

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

**6th Meeting held on 28 October 2019**

### **Summary of Discussion**

#### **1. Three Year Plans of the Art Museums and Related Offices Managed by the Leisure and Cultural Services Department**

- 1.1 Members noted and in general agreed to the three year plans of the art museums and other related offices managed by the Leisure and Cultural Services Department (LCSD), including the annual programme plans for the year 2020-21 and the tentative programme plans for the years 2021-22 and 2022-23.
- 1.2 In view of the completion of several major construction and renovation projects in the coming few years, a member suggested that LCSD could consider devising holistic strategies to promote the new art and cultural venues as a cluster. Members suggested that the Art Promotion Office could explore opportunities of collaboration with the local community and various non-governmental organisations.
- 1.3 A member expressed concern over the plans and financial resources in organising outbound exhibitions. LCSD replied that outbound exhibitions would be planned in advance as detailed research on exhibition themes and thorough discussion with interested Mainland or overseas museums on the terms and conditions for the loan of exhibits had to be carried out.
- 1.4 Members suggested that the Hong Kong Heritage Museum could consider exploring more opportunities of collaboration with museums in the Greater Bay Area and other major cities in the Mainland, and taking up the role of a facilitator in promoting local art and cultural heritage.
- 1.5 In response to the suggestion that LCSD could provide more opportunities for expertise exchange with overseas museums and cultural institutions, LCSD mentioned that there was a dedicated task force overseeing the professional training and development programmes for its curators.
- 1.6 A member suggested that LCSD could consider reviewing the terms and conditions with the publishers to facilitate publishing and enhancing LCSD museums' branding and positioning by retailing and merchandising local cultural and creative products.

## **2. Opening Arrangement for the Hong Kong Museum of Art**

2.1 Members noted the opening arrangement for HKMoA and put forward the following suggestions for LCSD to devise strategies for branding and raising the profile of HKMoA after the re-opening:-

- (a) To strengthen collaboration with world-renowned Mainland and overseas art museums at the institutional level;
- (b) To increase media coverage of the re-opening through social media platforms, radio broadcast, local newspapers, and international magazines;
- (c) To inform overseas art museums, organisations and institutes regarding the re-opening of HKMoA and its blockbuster exhibitions; and
- (d) To establish rapport with various Consulate Generals and promote HKMoA through these organisations to their respective countries.

Secretariat  
Museum Advisory Committee  
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