

Art Sub-committee, Museum Advisory Committee
3rd Meeting held on 20 April 2018

Summary of Discussion

1. Re-branding and Re-positioning of Hong Kong Museum of Art

- 1.1 Members noted and in general agreed to the Hong Kong Museum of Art's (HKMA) overall re-branding and re-positioning proposal, the long-term programming strategies and gallery use, as well as the opening plans in 2019.
- 1.2 Members made the following suggestions and comments regarding the HKMA's re-branding and re-positioning proposal:-
- (a) The HKMA could make good use of the findings of the SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis to figure out what the HKMA should strive to be in order to build a stronger image and positioning; to identify its unique essence integrated with Hong Kong's diverse cultural origins; and to enhance the distinctiveness of the HKMA's identity from other private museums and galleries;
 - (b) The HKMA could serve as an international platform to encompass Chinese arts and Western arts;
 - (c) Apart from the stakeholders, the views of art collectors, auction houses and art galleries could also be gauged on the new branding and programming strategies of the HKMA; and
 - (d) Noting that strengthening Hong Kong art in art education would be one of the art promotional initiatives to be put in place, the Leisure and Cultural Services Department (LCSD) was advised to consider collaborating with the Education Bureau on the design of a comprehensive art education curriculum.

2. Progress of Phase II Development of Oi!

- 2.1 Members noted the latest plan of the Phase II Development of Oil Street Art Space (Oi!) managed by the Art Promotion Office, which included the planning strategy and building design.
- 2.2 Some members suggested incorporating some elements of the existing premises of Oi! into the new building under of the Phase II Development for better coherence between the two phases.

3. Proposed Provision of \$500 Million for the Acquisition of Museum Collections and Commissioning of Art and Cultural Projects

3.1 Members noted and in general supported the Financial Secretary's proposal in his 2018-19 Budget to allocate \$500 million to the LCSD for the acquisition of museum collections and commissioning of art and cultural projects for exhibitions and display.

3.2 Members made the following suggestions and comments on the funding proposal:-

(a) The LCSD could consider striking a balance among the needs of different museums, making an estimate of funding proportions for the acquisition of museum collections and commissioning of art and cultural projects, as well as mapping out an expenditure plan; and

(b) The LCSD could consider developing a strategic framework for making use of the additional funding provision, e.g. the time frame, prime objectives for using the funding, number of museum collections to be acquired and programmes to be organised, and budgeting ratios for commissioning established artists versus emerging artists and local artists versus overseas artists.

3.3 In response, LCSD representatives advised members that an evaluation mechanism was in place for the LCSD to assess various funding proposals for acquiring museum collections and commissioning art and cultural projects. Subsequent to the internal evaluation, professional advice from Museum Expert Advisors in different fields would also be sought if necessary.

Secretariat
Museum Advisory Committee
June 2018