

Art Sub-committee, Museum Advisory Committee
4th Meeting held on 27 September 2018

Summary of Discussion

1. Matters Arising: Branding of Hong Kong Museum of Art – New Logo Design

- 1.1 Members made suggestions on the new logo design and brand image of the Hong Kong Museum of Art (HKMoA). Some members advised that HKMoA's positioning and identity should be manifested more clearly in the design. The Chinese name of the museum could form part of the logo design.

2. Three Year Plans of the Art Museums, Art Promotion Office and Related Offices Managed by the Leisure and Cultural Services Department

- 2.1 Members noted and in general agreed to the three year plans of the Art museums, Art Promotion Office and other related offices managed by the Leisure and Cultural Services Department (LCSD), including the annual programme plans for the financial year 2019-20 and the tentative programme plans for the financial years 2020-21 and 2021-22.
- 2.2 Members deliberated on the need to implement crowd control mechanism after the re-opening of the HKMoA in order to enhance visiting experience; the selection of Chinese titles for the HKMoA's planned programmes so as to align with its image as a fine art museum; and organisation of education programmes for the new thematic gallery at the HKMoA dedicated to art education with a view to popularising and deepening the public's understanding and appreciation of art.
- 2.3 Members suggested Hong Kong Heritage Museum (HKHM) present permanent exhibitions on local animation and comic artworks and present regular exhibitions on photography.
- 2.4 Members discussed the possibility for the Art Promotion Office (APO) to seek collaboration and, in the long run, establish partnership with international corporations which were supportive of worldwide art and cultural events. This would be beneficial to showcasing the artworks of local artists outside Hong Kong.
- 2.5 Some members also suggested that LCSD consider reviewing its current procedures for acquisition of artefacts for the museum collections, with reference to the mechanisms adopted by other renowned museums.

Secretariat
Museum Advisory Committee
January 2019