

For information on
23 April 2012

Legislative Council
Panel on Home Affairs and Panel on Development
Joint Subcommittee to Monitor the Implementation of the
West Kowloon Cultural District Project

Communication and Co-operation with the Arts Community

PURPOSE

This paper informs Members of the communication and co-operation between West Kowloon Cultural District Authority (WKCDA) and the arts community.

BACKGROUND

2. At the Joint Subcommittee meetings on 16 May and 11 July 2011, Members discussed WKCDA's communication and co-operation with the arts community in the development of the West Kowloon Cultural District (WKCD). This paper serves to update Members on this matter.

THREE-STAGE PUBLIC ENGAGEMENT EXERCISE

3. WKCDA has devoted much effort over the past three years to engaging and building partnerships with the local arts community. To ensure that the future arts and cultural facilities in the WKCD will meet the public's and users' aspirations, WKCDA conducted a total of 87 stakeholder engagement meetings with 91 arts and cultural groups/institutions during the three-stage Public Engagement Exercise from 2009 to 2011. The proposed mix, size, location, phasing and artistic positioning of the Performing Arts (PA) facilities in the Development Plan are the result of close discussions with the arts community.

STAKEHOLDERS ENGAGEMENT

4. Apart from the stakeholder engagement meetings during the Public Engagement Exercise, WKCDA has, over the years, organized a number of roundtable discussions, public forums, talks as well as informal meetings with individuals or small groups of stakeholders from the arts sector and other relevant disciplines in order to gather views from different types of users and update them on the latest development of the WKCD project.

5. In particular, WKCDA undertook a Stakeholder Engagement Exercise on Performing Arts Facilities between December 2010 and January 2011 to seek views on the proposed artistic positioning, individual technical features and priority of the PA facilities. Follow-up meetings were held in mid-2011 to consolidate the foundation for the phasing proposal as currently adopted. Meanwhile, on the museum side, a similar exercise was conducted in February and March 2011.

6. Since taking up the position in July 2011, the Chief Executive Officer of WKCDA has also been engaging the local arts community. This dialogue with stakeholders will continue at a more detailed level as the project progresses. WKCDA would continue dedicating its efforts to maintaining effective communication with stakeholders.

STRATEGIC PARTNERSHIP WITH PA GROUPS

7. WKCDA intends to establish strategic partnership with the arts groups in the design and development of various PA venues. Resident companies will be an essential component in the operation of individual venues and the development of a vibrant cultural district. WKCDA will consider inviting PA groups to join possible residency schemes including long-term residencies, performance-based or short-term residencies, and education partner schemes.

CO-OPERATION WITH THE ARTS COMMUNITY IN ORGANISING INTERIM PROGRAMMES AND ACTIVITIES

Performing Arts Department

8. The programming directions of the Performing Arts Department in the interim period would mainly be capacity building, audience building and research projects. Since 2010/11, WKCDA has been organizing and supporting different interim programmes such as bamboo theatre, music events, community cultural projects, forums and workshops in co-operation with the PA community to build talents and audience, and to develop cultural software for the benefit of the WKCD.

A) West Kowloon Bamboo Theatre

9. In view of the development of the Xiqu Centre as one of the Phase 1 PA venues scheduled for completion around the end of 2015, WKCDA organized the West Kowloon Bamboo Theatre event at the junction of Canton Road and Austin Road West (the future site of the Xiqu Centre) around the Lunar New Year 2012. It was the first cultural event organized by WKCDA to mark the launch of the design and construction stage of the district. The successful event, which presented a combination of traditional Cantonese opera, contemporary visual art installations and film shows in collaboration with the Chinese Artists Association of Hong Kong and various renowned visual artists, attracted around 12,000 participants in 7 days (18-24 January 2012). Owing to the overwhelming response, WKCDA plans to make the Bamboo Theatre an annual event, extending the period to three weeks in 2013 to include other forms of performing arts.

B) Other Partnership Programmes

10. Other partnership programmes that have been launched in collaboration with the arts community include:

- Make a Difference (MaD) @ West Kowloon, by Hong Kong Institute of Contemporary Culture (December 2011 – January 2012)
- Yau Ma Tei Cultural Celebration Project,

- by Hulu Culture (July 2011 – February 2012)
- Forum of Intangible Cultural Heritage (Performing Arts) of Asia,
by Zuni Icosahedron (November 2011)
- Hong Kong International Jazz Festival 2011: WKCD concerts,
by Hong Kong Jazz Association (October 2011)
- Advanced Cultural Leadership Programme 2011 and 2012,
by the University of Hong Kong (HKU) in association with Clore Leadership Programme, U.K. (January – December 2011) (January – December 2012)
- 2011 Cultural Leadership Summit,
with Hong Kong Arts Administrators Association (June 2011).

