

Art Sub-committee, Museum Advisory Committee

7th Meeting held on 25 September 2020

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 2021-22 and the tentative programme plans for the years 2022-23 and 2023-24.
- 1.2 Members put forward the following suggestions for the Art Promotion Office (APO) regarding digital curation and the use of social media platforms:-
 - (a) To appoint dedicated officer or agency to manage social media platforms;
 - (b) To devise plans for digital curation and explore a wider range of social media platforms;
 - (c) To curate programme on both online and offline platforms in a blended mode; and
 - (d) To invest in technical staff training and equipment upgrade.
- 1.3 Members also suggested the following for APO on branding and community engagement strategies on promoting public arts:-
 - (a) To organise various art events under an umbrella of an art festival to build up a brand of Hong Kong Arts;
 - (b) To explore possibility of crossover between art programmes and historical buildings; and
 - (c) To explore art collaborations with local malls in East Kowloon upon the completion of East Kowloon Cultural Centre.
- 1.4 An LCSD representative thanked members for the suggestions and explained that the contents on the social media platform were curated by commissioning. APO had been developing multiple social media platforms and adopting blended mode approach in curation since the pandemic.

- 1.5 A member suggested the Hong Kong Heritage Museum (HKHM) should explore opportunities of collaboration with major museums in other parts of the Mainland and could consider exploring collaborations with the MTR Corporation Limited to promote the *Hong Kong International Poster Triennial*. Another member was concerned about the impact of the COVID-19 pandemic on outbound exhibitions. International museum professionals were rethinking the meaning of blockbuster exhibitions to local audiences and the role of museums as civil institution.
- 1.6 An LCSD representative informed the meeting that HKHM was planning and would explore opportunities of collaboration with other Mainland museums. HKHM would also continue its effort to present special relevance of blockbuster exhibitions to local audiences.
- 1.7 Members congratulated the re-opening of the Hong Kong Museum of Art (HKMoA) and appreciated the pleasant ambience in the museum. Members also made suggestions for HKMoA on the curatorial approach of upcoming blockbuster exhibitions, selection of artworks and exhibition topics, audience building and admission arrangement.
- 1.8 An LCSD representative thanked members for the suggestions and explained the curatorial approach of the recent blockbuster exhibition *Botticelli's and His Times - Masterworks from the Uffizi*. The LCSD representative also explained the positioning and the role of HKMoA in response to the suggestion on showcasing contemporary art.

2. Lessons Learnt from the Re-opening of the Hong Kong Museum of Art

- 2.1 Members were briefed on the lessons learnt from the re-opening of HKMoA. A member agreed that the technical problem of e-registration could only be resolved by special arrangement such as providing helpdesk support services.
- 2.2 A member appreciated the idea of the online programme *Five Senses at HKMoA* and suggested HKMoA could consider organising a physical version after relaxation of social distancing measures. In reply, an LCSD representative explained that the programme had to be turned from the original design of physical participation to online due to the COVID-19 pandemic.

3. LCSD Museum Publications

- 3.1 A member stressed the importance of publication to preservation of knowledge and cultural legacy and proposed LCSD to review current terms and conditions with publishers on selling price setting, cost calculation and copyright issues.
- 3.2 An LCSD representative explained the rationale behind the price setting of publications. It was expected that the improved pricing formula which has come into effect since November 2018 would boost the sale of publications. Views

from members experienced in publishing would be sought separately on this subject.

Secretariat
Museum Advisory Committee
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