

**M+**

the new

Museum for Visual Culture

in Hong Kong

# Built on ideas – Software first!

- The vision of M+ is a refinement of the Museum Advisory Group's thoughts of 2008

# The M+ project rests on three pillars:

1. It is a project with a strong Public Service ethos. M+ is a museum first and foremost for the people of Hong Kong.
2. It is a very ambitious project. M+ aims at being a role model for future museums in Asia.
3. It is a project that re-thinks what a museum today is. M+ shall be a museum of its time and of its place. Hong Kong now.

# Collect, exhibit and educate!

- M+ will build a world class collection
- M+ will give Hong Kong great exhibitions
- M+ will be a leader in the field of museum education

M+ is a museum for Visual  
Culture...

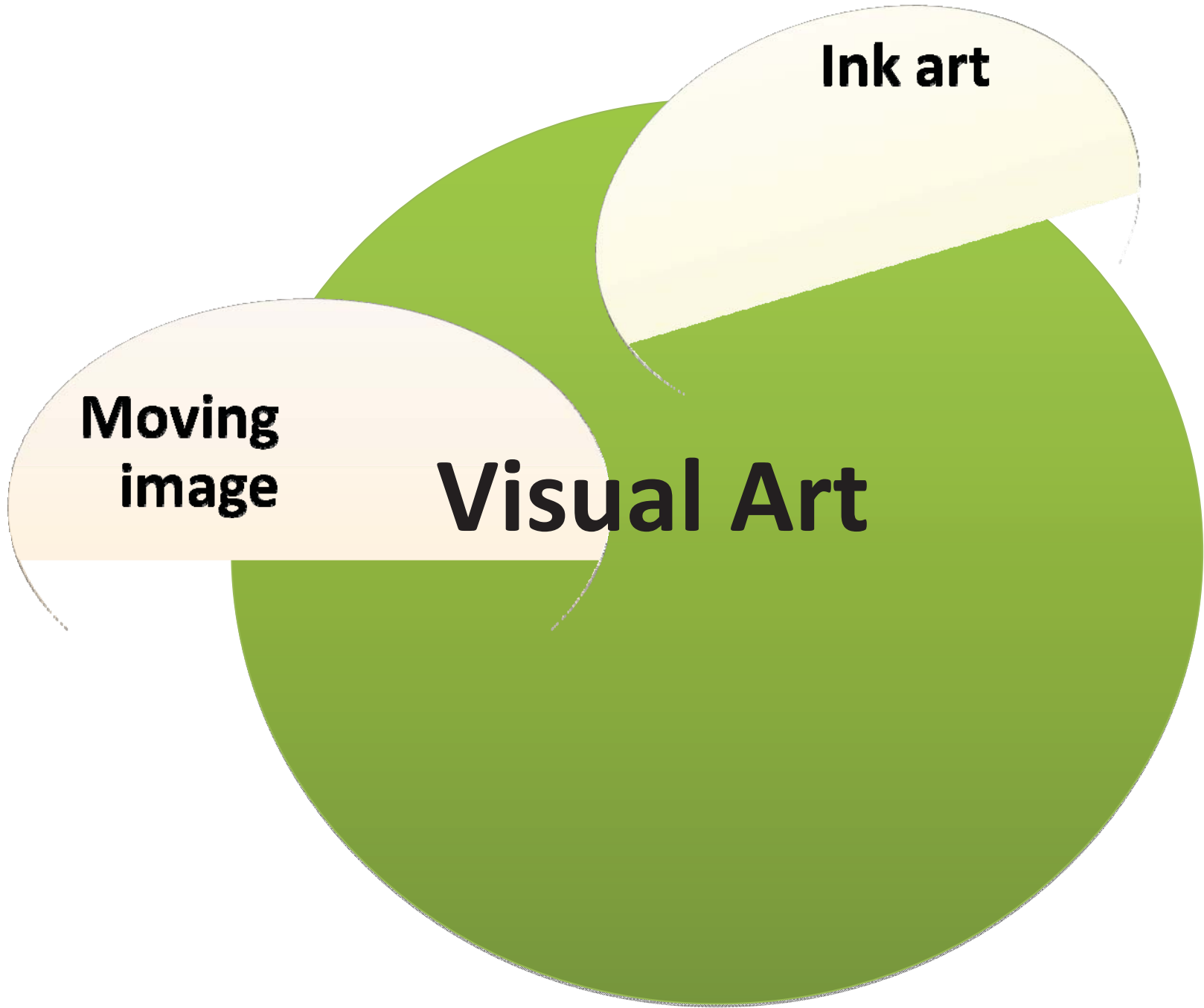


**Visual Art**



**Visual Art**

**Ink art**

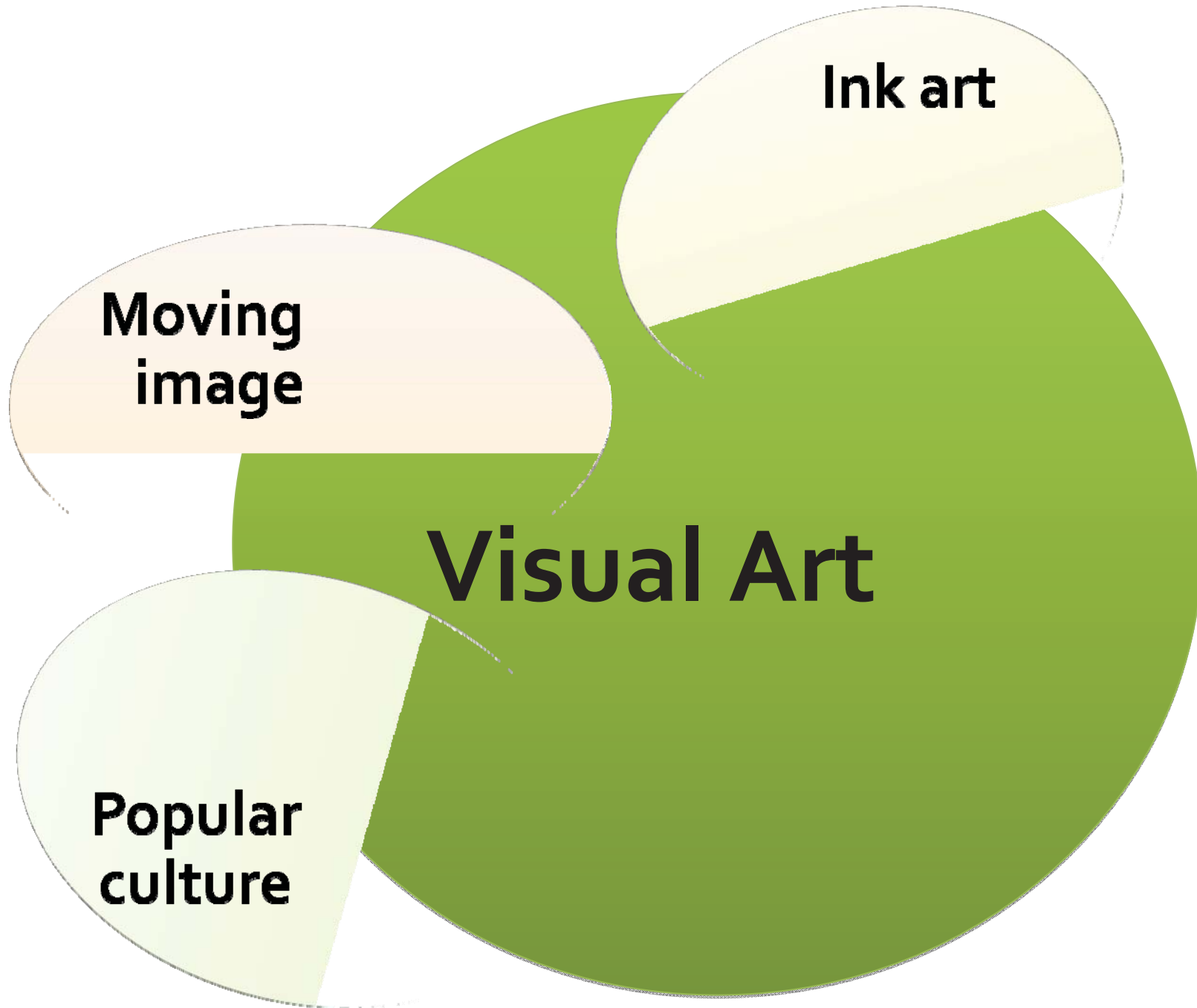


**Moving  
image**

**Visual Art**

**Ink art**



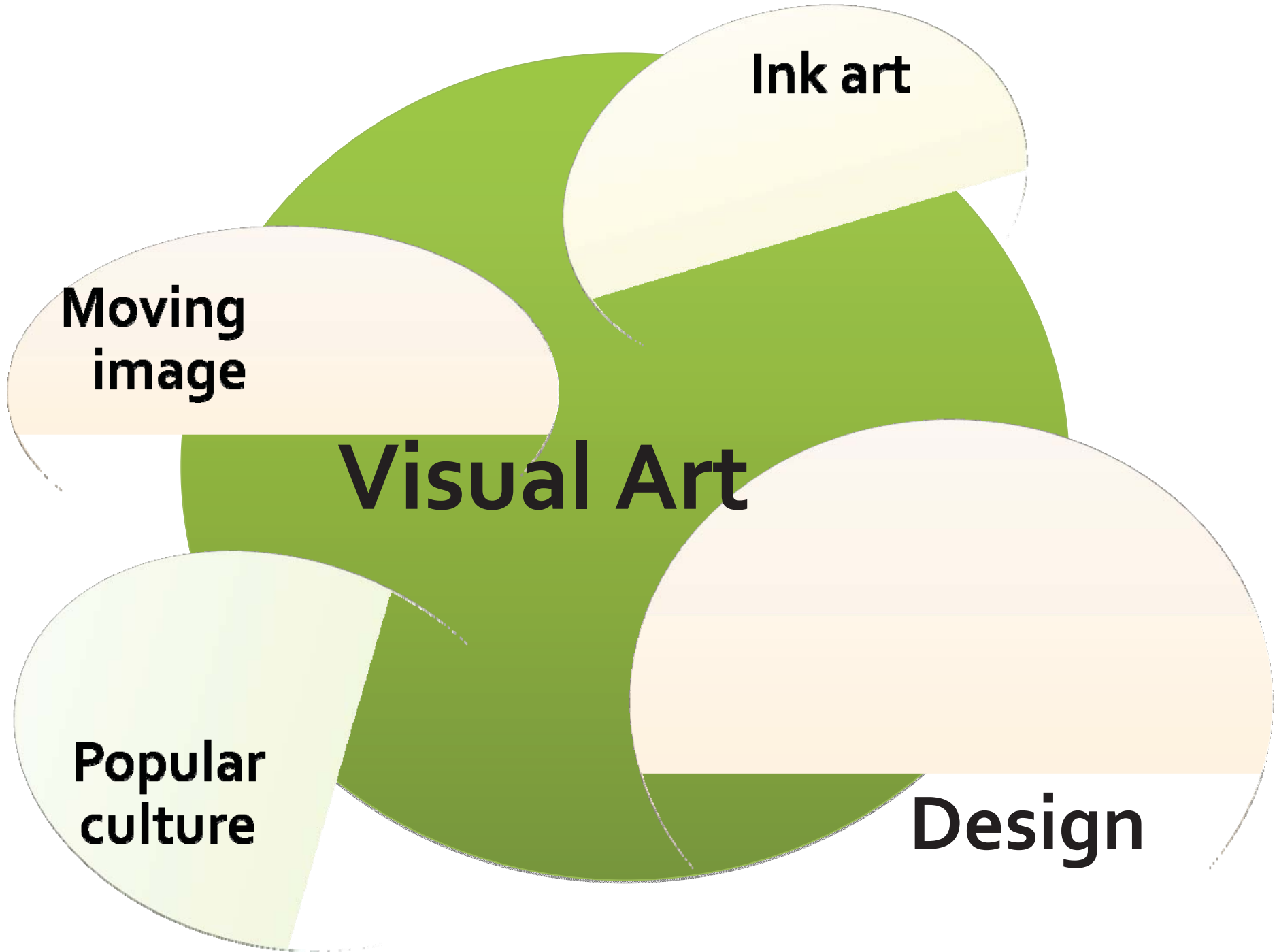


**Moving  
image**

**Ink art**

**Visual Art**

**Popular  
culture**