C) New Programme in Nurturing Talents and Encouraging Collaboration

11. WKCDA, together with the Hong Kong Arts Development Council, has undertaken to nurture artistic and administrative leaders of the local arts groups through overseas training/attachment/research programmes in the next three years (starting from 2012) with the following objectives:

- (a) To assist in the professional development of local arts groups that form a vital foundation for a dynamic arts scene in Hong Kong, including expanding their vision and extending their networks globally;
- (b) To gain insights and bring back useful strategies and ideas that will contribute to the future arts development in Hong Kong; and
- (c) To explore modes of future collaboration between the arts groups and the WKCDA.

12. It is expected that four to six grants would be made in the first year. There will be flexibility in the duration of the overseas/regional training where successful applicants can go overseas for an extended period of two to six months or break the

overseas training into two to three shorter trips to fit their work schedule.

M+ Department

13. In the coming three years starting from 2012, WKCDA would organize and produce different visual art and culture events, activities and programmes to achieve its three main objectives, that is, audience building, capacity building and awareness building. WKCDA would also strive to encourage communication and co-operation with the visual art community and promote the development of creative professionals in Hong Kong through different programmes and activities. These programmes and activities would be presented both locally and internationally.

A) Self-Initiated Programmes and Activities

14. WKCDA will hold a series of visual culture exhibitions and events in different parts of Hong Kong in May each year during the Hong Kong International Art Fair. Through this medium-scale exhibition, M+ will present works of different local visual culture artists each year to the public as well as to the international arts community and hence assist in their professional development. WKCDA will also gain insights into co-operation strategies and develop working relationships with the arts community in Hong Kong. The 2012 project which is titled “Mobile M+: Yau Ma Tei” is scheduled to be held from 14 May to 10 June 2012.

15. An annual symposium will be organized in the fourth quarter of each year. Local and international scholars, museum professionals and experts as well as the local arts community will be brought together to present new research, debate different aspects of visual culture, and discuss issues relating to the future plans of M+. The symposium will connect local research with international networks and enhance WKCDA’s communication with relevant professionals and the arts community.

16. WKCDA will co-produce programmes with the Hong Kong Arts Development Council in the Venice Biennale for the first time in 2013. This collaboration will not only provide WKCDA with the

opportunity of gaining invaluable experience in organizing exhibitions in pavilions, but will also serve to enhance the cooperation with the Hong Kong arts community and promote Hong Kong's visual culture internationally.

17. Events such as exhibitions, talks, screenings and presentations will be organized in the planned pavilions in the WKCD in the years leading to the opening of the M+ building scheduled to be at the end of 2017. After that, these pavilions will be available for local visual culture activities. Other programmes in the pipeline include the design exhibition/symposium to be held in the fourth quarter of each year in conjunction with the annual Business of Design Week as well as the Digital Museum for disseminating artworks in the digital form. These will provide the platform for WKCDA to interact and build working relationships with the local arts community.

B) Partnership Programmes

18. Among the partnership programmes launched by the PA Department, the "Make a Difference @ West Kowloon Hong Kong" project and the "Yau Ma Tei Cultural Celebration Project" were two examples involving the injection of visual art elements. They forged ahead co-operation with local arts community, cross-discipline fusion as well as the participation of students, youth and the community at large.

CONSULTATION WITH ARTS AND CULTURAL STAKEHOLDERS IN THE CONDUCT OF DESIGN COMPETITIONS

Xiqu Centre

19. On 9 March 2012, WKCDA launched a design competition for the Xiqu Centre. A Steering Committee for the Xiqu Centre Design Competition, made up of representatives from professional institutes and arts and cultural disciplines, has been formed to oversee the competition process.

20. Meanwhile, WKCDA is preparing a design brief for the Xiqu Centre and has scheduled to hold the next round of engagement meetings with xiqu stakeholder groups in late March – April 2012 so as to update them on the progress and incorporate their views in the design process. The engagement meetings will also touch on the governance model, operation and programme plans, as well as the education aspect of the Xiqu Centre.

M+ - The Museum Building

21. In view that M+ is scheduled to be commissioned at the end of 2017, WKCDA targets to launch a design competition for the museum building, which is a vital tool as well as a significant symbol for the museum, during the third quarter of 2012. WKCDA is currently preparing a design brief and the related materials for the design competition. It is planned that a working group or steering committee with representatives from relevant professions and the visual art community would be set up to oversee the competition. WKCDA is conducting engagement meetings with stakeholders, including the arts community, to listen to their views and update them on the progress of the design process.

**West Kowloon Cultural District Authority
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