

Art Sub-committee, Museum Advisory Committee

10th Meeting held on 13 June 2022

1. Community Engagement Strategies

➤ Members noted the community engagement strategies of the art museums and related offices managed by the Leisure and Cultural Services Department (LCSD) and made the following suggestions, enquiries and comments:

- Enquired if there were any collaborations with the Radio Television Hong Kong (RTHK) to broadcast museum programmes;
- Enquired about the co-ordination between LCSD and the West Kowloon Cultural District of Hong Kong;
- LCSD could develop different strategies for engaging the community of different segments; and
- LCSD could make good use of the technology to provide platforms to help bring programmes from museums outside Hong Kong.
- The plans of APO to engage art practitioners and various local community groups following the opening of the new extension of Oi!;
- The plans of HKHM to mark the 50th anniversary of the death of Bruce Lee and reconnect the youth with the old Hong Kong stories, as well as integrating latest pop culture into museum programmes; and
- The plans of HKMoA to organise the next Hong Kong Art Biennial Exhibition and exhibitions featuring the works of veteran artists.

➤ LCSD welcomed members' suggestions and responded that:

- LCSD had been collaborating with various public channels like RTHK and Movie Movie TV Channel and would keep exploring new channels for broadcasting museum programmes;
- Online programmes hosted by LCSD museums were available on a centralised platform "Visit HK Museums" which could be found on Youtube, Facebook and Instagram, and LCSD Edutainment Channel;
- APO was planning the programmes of Oi! for the next few years and would try to engage with various art practitioners, art groups and schools to enrich their programmes;
- HKHM had scheduled various programmes to mark the anniversaries of the

birth and death of Bruce Lee; and

- The museum had been showcasing many representative works of the veteran artists in the Hong Kong Art Gallery. The Hong Kong Art Biennial Exhibition would also be organised.

2. Arts & Tech – Museum Strategies

- Members noted the museum strategies for arts technology (arts tech) of the art museums and related office managed by LCSD and made the following suggestions:
 - Arts tech could be used to facilitate cultural exchange between people; and
 - LCSD could provide training programmes for teachers and EDB could incorporate art education into STEM education to promote STEAM education.
- LCSD and EDB welcomed members suggestions and responded that:
 - The effectiveness of various social media platforms and tools for engaging the public would be further studied to identify more suitable channels; and
 - EDB would focus on promoting education on arts tech to provide students with opportunities to learn technology through art.

Secretariat
Museum Advisory Committee
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