

For discussion on  
9 June 2014

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

**Development of Cultural Software**

**PURPOSE**

This paper serves to update Members on the progress of cultural software development of the West Kowloon Cultural District (WKCD) project over the past year.

**BACKGROUND**

2. At the Joint Subcommittee meeting on 10 June 2013, the Performing Arts and M+ teams of the West Kowloon Cultural District Authority (WKCDA) briefed Members on cultural software development in their respective areas. Members were also briefed by the Administration on the work undertaken by the Government in collaboration with other relevant stakeholders in supporting the development of cultural software (including programme development, audience building, arts education as well as the grooming of arts talents and arts administrators).

3. Over the past year from June 2013 to June 2014, WKCDA has continued to make progress in audience development, capacity building, as well as stakeholder and public engagement, to align with the planning and construction of various performing arts venues and the M+ museum in the WKCD.

**AUDIENCE DEVELOPMENT**

4. In order to nurture new audience, cultivate the public's interest and appreciation in the arts, and raise public awareness of the WKCD project, WKCDA has initiated and co-presented a wide array of performances, events, exhibitions, forums and workshops at

the WKCD site and other locations in Hong Kong as well as via online platform throughout the past year. Highlights are provided below –

## **Performing Arts**

### Freespace Fest 2013 (14 to 15 December 2013)

5. To explore the meaning of open space and the concept of Freespace as a future venue of the WKCD, Freespace Fest was organised for a second year, offering the public a free two-day outdoor festival with an array of performances and activities ranging from music, dance, theatre, literature, media art, parkour to workshop, talks and open-call programmes, which were presented in collaboration with programme co-curators and performed by over 400 local and overseas artists.

### Freespace Micro: Decade and Compartmentalized (December 2013 and January 2014)

6. Incorporating music and visual content, Decade was a digital programme in which musicians composed a piece based on the historical pictures of Hong Kong from the last ten decades and presented them at Freespace Fest 2013. To introduce Freespace abroad, WKCDA also initiated Compartmentalized which incubated international cross-disciplinary new pieces by blending local contemporary choreography with overseas street dance. Compartmentalized was performed in Sydney in January 2014.

### West Kowloon Bamboo Theatre 2014 (17 January to 9 February 2014)

7. Running for the third year and being one of the signature programmes of the WKCD, the West Kowloon Bamboo Theatre 2014 featured mainly Chinese opera programmes, with performances by award-winning artists of Plum Blossom Award from the Mainland, local Cantonese opera performances by an acclaimed cast of virtuosi and young talents, screening of classic Chinese opera-related movies, talk on Chinese opera development, education activities, exhibition of the interior design concepts of the future Xiqu Centre, as well as stalls selling traditional handicrafts and festive snacks.

## Take A Leap (1 March 2014)

8. To experiment cross-discipline performing arts projects for the future instalments of Freespace Fest, WKCDA presented Take A Leap at the WKCD site, which was a high-powered street dance performance mixed with parkour. Performers showcased their free flowing self-expression and agility while free workshops were organised to allow participants to explore the spirit behind these art forms.

## **M+**

### Mobile M+

9. Mobile M+ is a nomadic exhibition platform that enables M+ to develop different exhibition, education and communication forms prior to the opening of the museum building. Mobile M+ puts special emphasis on developing Hong Kong art and artists through the production and communication of new artworks and extensive educational programmes accompanying exhibitions.

- (a) 'You (you).' - Lee Kit, 55th Venice Biennale (1 June to 24 November 2013)

This was a collateral event presented by M+ and the Hong Kong Arts Development Council at the 55th International Art Exhibition of the Venice Biennale, during which a Hong Kong artist, Lee Kit, was presented on this international platform. This exhibition received critical acclaim internationally and helped promote Hong Kong art, M+ and the WKCD on the highest international level. In conjunction with the M+ participation in this exhibition, M+ also hosted a total of four talks in Hong Kong to enhance the public's understanding of this prestigious event.