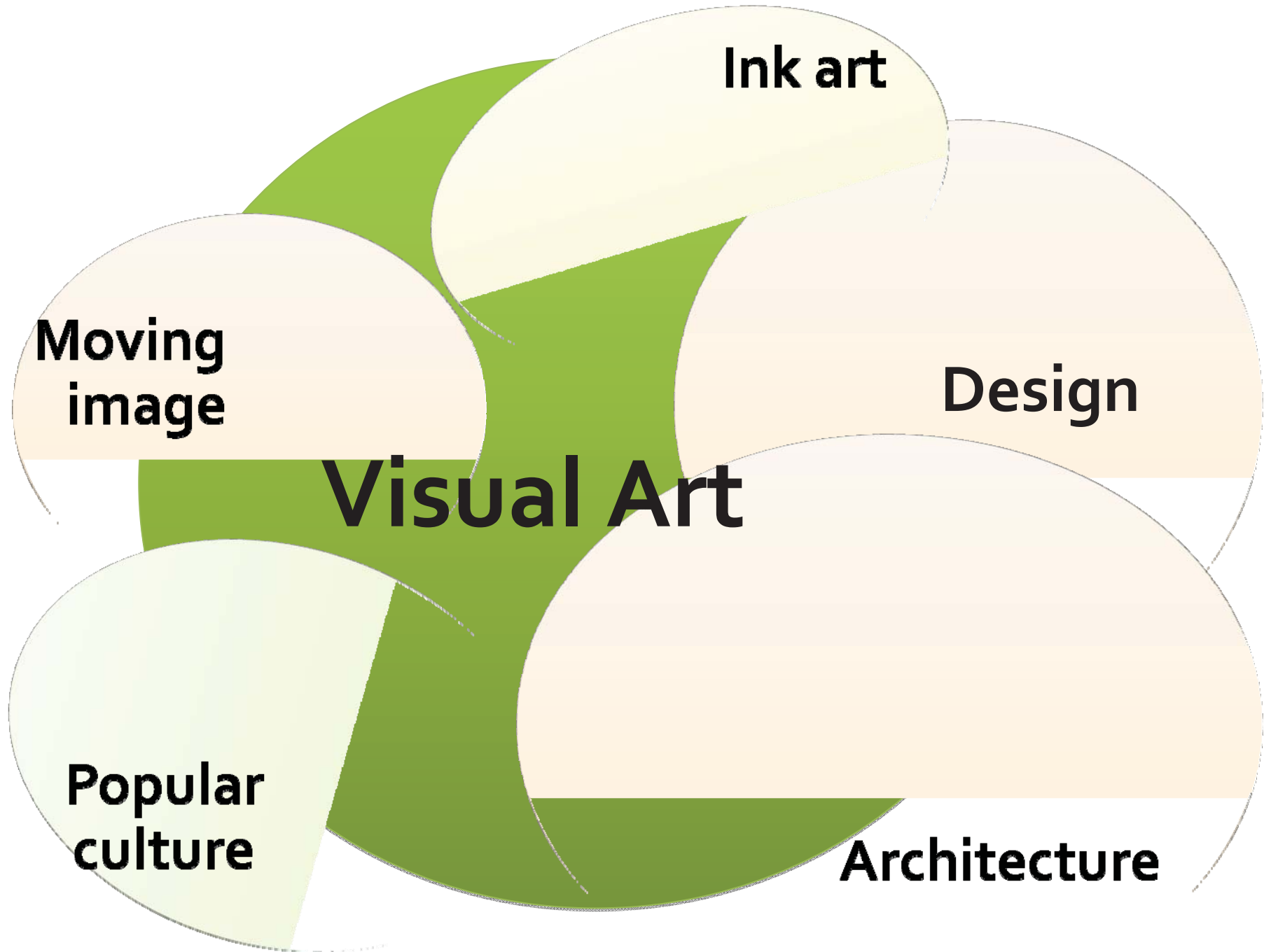
**Ink art**

**Moving  
image**

**Visual Art**

**Popular  
culture**

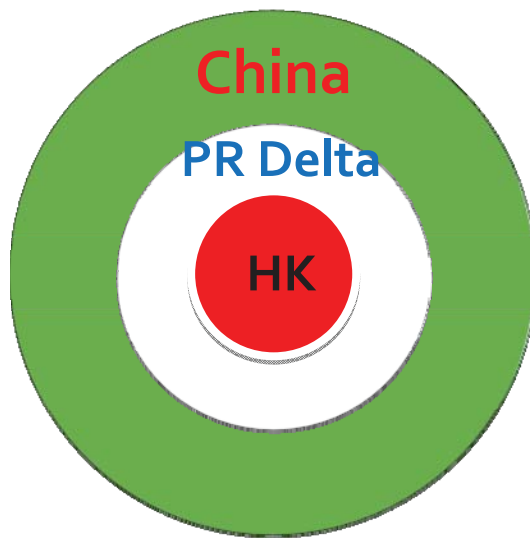
**Design**

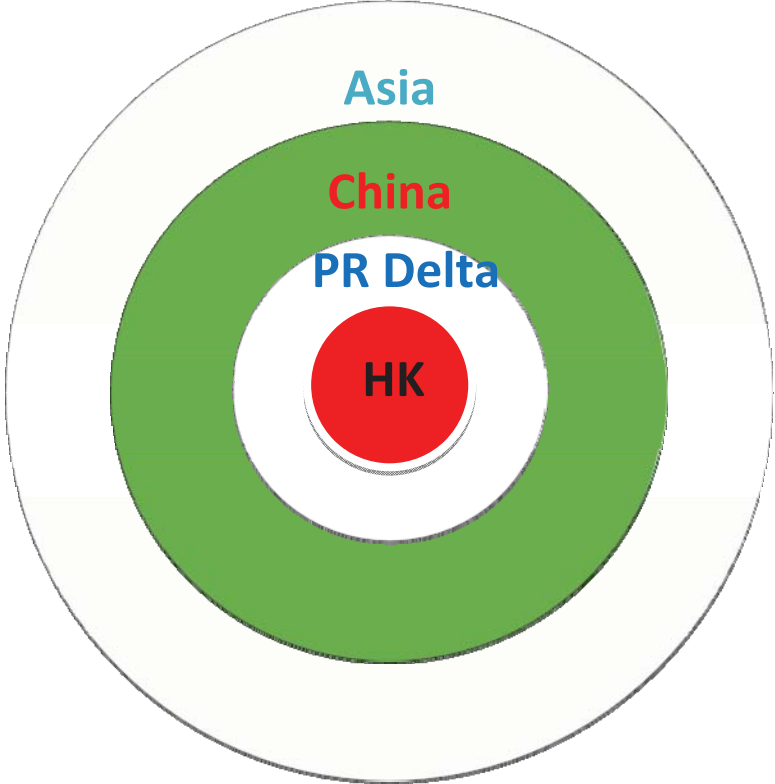


With a global vision.....

