

Art Sub-committee, Museum Advisory Committee

11st Meeting held on 28 April 2023

Summary of Discussion

1. **Museum Strategies to Facilitate Cultural Exchange**

- Members noted the strategies for facilitating cultural exchange of the art museums, the Art Promotion Office and related offices managed by the Leisure and Cultural Services Department (LCSD) and the background to such strategies. The strategies covered such areas as co-organising programmes with Mainland and overseas cultural institutions and museums, promoting exchange internships outside Hong Kong, and promoting exchanges between local, Mainland and overseas artists.
- Members made the following comments and enquiries on the museum strategies:
 - LCSD could explore the possibility of organising more mega arts and cultural events;
 - Enquired whether the Hong Kong Museum of Art (HKMoA) has ever loaned any objects in its collection to overseas museums for the purpose of exchange of museum collection objects;
 - Enquired about the plans for LCSD museums to conduct cultural exchanges with Mainland or overseas audiences in the long run;
 - LCSD could consolidate existing venue resources and explore the option of developing potential exhibition spaces for hosting mega arts and cultural events; and
 - Suggested that mega arts and cultural events should be held in museums and art spaces under LCSD to allow audiences to explore Hong Kong and learn more about the characteristics of local culture and art.
- LCSD responded that:
 - HKMoA had held various exhibitions in places outside Hong Kong in the past, and the audiences' responses had all been positive. HKMoA would vigorously promote exchanges through exhibitions, especially outbound exhibitions, and promote exchanges and cooperation with overseas museums on multiple fronts;
 - LCSD kept an open mind to cooperation, but considering the consistently high occupancy levels of some LCSD venues, any proposed cooperation should be discussed in advance; and
 - LCSD would continue to explore the possibilities of co-organising programmes with different parties, presenting programmes from other places, and holding

roving exhibitions and extension activities at LCSD venues as well as private organisations.

2. Museum Strategies to Facilitate Collaboration between Museums and Local Brands of Cultural and Creative Industries

- Members noted the background to, and strategies and way forward for facilitating collaboration between museums and local cultural and creative industries.
- Members made the following comments and enquiries on the aforesaid strategies:
 - Enquired about the licensing process of LCSD museums, and whether LCSD would consider outsourcing the licensing business to a marketing firm so that museum teams could concentrate on curatorial work;
 - The marketing and brand collaboration strategies formulated by LCSD museums were of utmost importance. Museums should consider carefully the connection between their products and the exhibitions or collections concerned; and
 - LCSD museums should set up short-term retail facilities near the exit of the exhibition hall for the sale of museum merchandise.
- LCSD responded that:
 - The marketing strategy of LCSD museums was to highlight and promote important museum collections, and enhance their cooperation with intermediaries; and
 - By launching museum merchandise, LCSD aimed to target the promotion of museums and their collections at a wider audience, and give visitors an enjoyable experience.

Secretariat
Museum Advisory Committee
July 2023