

ITEM FOR FINANCE COMMITTEE

**HEAD 95 – LEISURE AND CULTURAL SERVICES DEPARTMENT
Subhead 700 General non-recurrent
New Item “Organising an exhibition on Bruce Lee”**

Members are invited to approve a new commitment of \$24,850,000 for organising an exhibition on Bruce Lee at the Hong Kong Heritage Museum.

PROBLEM

In response to the public’s aspirations for an exhibition in commemoration of Mr. Bruce Lee, we plan to organise an exhibition at the Hong Kong Heritage Museum (HKHM) in Sha Tin to showcase his lifetime achievements and contributions.

PROPOSAL

2. The Director of Leisure and Cultural Services, with the support of the Secretary for Home Affairs (SHA), proposes to create a new commitment of \$24,850,000 for organising an exhibition on Bruce Lee at HKHM.

JUSTIFICATION

3. Bruce Lee, the late world acclaimed martial arts superstar, was highly popular among the Chinese and international communities. His Kung Fu films have casted far-reaching influence on different forms of popular culture, including martial arts films, television programmes, toys and comics of succeeding generations. He also made tremendous contributions to the development of Kung Fu culture and cinematic arts. Moreover, he developed his own career in the United States to teach foreigners Kung Fu and promote Chinese Kung Fu to the world. He later founded the Jeet Kune Do, which incorporated Chinese philosophy into Kung Fu. The exhibition on Bruce Lee is not only keenly anticipated by the people of Hong Kong, but is also expected to attract many tourists from the Mainland and overseas.

4. Since 2008, the Commerce and Economic Development Bureau (CEDB) has been exchanging views with the owner of Bruce Lee's former residence at Cumberland Road, Kowloon Tong on ways to restore the property in commemoration of Bruce Lee, in the hope of converting it into an exhibition hall for visit by locals and tourists. Meanwhile, the Tourism Commission has identified more than a hundred items of exhibits related to Bruce Lee, and produced a documentary charting his legendary life (see paragraph 7 below) for future exhibition purposes. Despite the Government's strenuous efforts for some two years in the past, consensus could not be reached with the owner regarding the scale of restoration works to be carried out. In view of the public's enthusiastic aspirations for an exhibition on Bruce Lee, CEDB has decided to organise an exhibition at HKHM in Sha Tin in collaboration with the Leisure and Cultural Services Department (LCSD) to showcase his legendary life and his contributions to the film industry and Kung Fu culture.

THE EXHIBITION PROJECT

5. LCSD plans to hold the exhibition at HKHM commencing from the first half of 2013 and the total area of the exhibition venue will be 650 square metres. The exhibition is planned to last for five years, subject to the loan period of exhibits as stipulated in the agreements with the organisations concerned.

6. The exhibition will introduce Bruce Lee's achievements and contributions, as well as his status and significance in popular culture from various perspectives, including his profile, films, Kung Fu and cultural phenomena. HKHM has been actively liaising with various stakeholders, different organisations and groups concerned, including the Bruce Lee Foundation, Bruce Lee's family members, friends and disciples, as well as collectors and film companies, on the loan of exhibits. To enhance the ambience and interest to the exhibition, some important settings in Bruce Lee's life, such as the living room of his childhood home, the fitness room and study of his former residence in Kowloon Tong, will be reconstructed in the exhibition venue, complementing the display of the relevant exhibits. The exhibition will also introduce Bruce Lee in the eyes of collectors, with regular display of related exhibits borrowed from different collectors.

7. HKHM will arrange for the screening of the documentary "The Brilliant Life of Bruce Lee" (the documentary) at its theatre to give the public a more thorough understanding of this legendary figure. The documentary was produced by the Federation of Hong Kong Filmmakers (the Federation) with the funding support of the Hong Kong Film Development Fund approved in 2009. It was originally intended to be produced in conjunction with the restoration project of Lee's former residence and screened in the residence upon its completion. The

/documentary

documentary, which is about two hours long, introduces Lee's life story, features many precious film clips and interviews with people closely associated with Lee, such as his family members, filming partners and friends, martial arts practitioners, etc. Based on the contents of the exhibition, the Federation will edit an abridged version of the documentary (which lasts for about 75 minutes) to be screened at the theatre of HKHM and also produce short films to be screened at the exhibition gallery.

