

Art Sub-committee, Museum Advisory Committee

8th Meeting held on 24 March 2021

Summary of Discussion

1. Art Museums and Related Office under the New Landscape

- Members noted the positioning and collection / programming focuses of the art museums and related office managed by the Leisure and Cultural Services Department (LCSD).
- Members made the following enquiry and suggestions:
 - Opportunities could be created through collaboration among different museums to present public programmes on a common theme to enrich the museum landscape in Hong Kong;
 - LCSD could consider organising interactive physical and online activities for participants to exchange views and to attract new audience from the Mainland and other countries;
 - School tours could also be organised to provide students with the knowledge of Chinese culture and history through appreciation of significant collections;
 - The Hong Kong Heritage Museum could boost the promotion of the *Hong Kong International Poster Triennial* internationally and develop a website and social media to provide updates on past award winners and renowned artists; and
 - A member enquired about the observations on the changes in people's habits of cultural consumption under the new normal and the role of LCSD museums in enhancing well-being in the post-pandemic era.
- Representatives of LCSD responded as follows:
 - Museums had been collaborating with each other and would continue to explore different collaboration opportunities;
 - Visitor experience was improved with the launch of the online platform to introduce basic knowledge and arouse curiosity of the audience. Programmes would also be organised in hybrid mode to enable museums to respond quickly to the unpredictable COVID-19 pandemic situation. More resources were allocated to organise virtual art tours and various online activities so that artists could introduce their artworks to both local and foreign audiences;
 - An archive of the *Hong Kong International Poster Triennial* from the year 1997 to 2017 was made available online for public access; and

- LCSD would look into the impact that museum visitation made to the general public. Engagement programmes would be organised to target on the children and family segments. Well-being programmes would be organised for the elderly with the application of art technology. The Marketing team would work with different academia to research on the impact of such initiatives and calibrate the approach according to the findings.

Secretariat
Museum Advisory Committee
June 2021