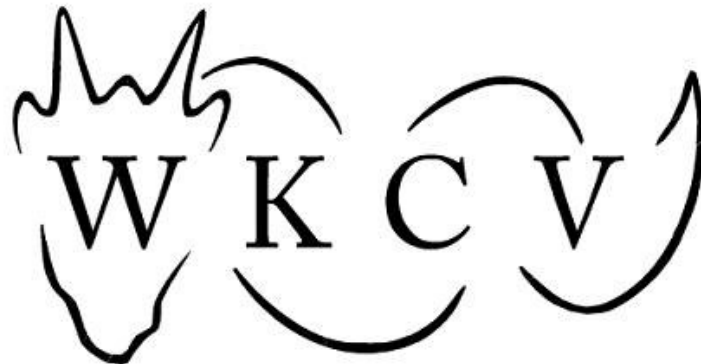


*Planet Time* presents:  
**The West Kowloon Cultural Village**



A short-term, community-driven, mixed-use project incorporating the arts, cultural, educational, and recreational activities

**DRAFT – 5 September 2005**

[www.westkowloon.com.hk](http://www.westkowloon.com.hk)

# ***Disclaimer***

*This is a **draft** document that is **confidential** in nature and no part should be reproduced without the written permission of **Planet Time** and the West Kowloon Cultural Village community project (“WKCV”).*

*This document provides a preliminary overview of the WKCV for review.*

*This document serves as a preliminary proposal of the WKCV. It is intended as an introductory guide and should not be considered a legal document or business plan.*

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# Mission statement

**By introducing the Cultural Village concept on the West Kowloon Reclamation, the project aims to:**

**Provide an immediate public opportunity,**

to further promote and develop the creative and performing arts at all levels,  
via the provision of an integrated project;  
containing a diverse range of cultural, educational, and recreational activities and organisations.

**Create a model for the sustainable growth and development of the arts and culture,**

by using multiple and innovative revenue sources for the project;  
hence subsidising the costs of providing this forum for the community.

**Build a positive identification of the site,**

to enable the recognition of the West Kowloon site's potential and significance in Hong Kong's future,  
and allow for the active participation of all stakeholder groups.

**Espouse a flexible, organic approach to project development,**

with the potential for components of the project to change according to need and feasibility over time.

**Complement the other interim projects currently conceived for the site,**

such that each project contributes to the current and future success of the other projects at the site,  
and exemplifies the goals and themes of the long-term vision for the site as the “West Kowloon Cultural District.”

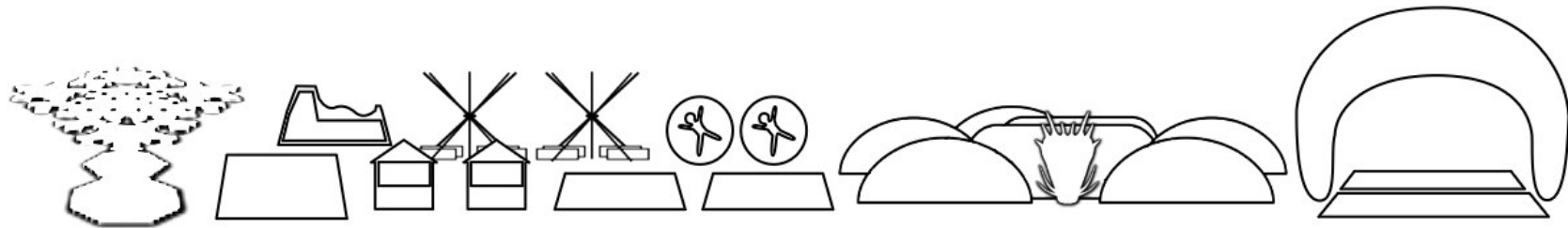
# Executive summary (1)

- There is a unique **opportunity** to begin to utilise parts of the West Kowloon Reclamation (“WKR”) in a way which will immediately impact the growth and development of the arts and culture in Hong Kong.
- The project that we are proposing would begin to come online as soon as **early October of 2005**, creating an interim offering and a legacy which will carry over into the long-term development of the WKR.
- The **key objectives** of our proposed project to be called the, “*West Kowloon Cultural Village*” are:
  - Establish a positive and lasting utilisation and association of the WKR site through the fostering of the arts and culture;
  - Increase the public use and access of the site by complementing and adding to the other short-term projects for the site, both private and public;
  - Offer a range of core activities and facilities that include the performing and creative arts, educational resources, and recreation/entertainment;
  - Use revenue from commercial portions of the project together with other funding sources to support and sustain the arts and educational facilities;
  - Maintain flexibility in the project so that particular components can be added or enhanced as needed and as new ideas emerge.



