出全新互動展品作招徠，並引進最先進的多媒體技術，提升學習體驗。太空館亦將為中小學舉辦到校天文活動，以服務更多觀眾，將博物館體驗帶進校園。
- 雖然天象廳及演講廳已於2016年3月重開，但展覽廳的翻新工程仍在繼續，可能對參觀者造成不便。太空館各部門會加強合作，致力兼顧工程效率、觀眾滿意度及公眾安全。
- 有見市民熱衷了解天文新發現，太空館將舉辦有關特別天文現象及新發現的活動，推廣天文知識。
- 新展覽廳在2017年重開後，加上全日制學生可免費參觀的措施落實，參觀人數料將顯著增長。太空館將調配資源以維持展品質素，向參觀者介紹如何正確使用互動展品。
- The existing exhibition halls have been closed for renovation since October 2015. We will develop new interactive exhibits to engage visitors, and employ the latest multimedia technology to enhance their learning experience. We will also organise outreach astronomy programmes for primary and secondary schools, thus reaching a broader audience and taking the museum experience into school environments.
- While the Space Theatre and lecture hall reopened in March 2016, renovation work on the exhibition hall is still in progress and may cause occasional inconvenience to visitors. We will enhance coordination among our different units in order to strike a good balance between work efficiency, customer satisfaction and public safety.
- There is a strong public demand for more information about new discoveries in astronomy. We will take advantage of special astronomical events and new discoveries to run activities promoting astronomy.
- Once the new exhibition halls reopen in 2017, we expect to see a significant increase in visitor numbers, especially once free admission for full-time students has been implemented. We will set aside resources to improve maintenance of the exhibits, and make efforts to show visitors how to use the interactive exhibits properly.

年度計劃 ANNUAL PLAN

節目策劃 PROGRAMMING

目標 GOAL

推出多項天象廳節目，
擴大觀眾層面

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

- 太空館將會放映兩套全天域電影、兩套立體球幕電影及一套天象節目，主題涵蓋天文學、太空科技及自然奇觀。
- 太空館將繼續就熱門天文話題製作高質素的天象節目。太空館的首齣天象節目《日食傳奇》放映歷時八個月，備受公眾歡迎。下一齣自行製作的天象節目《星光解碼》，已於2016年3月公映。
- We will present two OMNIMAX Shows, two 3D Dome Shows and one Sky Show

on topics of astronomy, space technology and natural wonders.

- We will continue to develop high quality planetarium shows on popular astronomy topics. Our first show, *The Stories of Solar Eclipse*, ran for eight months and public response was good. Our next in-house production, *Decoding Starlight*, runs from March 2016.

目標 GOAL

**展示最新的天文發現及
太空科技發展，培養公眾對
天文學及太空科學的興趣
To foster public interest in
astronomy and space science
by showcasing the latest
astronomical findings
and space technology
developments**

- 太空館將推出臨時展覽，推廣太空館的天象節目，介紹2016-17年度的天文現象

及太空任務，內容涵蓋探索木星的最新發現、中國太空站及空間實驗室的發展，以及2017年的主要天文現象。

- 太空館將舉行「光污染研究比賽」及「光污染短片製作比賽」的得獎作品展，讓公眾多認識光污染及其影響。
- We will develop temporary exhibitions to promote our planetarium shows and to introduce astronomical events and space missions in 2016-17. Exhibitions will cover the latest findings on the planet Jupiter, the development of China's space station and space laboratory, and the major astronomical events of 2017.
- To raise public awareness of light pollution and its effects, we will organise an exhibition where winning works from the *Light Pollution Research Competition* and the *Light Pollution Video Competition* will be placed on display.

藏品 COLLECTIONS

目標 GOAL

**增加館藏，
讓公眾隨時觀賞太空館的藏品
To expand our collections
and make them readily
accessible to the public**

- 太空館將繼續蒐集具有科學或歷史價值的新藏品，在太空館的常設或臨時展覽中展出。太空館亦將參與建立中央藏品管理系統，以便存取藏品資料。



太空館展覽廳將會翻新成一個嶄新的模擬環境，並安裝全新有趣的互動展品。
The exhibition halls of the Space Museum will be renovated to create a new immersive environment with interesting, interactive new exhibits.

- We will continue to acquire new collections with scientific or historical value, and arrange to display items from these collections in our permanent and temporary exhibitions. We will also participate in the development of a Centralised Collection Management System, which will help us improve both our collection storage practices and access to the collections.

教育推廣 EDUCATION

目標 GOAL

**培養學生對天文學及
太空科學的興趣
To nurture students'
interest in astronomy and
space science**

- 太空館將舉辦「少年太空人體驗營」活動，培養年輕人對天文學及太空科學的興趣。這項獨特的活動讓參加者體驗太空人的訓練、與知名航天員會面、參觀國家天文台設施及中國酒泉衛星發射中心。
- 太空館的天文訓練計劃將為中學生提供全面的訓練，培養學生成為校內統籌天文活動的領袖。學生須參加天文學課程及實習環節，以提升觀測技能。
- We will organise the *Young Astronaut Training Camp* programme to foster the interest of young people in astronomy and space science. This distinctive programme provides participants with

opportunities to experience astronaut training, meet with celebrated astronauts, and visit the National Astronomical Observatory facilities and the Jiuquan Satellite Launch Centre in China.

- Our Astronomical Training Programme will provide comprehensive training to secondary school students that will equip them for leading and coordinating astronomical activities in their schools. Participants will attend astronomy courses and practical sessions where they will have the chance to sharpen their observation skills.

目標 GOAL

**與教育局合作，
為天文學教學提供資源上的支援
To collaborate with the
Education Bureau to provide
resource support for the
teaching of astronomy**

- 太空館將與教育局聯手合辦教師訓練計劃，以協助中學教師教授新高中物理課程中的「天文學與太空科學」。
- 太空館將繼續提供館內資源及教學用具，以支援天文學的教學工作，並安排教師參觀天文公園及遙控天文台，鼓勵教師運用這兩個場地的設施，提升學生的學習體驗。
- We will organise teacher training in collaboration with the Education Bureau to assist secondary school teachers in teaching astronomy and space science as part of the New Senior Secondary Physics Curriculum.
- We will continue to provide resources and

teaching aids to support the teaching of astronomy. We will also arrange visits by teachers to the Astropark and the iObservatory, and will encourage teachers to use these facilities to enhance the learning experience of their students.

觀眾拓展 AUDIENCE BUILDING

目標 GOAL

**運用互聯網技術及手機程式，
吸引新觀眾並擴大觀眾層面
To engage new audiences and
expand our existing audiences
through the use of online
technology and mobile apps**

- 太空館會把即將發生的天文現象的資訊上載到網上，以吸引更多觀眾。太空館的網站將繼續為用戶提供完善的網絡環境及更有趣的瀏覽體驗。
- 太空館將透過互聯網（包括Facebook、YouTube等網站）與年青人及其他天文團體保持溝通。太空館的Facebook專頁已有超過11,000支持者。
- 太空館將繼續優化及推廣集中西星圖及太空館資訊於一身的觀星流動應用程式——「星夜行」。
- We will upload information about upcoming astronomical events onto the web to attract wider audiences. Our

website will continue to provide a user-friendly and enjoyable browsing experience.

- We will remain connected with young people and other interested groups through the internet, including via Facebook, YouTube and various websites. Our Facebook Fan Page currently has over 11,000 fans.
- We will continue to refine and promote the stargazing mobile app Star Hoppers, which contains Chinese and Western star maps as well as museum information.

目標 GOAL

支持創新活動及舉辦新節目，
擴大觀眾層面
To reach a wider audience by
supporting innovative
activities and organising
new programmes

- 太空館將與香港天文台及其他伙伴機構合作，安排特別天文現象的網絡直播，例如2016年3月9日的日偏食。我們會攝錄日偏食過程，並與公眾及天文團體分享。
- 太空館將為2016年的「盲人觀星傷健營」提供支援。視障人士、聽障人士、肢體傷殘人士及弱勢群體將參加由太空館等不同機構的義工組織的活動。
- 太空館將與香港大學及其他伙伴機構合辦「光污染研究比賽」及「光污染短片製作比賽」，由學生親身參與研究，讓市民了解日益嚴重的光污染問題。
- We will work with the Hong Kong Observatory and other partner institutions to arrange webcasting of special astronomical events, such as the partial solar eclipse on 9 March 2016. The event will also be documented and shared with the public and interested groups.
- We will provide support to the Stargaze Camp for All and the Blind in 2016.