- (b) Building M+: The Museum and Architecture Collection Exhibition (10 January to 9 February 2014)

This exhibition presented, in greater detail, the winning design of Herzog & de Meuron with Hong Kong-based TFP Farrells and Ove Arup & Partners HK, and the shortlisted entries of the M+ Design Competition as well as M+'s

growing architecture collection. The exhibition was accompanied by very extensive educational programmes including public talks, special talks for teachers, workshops, public guided tours, curator-led guided tour, school/group tours and offsite Hong Kong architecture tour. The exhibition was well received by the public as well as the architecture community and stakeholders. It broadened the public's understanding of architecture and the role of architecture within M+'s visual culture mandate.

(c) Mobile M+: 'You.' - Lee Kit (6 March to 13 April 2014)

This exhibition was an expanded adaptation of 'You (you).', Lee Kit's solo presentation for Hong Kong at the 55th Venice Biennale. Transforming the historical site of Cattle Depot Artist Village into a figurative canvas, 'You.' juxtaposed new commissions with installations from 'You (you).'. This exhibition also included a series of public programmes which comprised public guided tours, school/group tours, walk-through with artist and curators, mis-guided tours with invited artists and film screenings to enhance the public's understanding of the artist's practice and remarkable artistic vision.

(d) Mobile M+: NEONSIGNS.HK (21 March to 30 June 2014)

This is an interactive, online exhibition dedicated to exploring, mapping and documenting Hong Kong's neon signs. The public is invited to post images and stories of their favourite neon signs to the Neon Map, and to rediscover these compelling features of the city's streetscapes from the perspectives of design and urbanism, visual art, cinema, literature and popular culture. To encourage audience participation of various age groups and interests, this exhibition is also accompanied by a series of programmes including audio walks, night bus tours, workshops and public talks. The response to this exhibition has been overwhelming and the exhibition has generated tremendous public interest in these fast-disappearing and under-researched fixtures of the city's urban landscape.

## M+ at Art Basel in Hong Kong

10. The annual art fair which took place from 14 to 18 May 2014 is the premier international art event in Hong Kong and an optimal opportunity to introduce M+ to international visitors as well as the local public. M+'s presentation in the form of a booth focused on the M+ Collection as well as the galleries of the future M+ building, and served as an information hub for the M+ project.

## M+ Matters

11. M+ Matters is a series of public talks exploring critical issues with key players in the field of visual art, design, architecture and the moving image. The first three of the series were held in 2012-13 and the fourth of the series, "ARTWORKDOCUMENTATION" was held in November 2013 and included two public programmes with selected speakers (22 and 25 November 2013). By bringing together the leading international and regional curators, academics, artists and specialists, this event has been successful and fruitful in terms of providing valuable knowledge building with regards to future collecting and display strategies. M+ plans to either host or collaborate with related institutions, international museums and visual art professionals and students to organise a stream of research-related events in the coming years.

12. Through these programmes, M+ also provides the opportunities to train all members of the M+ team to produce and realise medium to large scale projects. Together with the strong education component, the knowledge about, appreciation of and interests in contemporary visual culture among the Hong Kong audience has been enhanced.

## **External Events**

13. Apart from initiatives undertaken by its Performing Arts and M+ teams, WKCDA has, through external hirers, brought to the WKCD many outdoor festivals and events like Clockenflap, Spring Wave and The BLOHK Party, which attracted tens of thousands of audience of different age, interest and background, while making the WKCD a destination for outdoor culture and entertainment.

14. Upon completion of West Kowloon Bamboo Theatre 2014, in an attempt to better utilise the temporary structure, bring in additional rental income for WKCDA as well as meet the venue shortage for long-run performances, WKCDA leased the temporary structure to Spring-Time Experimental Theatre for re-running the local drama classic, The Mad Phoenix for 20 performances.