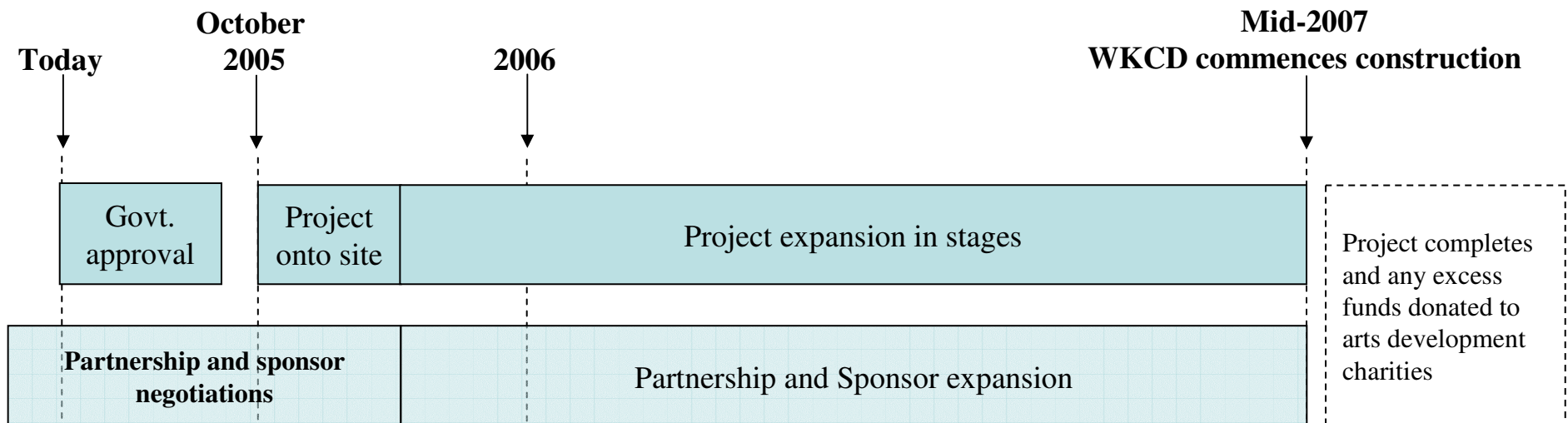
# Executive summary (2)

- The **key components** of the “*West Kowloon Cultural Village*” are:
  - A collection of indoor and outdoor spaces for “hands-on” art workshops, art exhibitions, arts and cultural education;
  - Stage(s) for regular open-air concerts and events that would be available to both established and emerging performing artists with costs subsidised so that such events could remain free to the public;
  - Space and support for the hosting of special events, performances, and marketplaces/fairs.



# Executive summary (3)

- Each of the featured components can be removed or added to the village at a later stage. **Flexibility in size, scope and duration is a key feature** of this project, to ensure success for all parties;
- Initial **resources** will come from partnerships, sponsorships and contributions-in-kind with revenue feeding back into the project and community;
- As a community-driven project, the WKCV is intended as a **not-for-profit** entity. The objective of the project is to facilitate greater access to and awareness of arts and culture for the community of Hong Kong at large;
- *Planet Time* is a Hong Kong-based creative house. The project itself is a network of individuals, charities and organisations interested in Arts and Culture promotion in Hong Kong.



# Need for the project

**Hong Kong is in need of an increased awareness of opportunities in the arts and creative fields and the potential for the immediate expansion of such opportunities; the WKR site is currently underutilised and in need of short-term development projects.**

**Limiting factors for local artists and the expansion of culture include:**

*“...it’s hard not to feel that the [Hong Kong] arts community has reached a level of stagnation...”*

- **Workshop space** – it can be very difficult for local artists to afford space to produce and sell their works, due to a lack of affordable commercial space and generally high rents in Hong Kong, many artists are either unable or significantly limited by the financial commitment required to invest in a workshop;
- **Accessible public performance space** – emerging bands and performance groups do not have many venues available to them where they can simply perform for the public;
- **Information flow** – the information flow to Hong Kong’s schools and students regarding arts development and creative futures is relatively low, this can begin to be improved now so that Hong Kong’s youth can be in a position to better benefit when the larger West Kowloon Cultural District is complete;
- **Utilisation of existing education and outreach programmes** – many groups in Hong Kong, both large and small, offer education programmes to the public. However, awareness of such opportunities is limited by the fact that there is no single portal for people to obtain information and availability of existing opportunities.

*“Doers droop”* – 23 Aug, 2005, South China Morning Post



# Benefits of the proposed project

**The proposed project offers unique benefits to the Hong Kong public in general, the arts community, and the government. Benefits of the project include:**

- **Establishing a positive perception of West Kowloon** – by offering innovative, new, positive, and exciting Arts and Cultural activities such that the site is identified early on with the functional concept of a ‘Cultural District’;
- **Free public attractions** – as the project is created on a not-for-profit platform; a range of activities, exhibitions and services will be free to the public or subsidised by sponsors to keep costs low to the general public wherever possible;
- **Self-employment opportunities** – the project offers an ‘art-market’, with subsidised short-term market stall space to artists who apply for stalls;
- **Workshop space** – on offer at the Cultural Village will be two types of workshop space: one for both the curious individual and another type of workshop for professional artists to work on longer term projects;
- **Accessible public performance space** – Stage(s) on offer for open-air concerts and events will be available to both established and emerging performing artists, with subsidised costs so that such events could remain widely accessible to the public;
- **Information flow and the utilisation of existing education and outreach programmes** – the Cultural Village has an “education centre” that includes displays of the various outreach education programmes on offer by organisations in Hong Kong, plus their contact information and participants’ feedback on display.

