

## **Art Sub-committee, Museum Advisory Committee**

**14th Meeting held on 5 March 2025**

### **Summary of Discussion**

#### **1. Museum Work Plan for Promoting Chinese Culture**

- Members noted the achievements of the Chinese Culture Promotion Office (CCPO) in promoting Chinese culture since its establishment under the Leisure and Cultural Services Department (LCSD), as well as its future work and development plans.
- Members made the following comments about the CCPO's work and development plans:
  - Suggested that the CCPO should promote Chinese culture with a more frequent use of innovative means of publicity that interested the younger generation, such as websites, social media and other digital platforms;
  - Suggested that the CCPO should give more consideration to Hong Kong's unique cultural perspective when planning its future directions for publicity so as to highlight the integration of local characteristics and Chinese culture; and
  - Suggested that the LCSD should strengthen its co-operation with the industry by organising more activities and competitions on the theme of Chinese history and culture as well as "guochao" (China chic) so as to deepen the public's understanding and appreciation of Chinese culture.
- The LCSD responded as follows:
  - The CCPO would actively explore innovative exhibition themes and modes of interactive experience to increase the appeal of Chinese culture to young people. In the meantime, the LCSD museums would fully support the work of the CCPO, continue to explore ways to promote Chinese culture by incorporating Hong Kong's unique characteristics, and deepen co-operation with the industry.

## **2. Major Donations Received by the Hong Kong Museum of Art, and Its Curatorial Directions and Plans**

- Members noted the major donations received by the Hong Kong Museum of Art (HKMoA), and its curatorial directions and plans.
- Members made the following comments or enquiries about the HKMoA's curatorial directions and plans:
  - Enquired about the major expectations held by overseas tourists visiting the HKMoA nowadays, and whether the HKMoA had sufficient resources for launching tourism projects in collaboration with the hotel industry;
  - Enquired whether the HKMoA would continue to curate cross-era exhibitions in the future to integrate ancient, modern and contemporary arts; and
  - Suggested that the HKMoA should build a modern Chinese art collection on a global scale.
- The LCSD responded as follows:
  - The HKMoA was immensely popular with Mainland and overseas tourists, thanks to its unique curatorial concept which embraced both Chinese and Western cultures. To step up external publicity and promotional work, the HKMoA was currently making active efforts to co-operate with the local hotel industry, and would also invite business leaders to visit the HKMoA for a first-hand experience;
  - The HKMoA would endeavour to use its museum collections to showcase Hong Kong's unique cultural blend of the old and new, and the East and West; and
  - The HKMoA would continue to explore opportunities for co-operation with collectors at home and abroad.