## **CAPACITY BUILDING**

### **Performing Arts**

15. Well before the opening of its facilities, WKCDA has been striving to enhance Hong Kong's artistic capacity through initiatives including workshops, master classes, scholarship schemes and other collaborative projects. These programmes seek to advance the artistic and professional development of arts practitioners, extend their professional network, facilitate knowledge and cultural exchange, and raise the awareness of different art forms in the community. Programmes and initiatives carried out in the past year are listed below –

#### Rising Stars in Cantonese Opera Showcase

16. Open to artists aged 18 to 45 who have been employed by any professional Cantonese opera troupes in Hong Kong, the Rising Stars in Cantonese Opera Showcase aims to encourage the professional development of emerging stars and recognise their outstanding talent in a competition that took place on the last two days of the West Kowloon Bamboo Theatre 2014. Each of the five artists with the most outstanding performances during the “On-stage Showcase” judged by a committee was bestowed the “Outstanding Performance Award”. Winners will be invited to perform in the upcoming instalment of the West Kowloon Bamboo Theatre and given priority of participation in future promotion and performance at the Xiqu Centre, while shortlisted participants will also be invited to future training and cultural exchange programmes.

#### WKCD Xiqu Centre Seminar Series

17. In collaboration with the Chinese Artists Association of Hong Kong and the Hong Kong Academy for Performing Arts, Xiqu experts and artists from the Mainland and Taiwan region were

invited to conduct dialogues with local experts and share their experience and insights on future development of Xiqu. Demonstrations and master classes were also arranged. Three sessions were held in 2013.

### New Works Forum

18. The New Works Forum is a platform for Hong Kong artists working across different fields, who are interested in expanding their practice into new areas, to explore innovative ways of creating and performing, thinking and discussing topics around contemporary performances. The first two events held in March and June 2014 brought together local and overseas experts to explore new writing for the theatre, and ways of producing inclusive performances with diverse backgrounds and physical abilities at different venues.

### Advanced Cultural Leadership Programme 2013

19. WKCDA has supported this programme organised by the University of Hong Kong in association with UK's The Clare Leadership Programme since 2011. It provides cultural managers with practical skills, intellectual perspectives and global networks needed to seize new opportunities, strengthen their organisations and develop leadership skills. In 2013, the programme was enhanced with the introduction of local modules and expansion of target reach.

### Overseas training/research programme for leaders from local arts groups on future arts development in Hong Kong

20. WKCDA, together with Hong Kong Arts Development Council, undertook this programme which aimed to nurture the artistic and administrative leaders of local arts groups by expanding their vision and extending their networks globally. They will bring back useful ideas that would contribute to the future arts development in Hong Kong and the development of the WKCD. Five talented arts practitioners from drama and dance disciplines have been selected and have started their attachment programmes in US, Europe and Asia in 2013-14.

## Arts-ray Series

21. Experts in specialised fields were invited to speak at workshops to share their insights in different theatre-related and arts accessibility topics. Three sessions were held in 2013.

## Internship programme

22. The Performing Arts Internship Programme is launched this year to provide practical and theoretical training in programming, research and venue design for those who are interested in developing a career in the performing arts field. This three-month full-time internship runs on a recurring basis, with summer and autumn openings every year.

## **M+**

### Expertise development

23. While building up its professional team, M+ offers opportunities to those who desire to develop a career in the field of arts education, curatorial practice and museum operations. M+ has started to build up the curatorial expertise in the areas of Chinese Art, Ink Art, Design and Architecture as well as Hong Kong Art and Culture. M+ is currently exploring the recruitment of a Moving Image Curator so as to ensure that M+ will have the requisite expertise in each of the four main visual culture areas. M+ is also recruiting a number of Assistant Curators and Curatorial Assistants and developing within the team expertise in the collection management, arts education, research, and technical areas, especially back-of-house capacity. Currently, the recruitment focus is in the curatorial and collection management areas, but will slowly shift towards the areas of audience development, digital programme, publications, membership and building management.