參加者於盲人觀星傷健營2015中透過使用立體打印模型來認識月球和火星表面的特徵。
Participants learned about the surface features of the Moon and Mars with the help of 3D printed models at the Stargazing Camp for All and the Blind 2015.

People with visual, hearing and other physical impairments, as well as underprivileged groups, will take part in the activities to be run by volunteers from various organisations, including the Museum.

- We will jointly organise the *Light Pollution Research Competition* and the *Light Pollution Video Competition* with the University of Hong Kong and other partner institutions. The competitions will involve students engaging in research that will help raise public awareness of the issue of light pollution.

能力提升 CAPACITY BUILDING

目標 GOAL

吸引更多市民參與特備節目，
體驗觀星樂趣，
激發參加者對天文學的興趣
To get more people
participating in special events
where they can experience
the fun of stargazing and
have their interest in
astronomy stimulated

- 太空館將與本地天文團體合辦「路邊天文」及每月的「天文嘉年華」，讓參與者體驗觀星樂趣、增進天文知識。
- We will partner with local astronomical societies in organising activities that will



閉館期間，到校天文活動「星校行」帶備流動天象廳到訪學校，接觸更廣的觀眾層。
The outreach astronomy programme *Stargazing@School* is taking a portable planetarium to schools to reach a wider audience during the closure of the museum.

allow participants to experience the fun of stargazing and have their knowledge of astronomy broadened. Activities will include *Sidewalk Astronomy*, and a monthly *Astronomy Carnival*.

社區參與及 伙伴合作 COMMUNITY ENGAGEMENT AND PARTNERSHIP

目標 GOAL

與天文學會及其他組織
建立網絡，推廣天文學
To establish networks with
astronomical associations
and other organisations to
promote astronomy

- 太空館將繼續與天文團體建立網絡，將天文學推廣至本地社區，同時尋找新的合作伙伴。太空館與香港中華總

商會合作已久，亦會再次尋求商會贊助2016年「少年太空人體驗營」計劃。

- We will continue to establish networks with astronomical associations through which we can promote astronomy to local communities, and look for new partners for collaboration. We enjoy a long collaboration with the Chinese General Chamber of Commerce, and will once again seek sponsorship from the Chamber for the *Young Astronaut Training Camp* 2016.

目標 GOAL

吸引市民參與太空館活動，
招募熱心支持者

To engage the community
in museum activities and
develop a society of
keen supporters

- 太空館將參與博物館義工計劃，招募義工協助太空館舉辦推廣及教育活動及提供支援。
- We will participate in a Museum Volunteers Scheme under which volunteers will be engaged to provide assistance in our extension and education programmes.

優化設施及 訪客服務 ENHANCEMENT OF FACILITIES AND VISITOR SERVICES

目標 GOAL

為天象廳觀眾帶來優質的
觀賞體驗

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

- 太空館將籌備更換天象廳的球幕，預計於2018年動工。完成後，全新屏幕的影像質素可提升至國際水準。
- We will carry out planning work relating to the replacement of the dome screen in the Space Theatre, which is scheduled for 2018. Once this is done, the new projection panels will restore the viewing quality to international standards.

目標 GOAL

提升本館支援觀星者的服務 To enhance our support services for stargazers

- 太空館將繼續在網站上發佈來自遙控天文台、天文公園、屯門貨倉和太空館的實時影像及天氣資訊，讓瀏覽者得悉該區天氣情況。太空館亦會在不同地點進行特別天文現象網上直播，以便獲取最佳觀賞效果。
- We will post real-time images and weather information from the iObservatory, the Astropark, the Tuen Mun Warehouse and the Space Museum on our website, enabling viewers to check the weather and sky conditions at these sites. Webcasts



在天文訓練計劃的實習環境裡，學生學習到架設望遠鏡的技巧。
During the practical sessions of the Astronomical Training Programme, students learned techniques for setting up a telescope.



太空館於何鴻燊天象廳內，除放映外地製作的節目外，亦自行製作利用數碼天象投影系統播放的球幕天象節目。
In addition to screening shows from overseas in the Stanley Ho Space Theatre, the Space Museum has produced its own full-length planetarium show using its upgraded digital projection system.

of special astronomical events will also be conducted at these sites for better geographical coverage.

目標 GOAL

翻新展覽廳及添置最新設計的優質展品，改善展覽環境 To enhance our exhibition environment by renovating the exhibition halls and adding newly designed, high quality exhibits

- 太空館的新展覽廳將於2017年開放。新展覽讓參觀者猶如置身太空。互動展品有助參觀者更加投入，享受更多樂趣，改善學習體驗。
- 新展覽廳重開後，太空館將會在展區內設置多媒體導賞系統，透過手機程式定位並介紹展品，提供導賞服務。
- 太空館將會設立全天候真空太陽望遠鏡，運用不同濾光鏡觀察太陽表面特徵。全新太陽望遠鏡系統預計於2017年年初開始運作。
- We will open the new exhibition halls in 2017. The new exhibitions will provide visitors with powerful immersive experiences that will transport them into

space. The interactive exhibits will provide greater engagement for visitors and more fun, while enhancing their learning experience.

- Once the new exhibition halls have reopened, a multimedia guide system will be available in the exhibition areas. This will provide visitors with in-depth information about exhibits, together with navigation instructions, through a mobile app using location-based technology.
- We will set up a new weatherproof vacuum solar telescope in which different filters can be used to observe specific features of the solar surface. The new solar telescope system is scheduled to come into operation in early 2017.