8. To enhance visitors' understanding of Bruce Lee's Kung Fu theory and ideas on his Kung Fu films, interactive games and audio-visual programmes will be featured. HKHM will also invite an artist or art group to produce a statue of Bruce Lee in Kung Fu posture and to interpret the spirit of his Kung Fu from the artistic perspective so as to add to the attractiveness of the exhibition.

9. To complement the exhibition, a wide variety of educational programmes including guided tours, talks and workshops will be organised to enhance visitors' understanding of Bruce Lee's legendary life and contributions and to enhance the educational elements of the exhibition.

WORK PLAN FOR THE EXHIBITION

10. The preparatory work for the exhibition includes exhibition research, selection and collection of exhibits, production of an abridged version of the documentary and short films, the study for the reconstruction of historical settings, design and set-up of the exhibition venue, procurement of audio-visual equipment and exhibition facilities, design and production of interactive games, audio-visual programmes, exhibition catalogues and publicity materials, launching of educational activities and publicity campaigns, etc. In the latter half of 2011, HKHM commenced the early preparatory work for the exhibition, including preliminary documentary collection and research, as well as liaison with various parties, different organisations and groups concerned to discuss matters on the contents of the exhibition and the loan of exhibits. Subject to the funding approval of the Finance Committee (FC) of the Legislative Council (LegCo), the preparatory work will be launched in full scale in 2012-13. It is expected that the exhibition will be open to the public in the first half of 2013.

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FINANCIAL IMPLICATIONS

Non-recurrent Expenditure

11. With reference to the expenditure on past exhibitions, we estimate that the non-recurrent expenditure required for the preparation of the exhibition on Bruce Lee will be \$24,850,000. A breakdown of the estimated expenditure is as follows –

	Estimated Expenditure (\$'000)
(a) Exhibits (including the loan and transportation of exhibits, insurance as well as the production of a statue and replicas)	5,689
(b) Production of multimedia and interactive exhibits	1,750
(c) Venue design and production (including the reconstruction of important historical settings)	7,160
(d) Editing of the documentary “The Brilliant Life of Bruce Lee” and short films	1,067
(e) Procurement of high definition audio-visual equipment for the theatre	2,000
(f) Opening ceremony	750
(g) Production of exhibition catalogues	300
(h) Educational activities	1,240
(i) Publicity and promotion	3,070
(j) Additional expenditure on customer and security services	1,824
Total	24,850

12. On paragraph 11(a) above, the estimate of \$5,689,000 is for conducting overseas visits for liaison and selection of exhibits, research, loan, transportation and insurance of exhibits, production of a statue and replicas, rotational display of exhibits borrowed from collectors, etc.

13. On paragraph 11(b) above, the estimate of \$1,750,000 is for research for and conception of interactive exhibits, design and production of such exhibits, as well as procurement and installation of digital audio-visual equipment for the exhibits.

14. On paragraph 11(c) above, the estimate of \$7,160,000 is for conception of the exhibition venue, research for scene reconstruction and detailed design service, reconstruction of at least three major historical settings based on such design and research (including the living room of Bruce Lee's childhood home, as well as the fitness room and study of his former residence in Kowloon Tong), procurement and production of the equipment and furniture for display, production of graphic panels, text panels and exhibit captions, etc.

15. On paragraph 11(d) above, the estimate of \$1,067,000 is for editing of an abridged version of the 75-minute documentary, production of five short films (ten to 20 minutes each), and payment for related royalties and services charges arising from the change of venue of showing the documentary and short films.

16. On paragraph 11(e) above, the estimate of \$2,000,000 is for procurement and installation of high definition audio-visual equipment used for screening the abridged version of the documentary produced in high definition.

17. On paragraph 11(f) above, the estimate of \$750,000 is for detailed design and set-up of the venue for the opening ceremony, production of invitation cards for the ceremony, the ceremony itself, the premiere of the documentary and public relations service, catering service for the opening reception, invitation of representatives and guests from overseas institutions that have loaned out exhibits to attend the opening ceremony, etc.

18. On paragraph 11(g) above, the estimate of \$300,000 is for providing services in translation, design and printing of exhibition catalogues.