24. When recruiting new staff, WKCDA always aims to recruit locally. Where the right expertise could not be found in Hong Kong, M+ would bring in overseas expertise to fill the gaps. To further develop the skills and expertise of the team, members of the team will also have the opportunity to learn through placements in some of the world's leading overseas institution as well as through a transfer of knowledge from overseas experts over time.



## Internship and volunteer programmes

25. To meet the increased demand for artistic and administrative talents as well as curatorial, art education and back-of-house staff, M+ has launched different internship and volunteer programmes. With the aim of offering unique learning opportunities to young talents who are interested in the field, M+ has launched an extensive and ambitious internship programme for the 55th Venice Biennale from June to November 2013. Three technical and eight exhibition interns were recruited to join the M+ team and work on the project. M+ has also launched a recurring Internship Programme where each intern is placed directly with an M+ staff mentor for three months and takes part in M+'s ongoing projects to gain hands-on experience in museum operation, education and exhibitions. The first two cohorts (i.e. the 2013 Fall intake and the 2014 Spring intake) received great response and three interns were recruited for each intake. M+ will continue to develop more internship programmes to further broaden the curatorial and collection management knowledge base in Hong Kong in the coming years.

26. In early 2013, M+ also launched its Docent Volunteer Programme and selected the first group of museum docents to provide regular public and school tours during M+'s exhibition periods. Ongoing training and workshops have been offered to the docents and these docents (currently 47) continued to lead school and public tours for M+'s exhibitions in 2013-14 including Building M+: The Museum and Architecture Collection Exhibition, and Mobile M+: 'You.' - Lee Kit. This will be a long-term programme, with a plan for review in one year's time and aims to develop a pool of experienced, committed and passionate docents, leading to the opening of the physical museum.

27. A table listing all major audience development and capacity building programmes and initiatives organised by WKCD over the past year with the number of participants/beneficiaries is at **Annex**.

## **STAKEHOLDER AND PUBLIC ENGAGEMENT**

28. To ensure the future arts and cultural facilities in the WKCD site will meet the expectations of the public and users,

WKCD has been constantly communicating with the public and stakeholders to gather their views and update them on the latest development of the WKCD project.

29. In 2013-14, a total of 17 engagement meetings were held to collect the views from different arts and cultural stakeholders of drama, dance, music and xiqu disciplines. More than 80 discussions had been held with more than 80 arts and cultural groups/institutions since 2010.

30. M+ Public Forum has been held regularly to inform the general public about the latest development of M+, including the progress of the M+ building project and the expanding collection, as well as M+'s forthcoming exhibitions projects. In 2013-14, one forum was held on 18 November 2013.

31. Communication and engagement with stakeholders also take the form of attending local arts and cultural events, giving lectures in different institutions and universities, participating in public panel as well as small group / one-on-one discussions with members of the arts community, and interviews with local as well as international media.

## **ARTISTIC POSITIONING AND GOVERNANCE**

32. Apart from audience development, capacity building as well as stakeholder and public engagement, WKCD has in the past year made progress in setting up the governance structure for the Xiqu Centre, as well as determining the artistic positioning and partnership framework of the performing arts venues, details of which were provided in the papers "Update on the Development of Xiqu Centre" (CB(2)1153/13-14(03)) and "Artistic Characteristic and Partnership Framework of Performing Arts Venues in the West Kowloon Cultural District" (CB(2)1153/13-14(05)) presented to the Joint Subcommittee on 28 March 2014.

33. Members are invited to note and give views on the progress of cultural software development of the WKCD project over the past year.