學術研究及機構發展 RESEARCH AND INSTITUTIONAL DEVELOPMENT

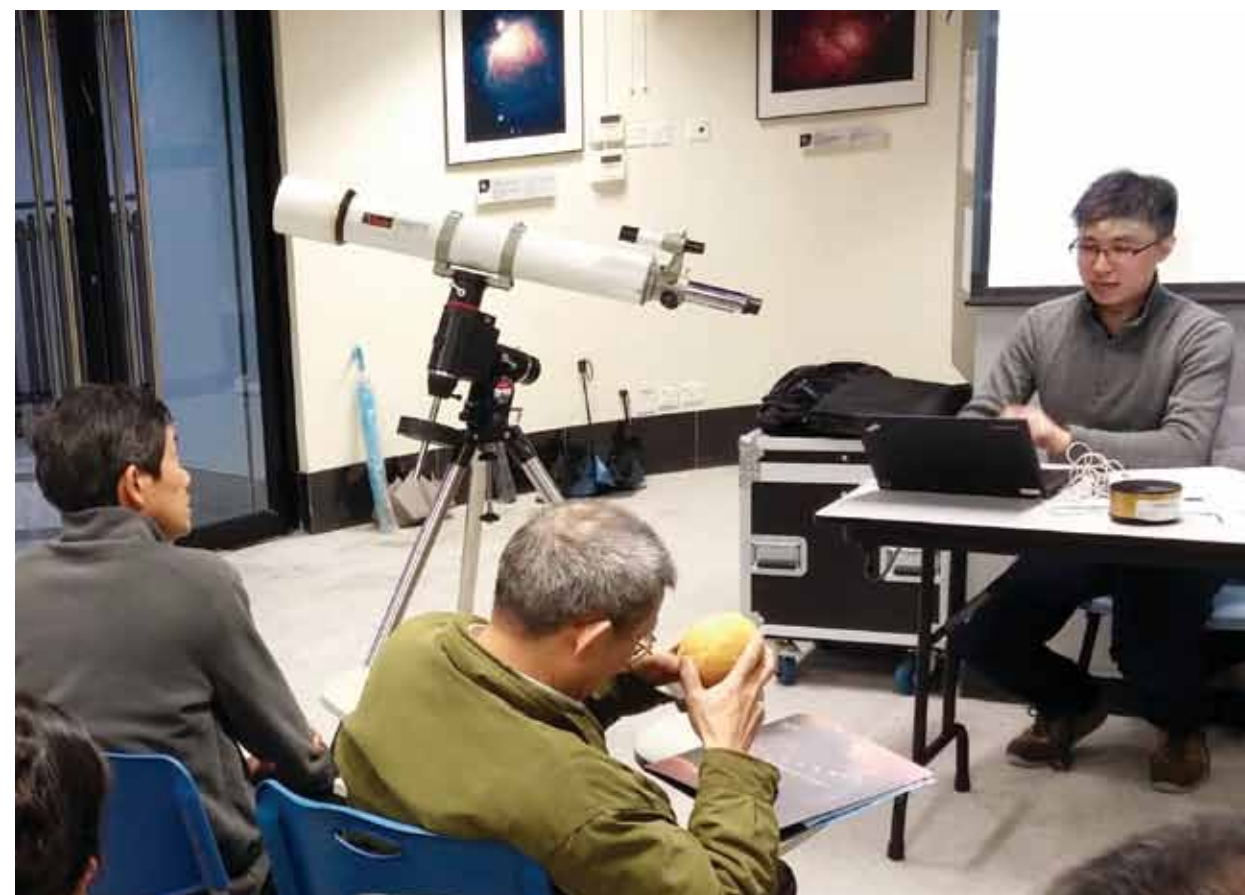
目標 GOAL

進行多項重點研究，改善本館服務 To improve our museum services by undertaking a number of key research initiatives

- 太空館將繼續對各類參觀團體進行節目主題和內容的市場調查，以維持節目質素。



學生們於體驗營中參觀了酒泉衛星發射中心，認識中國航天計劃的發展。
As part of the Young Astronaut Training Camp 2016, this group of students visited the Jiuquan Satellite Launch Center and learned about the development of the Chinese space programme.



在與教育局合辦的參觀遙控天文台環節中，老師認識了更多可供天文教學用的工具。
Teachers finding out more about the tools available for teaching astronomy during a visit to the iObservatory, jointly organised with the Education Bureau.

- We will continue to maintain our programme quality by conducting relevant research around the themes and content of our ongoing programmes for specific groups through different surveying methods.

目標 GOAL

與大專院校合作，
進行天文學相關研究項目
To cooperate with tertiary institutions in carrying out astronomy-related research projects

- 太空館將拓展合作機會，與本地大學攜手進行天文學研究，例如與香港大學合作進行「香港光污染調查」。
- We will seek opportunities to conduct collaborative research projects on astronomy topics with local universities, such as the *Dark Sky Survey* with the University of Hong Kong.

目標 GOAL

增加員工的培訓機會
To enhance training opportunities for our staff

- 太空館將繼續安排館長職系及技術人員參加培訓課程、工作坊、會議及海外考察，讓員工提升相關技能，增廣見聞。
- We will continue arranging for our curatorial and technical staff to participate in training courses, workshops, conferences and overseas attachments where they can expand their knowledge and experience in the field.



觀星流動應用程式「星夜行」提供中西星圖，並配備中英發聲功能，方便聆聽有關星座的故事。
The stargazing mobile app Star Hoppers provides Chinese and Western star charts with bilingual audio recordings of constellation stories.

2016-17 年度展望 ANTICIPATED ACHIEVEMENTS IN 2016-17

我們在完成《年度計劃》的上述項目後，計劃於2016-17年度實現以下目標：

- 完成太空館展覽廳的翻新工程，推出近百件新展品，當中七成為互動展品；
- 製作具趣味天文為主題的天象節目，向更多觀眾推廣天文學；
- 吸引十萬人次下載觀星應用程式「星夜行」；
- 透過與本地天文團體合作，吸引超過5,000人參與公眾觀星活動；及
- 運用遙控天文台的望遠鏡，以及提供關於天文觀測的宿營活動，為教師提供創新節目。

We plan to achieve the following performance targets in 2016-17 after implementing the initiatives in the above Annual Plan:

- To complete the renovation of the exhibition halls of the museum and provide around 100 new exhibits, about 70% of which will be interactive exhibits;
- To produce a Sky Show on interesting astronomical topics that will promote astronomy to a wider audience;
- To reach 100,000 downloads for our stargazing app Star Hoppers;
- To maintain the participation in public stargazing events of at least 5,000 people, with support from local astronomical societies; and
- To provide innovative new programmes for teachers by making use of the iObservatory telescope and providing overnight training on astronomical observation.

ART PROMOTION OFFICE

藝術推廣辦事處

引言 INTRODUCTION

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

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

2016-17年度，我們將籌辦「邂逅！老房子」、「城市藝裳計劃：樂坐其中」及「公共藝術計劃：社區重點項目計劃（屯門區）－活化屯門河及市中心環境」等全新公共藝術項目。另外，我們將再度應國家文化部邀請，參與「2016港澳視覺藝術雙年展」。而藝術專修培訓方面，我們會繼續為藝術工作者開辦「藝術專修課程」、「藝術探索工作坊」以及其他推廣計劃。與此同時，我們將推出全新的「媒體×跨界！互動活動－觀眾拓展計劃」，為媒體藝術開拓更多觀眾。

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

The Art Promotion Office also manages two art spaces, vA! and Oi!. These two venues provide professional facilities for art creation, and act as platforms where artists can display their creativity and exchange ideas.

In 2016-17, new public art projects, such as the *Hi! Houses*, *City Dress Up: Seats Together* and *Public Art Scheme of Signature Project Scheme (Tuen Mun District) - Revitalisation of Tuen Mun River and Surrounding Areas*, will also be developed and launched. Our bi-annual exchanges with other cities will take place again with the *2016 Hong Kong - Macau Visual Art Biennale* presented by the Ministry of Culture. We will continue to provide specialist art training for art practitioners through programmes like our *Art Specialist Course* and *Art Exploration Workshops*, along with other extension programmes. At the same time, audience building will be addressed through a new programme, *InnoArt x TransMedia! Interactive Programmes - Audience Building Scheme*, designed to broaden the audience base for media art.



《史丹利》楊嘉輝
Stanley by Samson Young

理想 VISION

讓藝術融入社群，讓社群投入藝術。

To connect art with people, and people with art.

使命 MISSION

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

信念 VALUES

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

挑戰與機遇 CHALLENGES AND OPPORTUNITIES



2016-17年度，藝術推廣辦事處將面對以下挑戰之餘，亦迎來不同機遇：

We anticipate that the Art Promotion Office will face the following opportunities and challenges in 2016-17:

- 藝術推廣辦事處轄下的「油街實現」位於北角油街，前身為香港皇家遊艇會會所。「油街實現」為二級歷史建築，設有草坪及景觀區。「油街實現」室內展覽及活動空間雖然有限，但既為歷史建築、更有樹蔭茂盛的草坪和露天硬地，適合舉辦特別節目及活動，探討藝術與環境如何能融為一體。此外，「油街實現」位處鬧市，鄰近民居，方便區內市民參與我們舉辦的社區活動。
- 公眾日益要求增加藝術項目，尤其是著重培養年輕藝術人才、迎合年輕觀眾的項目。
- 公共藝術在香港並未算普及，而十八區議會、民政事務局及其他政府部門等各方面對公共藝術的需求日益殷切。我們將推出更多公共藝術項目，為藝壇新血提供寶貴的專業發展機會，展現他們的創造力。
- 本港保養現有公共藝術藏品的資源有限，而一些公共藝術作品須定期保養及維修。
- The Art Promotion Office manages Oi! in Oil Street, North Point, the former premises of the Royal Hong Kong Yacht Club. The venue is listed as a Grade 2 historic building, and includes a lawn and landscaped area. Although Oi! has limited indoor space for exhibitions and activities, its historic buildings, lawn area overshadowed by large trees and paved open area offer good opportunities for presenting special programmes and projects that explore the integration of art and the environment. In addition, Oi! is located in a busy urban area, close to many residential buildings, making it easy for local residents to participate in community projects organised by the Art Promotion Office there.
- There is increasing public demand for more art programmes, especially those with a focus on developing young artistic talent and catering for youth audiences.
- Public art has a limited presence in Hong Kong, but there is an increasing demand for public art from organisations such as the 18 District Councils, the Home Affairs Bureau, and some other government departments. This demand is providing new opportunities to launch public art projects that will give emerging and young artists the chance to showcase their creativity and develop their professional careers.
- There are limited resources available for preserving and maintaining Hong Kong's existing public art collections, and some public art works require regular maintenance and repair.

