

For discussion on  
14 December 2015

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

**Cultural Software Development**  
**for the West Kowloon Cultural District**

**PURPOSE**

This paper updates Members on the cultural software development for the West Kowloon Cultural District (“WKCD”).

**BACKGROUND**

2. At the meeting of the Joint Subcommittee to Monitor the Implementation of the WKCD project (“Joint Subcommittee”) on 17 July 2015, Members were briefed on the progress of the WKCD Authority’s (“WKCDA”) work in building capacity and engaging stakeholders for the WKCD.

3. At the Joint Subcommittee meeting on 24 November 2015, WKCDA informed Members of the progress of the hardware development of the WKCD. This paper provides an update on WKCDA’s ongoing work in the area of cultural software development and stakeholder engagement in preparation for the commissioning of the various arts and cultural facilities and the Park in the WKCD, in particular the Xiqu Centre which will be the first performing arts venue to be opened in 2018.

## **PRE-OPENING PREPARATION FOR XIQU CENTRE**

### ***Venue Strategy***

4. WKCDA's objective is to position the Xiqu Centre as a platform for the development of Cantonese opera and other xiqu genres, as well as a centre for production of, education in and research into this unique art form. To this end, WKCDA is working on a proposed booking policy whereby priority will be given to the xiqu art form for the Xiqu Centre venues with a further emphasis on Cantonese opera. For venue usage, priority will be given to xiqu associate partners' programmes and WKCDA in-house productions, before consideration of other hiring programmes. Rental discounts will be offered to xiqu associate partners.

5. The Xiqu Centre Advisory Group ("Advisory Group"), established by WKCDA in 2013, advises on the planning and development of the institutional framework for the venues in the Centre. In the past few months, the Advisory Group has discussed the artistic strategies of the Xiqu Centre and the proposed booking policy, as well as reviewed/previewed past and upcoming activities.

### ***Pre-opening Programmes***

6. To realise the Performing Arts artistic strategy and objectives of Xiqu Centre on audience development, artistic excellence and facilitating cultural exchange, WKCDA continues to organise an array of programmes so as to prepare the audience and nurture young artists for the opening of the Xiqu Centre in 2018. The major initiatives are outlined in the following paragraphs.

#### **Rising Stars Scheme**

7. The "Rising Stars in Cantonese Opera Showcase" was first introduced in 2014 whereby rising stars of Cantonese opera are given a platform to showcase their artistic performance and potential through a competition. In 2015, the "Rising Stars of Cantonese Opera" was organised as a continuation of WKCDA's attempt to nurture young talent through performance, training and cultural exchange.

8. WKCDA plans to develop the Rising Stars Scheme as an on-going project. The target is to groom 20 rising stars each year who will be chosen through open audition. Training will be provided before they take part in WKCDA's productions. The Scheme aims to foster a new generation of Hong Kong Cantonese opera performers while grooming different segments of audiences. Former Rising Stars will be invited to join this Scheme. Successful applicants will be given priority access to future training programmes and cultural exchange activities organised by the WKCDA. Two productions are planned to be staged in August 2016 and February 2017 respectively. Recruitment for the first production commenced on 27 November 2015, with interviews and audition planned to be held in January 2016.

#### City Exchange Programme (Xiqu) 2016

9. Since 2012, WKCDA has established a tradition of organising xiqu programmes for public enjoyment around Lunar New Year each year, starting with the "West Kowloon Bamboo Theatre" in 2012 and 2013, and continuing through the "Rising Stars of Cantonese Opera" in 2014 and 2015. In 2016 (26 to 28 February), WKCDA will organise the "City Exchange Programme (Xiqu) 2016" to present two performances. The programme aims to foster cultural exchanges between the Hong Kong and Taiwan and nurture younger, talented artists and playwrights through joint presentation of new short pieces curated by the younger generation. It will also pave the way for WKCDA to develop new repertoire for small venues, and extend its audience base to the younger generation. Apart from performances, education programmes and talks will also be offered to students and the public respectively.

#### Tea House Theatre Taster

10. As part of the design process for the unique Tea House Theatre in the Xiqu Centre, WKCDA has been building prototypes to test out ideas around the design, operation and programming for the Tea House Theatre. In May 2015 a replica space with a seating capacity of around 200 people, the same as the future capacity of the Tea House, was created at the Lyric Theatre of the Hong Kong Academy for Performing Arts.

