

**CONTROLLING OFFICER'S REPLY**

**CSTB285**

**(Question Serial No. 2519)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): (-) Not Specified

Programme: (4) Performing Arts

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The 2022 Policy Address announced that the Government would explore the feasibility of setting up a Pop Culture Centre in the long term. In this connection, would the Government advise this Committee of:

- (a) the latest progress in the construction of the Pop Culture Centre;
- (b) the expenditure involved in the Hong Kong Pop Culture Festival 2023;
- (c) the effectiveness of promoting pop culture through the Hong Kong Pop Culture Festival 2023, its attendance figures and economic benefits; and
- (d) any initiatives adopted by the Government in the past 3 years to promote local pop culture as well as support Hong Kong pop culture practitioners participating in or holding exhibitions in Hong Kong and other parts of the Guangdong-Hong Kong-Macao Greater Bay Area?

Asked by: Hon CHENG Wing-shun, Vincent (LegCo internal reference no.: 19)

Reply:

- (a) At present, the Government is conducting long-term planning for the facilities of the "Pop Culture Centre" in terms of the location and site area required. The Culture, Sports and Tourism Bureau and the Leisure and Cultural Services Department (LCSD) are working closely with the Development Bureau and other relevant departments/organisations to explore and identify the optimal site. At the same time, we are also in discussion and consultation with various stakeholders, including expert advisers, on matters related to the long-term planning of the "Pop Culture Centre", such as its collection, curatorial approach and exhibition contents, with a view to formulating appropriate plans for developing it into a landmark for local pop culture and a tourist attraction. In the short term, we plan to reserve a designated gallery in the Hong Kong Heritage Museum (HKHM) for holding exhibitions and extension activities on pop

culture so as to expand the collaboration network and build up the collections on pop culture.

- (b) The production costs for the programmes of the inaugural Hong Kong Pop Culture Festival (Culture Festival) in 2023 were around \$25 million.
- (c) There were a total of 21 programmes organised/sponsored by the LCSD in the inaugural Culture Festival, many of which were offered free of charge with a view to promoting local pop culture. The programmes attracted an attendance of around 530 000 and an online audience of about 75 000.
- (d) In order to provide local artists/arts groups with more platforms for performances and promote local pop culture to the public, the LCSD has actively collaborated with various stakeholders since 2023 to organise the Culture Festival, which includes concerts, thematic exhibitions, film screenings, and a series of extension and educational outreach activities. The LCSD will also enrich museum collections by contacting relevant stakeholders, attracting the attention of copyright owners of the works or personal collections of pop artists, and persuading them to donate the same to the permanent museum collections. Meanwhile, we are exploring the feasibility of setting up a “Pop Culture Centre” as a landmark for pop culture and a tourist attraction in the long run.

After the epidemic, the LCSD has actively resumed its arrangements for touring performances in the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) in 2023-24. Such work included staging film screenings in cities such as Wuhan, Changsha and Shanghai to promote films of the Culture Festival to Mainland cities through collaboration with the Offices of the Hong Kong Special Administrative Region in the Mainland and relevant Mainland cultural authorities; loaning out collections of the HKHM to thematic exhibitions on Jin Yong held in Wuhan and Shanghai to promote Hong Kong pop culture; and arranging for the participation of young local singer-songwriters or groups in touring performances in GBA cities such as Zhongshan and Guangzhou so as to create more opportunities for local artists/arts groups to perform in the GBA.

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