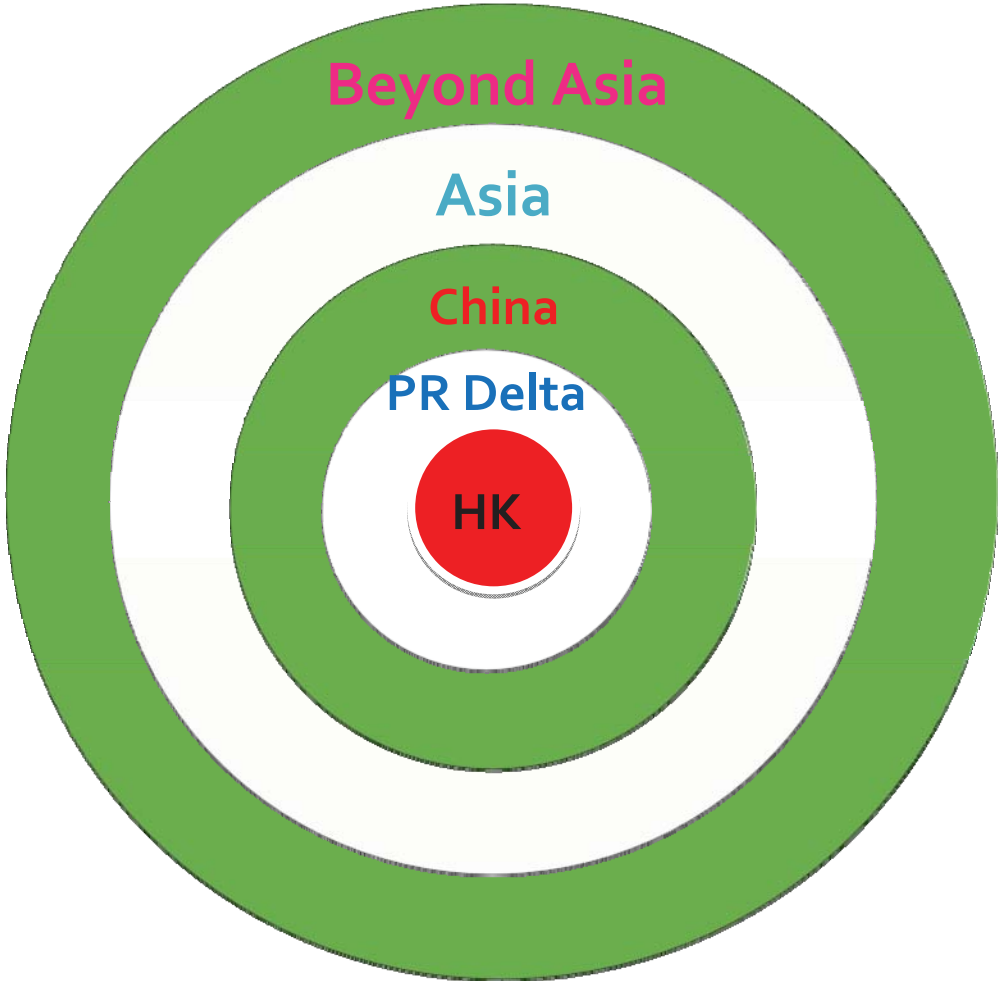


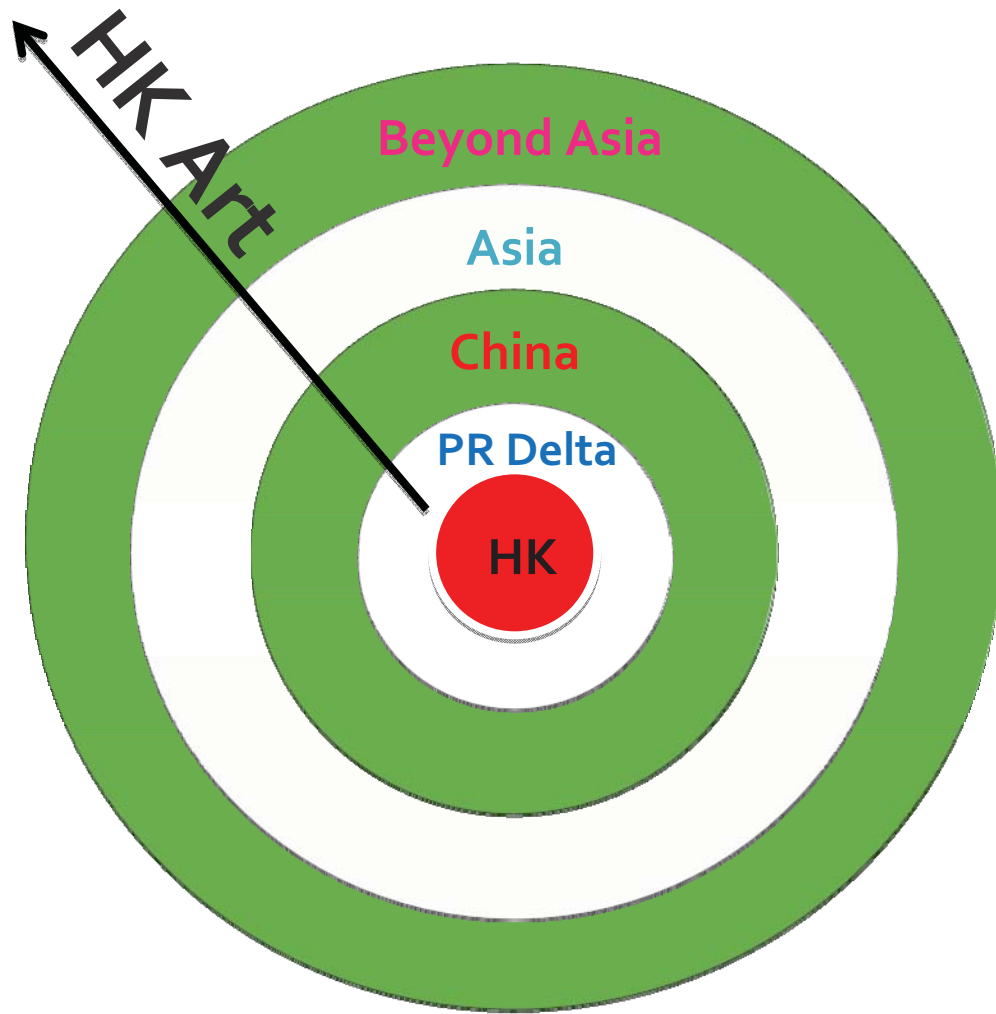


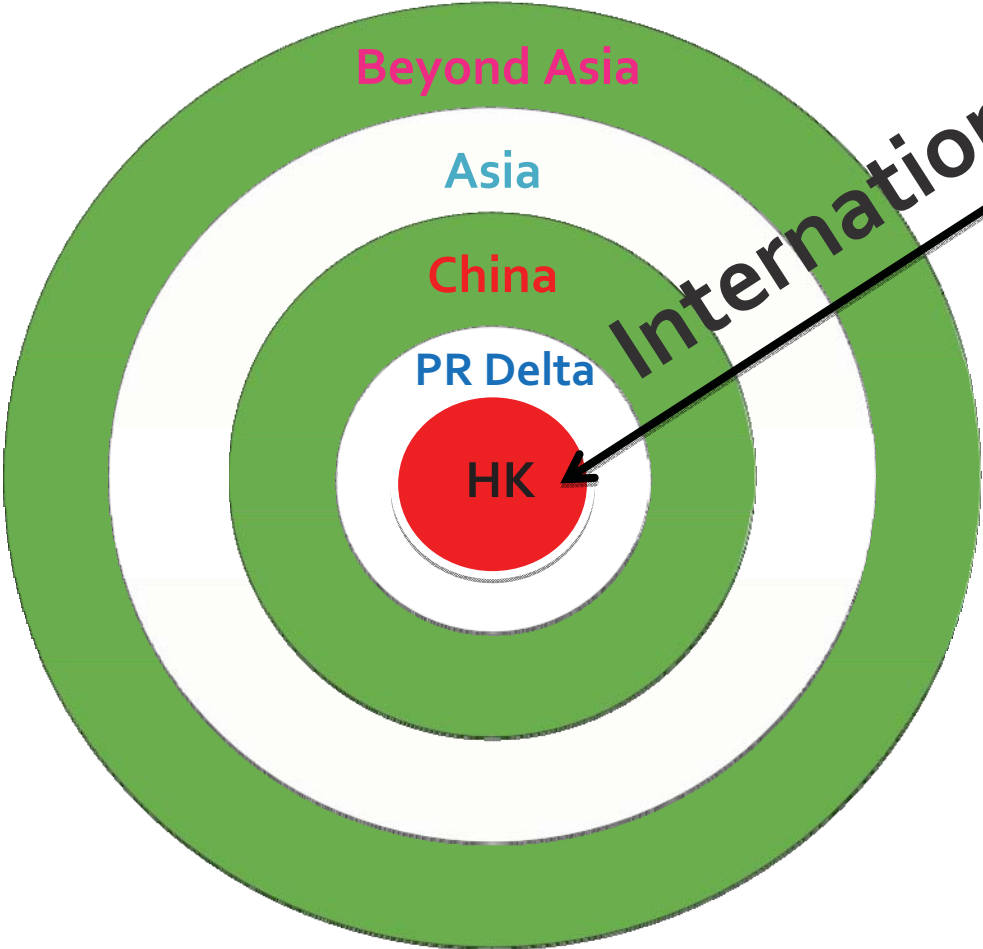












Beyond Asia

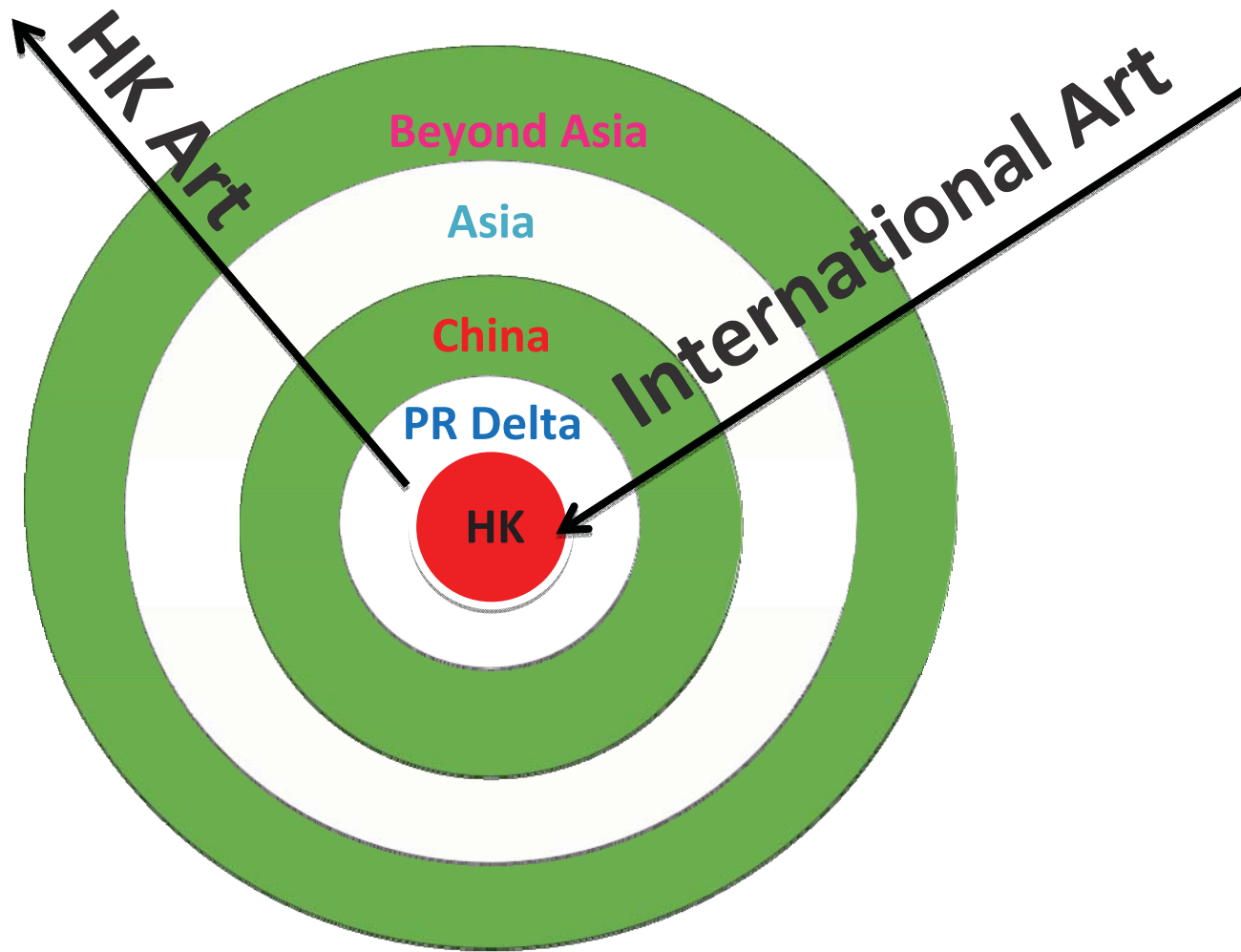
Asia

China

PR Delta

HK

International Art



# The M+ lead words are Excellence and Access!

- A museum is the place where the art, design and other aspects of visual culture meets the audience
- It should be uncompromising in how to realize the creators' intentions
- It should optimize the public's access and interaction with the art and design – friendly, welcoming and respectful

# Education and Interpretation: The More You Know, the More You See

- **M+** sees the whole museum as an educational facility. Education is not an add on
- School children, senior citizens, art experts – there will be programs and tools for everybody in **M+**
- And **M+** will reach out, working with schools, communities and art groups around Hong Kong

The museum is not the same as building –  
It is the relationship between content and its  
audiences

But.....

# Planned Buildings

- The **M+** building on West Kowloon:  
43000 sqm GFA in Phase 1  
62000 sqm GFA in Phase 2
- The Off-Site Collection Storage and Conservation Facility:  
17000 sqm GFA
- And additional outside plazas, community arts pavilions and public art at WKCD



# Public Pre Opening Program 2012 and onwards...

- The Arts Pavilion in the WKCD
- The Outside Space in the WKCD
- A Digital Platform
- Site Specific projects around Hong Kong
- Extensive public program to build Audience, Capacity and Awareness. (talks, conferences, seminars, workshops, learning programs...)
- Travelling exhibitions around Hong Kong

Thank you very much!

and see you at **M+**...