Refreshments were served during a presentation of live theatre performances to replicate the arrangements to be put in place in the Tea House in future. WKCDA will continue to organise similar events in the years leading up to the opening of the Xiqu Centre.

### Xiqu Centre Seminar Series

11. In collaboration with the Chinese Artists Association of Hong Kong and the Hong Kong Academy for Performing Arts, Xiqu experts and artists from the region, including those from the Mainland and Taiwan, were invited to conduct dialogues with local experts and share their experience and insights on the future development of Xiqu. Public seminars, workshops and master classes were arranged for young artists to widen their artistic horizon.

12. The fifth seminar of the series titled “New Thinking on the Development of Chuanju” was held in August 2015 at Yau Ma Tei Theatre. Ms SHEN Tiemei from Chongqing and Dr Fredric MAO, two ardent proponents of Xiqu from Mainland China and Hong Kong respectively, shared their experience in developing and promoting Chuanju, and on the innovation and revitalisation of traditional Chinese theatre. WKCDA will continue to organise seminars in 2016-17.

### Xiqu Cultural Exchange Programme

13. In collaboration with the Chinese Artists Association of Hong Kong, WKCDA has, since 2014, launched a Xiqu Cultural Exchange Programme that enables young artists to learn from key Xiqu institutions and experts in the region. The second exchange programme was held at Chongqing in which 12 emerging talents visited the Chongqing Chuan Theatre (重慶市川劇院) in October 2015. Participants took part in a series of artistic training and learning sessions on singing technique, acting skills and body movement, etc. WKCDA will continue to organise similar activities in the coming months.

## **CAPACITY BUILDING**

14. Since the last update in July 2015, WKCDA has continued to develop upon its existing work while introducing new initiatives in building its professional team with artistic, technical and administrative talent and strengthening the capacity of the cultural sector as a whole in order to support its long-term development. The latest development in respect of these initiatives are as follows:

### ***Professional development***

#### New Works Forum

15. With a view to enhancing local Performing Arts development, WKCDA organised the New Works Forum to provide a platform for Hong Kong artists working across different fields to expand their practice into new areas through exploring innovative ways of creating and performing, as well as thinking and discussing topics around contemporary performances.

16. Three New Works Forums with topics on “Screendance”, “Writing Choreographic Process” and “Dance Dialogue with Wayne McGregor” were held from August to October 2015, where internationally renowned directors and choreographers were invited to exchange on and share about the art of screendance, choreographic research and methodology, as well as the creative learning resources materials used and developed by them. Among which, Ms Emmanuelle VO-DINH from France and Mr Wayne MCGREGOR from the United Kingdom led workshops with local dance professionals to provide insight into the art form. WKCDA co-presented the three forums with City Contemporary Dance Company, Unlock Dancing Plaza and British Council respectively. WKCDA will continue to organise more sessions in the coming months.

#### International Workshop Festival of Theatre

17. This inaugural International Workshop Festival of Theatre is part of the longer term capability development of the Hong Kong and regional arts landscape with a focus on the methodology of contemporary performance. 11 international

theatre and contemporary performance makers were invited to share their experience and approaches to performance-making from 6 August to 14 November 2015. The Festival featured workshops, public lectures, dialogues with Hong Kong artists and an online archive giving theatre practitioners the opportunity to augment their knowledge and skills in the company of leading theatre and contemporary performance makers from around the world. A total of eight sessions were held with topics ranging from documentary theatre, playwright, how to create a critical dialogue with society, dramaturgy, writing movement, text and dance etc. by arts organisations and artists from Germany, Norway, Indonesia, Spain, Belgium, UK and Switzerland.

### Research Programmes

18. The Artist Research Programme (formerly M+ Visiting Artist Programme) is an on-going and internal programme to bring artists, designers and architects, filmmakers, and other thinkers and specialists to explore potential acquisitions, programmes, and projects in the future, deepening the M+ team's know-how and expertise. So far seven practitioners, including film makers and visual artists, have participated in this programme. M+ is exploring a list of other potential practitioners, which will include digital artists, film makers, and media researchers, to visit and work with the M+ curators in the coming financial year.