年度計劃 ANNUAL PLAN

節目策劃 PROGRAMMING

目標 GOAL

舉辦展覽及社區參與活動，推廣本土藝術，鼓勵創意人才參與社會各區的藝術文化活動
To promote local art and encourage creative individuals to engage in art and cultural activities at community and district levels, through exhibitions and community engagement activities

- 首個「火花！」系列展覽在2013年至2015年舉辦，迄今已於「油街實現」呈獻八場展覽，繼首系列展覽圓滿結束後，第二個「火花！」系列展覽將於2017年舉辦，並邀來多位本地客席策展人參與。
- 為繼續推廣本土藝術，我們於2015年初開始徵集「第六屆藝遊鄰里計劃：閃亮！」展覽計劃提案。我們選出五份提案，將於2016年及2017年在「油街實現」、香港浸會大學視覺藝術院啟德校園、1a空間、香港視覺藝術中心四所本地歷史建築內展出。
- *Sparkle!* is a project-based exhibition series. The first exhibitions in the *Sparkle!* series ran from 2013 to 2015, with a total of eight exhibitions having been staged at Oi! to date. Building on the success of the first series, a second series of *Sparkle!* exhibitions will be launched in 2017, with local guest curators invited to take part.

- In pushing forward our efforts to promote local art, in early 2015 we put out a call for proposals for the 6th Artists in the Neighbourhood Scheme: *Flash! (AIN: Flash!)*. Five proposals were selected for staging in 2016 and 2017 at different local venues, including Oi!, the Academy of Visual Arts (Kai Tak Campus), Hong Kong Baptist University, 1a space, and the Hong Kong Visual Arts Centre.

目標 GOAL

為藝術工作者提供交流藝術體驗、實踐創意的平台
To provide a platform that will foster the exchange of experience in the arts, and enable art practitioners to put their creative ideas into practice

- 「油街實現」將舉辦特色展覽系列，繼續為香港及海外藝術家提供交流



「駿業街遊樂場公共藝術計劃」藝術作品位置構思圖。
Tentative artwork locations for the Public Art Scheme of the Tsun Yip Street Playground.

平台。我們亦將邀請藝術家到「油街實現」取材創作，吸引廣大觀眾，務求為訪客帶來獨特體驗。

- 「即日放送」是創新的電影放映節目，由新進導演及製作人以不同手法、從不同角度與觀眾探討時下議題，從而讓電影融入日常生活，鼓勵公眾參與其中，互相交流。
- 「盛食當灶」計劃及其他展覽將加入為年輕藝術工作者及觀眾而設的項目，培育年輕藝術人才。
- Oi! will continue to provide a platform for dialogue between artists from Hong Kong and overseas through exhibitions. Artists will be invited to create site-specific works at Oi! that appeal to a broad audience and that offer unique visitor experiences.
- *Montage Express* is a creative film screening programme in which directors and film-makers of the new generation will explore contemporary topics using different film-making techniques. It aims to forge connections with the everyday



「公共藝術計劃2015」的其中一件作品《開卷有益》由官天佑創作，現展示於調景嶺公共圖書館
One of the artwork under the Public Art Scheme 2015, *Reading is always good* by Benson Kwun, has been installed at Tiu King Leng Public Library

lives of audiences, and enhance public engagement and communication.

- Programmes and initiatives dedicated to young art practitioners and youth audiences will be incorporated in *XCHANGE: Social Gastronomy* and other exhibition programmes to foster young artistic talent.

目標 GOAL

舉辦地區合作計劃，拓展藝術網絡，開發本地以外的藝術交流渠道
To extend our art network through regional co-operative projects that expand the range of possibilities for artistic interaction outside the borders of Hong Kong

- 「2016港澳視覺藝術雙年展」將繼續促進京港澳文化交流。今年的巡迴展覽加入敦煌、鄭州等城市，以擴大文化交流層面，充分發揮展覽的文化作用。
- The 2016 Hong Kong - Macau Visual Art Biennale will continue its role of boosting

cultural exchanges among Beijing, Macau and Hong Kong. Plans are in place to take this year's exhibition on tour to new cities such as Dunhuang and Zhengzhou, enlarging the possibilities for cultural exchange and enhancing the cultural influence of the exhibition.

目標 GOAL

活化公共空間及整體居住環境，改善市民的生活質素
To enliven our public spaces and general living environment, and enrich the lives of local residents

- 為誌香港特別行政區成立20週年，我們將替公共場所注入藝術及設計元素，為活化市容出一分力。藝術推廣辦事處推出「城市藝裳計劃：樂坐其中」公共藝術項目，在公共場所添置創意關愛座等設施。這些設施由本地設計師及藝術家製作，外觀精美。「樂坐其中」項目不但將藝術融入日常生活，展示本地設計師及藝術家的作品，藉此推廣公共藝術，亦發揮港人互相關懷的精神，增強市民歸屬感。
- To commemorate the 20th anniversary of the establishment of the HKSAR, we will assist in reinvigorating the cityscape by injecting art and design elements into public spaces. Promoting public art

- 在「公共藝術計劃2015」中，藍田綜合大樓、調景嶺公共圖書館、調景嶺體育館和屏山天水圍公共圖書館將添置委約藝術作品，點綴公共空間，讓訪客及使用者欣賞本地藝術家作品，與藝術品互動。

- 在藝術推廣辦事處與起動九龍東辦事處合辦的「起動駿業街遊樂場為工業文化傳統公園（第二期）」中，我們透過公開徵集藝術作品提案，為公園設置一系列公共藝術作品。獲委約作品需要回應當區特色，尤其是駿業街遊樂場的周圍環境。

- 「邂逅！老房子」項目將於2017年面世，帶來全新的公共藝術形式，融會歷史、藝術、本土文化元素。該公共藝術展覽為期半年，將在本港四個別具特色的歷史建築展出，並邀來四位本地知名藝術家及其團隊參與，以藝術創作為這些具悠久歷史傳統的建築物寫上新故事。

- 「悠遊藝術大樓」項目於2015年7月至2017年7月期間，展出四位本地藝術家為龍逸社區會堂、赤柱市政大廈、東涌市政大廈及大角咀市政大廈度身訂造之藝術作品，為大樓的使用者及訪客帶來新的藝術體驗，讓大家在繁忙的生活中亦能接觸和欣賞藝術。

- 為配合屯門區議會發起的屯門區社區重點項目計劃，我們將推出「公共藝術計劃：社區重點項目計劃（屯門區）—活化屯門河及市中心環境」，並預計於2018年在屯門河周邊增添主題藝術空間，展出委約藝術作品。

- To commemorate the 20th anniversary of the establishment of the HKSAR, we will assist in reinvigorating the cityscape by injecting art and design elements into public spaces. Promoting public art



公眾正在享用由洞穴創意工作室在東涌市政大樓創作之藝術作品《有空》所帶來的美好空間。
Members of the public enjoying the space inside the artwork *Existence of the Void* created by thecaveworkshop in the Tung Chung Municipal Services Building.



「第六屆藝遊鄰里計劃：北角聯樓園」的參展藝術家從北角社區收集物件，製作出盛載社區歷史的裝置藝術。
Artists participating in *The 6th Artists in the Neighbourhood Scheme: North Point Dream Properties Limited* collected nostalgic items from the community and from them created an installation commemorating the area's history.

while at the same time supporting active and healthy aging, *City Dress Up: Seats • Together* will involve us installing aesthetically appealing priority seats and other furniture created by local designers and artists in public places. Not only will the project promote public art by bringing art into everyday life and showcasing the work of local designers and artists, it will also help further position Hong Kong as a caring society and enhance citizens' sense of being part of the community.