*“It’s time to  
raise  
expectations  
and demand  
more from  
ourselves...”*

*“Doers droop”* – 23 Aug, 2005, South  
China Morning Post

# Project overview (1)

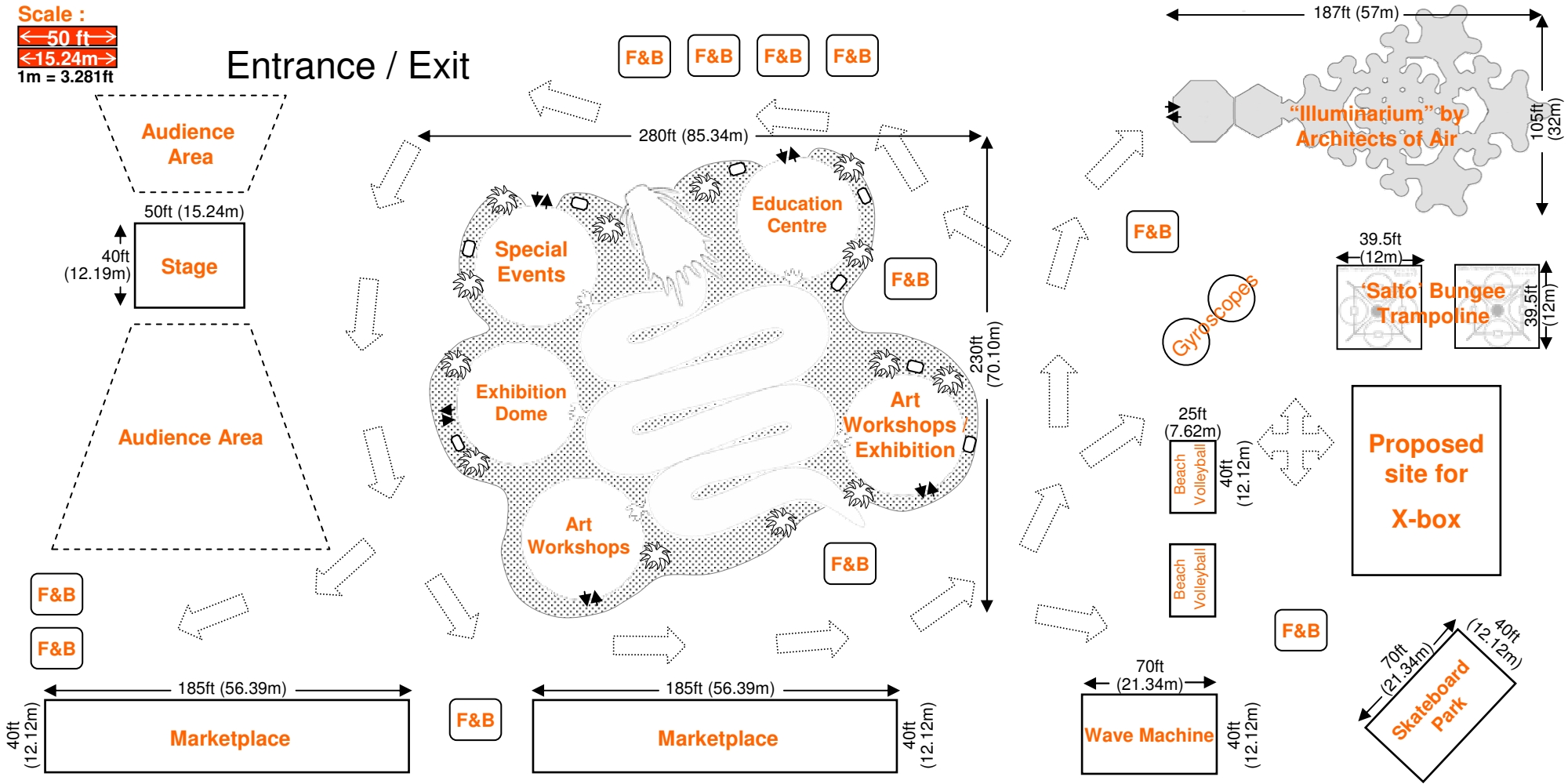
**The West Kowloon Cultural Village is a comprehensive project composed of different components which work together to address some of the fundamental needs identified for a project on the site.**

This project is made up of separate elements. Together these elements create a new and innovative arts, education and leisure village free for the public. Various activities will be offered both on-site, and in schools via education and outreach programmes.

These components can be phased in over time and can be added or subtracted as appropriate; each is discussed in detail on the following pages:

- Architects of Air – LEVITY II
- Tech design showcase
- Education Centre
- Exhibition Space
- Art Workshop Space
- Stage
- Events and Performances
- Festivals
- Outdoor Film Venue
- Market Space for Artisans and Designers
- Teenage Quarter
- Skateboard Park
- ‘Salto’ Bungee Trampoline and Gyroscopes
- Beach Volleyball
- Wave Machine
- Food and Beverage
- Children’s Play Area

