



# 香港藝術節協會有限公司 Hong Kong Arts Festival Society Ltd

2 January 2008

Clerk to Subcommittee  
(Attention: Mr Anthony Chu)  
Legislative Council  
Subcommittee on West Kowloon Cultural District Development  
HKSAR

Dear Sir,

## **Re: Subcommittee on West Kowloon Cultural District Development Meeting 4 Jan 2008.**

The Hong Kong Arts Festival is pleased to contribute the following comments:

1. Timeline:

The project has been long in gestation and should move forward without delay.

2. Objectives:

To support Hong Kong's aspirations to be an international cultural metropolis and to enhance tourism, the modest aim of providing 'quality facilities' may not suffice. To really make its mark in a highly competitive and rapidly developing sector even within the region, the project needs to aim for the highest levels of excellence. The new facilities must provide performance and exhibition conditions that are desirable to the world's top artists and attractive to their most discerning audiences.

3. Name:

The HKAF notes that the word "Authority" is still used as a working title only, and agrees with the comments previously made by the AAA that this is not suitable in a name intended to connote artistic excellence and creativity.

4. Functions & Financial arrangements:

- a) To achieve excellent conditions for performers and audiences, building blueprint needs to conform to anticipated usage, (not the other way around with end-users fitting themselves into and around built spaces). The project therefore needs to be planned to support its functions and operations as an integrated whole, including the movement of people and material within and between component parts, and the relationship between these parts. A piecemeal approach should therefore be avoided both in the planning and in the approval processes, and the appointments to key positions including those in artistic and technical areas made early in order to provide input during the planning process.



- b) While there should be scope for optimal flexibility, parameters need to be established in certain areas. For example, it is already proposed that Government approval is required for loans beyond an amount to be specified (WKCD-459 para 10 b ii). This should apply also to reserve funds. (WKCD-459 para 10 b iii)
- c) Given that funds raised from the community is a lifeline for many arts organisations, the need and the parameters for fund raising activities of the new development requires further review and discussion. The scale and importance of the new development offer very attractive propositions to commercial and foundation sponsors. It would be seriously deleterious to existing organisations and activities if support is diverted away from them to the new development.

5. Composition of the Board:

While special needs and therefore board composition may vary in the course of the planning process, cultural and management experts who are knowledgeable in operations of arts facilities as well as programmes and exhibitions should be present at all times.

6. Additional comments:

Policies and practices of the new development will have significant impact on the entire sector. It will set industry standards in employment, venue management, promotions, sponsorship, presentations, audience experience and other areas of arts management and promotion. The consequences to other organisations need to be monitored and adjustments made to the conditions governing their practises. This falls beyond the purview of the new development but is critical if it is to stimulate the emergence of new modalities and new paradigms so that the entire sector may grow in tandem to enhance the city's competitive position and enrich the quality of life for the people of Hong Kong.

for consideration of the Subcommittee.

Yours faithfully

Tisa Ho  
Executive Director

Cc The Hon Alan Leong Kah-Kit