- Under the *Public Art Scheme 2015*, artworks will be commissioned for the Lam Tin Complex, the Tiu Keng Leng Public Library, the Tiu Keng Leng Sports Centre and the Ping Shan Tin Shui Wai Public Library. The art will embellish these specific urban spaces and provide visitors and users with opportunities to appreciate and interact with works created by local artists.
- As part of the *Energizing Tsun Yip Street Playground as Kwun Tong Industrial Culture Park (Phase 2)*, undertaken in partnership with the Energizing Kowloon East Office, a series of public artworks will be commissioned through an open call for proposals. The art will be required to echo local community characteristics, and especially the environment around the Tsun Yip Street Playground.
- The *Hi! Houses* programme will make its debut in 2017. This new project embraces a new model for public art involving the interdisciplinary exchange of elements of history, art and local culture. Featuring several renowned local artists, this half-year public art exhibition will take place in several significant historic venues throughout Hong Kong, paying tribute to their long traditions and historical legacies.
- In the *ARTivating Public Buildings*

programme running from July 2015 to July 2017, four local artists created site-specific artworks for the Lung Yat Community Hall, the Stanley Municipal Services Building, the Tung Chung Municipal Services Building and the Tai Kok Tsui Municipal Services Building. Their art pieces offered building users and visitors new artistic experiences, and gave the public more opportunities to appreciate art in their busy daily lives.

- To coincide with the Tuen Mun Signature Project Scheme initiated by the Tuen Mun District Council, we will launch the *Public Art Scheme of Signature Project Scheme (Tuen Mun District) - Revitalisation of Tuen Mun River and Surrounding Areas*. This will commission artworks for inclusion in a thematic art area to be created in the area around the Tuen Mun River in 2018.

藏品 COLLECTIONS

目標 GOAL

透過委約創作及購藏
本地藝術家優秀的藝術作品，
豐富我們的公共藝術藏品
To build up our public art collections by commissioning and acquiring outstanding public artworks by Hong Kong artists

- 藝術推廣辦事處將繼續運用康文署的五千萬港元額外撥款，委約藝術家創作藝術作品，在公共空間展出，豐富

我們的公共藝術藏品，亦藉此鼓勵公眾欣賞本地藝術。

- The Art Promotion Office will continue to use the additional funding of \$50 million allocated for the LCSD to expand our public art collections, by commissioning artists to create artworks for display at public open spaces, in the process promoting the public appreciation of art and specifically of the work of Hong Kong artists.

教育推廣 EDUCATION

目標 GOAL

促進藝術工作者與公眾交流知識
To facilitate the transfer and exchange of knowledge for art practitioners and the public

- 香港視覺藝術中心定期舉辦以各種視覺藝術為題的工作坊、導賞團、示範、講座和展覽。香港視覺藝術中心的工作室亦會用作舉辦「藝術專修課程」、「無題·開放工作室」、「開講！」系列與其他工作坊，為不同界別的年輕藝術家和藝術愛好者提供藝術教育和欣賞課程。我們即將推出一系列全新的新媒體節目，推廣當代藝術。
- 藝術推廣辦事處將繼續舉辦藝術節目，為參加者提供充實的學習體驗。我們將因應當代藝術界的新潮流與變化，持續拓展並改良教育節目。

- vA! (the Hong Kong Visual Arts Centre) regularly offers workshops, guided tours, demonstrations, talks and exhibitions on different aspects of the visual arts. The studio facilities at vA! are also the venue for the *Art Specialist Course, Untitled · Open Studio*, the *Art Talk* series and other workshops, all of which provide art education and appreciation courses in diverse media that are open to young artists and art lovers. A new series of new media programmes has been launched to promote art practices taking place at the cutting edge of art.
- The Art Promotion Office will continue to organise art programmes that offer participants enriching learning experiences. We will constantly look for ways of extending and enhancing our education programmes in response to new trends and changes in the contemporary art scene.

目標 GOAL

讓公眾多了解公共藝術，
接觸本港藝術家的公共藝術作品
To enhance awareness and understanding of public art, and of the public artworks of Hong Kong artists

- 我們於2015年10月在網上推出「藝術推廣辦事處公共藝術資料庫」，並將於2017年出版導覽圖，增進公眾對公共藝術的認識，方便公眾學習、詮釋及研究。
- A public art online database *Art Promotion Office Public Art Archive* has been established since October 2015 and a guide map will be produced by 2017 to help increase public awareness of our public art, and make the collections more easily accessible for the purposes of learning, interpretation and research.



XCHANGE「盛食當灶：圓桌會議」
Roundtable at XCHANGE: Social Gastronomy

觀眾拓展 AUDIENCE BUILDING

目標 GOAL

吸引各界觀眾 To attract different audience groups

- 舉辦各種公眾節目，鼓勵市民參與，促進知識交流。
- 香港視覺藝術中心將率先舉辦「媒體×跨界！互動活動-觀眾拓展計劃」，推廣媒體藝術。該計劃旨在增進觀眾對媒體藝術的認識，幫助觀眾了解當代藝術中的媒體發展。
- 2017年，我們會為「藝術推廣辦事處公共藝術資料庫」出版主題性的導覽

圖，陳列我們各項公共藝術藏品及公共藝術計劃下的委約作品，激發公眾尋找生活環境中的藝術品。

- Diversified programmes will be offered to the community through various projects that encourage public engagement and knowledge exchange.

- vA! will launch a pioneer programme for promoting media art, *InnoArt x TransMedia! Interactive Programmes-Audience Building Scheme*. This programme has been designed to increase audiences' understanding of media art and help viewers better appreciate media developments in contemporary art.

- The Art Promotion Office will publish a thematic guide map by 2017 under the *Art Promotion Office Public Art Archive* project that will act as a summary of the collection items and artworks commissioned under the various public art schemes organised by the Art Promotion Office, and will stimulate public interest in exploring artworks in our living environment.

目標 GOAL

增進公眾對香港當代藝術的認識，鼓勵公眾蒞臨觀賞藝術品 To increase public awareness of local contemporary art, and encourage visits to view the art

- 我們將繼續使用Facebook、YouTube等網絡平台及網上營銷工具，吸引年輕人和普羅網民的關注。

- The Art Promotion Office will continue to make use of online platforms and e-marketing tools such as Facebook, YouTube and websites to appeal to the younger generation in particular, and internet users in general.

目標 GOAL

在各區推出創新的社區及 公共藝術項目 To launch innovative community and public art projects at district level

- 政府在新建的啟德工業貿易大樓內特設藝術展區。2015年12月，我們聯同本地藝術團體香港雕塑會舉辦「工業貿易大樓藝術計劃—『動·融』雕塑展」作為試點項目，在大樓啟用首年間，於大堂展示一系列雕塑作品。2017年至2019年，我們將邀請其他本地藝術家舉辦一年兩次的主題展覽，為大樓使用者及社會各界帶來多元藝術體驗。

- A dedicated space for the display of art has been included in the new Trade and Industry Tower government premises at Kai Tak. In December 2015, the inaugural *Art Display @ TI Tower - 'Fusion' Sculpture Exhibition* was launched in collaboration with the art organisation Hong Kong Sculpture. This series of sculptural works will be exhibited in the lobby of the Tower in the first year of the building's operation. To provide users and the wider community with a variety of art experiences, the Art Promotion Office will invite other local artists to organise thematic exhibitions, which will be held twice a year from 2017 to 2019.



公眾回應《白做園》香港2015-2016
Public intervention at the *Doing Nothing Garden*, Hong Kong 2015-2016

能力提升 CAPACITY BUILDING

目標 GOAL

持續培育年輕藝術人才 To foster the development of young artistic talent over the long term

- 藝術推廣辦事處將持續提供各種平台，讓年輕藝術人才展示創意，為他們帶來更多發展機遇。「火花！」系列展覽和「盛食當灶」即為其中兩例。「火花！」系列展覽邀請多位客席策展人，將他們的提案付諸實行，在「油街實現」展出。「盛食當灶」則提供多元化及高質素的藝術活動和節目，培養年輕人對藝術及文化的興趣。
- The Art Promotion Office will continue to provide different platforms enabling young artistic talents to showcase their creativity and maximise their opportunities for development. Examples include the *Sparkle!* exhibition series, in which guest curators are invited to realise their exhibition proposals at Oi!, and

XCHANGE: *Social Gastronomy*, which is providing diverse and high quality art activities and programmes designed to foster interest in art and culture among the youth community.