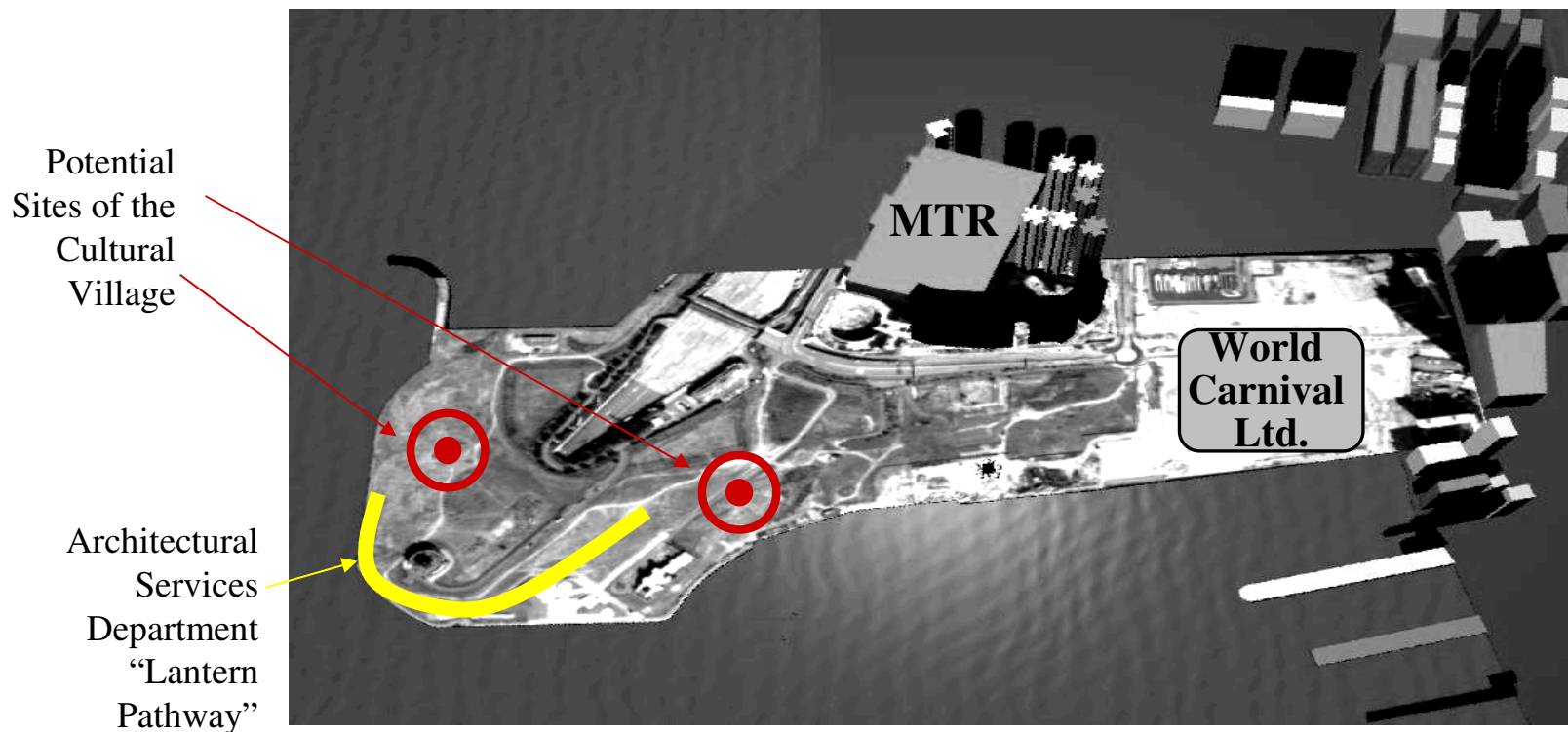
# Project overview (2)

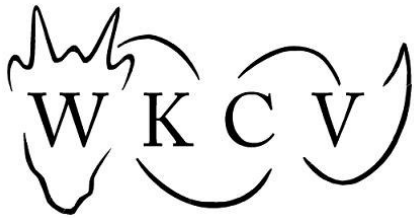


Note: The above represents a conceptual layout; various components may be modified, added, or subtracted during the implementation and life-span of the Village.

# Project overview (3)

The location of the project on the West Kowloon site is flexible. Our suggestion is that the project might best be positioned at either of the “⊙” sites, to best enable the lantern pathway and Cultural Village to complement each other.





# “Illuminarium”

## Objective

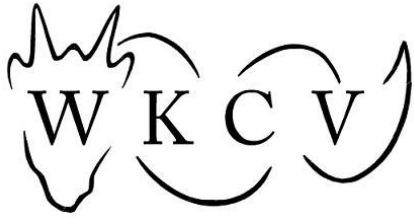
**Complement the programmes already at the site with a walk-through art/light sculpture by ‘Architects-of-Air’ that will serve as an “anchor” attraction.**

## Proposed activities

- We are currently in negotiations with the group ‘Architects-of-Air’ to install a long-term temporary installation in Hong Kong for public viewing (The group will be visiting Hong Kong with their installations for two weeks in September);
- During weekdays the sculpture would be made available to school outings, and open to the general public on weeknights and weekends.



Source: Photos courtesy of Caitriona Dwyer – Architects of Air



# Tech design showcase\*

## Objective

**Showcase the latest in international gaming technology and design;**  
**Forge further links and relationships between cutting edge R&D and Hong Kong;**  
**Demonstrate how the creative arts can link to commercial ventures and careers.**

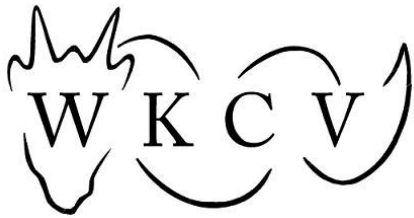
## Proposed activities

- We are currently in negotiations a confidential sponsor to install a interactive technology and design showcase, with the latest in their R&D efforts for public viewing;
- Bring the (*confidential sponsor*)'s showcase, a hands-on centre for technology and design, to Hong Kong;
- Offer a hands-on, interactive learning and entertainment park with the latest technology and designs from (*confidential sponsor*);
- Provide an educational angle that bridges the link between youth culture and the wider industries of arts and R&D.