19. On paragraph 11(h) above, the estimate of \$1,240,000 is for organisation of a wide range of educational programmes within the five-year exhibition period (such as talk series, workshops, docent services, etc.).

20. On paragraph 11(i) above, the estimate of \$3,070,000 is for production of promotional leaflets, exhibition pamphlets, posters and souvenirs, etc. and placing of advertisements in the media, publications and outdoor areas for publicity purposes.

21. On paragraph 11(j) above, the estimate of \$1,824,000 is for provision of additional customer and security services, including engagement of additional customer service ambassadors, security guards, etc. in the first two years after the opening of the exhibition for proper management of the large visitor flow expected to be attracted to the exhibition and implementation of related ticketing and venue arrangements.

22. The estimated cash flow requirement is as follows –

Financial Year	\$'000
2012-13	8,439
2013-14	10,734
2014-15	2,032
2015-16	1,465
2016-17	1,150
2017-18	1,030
Total	24,850

Recurrent Expenditure

23. The proposed exhibition project will not entail additional recurrent expenditure.

Impact on Revenue

24. We anticipate that in the first two years of its opening, the exhibition on Bruce Lee will attract 1.6 million visitors to HKHM, thereby increasing the overall attendance rate of HKHM by 78%. The attendance will gradually stabilise at about 0.45 million a year in the third to the fifth years, which is roughly the same as the annual overall attendance of HKHM in the past. It is estimated that the additional revenue from admission will be increased by about \$4,300,000 in the first two years of the exhibition.

IMPLEMENTATION PLAN

25. We expect that the entire exhibition project will take about 14 months to complete. Subject to FC's funding approval, the preparatory work for the exhibition project will be launched in full scale in 2012-13 and the exhibition will be open to the public in the first half of 2013. The proposed implementation plan is as follows –

Tasks	Target Completion Date
Drawing up of the outline of the exhibition and the list of exhibits	June 2012
Exhibition research	July 2012
Drawing up of the contents of the exhibition and captions of the exhibits; and conception and design of interactive exhibits	October 2012
Procurement and installation of audio-visual equipment for the theatre; and venue research and design	December 2012
Production of interactive exhibits; and editing of the documentary "The Brilliant Life of Bruce Lee" and short films	March 2013
Construction and set-up of the exhibition venue; and production of exhibition catalogues and publicity materials	May 2013

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PUBLIC CONSULTATION

26. The proposal of organising the exhibition on Bruce Lee was presented at the meetings of LCSD's Museum Expert Advisers (Art and History) as well as the Art and History Museum Advisory Panels^{Note} held in November 2011 and January 2012 respectively. The proposal had the support of the members.

27. On 10 February 2012, we also consulted the LegCo Panel on Home Affairs on the proposal. Members supported the organisation of the exhibition and the submission of funding application to FC. At the meeting, Members opined that consideration could be given to holding the exhibition on Bruce Lee on a permanent basis. However, as most of the exhibits currently identified are loan exhibits, the duration of the exhibition is subject to the loan period of exhibits. We will explore the feasibility of the proposal again as and when appropriate.

BACKGROUND

28. HKHM has always been committed to the preservation and display of local popular culture. It has organised thematic exhibitions to explore popular culture and local consciousness in Hong Kong. Among them are the "Riding a Melodic Tide: The Development of Cantopop in Hong Kong", the "Our Beloved 'Happy Fruit' Lydia Sum" and the "Applauding to Hong Kong Pop Legend: Roman Tam". Much admired by locals and people abroad, Bruce Lee is a figure much worthy of exploration and study in local popular culture.

Home Affairs Bureau
Leisure and Cultural Services Department
March 2012

^{Note} There are 170 unpaid Museum Expert Advisers, who form different panels according to their areas of expertise, for the museums managed by LCSD. Appointed by LCSD for a period of two years, the Expert Advisers are responsible for advising LCSD on matters related to the operation of museums, in particular the acquisition of collection items and special projects. In addition, three Museum Advisory Panels in the fields of art, history and science were set up by SHA on 20 October 2010. Each panel comprises 15 members, including experts, academics, educators, professionals and people from different sectors of the community. They are appointed for a period of two years. The three Panels advise LCSD on the development strategies of the respective museums, including the marketing and publicity strategies with a view to establishing a clear identity and branding for each of the museums and increasing patronage as well as the community involvement strategies.