目標 GOAL

鼓勵不同界別通力合作 To encourage cross-disciplinary collaboration

- 藝術推廣辦事處將繼續鼓勵不同界別通力合作，接觸不同觀眾層面，創造藝術創作機會。2016-17年度，我們將邀請建築師、設計師、農夫、瑜伽教師、廚師、視覺藝術家、表演藝術家、電影導演及製作人、獨立策展人、作家、評論家、教師及學生等參與不同項目。
- The Art Promotion Office will continue to encourage cross-disciplinary collaboration in order to reach out to different audience groups and generate greater possibilities for art creation. In 2016-17, we will involve architects, designers, farmers, yoga teachers, chefs, visual artists, performing artists, film directors and makers, independent curators, writers, critics, teachers and students, in a range of different projects.

社區參與及 伙伴合作 COMMUNITY ENGAGEMENT AND PARTNERSHIP

目標 GOAL

與外間機構與社區 建立合作關係，分享資源及 專業知識 To build partnerships with external entities and with the community, through which we are able to share our resources and expertise

- 為提高第六屆「藝遊鄰里計劃」的成效，擴闊參與層面，促進社群參與，藝術推廣辦事處將與香港浸會大學視覺藝術院啟德校園及1a空間合作推出新一輪計劃，由視覺藝術院及1a空間提供展覽場地，並由藝術推廣辦事處籌劃展出本港藝術家的作品。
- 「油街實現」與本港年輕新進設計師繼續合作，舉辦「盛食當灶」，藉此提倡協作及共同創意，鼓勵大家分享及善用生活資源，建立可持續的生態社區，以美食、藝術及設計將社區連繫起來。
- To broaden the appeal and coverage of the *6th Artists in the Neighbourhood Scheme*, and to enhance the effectiveness of its community engagement activities, the Art Promotion Office has launched a



「依念·同理」其中一項活動
One of the activities at *E-pathy City*

new initiative together with the Academy of Visual Arts (Kai Tak Campus), the Hong Kong Baptist University (AVA), and 1a space. Under this initiative, AVA and 1a space will provide alternative exhibition venues, and the Art Promotion Office will arrange for local artists' work to be exhibited at the venues.

- Oi! will continue its existing partnerships with local young and emerging designers through organising *XCHANGE: Social Gastronomy*. This project is designed to foster collaborative and co-creative art that encourages sharing and better use of resources, with the aim of creating a sustainable ecology and strengthening community ties at the levels of food, art and design.

目標 GOAL

鼓勵不同界別的
各方持份者通力合作

To encourage cross-disciplinary collaboration with a wide spectrum of stakeholders

- 藝術推廣辦事處將繼續接觸不同觀眾層面，創造藝術創作機會。2016-17年度，我們將邀請建築師、設計師、農夫、瑜珈教師、廚師、視覺藝術家、表演藝術家、獨立策展人、電影導演及製作人、作家、評論家、教師及學生等參與不同項目。

- The Art Promotion Office will continue to reach out to different audience groups and generate wider possibilities for art creation. In 2016-17, we will involve architects, designers, farmers, yoga teachers, chefs, visual artists, performing

artists, independent curators, film directors and makers, writers, critics, teachers and students, in a wide range of projects.

目標 GOAL

諮詢專業意見，
持續發展藝術項目

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

- 我們將會繼續定期諮詢藝術博物館諮詢委員會、博物館專家顧問和不同工作小組，聽取他們對館藏、節目策劃、市場推廣及其他重要計劃的專業意見。

- The Art Promotion Office will continue to seek expert advice on its collections, its programming and marketing activities, and its other major plans by regularly consulting with the Art Museum Advisory Panel, the Museum Expert Advisers, and various working groups.

目標 GOAL

與不同層面的社群合作，
推出更多精彩節目

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

- 在「悠遊藝術大樓」展覽中，我們將與不同層面的社群合作舉辦工作坊、導賞團及配套活動等公眾活動，舉辦地點包括龍逸社區會堂、赤柱市政大廈、東涌市政大樓及大角咀市政大廈。

- As part of the *ARTivating Public Buildings* exhibition, we will organise public activities such as workshops, guided tours and fringe activities to engage various community groups at different levels. These will be held at the Lung Yat Community Hall, the Stanley Municipal Services Building, the Tung Chung Municipal Services Building and the Tai Kok Tsui Municipal Services Building.

優化設施及 訪客服務 ENHANCEMENT OF FACILITIES AND VISITOR SERVICES

目標 GOAL

為租客及訪客提供更好的
設施與設備

To provide better facilities and equipment for hirers and visitors

- 為改善訪客的體驗，香港視覺藝術中心正提升演講廳設施、音響系統質素及翻新指示牌等，並會替換陳舊的通風櫃、曬版機、球磨機、拉坯機、雕塑用機器等製作器材。

- To further improve the experience of visitors in the vA!, we are upgrading the facilities of lecture theatre, the sound system of the centre and renovating the



「第六屆藝遊鄰里計劃：柒紙媒——紙上北角」呈現紙的可塑性，剖析它與文化、生活密不可分的關係。
The 6th Artists in the Neighbourhood Scheme: 7:Paperholic presented the multi-functional characteristics of paper and the inseparable relationships among paper, living and culture.



「油街實現」提供相對自由的空間，讓觀眾近距離欣賞作品。
Oi! provides visitors with a relatively free space in which to appreciate the artworks at a comfortable distance.



「第六屆藝遊鄰里計劃」的展覽都加入了不少互動元素，讓觀眾參與其中。
Visitors were encouraged to take part in creating the artworks in the exhibitions of *The 6th Artists in the Neighbourhood Scheme*.



訪客探索董永康的《切身》
Visitors respond to *The Divided Bodies* by Tung Wing-hong

signboard. New studio equipment (e.g. fume hood, vacuum exposure unit, ball mill, potter's wheels and sculpture machines) will be procured to replace obsolete items.

學術研究及 機構發展 RESEARCH AND INSTITUTIONAL DEVELOPMENT

目標 GOAL

為員工提供更多培訓機會 To provide training opportunities for staff

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

2016-17 年度展望 ANTICIPATED ACHIEVEMENTS IN 2016-17

我們在完成《年度計劃》的上述項目後，計劃於**2016-17**年度實現以下目標：

- 藝術推廣辦事處將繼續為學校團體及各個社區伙伴舉辦各式各樣的活動，包括以各種視覺藝術為題的工作坊、導賞團、示範、講座和展覽等。我們的目標是在2016至2017年度舉辦至少89場學校團體參觀。香港視覺藝術中心將繼續支持藝術家創作作品，並培育不同媒體界別的年輕藝術家。

We plan to achieve the following performance targets in 2016-17 after implementing the initiatives in the above Annual Plan:

- The Art Promotion Office will continue to offer different activities (including workshops, guided tours, demonstrations, talks and exhibitions on different aspects of the visual arts) to community partners, including school groups. We aim to host at least 89 school group visits in 2016-2017. vA! will continue with its work of facilitating the creativity of artists and nurturing young artists working in different media.

