

Art Sub-committee, Museum Advisory Committee

9th Meeting held on 22 October 2021

Summary of Discussion

1. Three-Year Plans (2022-25) of the Art Museums and Related Offices Managed by LCSD

- Members noted and in general agreed to the Annual Programme Plans of the Hong Kong Museum of Art (HKMoA), the Hong Kong Heritage Museum (HKHM) and the Art Promotion Office (APO) for the year 2022-23. They also noted the tentative Annual Programme Plans of the art museums and related offices for the years 2023-24 and 2024-25.
- Members made the following enquiries and suggestions:
 - Member enquired about the plans of the Leisure and Cultural Services Department (LCSD) to develop Hong Kong into an East-meets-West centre for international cultural exchange, and to elaborate the contribution of Hong Kong in the development of Chinese culture;
 - To allocate more resources and develop publicity strategies to establish presence in the social media;
 - To organise internship and education programmes to nurture arts and culture talents;
 - Enquired about the publicity plan to promote the programmes of APO;
 - HKHM could consider publishing articles to promote the *Hong Kong International Poster Triennial* and could collaborate with the Hong Kong Tourism Board to organise extension activities introducing filming locations of famous Hong Kong movies;
 - To explore different ways to develop HKHM as a local attraction of the Sha Tin district and to enhance the attractiveness of the museum architecture;
 - To adopt a new curatorial approach to organise future exhibitions for in-depth exploration of themes;
 - A dialogue between the *A Tale of Three Cities* exhibition and the collections of the Hong Kong Palace Museum could be sought; and
 - The *Contemporary Chinese Calligraphy in Hong Kong: From Tradition to Innovation* research project could also cover the development of Chinese calligraphy in general.

- Representatives of LCSD responded as follows:
- Museum Summit would be organised and LCSD would continue to collaborate with international partners to bring blockbuster exhibitions to Hong Kong and participate in international programmes outside Hong Kong;
 - LCSD launched an online platform and set up social media pages to disseminate latest information and strengthen communication with the public;
 - LCSD had launched a Museum Trainee Scheme and created a number of Museum Research Assistant and Museum Assistant positions;
 - Besides traditional marketing channels, APO also promoted its programmes through social media and practitioners in the industry;
 - An online archive of the *Hong Kong International Poster Triennial* was available for public access. HKHM would promote the programme by publishing articles and introducing it to practitioners outside Hong Kong;
 - HKHM would use social media for promotion making reference to the successful experience in engaging a KOL to promote the *Tsar of All Russia. Holiness and Splendour of Power* exhibition. Possible ways of revamping of the museum architecture was under consideration; and
 - HKMoA adopted various curatorial approaches in curating exhibitions in order to achieve different objectives targeting different audience.

2. Opening of Oi! Extension (Phase II Development of Oi!)

- Members noted the opening of Oi! Extension (Phase II Development of Oi!).

Secretariat
Museum Advisory Committee
December 2021