## Annex

### **Programmes and initiatives undertaken by WKCD on the development of cultural software from June 2013 to June 2014**

<b>Date</b>	<b>Programme/ Initiative</b>	<b>No. of Participants/ Beneficiaries</b>
<b>Audience Development</b>		
1 Jun to 24 Nov 2013	'You (you).' - Lee Kit, 55th Venice Biennale ▪ 4 talks	59 000 visitors 480 participants
14 to 15 Dec 2013	Freespace Fest 2013	~ 30 000 visitors
14 to 15 Dec 2013	Freespace Micro: Decade	~ 30 000 participants (at Freespace Fest 2013)
10 Jan to 9 Feb 2014	Building M+: The Museum and Architecture Collection Exhibition ▪ 2 public talks ▪ 1 special talk for teachers ▪ 3 workshops ▪ 13 weekend public guided tours  ▪ 1 curator-led guided tour ▪ 32 school/group tours ▪ 2 Hong Kong architecture tour (offsite)	20 699 participants 370 participants 45 participants 55 participants 258 participants  28 participants 604 participants 91 participants
17 Jan to 9 Feb 2014	West Kowloon Bamboo Theatre 2014	> 50 000 visitors
24 to 26 Jan 2014	Freespace Micro: Compartmentalized	~ 30 000 participants (overseas performance)
1 Mar 2014	Take A Leap	~ 5 000 visitors
6 Mar to 13 Apr 2014	Mobile M+: 'You.' - Lee Kit ▪ 4 Weekend Public Guided Tours ▪ 33 School/Group Tours ▪ 2 Walk-throughs with artist and curators ▪ 3 Mis-Guided Tours with invited artists ▪ 2 Film Screenings	4 071 participants 157 participants 640 participants 51 participants  121 participants 122 participants
21 Mar to 30 Jun 2014	Mobile M+: NEON SIGNS.HK	As at 11 May 2014: 92 958 website views; 2 006 public image submissions (1 263 displayed in the website)
14 to 18 May 2014	M+ at Art Basel in Hong Kong	---

Date	Programme/ Initiative	No. of Participants/ Beneficiaries
<b>Capacity Building</b>		
Jun to Nov 2013	Venice Biennale Internship Programme	11 interns
22 Jun 2013	WKCD Xiqu Centre Seminar Series: Sharing Across Genres in Chinese Traditional Theatre	390 participants
2 Aug 2013	Arts-ray Series: Making it happen - how touring theatre in the UK is changing	50 participants
28 Sep 2013	WKCD Xiqu Centre Seminar Series: Xiqu and City Life	178 participants
21 Oct 2013	Arts-ray Series: The New Royal Shakespeare Theatre - Designing a modern theatre from inside out	35 participants
15 Nov 2013	Arts-ray Series: Accessibility, Interactivity and Involvement: Programming and Engaging Audiences Workshop	20 participants
18 Nov 2013	M+ Public Forum	100 participants
22 and 25 Nov 2013	M+ Matters: ARTWORKDOCUMENTATION	160 participants
23 Nov 2013	WKCD Xiqu Centre Seminar Series: The Way of Success for Various Role Categories in Xiqu	188 participants
2013	Advanced Cultural Leadership Programme 2013	18 participants
2013	Overseas training/research programme for leaders from local arts groups on future arts development in Hong Kong	5 arts administrators
8 to 9 Feb 2014	Rising Stars in Cantonese Opera Showcase	14 Rising Stars
27 to 29 Mar 2014	New Works Forum: New Writing for the Theatre	~ 100 participants
7 Jun 2014	New Works Forum: Challenging Perspectives on Physicalities and Bodies	~ 100 participants (expected)
On-going starting in early 2013	M+ Docent Volunteer Programme	47 volunteers
Ongoing	M+ Internship Programme <ul style="list-style-type: none"> <li>▪ 2013 Fall Intake</li> <li>▪ 2014 Spring Intake</li> </ul>	3 interns 3 interns
Ongoing	Exhibition helpers (recruited in the past year for Building M+: The Museum and Architecture Collection Exhibition and Mobile M+: 'You.' – Lee Kit)	26 helpers