

Science Sub-committee, Museum Advisory Committee

10th Meeting held on 29 June 2022

Summary of Discussion

1. Community Engagement Strategies

- Members noted the community engagement strategies of the science museums and related office managed by the Leisure and Cultural Services Department (LCSD), including the Hong Kong Science Museum and the Hong Kong Space Museum (LCSD Science Museums), and the Marketing and Business Development Section.
- Members made the following suggestions:
 - To organise public tours to the facilities or factories of large corporations during weekends to introduce them to the latest technologies relevant to our daily life;
 - The video programmes produced by the LCSD could be broadcasted on popular platforms and channels while Non-Fungible Token (NFT) products could be created to help promote the museums; and
 - LCSD Science Museums could organise engagement activities for teachers and offer complimentary tickets to schools to encourage schools visits on weekdays. The video programmes produced by LCSD could also be shown and promoted in schools.
- Representatives of LCSD responded as follows:
 - LCSD Science Museums would continue to explore collaboration opportunities with local corporations;
 - An NFT product was created for the *Art@Harbour* exhibition but it would not be available for sale to avoid speculation. Sharing sessions would also be organised to introduce the concepts and applications of NFT to the public; and
 - The LCSD video programmes were already made available on the official platforms including LCSD Edutainment Channel and “Visit HK Museums” fan page on Youtube, Facebook and Instagram. Possibilities of broadcasting the programmes on other platforms and channels would be explored.

2. Application of Technology in Science Museums

- Members noted the strategies for incorporating new technologies into the services of LCSD Science Museums.

- Members made the following suggestions:
 - LCSD Science Museums could cover visionary topics of the changing world in their programmes. Innovative technologies applied in re-industrialisation, innovations and research findings of the universities could be showcased in LCSD Science Museums;
 - LCSD Science Museums could collaborate with universities to organise competitions for university students to identify new technologies for museum applications;
 - LCSD Science Museums could invite renowned technology companies in the Mainland to showcase their latest technologies and experimental research in both museums and capitulate on the opportunity to identify suitable technologies to apply in permanent exhibitions; and
 - LCSD could seek opportunities to ensure the incorporation of essential technologies in the museum infrastructure during the stage of architectural design of the expansion project of the Hong Kong Science Museum and Hong Kong Museum of History and that the new complex would have a low carbon footprint.

- A representative of LCSD responded as follows:
 - Engagement activities would be organised to brainstorm novel ways to present forward-looking topics in the museums and to implement innovative ideas in practice;
 - LCSD Science Museums would provide platforms for showcasing the latest technologies, innovations and research results; and
 - LCSD had been discussing with research institutions to identify new materials to be used in the new museum complex and would invite museum expert advisers to advise on creating better visitor experience for the expansion project.

Secretariat
Museum Advisory Committee
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