

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

Follow-up to meeting on 24 November 2014

1. Update on the progress of the West Kowloon Cultural District (“WKCD”) development

The Administration/the West Kowloon Cultural District Authority (“WKCDA”) were requested to provide the following information –

- (a) the batching arrangement and timeline of implementation of the various facilities in WKCD, including specific completion time for each of the facilities for which design/construction works had commenced;**

The batching arrangement and timeline of implementation of the various facilities in WKCD are as follows -

Batch	Venues	Target completion
Batch 1 facilities [#]	Xiqu Centre (including Tea House)	Mid-2017
	Freespace (including Outdoor Stage and Black Box)	2017 [^]
	M+	First half of 2018 [^]
	Park	2017 ^{^tt} (major portion)
	Arts Pavilion	2016
Batch 2 facilities [#]	Lyric Theatre	Around 2020 [^]
	Centre for Contemporary Performance [@]	2022 [^] at the earliest
	Medium Theatre II [@]	2022 [^] at the earliest
Batch 3 facilities [#]	Musical Theatre*	Beyond 2020
	Great Theatre	
	Music Centre	

	(including Concert Hall and Recital Hall)	
	Medium Theatre I	
Other facilities	Mega Performance Venue/ Exhibition Centre Complex*	N/A

Remarks:

Other arts and cultural facilities (including arts education facilities) will be provided in various parts of the WKCD

@ WKCDA will explore the possibility and appropriateness to combine the development of Medium Theatre II and Centre for Contemporary Performance with the Lyric Theatre in order to achieve synergy in design efficiency and future operation

^ Subject to Finance Committee's approval of the funding applications for the related integrated basement and/or public infrastructure works

tt The temporary nursery park is target to complete in the second half of 2015 for early enjoyment of the public

* Subject to alternative funding options

- (b) the latest schedule for the phased submission of funding applications for the implementation of the integrated basement to the Legislative Council and the estimated amount of funding to be sought in each application; and**

A paper on Implementation of the West Kowloon Cultural District Integrated Basement has been submitted to the Joint Subcommittee to Monitor the Implementation of the West Kowloon Cultural District Project for discussion at its meeting on 12 January 2015.

- (c) the amount of manpower and financial resources that WKCDA had deployed for making video records of its audience building and capacity building programmes/activities and promoting the use of multi-media technologies to disseminate information about these programmes/activities to the public, as well as specific initiatives/projects undertaken by WKCDA in this regard.**

WKCDA makes extensive use of digital multimedia to raise awareness of its activities and reach out to wider audience. Since

2013 around \$1 million has been spent on the production of a variety of videos including trailers, promotional videos and “making-of” clips for its events such as Freespace Fest and West Kowloon Bamboo Theatre, as well as informational videos such as exhibition videos, documentaries, filmed versions of talks, etc, which have been uploaded to the WKCDA YouTube channel and the WKCDA website.

WKCDA has an active YouTube channel (<https://www.youtube.com/user/wkcda>) which hosts 188 videos and has generated over 430,000 views as of 23 December 2014. Videos uploaded on this YouTube channel include recording of M+ Matters series, highlights of major events (e.g. Freespace Fest and West Kowloon Bamboo Theatre), as well as trailers, promotional videos and “making-of” clips. One video on the “Making of Neon Signs” that accompanied the Mobile M+: Neonsigns.hk project generated over 140,000 views; while the videos on M.U.R.S. and Freespace Fest that were recently used to promote the Freespace Fest 2014 both had over 20,000 views. A time-lapse video was also produced to capture the construction progress of Xiqu Centre. Other videos on the YouTube channel include films on local artists such as Lee Kit, Kacey Wong, Daniel Yeung; local indie band Chochukmo and other local artists and international speakers.

Among the 42 videos currently hosted on the WKCDA’s website (revamped in October 2013), 17 are about performing arts, 14 about M+ and 11 about the district and from other sources. The majority of the videos provide subtitles or transcript summaries for viewers that are hearing impaired. WKCDA’s website has already achieved the “AA” web accessibility standard¹ and it is now working towards attaining the highest “AAA” level by reviewing all the videos hosted.

In addition, WKCDA fully embraces the use of mobile applications and game development in promoting itself and its events to the public. For example, the Freespace App which served as an interactive guide to the Freespace Fest had a total of over 27,000 downloads in 2013 and 2014. The App was also voted “Best New App” and ranked up to No. 2 in the Entertainment Category of Apple App Store. An App

¹ WKCDA follows the Web Content Accessibility Guidelines (“WCAG”) 2.0 to make its website content accessible to a wider range of people with disabilities, including blindness and low vision, deafness and hearing loss, learning disabilities, cognitive limitations, limited movement, speech disabilities, photosensitivity and combinations of these. Three levels of conformance are defined: A (lowest), AA, and AAA (highest).

called “Freespace Challenge!” was developed in November 2014 with games to familiarise users with the Freespace Fest held in the same month. The App has quickly accumulated over 11,000 downloads and over 20,000 plays in one month’s time. The on-site game booth of the same game was also very popular during Freespace Fest 2014 and was enjoyed by over 1,000 participants. Both the app and the game are available on Apple App Store and Google Play market, covering the majority of mobile users in Hong Kong. Overall, WKCDA has spent about \$0.5 million on mobile app and game development from 2013 to 2014.

WKCDA has a small digital team of three people within the Communications and Marketing Department who work closely with the Performing Arts and M+ teams to develop multimedia content and digital marketing tools for the arts programmes and events. The team is also working with a small pool of talented film-makers and has plans to expand this area of work to draw upon Hong Kong’s rich talent in the area of multimedia and to provide a chance for budding film-makers to gain experience.

**Home Affairs Bureau
West Kowloon Cultural District Authority
January 2015**