\* the above information is highly confidential





# Education centre

## Objective

**A visitors' centre for the public to access the arts, culture and leisure education programmes available in Hong Kong;**

**Offer an educational tour for school groups;**

**Provide an information hub for arts and culture outreach programmes;**

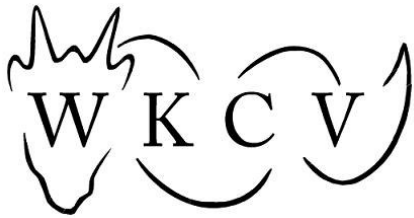
**Provide a public relations audience for not-for-profit arts and culture groups;**

**Free arts workshops and presentations by at schools and at the centre.**

## Proposed activities

- A Visitors Education Centre - featuring information on arts, culture and leisure opportunities in Hong Kong;
- A platform for public information on, and the history of, the WKR and the proposed WKCD;
- A one-stop portal for educators and individuals to access all of Hong Kong's arts education and outreach programmes;
- Students and visitors will be invited to submit their own contributions and opinions of Hong Kong's culture and arts for possible display.





# Art workshops

## Objective

**Offer two, subsidised, artists' spaces: one non-professional artists' space where the public take part in basic workshops, and another space for emerging artists to work in.**

## Proposed activities

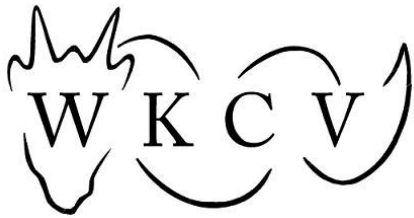
- Public: to offer subsidised art workshops to visitors;
- Artists: workshop space for projects, by application.

## Opportunity for Hong Kong talent

- The public can join in during 'hands-on' workshops to explore their creativity;
- More artists in Hong Kong can explore their own projects and enter into apprenticeship and mentoring programmes with more established artists.







# Exhibition space

## Objective

**Free exhibition space with good public exposure for local emerging and professional artists;**

**Potentially an exhibition space for international art, as part of cultural Festivals (see “Festival possibilities”).**

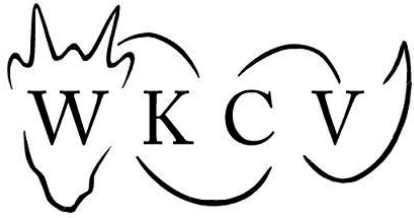
## Proposed activities

- Offer exhibition spaces, by application, free to local artists to display their work or attempt their first public exhibition;
- Offer exhibition guidance, and workshops by professional curators to artists with little experience.

## Opportunity for Hong Kong talent

- Free exhibition space for all levels of artist;
- Professional development opportunities for emerging artists and exhibition organisers.





# Art marketplace

## Objective

**A subsidised market space for emerging or part time artists, designers, handicraft makers and art professionals to display and market their handmade work.**

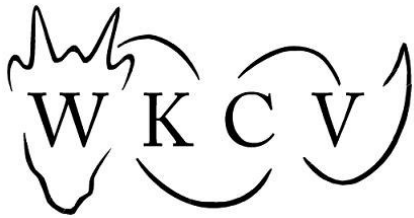
## Proposed activities

- Overall management of a new marketplace for original art;
- Subsidised market spaces, by application.

## Opportunity for Hong Kong talent

- A new marketplace where the public and tourists can go to shop for original art direct from the artist;
- A rare opportunity for emerging artists to safely explore the marketplace for their art;
- A self-employment opportunity for all Hong Kong artists.





# Stage (1)

## Objective

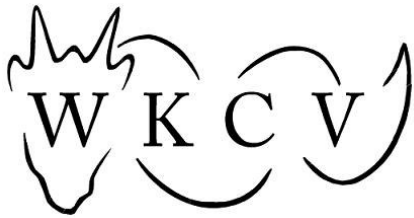
**At least one free-to-access, open-air stage, which will provide a public platform for both professional arts groups and local emerging talent;**

**Bring a wide offering of international performing arts experiences of all levels to Hong Kong.**

## Flexibility feature

- The stage(s) can be viewed by the audience from the 'front' or 'back';
- Groups performing to a small audience will perform out the 'front' of the stage;
- Larger performances can be accommodated at the site by with the group performing out of the 'back' of the stage.





## Stage (2)

### Proposed activities

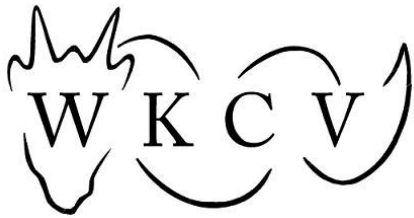
- A public space with events support for shows and performance groups, ranging from classical music to performance arts; local to international; individuals to large groups;
- A flexible platform on which emerging talent can use to access the type audience suitable for their confidence level (opportunities can range from small, day audiences to large, weekend or night performances);
- Space for local radio stations and acts to do ‘one-off’ and live promotions shows;
- Space for non-profit organisations to host special events;
- Space for commercial organisations to use, leading to revenue that subsidises the other offerings for the public.



### Opportunity for Hong Kong

- For Hong Kong talent: accessible public performance space;
- For the Hong Kong public: free and subsidised cultural entertainment, available throughout the week, as well as international shows at subsidised rates.





# Leisure attractions

## Objective

**Additional attractions will be added over the course of the project to further complement the arts, culture and education programmes at the site;**

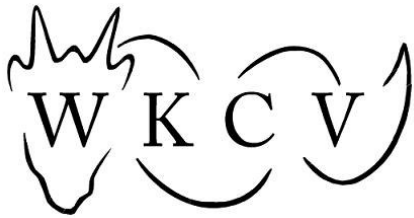
**Create a full 'day-out' at the village for the Hong Kong for the public and tourists;**

**Potential leisure attractions do not overlap, or create competition for the World Carnival's attractions.**

## Proposed activities

- Leisure attractions will be slowly added during the life of the project. Current suggestions for future attractions include, but are not limited to:
- Salto™ bungee jumping and Gyroscopes,
- Beach volleyball courts with sand,
- Children's play area,
- Wave machines.





