

For discussion on
10 February 2012

Legislative Council Panel on Home Affairs

**Exhibition on Bruce Lee to be Organised by
the Leisure and Cultural Services Department**

Purpose

This paper introduces the proposal to organise an exhibition on Bruce Lee by the Leisure and Cultural Services Department (LCSD) at the Hong Kong Heritage Museum (HKHM) and seeks Members' advice on and support for the proposal.

Background

2. Bruce Lee, the late martial arts superstar of international renown, was highly popular among the Chinese and international communities. His martial arts films had substantial influence over different forms of popular culture, including martial arts films, television programmes, toys and comics, in subsequent years. He had also made tremendous contributions to the development of martial arts culture and cinematic arts. Moreover, he established his own career in the United States by teaching foreigners martial arts and promoting Chinese martial arts to the world. He later founded the Jeet Kune Do martial arts movement, which combined Chinese philosophy with martial arts. The exhibition on Bruce Lee is not only eagerly anticipated by the people of Hong Kong, but is also expected to attract many tourists from the Mainland and overseas.

3. 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 a memorial hall for visit by locals and visitors. Meanwhile, the Tourism Commission has identified more than a hundred items of exhibits related to Bruce Lee, and produced a documentary on his life story (see paragraph 6 below) for future exhibition purposes. Despite the Government's

strenuous efforts in the past two-odd years, no consensus could 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, the CEDB has decided to collaborate with the LCSD to organise an exhibition at the HKHM in Sha Tin to showcase his legendary life and his contributions to the film industry and martial arts culture.

Exhibition Project

4. The LCSD plans to hold the exhibition at the HKHM commencing from the first half of 2013 and the exhibition venue occupies a total area of 650 square metres. The duration of the exhibition, which depends on the loan period of exhibits as stated in the agreements with the organisations concerned, is tentatively fixed at five years.

5. 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, martial arts and cultural phenomena. The HKHM has been actively liaising with various parties and organisations concerned, including the Bruce Lee Foundation, his family members, friends and disciples, as well as collectors and film companies, on the loan of exhibits. To enhance the ambience and interest of the exhibition, some important scenes in his life, such as the living room of his childhood home, as well as the fitness room and study of his former residence in Kowloon Tong, will be reconstructed in the exhibition venue with the display of relevant exhibits. The exhibition will also introduce Bruce Lee in the eyes of collectors, with regular display of related exhibits loaned from different collectors.

6. The HKHM will arrange for the showing of the documentary "The Brilliant Life of Bruce Lee" produced by the Federation of Hong Kong Filmmakers (the Federation) at its Theatre to give the public a more thorough understanding of this legendary figure. In 2009, an application was submitted to the Hong Kong Film Development Fund for funding support of the production of the documentary, which was originally intended to be produced in conjunction with the restoration project of Lee's former residence and planned to be shown in the residence upon its completion. The documentary, which is about two hours long, introduces Lee's life story, featuring many precious film clips and interviews with people closely associated with him, such as his family members, filming partners, friends and 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 shown at the Theatre of the HKHM and also produce short films to be shown at the exhibition gallery.

7. To enhance visitors' understanding of Bruce Lee's martial arts theory and martial arts filmmaking ideas, interactive games and audio-visual programmes will be featured. The HKHM will also invite an artist or art group to create figure of Bruce Lee in martial arts posture and to interpret his spirit of martial arts from the artistic perspective so as to add to the attractiveness of the exhibition.

8. 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 life story and contributions and to enhance the educational elements of the exhibition.

Exhibition Plan

9. The preparatory work for the exhibition includes the exhibition research; selection and collection of exhibits; the production of an abridged version of the documentary "The Brilliant Life of Bruce Lee" and short films; the study of historical scene reconstruction; the exhibition venue design and production; the purchase of audio-visual equipment and exhibition facilities; the design and production of interactive games, audio-visual programmes, exhibition catalogues and publicity publications; as well as the launching of educational activities and publicity campaigns. In the second half of 2011, the HKHM commenced the early stage of the preparatory work for the exhibition, including preliminary documentary collection and research as well as liaison with various parties and organisations concerned on matters such as 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 related to the exhibition will be launched in full scale in 2012. It is expected that the exhibition will be open to the public in the first half of 2013.

Financial Budget

Non-recurrent Expenditure

10. With reference to the expenditure on past exhibitions, it is estimated that the non-recurrent expenditure required for the preparation of the exhibition on Bruce Lee from 2012-13 to 2017-18 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 figure and replicas)	5,689
(b) Production of multimedia and interactive exhibits	1,750
(c) Venue design and production (including the reconstruction of important historical scenes)	7,160
(d) Editing of the documentary "The Brilliant Life of Bruce Lee" and short films	1,067
(e) Purchase 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	<u>24,850</u>

Recurrent Expenditure

11. No additional recurrent expenditure will be incurred by the proposed exhibition project.

Project Implementation

12. It is expected that the entire exhibition project will take about 14 months to complete. Subject to the funding approval of the FC, 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 timetable for the implementation of the project is as follows:

<u>Tasks</u>	Expected Date of Completion
Finalisation of the outline of the exhibition and the list of exhibits to be displayed	June 2012
Exhibition research	July 2012
Finalisation of the contents of the exhibition and captions of the exhibits	October 2012
Conception and design of interactive exhibits	October 2012
Purchase and installation of audio-visual equipment for the Theatre	December 2012
Venue research and design	December 2012
Production of interactive exhibits	March 2013
Editing of the documentary "The Brilliant Life of Bruce Lee" and short films	March 2013
Exhibition venue production and installation	May 2013
Production of exhibition catalogues and publicity publications	May 2013

Consultation

13. The proposal of organising the exhibition on Bruce Lee, which was presented at the LCSD's Museum Expert Adviser and Museum Advisory Panel meetings held in November 2011 and January 2012 respectively, won the support of members at both meetings.

The Way Forward

14. We intend to apply for funding approval for the exhibition on Bruce Lee at the LegCo's FC meeting in April 2012 in order to launch the preparatory work in full scale.

Advice Sought

15. Members' advice is sought on the proposed exhibition on Bruce Lee.

Home Affairs Bureau
Leisure and Cultural Services Department
January 2012