



PLANET TIME

330 Shek O Village · Hong Kong Tel: (852) 2809 2631 · info@planet-time.com · www.westkowloon.com.hk

Planet Time's Solution for the Way Forward

A Brief Introduction: Almost half of Hong Kong's citizens live in densely populated, crammed public housing, with little or no areas for study, recreation, or creative expression, particularly in Kowloon. A severe lack of under-funding in local schools is adding to the malaise with today's youth losing out on vital education and facing a bleak and uncertain future. Yet, the Administration is looking to proceed even in the face of ongoing and widespread criticism and an overwhelming lack of public support.

Planet Time's master plan for the West Kowloon Cultural District can provide an overall framework for the site to realize its full potential and establish Hong Kong's renaissance, as a world-class creative hub. To be more than just a property development, it is crucial that a wider focus on the creative industries as a whole, not just the fine arts, play a major role in the growth and development of the WKCD with adequate representation in any Statutory Body or Authority to be created. The creative industries are well-developed in Hong Kong and this strength should be a major part of the foundation of the WKCD.

Who We Are - Planet Time is a Hong Kong-based creative house since 1985 with a multi-disciplinary background as a global trendsetter in leisure, retail, and entertainment products.

The Master Plan – There are two overarching concerns for the development of arts and culture in the WKCD:

- *Physical structures alone are not sufficient to establish Hong Kong as a true global centre for arts and culture. A forward-thinking cultural policy is required, which is not managed by a single private developer but is shaped by an evolving and informed policy.*
- *The cost of sustaining such large-scale world class cultural facilities, should not be underestimated [London's Millennium Dome creative content alone cost GBP600m (\$HK7.2Bn) for one year only and was funded by lottery]. One-off property sales can not be sufficient, other sustainable revenue sources must be utilised.*

To truly create a project for the People of Hong Kong, the project's property "profits" should be returned to the general public coffers and it should be allowed for the WKCD to operate on its own sustainable generated income.

***Planet Time** has the answer, offering the people of Hong Kong its proposal, "Enter The Dragon", for WKCD, which it believes speaks for the people of Hong Kong, putting their interests and needs first.*

A truly iconic complex, "Enter The Dragon" will provide Hong Kong with a cultural sanctuary offering unparalleled opportunities to showcase and educate Hong Kong's artistic, musical and design talents whilst providing spectacular entertainment and leisure facilities for the masses.

***Icon of Our Times:** Resembling a huge dragon, the complex is covered in a transparent interactive canopy, the world's largest projection day-and-night screen; housing multitudinous cultural, entertainment and leisure facilities with crowd capacities far exceeding the Government's original plans. With the addition of the People's Pagoda, a consistent and cutting-edge design runs through the whole site. Great emphasis is placed on developing facilities that secure the future for generations to come of Hong Kong's creative talent as it can only be youth that can truly brings life to the site.*

*Hong Kong should strive to become a "world-class city" in terms of arts, culture, and creativity, not some bought "name-brand" museum; investment must come through **education**.*

Planet Time's 10 Core Values for Cultural Development and Sustainability:

1. Education and Development - Creating world-class arts, culture and creative educational facilities are crucial to Hong Kong's long-term development. Hong Kong can leverage its existing strengths by partnering with our creative industries through the formation of guilds. Hong Kong is now the world leader in sourcing and buying and is consolidating itself as a centre for design. With such a wealth of local talent, the stagnating film industry could easily be revived if there were appropriate facilities and systems in place. Hong Kong could become the global fashion centre.

2. Subsidised Housing, Campuses, and Studios – Provide for affordable housing, allowing students and creative talent to live and work in the area. Generating an on-going vibrancy, youth will give the cultural headland the much needed vitality and dynamism.

3. Viable Financial Sustainability – Aside from property sales and taxes, the creation and use of new revenue sources is an "industry standard" for the funding of arts and cultural projects. Why does Hong Kong insist on relying on property alone?

In particular, a tourist-driven casino at the WKCD site atop of "The People's Pagoda," a tourism and entertainment tower, could generate HK\$10Bn annually. The currently proposed \$30Bn fund is paltry in comparison and will not guarantee sufficient returns to sustain the WKCD. And what if there's a market crash etc? Even Singapore has developed two casinos, which Merrill Lynch estimates will generate US\$2 billion annually.

4. Pollution-Free Environment - *Planet Time* is proposing a combination of innovative design and materials which offer viable solutions to the serious environmental concerns about the traffic pollution on the cultural headland, highlighted by the EPD's recent classification of the area to ban public activities such as jogging and tai chi. Current proposals fail to adequately address this serious pollution problem.

5. Open-space - The provision of a much higher total area of true green space with fresh air as well as family-oriented recreational facilities such as rivers for boating, rain forests and parks, and a beach/wading pool – all protected from the elements, accommodating 50,000 people.

6. Accessibility, Connection and Integration – The WKCD must integrate itself with the surrounding neighborhoods to provide greater vibrancy with access and benefit for all people, not just a privileged few, with a maximum capacity at the WKCD of 100,000 people.

7. Social and Economic Benefits - A positive social and economic impact, particularly for the adjacent disadvantaged community - creating 20,000 permanent new jobs; (current short-listed proposals offer only 5,000 jobs).

8. Organic Growth – Prioritise the scale and timing of development, especially of the cultural facilities, to meet the diverse and changing needs and expectations of Hong Kong’s Arts and Cultural communities. *Planet Time* proposes the “organic” use of geodesic architecture comprised of a cluster of structures inspired by crystal and pearl shapes: the design of which will allow for growth and expansion over time, becoming ever more spectacular over time.

9. Iconic Architecture - A vision that embraces local culture in its design and employs visually spectacular technology. *Planet Time* will make a global statement in the form of a dragon canopy “that comes alive” and whose main purpose is to shelter people not buildings, plus a “People’s Pagoda”, the world’s first vertical tourism and entertainment district.

Planet Time’s canopy uses transparent ETFE plastic in a far more innovative way than current proposals while preserving the cost-effectiveness; of note is that all three short-listed proponents are using plastic sheeting, as shown in their literature and exhibition models. None of the three are doing the canopy in glass, as modern day plastics can do the job at a fraction of the cost.

10. Transparency/Accountability -- Provide the maximum and best usage for the People of Hong Kong in a way that is transparent and accountable; ensuring that the People of Hong Kong are listened to and ultimately receive the greatest value for this investment in their future.