# Teenage quarter

## Objective

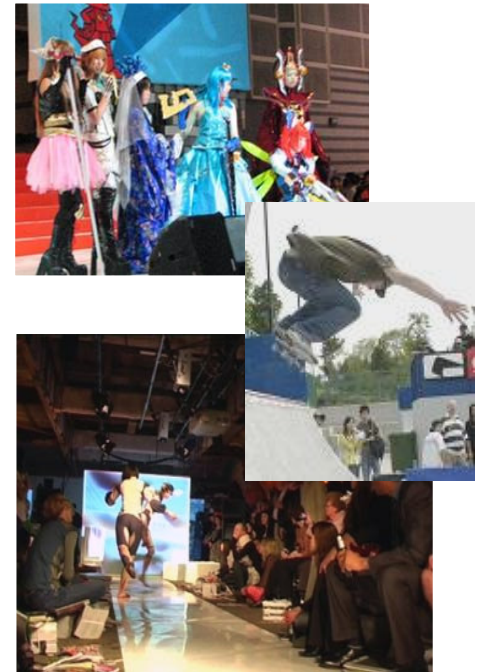
**Offer teenagers a positive and engaging outlet in Hong Kong;**

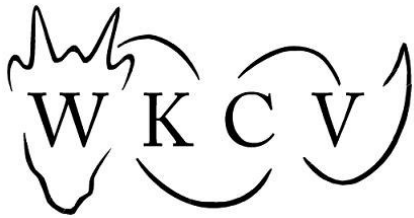
**Tailor some of the already outlined attractions towards teenagers during the afternoon;**

**Offer tailor-made activities at the WKCVC for teenagers, e.g. fashion hairdressing, sports including beach volleyball, etc.**

## Proposed activities

- Foster cultural exchange by hosting local and international school groups for 'meet and greet' events, including beach volleyball tournaments, afternoon DJ socials and teenage festivals;
- Free and discount fashion hairdressing, conducted by the trainees of international and local hairdressing groups;
- Free and discount party/fashion make-overs, conducted by the trainees of international and local make-up groups;
- Shows by local school-bands and other school performance groups;
- Competitions; including skateboarding, singing, painting, Fashion shows by local design students.





# Films

## Objective

**Provide open-air film screenings for the public;**  
**Create Hong Kong's first open-air cinematic venue;**  
**Offer a more relaxed cinematic experience that allows for picnics, walking in-and-out;**  
**Create an opportunity for outdoor film festivals.**

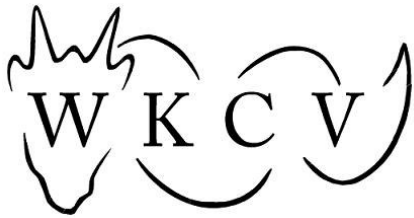
## Proposed activities

- Regular schedules of “non-Hollywood” film screenings in an open air venue;
- Themed schedules, e.g. Classic Cantonese films, International films, Golden Oldies;
- A centre-piece attraction for larger events at the WKCV, e.g. an Anime festival.

## Examples

- Many international cities run similar projects, e.g. “Movies in Grant Park”, Chicago:
- The Chicago Park District has run a successful project for several years which includes regular film screenings and an annual film festival. All movies are free and screened by video projection.





# Events and performances

## Objective

**Entertainment events will be organised with local and international commercial groups to perform free, or for discounted / affordable prices for the Hong Kong public.**

## Proposed activities

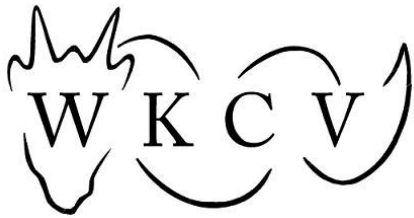
- Free and subsidised public performance space for local groups, by application;
- Subsidised events by commercial performance groups. Activities which we would like to include at the site include performances by:
  - Established performance groups in Hong Kong, such as ensembles and orchestras;
  - Groups from mainland China;
  - Touring international groups.

## Opportunity for Hong Kong talent

- Free and accessible performance space;
- Partnering opportunities between established and overseas groups with Hong Kong talent.







# Festival possibilities

## Objective

**Offer a series of culturally themed festivals, inviting relevant groups and organisations to participate without charge;**

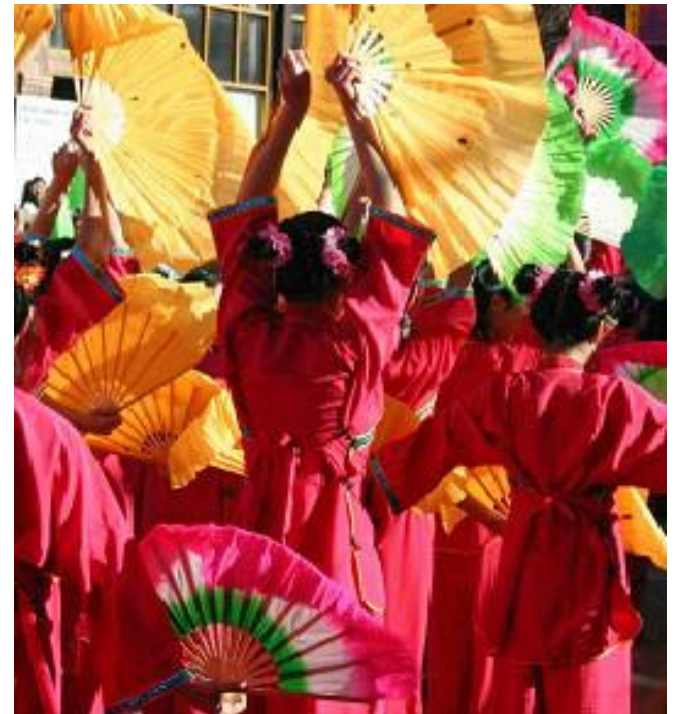
**Promote cross-cultural awareness and engagement.**