HONG KONG FILM ARCHIVE

香港電影 資料館



電影資料館與日俱增的電影藏品
The growing film collections of the Film Archive

引言 INTRODUCTION

香港電影資料館（電影資料館）致力收集及保存香港的電影歷史文化瑰寶，供市民欣賞。

電影資料館大樓位於西灣河，設有電影院、展覽廳、資源中心及四個恆溫儲藏庫。館藏內的香港電影和相關資料主要來自電影業界及市民捐贈，部分則經由交換、轉移、購買及複製等途徑獲得。收集得來的藏品經精心編目後，可讓公眾查閱；但如有損壞，則需先行修復以作保存。我們以弘揚本港電影歷史文化為己任，在年內舉辦電影回顧展及專題展覽，出版專題研究書籍，甚或與其他本地及海外機構合辦各種活動，包括座談會、講座及其他教育節目。我們亦致力開展及促進香港電影歷史的研究，在不同層面擔任電影界和文化界之間的橋樑。

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

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

The Film Archive building in Sai Wan Ho is equipped with a cinema, an exhibition hall, a resource centre and four environment-controlled stores. We acquire Hong Kong films and related materials mainly through donations from the film industry and members of the public, as well as through exchange, transfer, purchase, and the reproduction of loaned materials. Collected items are carefully catalogued, repaired and restored if damaged, before then being made available to members of the public. To promote Hong Kong's cinematic heritage, we present film retrospectives and thematic exhibitions all year round, publish monographs, and organise a variety of activities that include seminars, talks and other education programmes, sometimes in conjunction with other local and overseas institutions. We also conduct and 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 and the Southeast Asia-Pacific Audiovisual Archive Association. We participate in regular exchanges with our counterparts around the world as a way of staying abreast of the latest technologies and developments in film archiving.

理想

VISION

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

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

使命

MISSION

- 收集和保存香港電影及相關資料
- 透過方便易用的電腦系統將藏品編目，以便公眾查閱
- 籌辦節目、出版刊物、提供放映及展覽設施，培養公眾欣賞電影的興趣
- 研究香港電影，並為業界專家、研究人員及有興趣人士提供資料，協助他們進行研究
- To acquire and preserve Hong Kong films and related materials
- To catalogue our collections and maintain a collection database through a user-friendly computer system that allows easy access to information
- To enhance public appreciation of films by organising programmes, issuing publications, and providing screening and exhibition facilities
- To conduct research into Hong Kong cinema, and to facilitate such research by others by providing information to industry professionals, researchers and other interested parties

信念

VALUES

- 專業精神
- 全情投入
- 樂於分享
- 協力合作
- Professionalism
- Passion
- Sharing
- Collaboration

挑戰與機遇

CHALLENGES AND OPPORTUNITIES

電影資料館職員在上海檢驗計劃收集的電影材料
Film Archive staff inspect film materials to be acquired in Shanghai



2016-17 年度，電影資料館將面對以下挑戰之餘，亦迎來不同機遇：
We anticipate that the Film Archive will face the following particular challenges and opportunities in 2016-17:

- 電影資料館一直積極搜羅電影藏品，隨著電影藏品數量與日俱增，儲藏庫已不敷應用。我們雖然終於覓得新的館外儲藏空間，讓電影資料館得以重整現有的儲藏庫，更妥善地管理藏品，但考慮到將來發展的需求，另覓其他儲藏空間仍為電影資料館的首要任務。
- 以電影資料館新建立的藏品管理系統為基礎，發展一個中央藏品管理系統，供所有博物館使用。
- 數碼電影技術的發展一日千里，電影資料館不得不將大量模擬影音藏品數碼化，但這項工作所費不貲。電影資料館剛購置的館內菲林掃描器，
- 配備數碼修復系統，不但減輕了數碼化工作帶來的沉重經濟負擔，更有助妥善地保護及保存珍貴的電影藏品。
- Our successful efforts in film acquisition have substantially increased our film collections, which are rapidly outgrowing the capacity of our collection stores. Despite the long-awaited commissioning of a new off-site storage space, which has enabled us to reorganise our existing stores for better collection management, the search for additional storage space remains a top priority as we prepare for future expansion.
- A centralised collection management system for use by all museums is currently being
- planned, using our recently-developed HKFAMS collection management system as the blueprint.
- The digitisation of our huge analogue audio-visual collection, necessary in order to keep up with the rapid development of digital film technology, requires enormous monetary resources. We have acquired an in-house film scanner equipped with a digital restoration system which is not only helping alleviate the heavy financial burden of digitisation, but is also, more importantly, enabling us to better protect and preserve our precious film collections.

年度計劃

ANNUAL PLAN

節目策劃

PROGRAMMING

目標 GOAL

向海內外推廣香港電影

To promote Hong Kong cinema both at home and abroad

- 新添置的館內菲林掃描器可讓電影資料館加快將館藏內三十至四十年代的珍貴硝酸片數碼化，使這些影片得以重現銀幕，於好評如潮的「尋存與啟迪—香港早期聲影遺珍」系列中亮相。
- 電影資料館將在尖沙咀海濱舉行第二次戶外放映會，精選兩部由五十年代舉足輕重的製片廠電懋（後易名為國泰）出品的經典電影，在「花月霓裳—國泰星輝八十載」節目中放映，藉此向蒞臨「香港國際影視展」及「香港國際電影節」的海外業界專家和電影學者推廣香港電影。

- 電影資料館亦將配合「花月霓裳—國泰星輝八十載」放映節目，舉辦「幕後英雄匯—國泰八十周年展」，並於2016年中把展覽巡迴至新加坡，向海外觀眾推廣香港電影歷史文化。

- With our new in-house film scanner, we will be able to speed up the process of digitising our valuable nitrate films from the 1930s and 1940s, making it possible to bring them back to the screen as part of our highly-acclaimed *Early Cinematic Treasures Rediscovered* Series.

- To promote Hong Kong films to overseas industry professionals and film scholars attending the Hong Kong International Film and TV Market and the Hong Kong International Film Festival, we will organise our second outdoor screening of Hong Kong films on the Tsim Sha Tsui waterfront. The screening will feature two memorable works from an influential film studio of the 1950s, Motion Picture & General Investment (later renamed the Cathay Organisation), as part of the *Angels over the Rainbow – Cathay 80th Anniversary*

Celebration programme.

- To promote Hong Kong's cinematic heritage overseas, the *Behind the Glamorous Scene – 80th Anniversary of Cathay* exhibition (a programme that ties in with the *Angels over the Rainbow – Cathay 80th Anniversary Celebration*), will go on tour to Singapore in mid-2016.

目標 GOAL

策劃各式各樣的展覽，推廣香港電影歷史文化

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

- 電影資料館將以香港電影的不同面貌為題，舉辦三個專題展覽。新藝城是香港電影史上另一間非常重要的公司，曾帶領香港電影業進入黃金時期，「娛樂智多星—新藝城的光輝歲月」將向其致敬。「串圖成戲：香港



「幕後英雄匯—國泰八十周年展」展覽應邀移師到新加坡，於國泰機構的展館展出
Behind the Glamorous Scene – 80th Anniversary of Cathay exhibition toured to Singapore's Cathay Gallery

教育推廣

EDUCATION

目標 GOAL

因應觀眾需要，策劃電影教育節目

To create tailored film education programmes

- 除了舉辦恆常的展覽導賞團及學生場電影外，電影資料館亦會推出更多啟發思維的教育節目，配合中學生的學習需求。
- 在「香港博物館節2016」期間，電影資料館的展覽廳將化為「光影樂園」。我們為小朋友及青少年安排了多個工作坊及互動遊戲，解構攝影和電影成像的基本原理，激發他們對電影製作藝術的興趣。

- Apart from our year-round exhibition guided tours and student film shows, we will come up with further stimulating education programmes to cater to the learning needs of secondary students.

- During *Muse Fest HK 2016*, we will be turning the Exhibition Hall into a playground of light and shadow for children and teenagers, and designing a variety of workshops and interactive games themed around the fundamental principles of photography and cinematography, all to stimulate interest in the art of filmmaking.

電影分鏡圖展」將展出香港著名電影的分鏡圖，這些非常難得的分鏡圖可算是電影鏡頭的影像劇本。最後，「幻遊香港電影特技世界」將從攝影、化妝、道具設計等方面追溯香港電影製作技術的發展歷程。

- We will organise three thematic exhibitions focusing on different aspects of Hong Kong cinema. *The Great Entertainer – The Heyday of Cinema City* exhibition will pay tribute to another influential company in the history of Hong Kong cinema, one that helped inaugurate a golden era for the Hong Kong film industry. *Sketches in Motion: Storyboards of Hong Kong Cinema* will showcase rare storyboards of well-known Hong Kong films, which can be considered as visual scripts for the movie camera lens. Finally, *Magic on the Screen: Hong Kong Cinematic Effects* will trace the historical development of Hong Kong filmmaking technology in terms of cinematography, make-up and prop design.