19. Museological Research Programme is another integral internal capacity building initiative. Under this Programme, well-established museum practitioners having expertise in different areas are invited to run workshops and training sessions with the M+ team. In November 2015, a visiting curator, Ms Eungie JOO (internationally renowned curator from the United States) shared her experience with the M+ team in museum public engagement and also acted as a consultant on the content, direction and long-term planning for M+'s learning and participatory programmes.

### M+/Design Trust Research Fellowship Programme

20. The M+/Design Trust Research Fellowship programme is an annual research fellowship grant, supported by Design Trust, which aims to support original research

project investigating issues relating to design and architecture in the Greater Pearl River Delta region, and between the region and other parts of the world. Concluding his six-month term as the inaugural (2014-15) M+/Design Trust Research Fellow, Mr FAN Ling, who is an architect and architectural historian from Mainland China, presented the results from his research at the fellowship talk “Power, Economics, and Urban Forms: How Hong Kong Helped Shape Beijing and the Contemporary Chinese City” on 24 November 2015.

21. For 2015-16, Design Trust had expanded the number of fellowship from one to two. The two fellowships were awarded to Mr Joseph GRIMA (architect, writer and researcher from Italy) and Ms Juliana KEI & Mr Daniel COOPER (students of Master of Philosophy from the Victoria and Albert Museum / Royal College of Art History of Design programme in the United Kingdom and Master of Science from the Columbia University’s Graduate School of Architecture, Planning and Preservation in the United States respectively). They will be attached to M+ for five and three months respectively in summer 2016 and examine different research topics. At the end of the fellowship, they will produce a paper and hold public talk to share their research results.

### ***Internship and volunteer programmes***

#### **M+ and Performing Arts Internship Programmes**

22. WKCDA launched the M+ Internship Programme and Performing Arts Internship Programme in 2013 and 2014 respectively, offering a unique opportunity to those who are interested in developing a career in the arts. Both programmes run on a recurring basis and have two to three intakes each year. Throughout the internship period, the interns work closely with professional staff to gain theoretical as well as practical training in museum practice, arts programming, research, facility design and operations through active involvement in the on-going visual culture or performing arts projects as well as a structured programme of workshops. A total of 30 interns (six in M+ and 24 in Performing Arts) participated in the internship programmes in 2015.

## Venice Biennale Internship Programme

23. The extensive Venice Biennale Internship Programme for the 56th Venice Biennale, which is an initiative of M+ to nurture local talents interested in working in the visual art field, was successfully completed in November 2015. An internal sharing session will be organised for the interns to share with the M+ team their insights and experiences gained from working on the exhibition. The views gathered will inform M+ as it formulates improvements to the programme going forward.

## M+ Docent Volunteer Programme (to be relaunched as M+ Mediator Programme)

24. Building on the experience of the M+ Docent Volunteer Programme, which was launched in early 2013 when the first group of 47 museum docents were selected to provide regular public and school tours during M+'s exhibitions, the M+ Mediator programme which is a recurring adult-targeted programme, is scheduled to be launched in early 2016. The M+ Mediator programme will further tackle the notion of mediation, learning and interpretation in a museum context by introducing a more intensive training course. Participants in this course will become life-long ambassadors for the appreciation of visual culture, and will form a major support group for M+.

## **AUDIENCE BUILDING**

25. Audience building programmes serve to communicate to the public the WKCD's artistic vision and to enable WKCD to better understand their expectations. Since July 2015, various types of events have been successfully organised, while others are being planned for the months ahead. A summary is set out in the following paragraphs.

### Mobile M+: Live Art

26. Mobile M+: Live Art is a series of cross-disciplinary public performance art events and exhibitions taking place at eight different locations around the city from 4 to 20 December 2015 which aim at exploring aspects of 'liveness' in



contemporary art. This programme will present ten artists of different generations from Hong Kong and South China, Korea, Singapore as well as the United States and cover an exciting range of contemporary practices and forms of engagement with the public.

### M+ Screening

27. M+ Screening is conceived as an on-going screening programme in a serialised format. Planned to take place three times a year at Broadway Cinematheque, the series' regular presence at a fixed location is designed to enhance the image and brand of M+'s moving image strand in the public sphere. Each programme will last over a weekend and the first programme of the series is scheduled to take place from 15 to 17 January 2016.