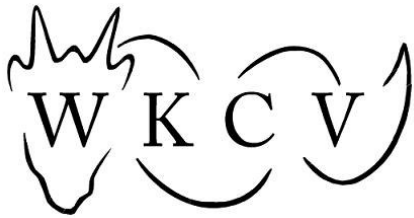
## Proposed activities

- Day, weekend or week-long festivals featuring cultural themes, e.g.:
  - Chinese modern art;
  - Celebrating Hong Kong's cultural diversity;
  - WTO in Hong Kong.

## Opportunity for Hong Kong talent

- Cross-cultural projects;
- Events management opportunities;
- Team-work opportunities for organisations to work towards larger festival-projects.





# Other services

## Objective

**Offer necessary auxiliary and logistic services for the management of the village;  
Revenue from refreshments on the site to subsidise the rest of the project, to meet the aim of free or affordable public access.**

## Proposed activities

- Overall implementation and management for the project, including:
  - Project management and coordination between partners;
  - Accounting, fundraising and sponsor management;
  - Security management;
  - Coordination and management of quality alfresco dining options for a range of budgets that are representative of Hong Kong's world-famous food culture.

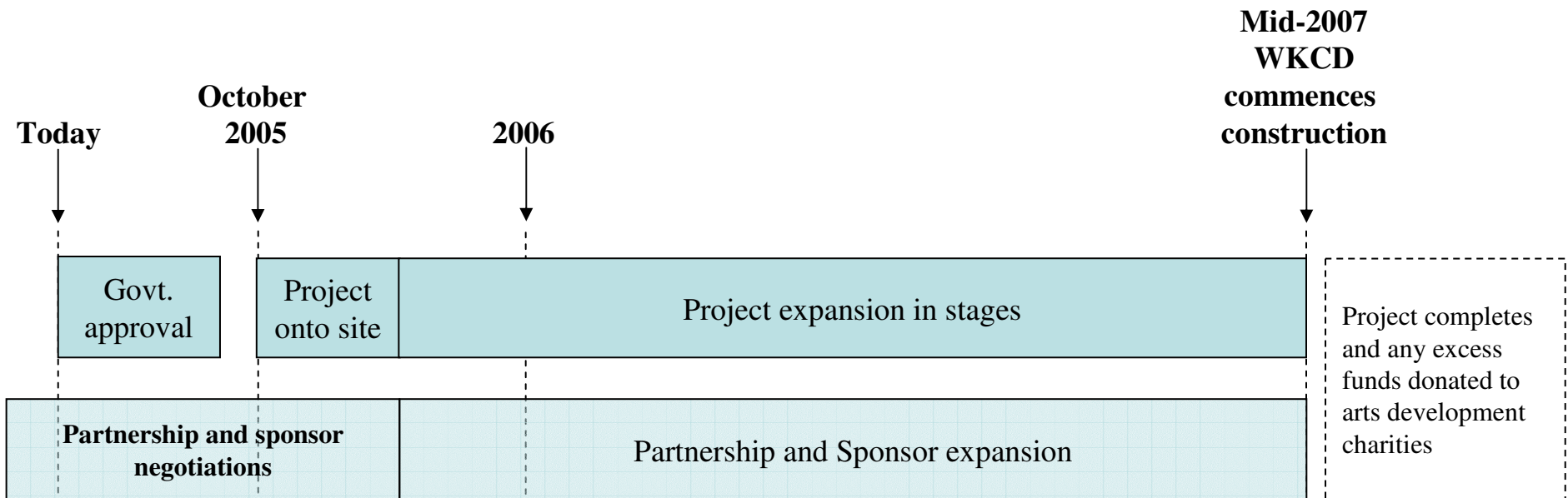


# Scalability

**Each of the featured components can be removed or added to the village at a later stage. Flexibility in size, scope and duration is a key feature of this project, to ensure success for all parties.**

- Based on models of similar projects worldwide (e.g. Chicago's Block 37 project), growth of projects similar to this have been organic, and flexibility is a key element for success;
- Component flexibility – each component proposed can be added, removed or modified;
- Site flexibility – the Village is small compared to the West Kowloon site, it can be implemented virtually anywhere available in West Kowloon;
- Running time – the project is sensitive to the ultimate goal of the WKR and WKCD, and can be implemented on or removed from the site quickly;
- Other ideas should be incorporated and suggestions are welcome from public and government.