- 電影資料館現正跟香港第一發行有限公司、寰宇影片發行有限公司及通用影藝有限公司洽談捐贈電影素材，以及與邵氏影城香港有限公司磋商捐贈電影相關資料。此外，我們將複製美國紐約州檔案館所收藏的香港五十年代電影劇本及電檢文件。

- We will maintain close connections with the local film industry and film veterans, along with overseas film archives and institutions, all of which are important potential sources of donations and acquisitions.

- Potential acquisitions currently under negotiation include donations of pre-print film materials from First Distributors (H.K.) Limited, Universe Films Distribution Company Limited, IFD Films and Arts Limited, and film-related materials from Shaw Movie City Hong Kong Limited. Film scripts and censor records of Hong Kong films from the 1950s will also be duplicated from the New York State Archives.

目標 GOAL

運用數碼化技術，讓公眾有更多機會欣賞館藏

To make our collections more accessible through digitisation

- 新設的館內菲林掃描器及數碼修復系統，不但增加了電影資料館可供放映的電影藏品數量，亦有助修復這些電影，讓它們重現昔日光采。

- With our new in-house film scanner and digital restoration system in operation, we will not only have more films in our collection suitable for screening, but will be able to restore them to their former glory.

藏品

COLLECTIONS

目標 GOAL

在海內外搜羅香港電影

To track down Hong Kong films both locally and overseas

- 本地電影業界、影壇前輩、海外電影資料館及機構，皆是電影資料館搜集藏品的主要途徑，我們一直與各方保持密切聯繫。

電影資料館從美國紐約州檔案館複製了與五十年代香港電影相關的歷史文獻
The Film Archive has duplicated historical documents relating to Hong Kong films of the 1950s in the New York State Archives' collection



目標 GOAL

讓學校有更多機會參與
我們的教育節目
To make our education programmes more accessible to schools

- 電影資料館將繼續舉辦廣受歡迎的「中學生電影教育外展計劃」，並加強節目內容，介紹其他方面的文物保存工作。
- We will continue to organise the well-received *Film Education Outreach Programme for Secondary Students* and enrich its content by introducing other aspects of our preservation work into the programme.

觀眾拓展 AUDIENCE BUILDING

目標 GOAL

將節目帶到館外，拓展觀眾層面
To reach a wider audience by taking programmes outside the Film Archive building

- 電影資料館將在香港文化中心露天廣場舉行免費戶外放映會，亦會把教育節目帶進中學校園，以及將小型展覽巡迴到其他文化場地。
- Apart from presenting free outdoor screenings in the Piazza of the Hong Kong

Cultural Centre and taking our education programme to secondary school campuses, we will look for other cultural venues suitable for hosting our smaller-scale foyer exhibitions when touring.

能力提升 CAPACITY BUILDING

目標 GOAL

向世界各地推廣電影資料館
To promote the Film Archive abroad

- 除了與駐海外香港經濟貿易辦事處攜手籌辦巡迴放映節目及展覽外，電影資料館將與國家文化部合作，將旗艦節目「百部不可不看香港電影」送到世界各地的中國文化中心。
- In addition to working with overseas Hong Kong Economic and Trade Offices on the touring of our screening programmes and exhibitions, we will commence our collaboration with the Ministry of Culture to take our flagship programme *100 Must-see Hong Kong Movies* to China Cultural Centers all over the world.

社區參與及 伙伴合作 COMMUNITY ENGAGEMENT AND PARTNERSHIP

目標 GOAL

加強與電影業界的聯繫
To strengthen our connections with film professionals

- 電影資料館將透過電影顧問委員會，與業界專家、電影學者及影評人保持密切聯繫，亦會定期就資料館的發展及節目方向徵詢他們的意見。
- 電影資料館亦將參與年度「香港國際影視展」，藉此良機與本地及海外的電影公司及機構建立聯繫。
- We will maintain close contacts with industry professionals, film academics and critics through our Film Advisory Panel, and regularly solicit their views on our development and programme direction.
- We will also participate in the annual Hong Kong International Film and TV Market, an excellent platform for establishing networks with local and overseas film companies and institutions.

目標 GOAL

與其他組織合作
To partner with other organisations

- 電影資料館將嘗試與香港知專設計學院聯手進行影片修復項目，為未來培養修復人才。
- 電影資料館亦將與UA院線合作，在商業影院舉行放映節目及講座，吸納新的觀眾群。
- We will explore opportunities to collaborate with the Hong Kong Design Institute on our film restoration projects, with a view to training up future conservators.
- We will begin a new partnership with UA Cinemas aimed at bringing our screening programmes and talks to commercial cinemas, in the process reaching out to new audiences.

優化設施及 訪客服務 ENHANCEMENT OF FACILITIES AND VISITOR SERVICES

目標 GOAL

重整及改善電影資料館的
儲藏設施
To reorganise and improve our storage facilities

- 電影資料館將制訂長遠計劃，重整館外儲藏庫，以更有效率、更合乎成本效益的方式管理藏品。
- We will formulate long-term plans to reorganise our off-site stores in ways that will enable us to manage our collections more efficiently and cost-effectively.

目標 GOAL

翻新老化設施，與時並進，
改善訪客體驗
To enhance customer experience by renovating our aging facilities and keeping them up to date

- 電影資料館將與建築署及機電工程署緊密合作，逐步翻新館內的公共設施。
- We will work closely with the Architectural Services and the Electrical and Mechanical Services Departments in planning renovation and refurbishment projects, especially for our public facilities.

學術研究及 機構發展 RESEARCH AND INSTITUTIONAL DEVELOPMENT

目標 GOAL

開展及推動香港電影研究
To conduct and facilitate research into Hong Kong cinema

- 除兩個長期研究項目（「香港影片大全」及「香港影人口述歷史計劃」）外，電影資料館亦出版了新的「影談」系列，著重介紹香港電影傑出的製作人和他們獨特的創作歷程。



電影資料館每年均參與「香港國際影視展」
The Film Archive takes part in the annual Hong Kong International Film and TV Market



電影資料館新設的貯藏庫
The new collection store of the Film Archive

- On top of our two ongoing research projects, the *Hong Kong Filmography Series* and the Oral History Project, a new publication project series titled *Movie Talk* has been launched. This focuses on prominent Hong Kong filmmakers and their unique creative processes.

overseas counterparts, but also provides opportunities to share with them our knowledge and experience, especially through paper presentations.

目標 GOAL

提供更多平台，
讓員工共享知識及經驗

To provide more platforms for staff to share their knowledge and experience

目標 GOAL

讓員工參與國際會議，增廣見聞
To broaden staff horizons by enabling their participation in international conferences

- 電影資料館身為國際電影資料館聯盟及東南亞太平洋影音資料館協會的會員，定期派員工出席這些組織的年度會議，既與海外同業保持緊密聯繫，同時透過發表文章等機會，分享我們的知識與經驗。
- We are a full member of the International Federation of Film Archives and the Southeast Asia-Pacific Audiovisual Archive Association, and we regularly send our staff to the annual conferences of these organisations. This not only helps us establish close networks with our

- 電影資料館將多加舉辦館內分享會，讓員工共享培訓及研究成果。
- We will organise more in-house sharing sessions for staff to share the fruits of their training and research.

2016-17 年度展望 ANTICIPATED ACHIEVEMENTS IN 2016-17

我們在完成《年度計劃》的上述項目後，計劃於2016-17年度實現以下目標：

- 藏品總數增加2%（新增約25,000件）；及
- 網上館藏數量增加2%（新增約7,500件）。

We plan to achieve the following performance targets in 2016-17 after implementing the initiatives in the above Annual Plan:

- To register a 2% growth in the total number of items in our collection (i.e. to acquire about 25,000 items); and
- To increase the number of items in our collection accessible on the internet by 2% (i.e. to make accessible a further 7,500 or so items).



香港特別行政區康樂及文化事務署編製。

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