# Timeline



- *Planet Time is currently in discussions and negotiations with the government and other stakeholders*

# Research (1)

**Our project is designed to promote the original goals laid out for West Kowloon.**

<b>WKCD's goals</b>	<b>Cultural Village Project</b>
Enrich our cultural life by attracting internationally acclaimed performances and exhibitions	✓ ✓
Nurture local arts talent and create more opportunities for arts groups	✓ ✓ ✓
Enhance international cultural exchange	✓ ✓ ✓
Put Hong Kong on the world arts and culture map	✓ ✓
Provide state-of-the-art performance venues and museums	n/a
Offer more choices to arts patrons	✓ ✓ ✓
Encourage creativity	✓ ✓ ✓
Enhance our harbour front	✓ ✓ ✓
Attract overseas visitors	✓ ✓
Create jobs	✓ ✓ ✓

# Research (2)

**In the 4<sup>th</sup> Quarter of 2004 the Land Department put forward an invitation to tender (KX 2340). The idea was conceptually similar to the “WKCV” project but they were unable to find a provider and so withdrew the tender. This demonstrates that the government is keen on implementing this concept at the West Kowloon site, but so far has been unable to find a partner.**

*Tender KX 2340 (withdrawn) : At the western part of the site reserved for the future West Kowloon Cultural District, Kowloon70 900A fixed term certain up to 28.2.2007 and thereafter quarterly. Arts, cultural, entertainment and leisure events and activities and any other uses as may be approved by the District Lands Officer.*

<i>A list of uses permitted is as follows:</i>		
<i>concert</i>	<i>children's programmes</i>	<i>tai chi extravaganza</i>
<i>multi-media show</i>	<i>street performance</i>	<i>film show</i>
<i>festival</i>	<i>choral singing</i>	<i>circus</i>
<i>opera</i>	<i>magic show</i>	<i>greening campaigns</i>
<i>variety show</i>	<i>arts fair</i>	<i>light show</i>
<i>parade</i>	<i>drama</i>	<i>carnival</i>
<i>Chinese opera</i>	<i>acrobatic acts</i>	<i>flower show</i>
<i>pop show</i>	<i>book exhibition</i>	<i>theme park</i>
<i>marching band</i>	<i>dance</i>	<i>amusement ride</i>
<i>musical</i>	<i>Chinese traditional stage art show</i>	<i>games booth</i>
<i>puppet show</i>	<i>martial arts show</i>	<i>leisure activity</i>
	<i>entertainment event</i>	

# Research (3)

**Our project is designed to complement current and future projects related to the site of West Kowloon.**

## **Other activities on the temporary site**

To the best of our knowledge, other projects in the short-term for the West Kowloon site are:

1. A Lantern Pathway by the Architectural Services department which offers a harbour front Boardwalk with food and beverage services;
2. A commercial funfair by “World Carnival Ltd.”;
3. Site no. KX 2271 - a golf provision or open storage yard by Joint Charm Limited.;
4. Tender (KX2403) for a golf-driving or other leisure development.

## **Working together**

- This project would partner well with the lantern boardwalk by offering a destination to the end of the walkway;
- Activities at Cultural Village will not overlap the activities at the other projects located on the WKR.



# Funding and resources

**Initial resources will come from partnerships, sponsorships and contributions-in-kind with revenue feeding back into the project and the community.**

- Initial funding will come from:
  - Partners,
  - Corporate and individual sponsors,
  - Donors and volunteers;
- Site is to be provided by the government;
- Revenue generated from the commercial components (e.g. from F&B sales, bungee, etc.) will support the operations and sustainability of the project, the free and subsidised activities outlined in this proposal, and education programmes;
- Any excess revenue will flow back to the arts outside the project;
- Any excess revenue that exists when the project completes will be donated to local arts charities.



# Who we are

***Planet Time* is a creative house focused on conceiving alternate designs and strategies that provide innovative and implementable solutions for development projects in Hong Kong.**

## Background

*Planet Time* represents a group of organisations and individuals that see an opportunity to provide a solution for the interim period before construction of the WKCD begins.

We see the eventual WKCD as one end of the spectrum of possible arts development initiatives. From this we realised that a temporary solution is easily possible. Given that the government wishes to open up West Kowloon in the interim, why shouldn't these activities include projects that are in accord with the long-term goals of the WKCD?

We perceive a civic duty for at least part of the West Kowloon space to be utilised towards the promotion of arts and culture goals, in the short term, not just in the long term. To date short term projects proposed are related to, but do not focus on, these goals.

## Proposal

We propose that a small portion of the currently underutilised West Kowloon site be used as a "Culture Village", to deliver public benefit.

## Concept

This project will convert a portion of the WKR site into a temporary Arts, Leisure and Culture area – lasting until the WKCD is ready to begin construction.

# Expertise

***Planet Time* is a Hong Kong-based creative house. The proposed project itself will be backed by and comprised of a network of individuals, charities and organisations interested in Arts and Culture promotion in Hong Kong.**

The West Kowloon Cultural Village represents a partnership of individuals, charities and commercial sponsors whose expertise will be brought together to deliver the highest quality community project.

Expertise will include:

- ***Planet Time***'s overall design concept and project development including provision of the initial management team and ;
- Partnerships with commercial cultural groups;
- Partnerships with environmental organisations / charities;
- Partnerships with local established artists and arts exhibitors;
- Partnerships with events and promotions companies;
- Corporate sponsors.

# Not-for-profit status

## **Not-for-profit project**

- As a community-driven project, the WKCV is intended as a not-for-profit entity;
- The objective of the project is to facilitate greater access to and awareness of arts and culture for the community of Hong Kong at large.

## **Legal structure**

- The WKCV will have a not-for-profit legal structure;
- The WKCV legal entity will be set up as a limited company by guarantee, with a not-for-profit Memorandum of Association registered with the Companies Registry.

## **Organisational structure**

- The WKCV entity will be comprised of an Executive Committee and a Management Team;
- In addition, a Board of Advisors will be comprised of five to nine invited individuals, to represent the wider the Hong Kong community;
- The Management Team will comprise of the current proposal team and new recruits.

# Organisational structure