### M+ Sigg Collection: Four Decades of Chinese Contemporary Art Exhibition

28. M+ Sigg Collection: Four Decades of Chinese Contemporary Art Exhibition, to be held from 22 February to 5 April 2016, will be the debut of the M+ Sigg Collection in Hong Kong. This exhibition will present a selection of seminal pieces by key figures of Chinese art from the last four decades and will trace and illustrate the fascinating stories behind the emergence of Mainland China's robust artistic output. Apart from the exhibition, extensive learning, interpretation and outreach programmes will also be developed to help the audience better understand the content of the exhibition.

### M+ Matters

29. M+ Matters is a series of public talks exploring various aspects of curatorial, institutional, and museological interests and needs with key players in the field of visual art, design, architecture and moving image. A total of eight episodes of the M+ Matters series have been held since its launch in 2012. The ninth episode is planned to be held in March 2016.

### Freespace Happening

30. Building on the success of the annual Freespace Fest, a series of free outdoor events have taken place in the Nursery Park on the second Sunday of each month since August 2015 and will continue up to March 2016. Each Freespace Happening features music, handicraft market, street performances and a selection of special attractions. In support of the Government's "Appreciate Hong Kong" campaign, extra sessions will be added in the Freespace Happening series. An array of music performances from various genres, community activities for families and children, and Nursery Park tree tours for the general public will be arranged.

### Nursery Park Tree Tours

31. Ancillary to the opening of the WKCD Nursery Park in July 2015, Nursery Park tree tours have been arranged to introduce the public to the different tree species that will be planted in the future park. There was originally one tour each month from July to September 2015. This has been increased to two tours each month from October to December 2015 in response to demand. Participation and response have been overwhelming. Two workshops were arranged as a supplementary programme to the tree tours in August and November 2015. Participants also showed their eagerness to learn and acquire knowledge relating to planting. Students from various institutes majoring in landscape architecture and/or related studies are engaged to be the guides of the tree tours and workshops, and volunteers from the Hong Kong Federation of Youth Groups were engaged to act as Park Ambassadors during the October and November Freespace Happening.

## **PUBLIC AND YOUTH ENGAGEMENT**

32. To ensure the future arts and cultural facilities in the WKCD will meet the expectations of the public and users, WKCDA has been constantly communicating with the public and stakeholders to gather their views and update them on the latest development of the WKCD project.

## ***Consultation Panel***

33. Three meetings of the WKCD Consultation Panel (“CP”) were held in 2015. Members agreed that at the present stage, CP should focus on engaging young people from different sectors, not limited to those interested in arts and culture. A Working Group on Youth and Community Engagement was set up and two pilot programmes have been planned which will be reported under “Engaging Young People” in paragraphs 36 to 39 of this paper.

## ***Engaging young people***

### M+ Summer Camp

34. The M+ Summer Camp “*Unframed*”, which is the first annual youth-targeted initiative presented by M+, took place from 21 to 24 July 2015 at the Hong Kong Federation of Youth Groups Jockey Club Sai Kung Outdoor Training Camp. 100 secondary school students joined the camp and 15 university student volunteers and 10 practitioners from different disciplines acted as instructors and speakers. The event successfully completed with very positive and encouraging response from both the student participants as well as the instructors and speakers. M+ plans to invite participants to work and collaborate with M+ to develop future programmes. The next summer camp will be held in late July 2016.

### M+ Rover (formerly M+ Lab)

35. M+ Rover: Travelling Creative Studio, is the first major school outreach programme organised annually by M+. The 7.5 metre-long tailor-made trailer is a pop-up creative studio that will tour to secondary schools and community spaces during the 2015/16 academic terms. Activities including pop-up exhibition as well as artist-led activities in school and community spaces will emphasise participatory art practice where students and artists will collaborate. The 2016 programme is scheduled to take place from February to July 2016.

## West Kowloon Youth Exchange

36. West Kowloon Youth Exchange is a programme initiated by CP with an attempt to foster interactive exchanges with young people on various aspects of the WKCD development. The first session was organised in July 2015 with WKCDA's past interns to gauge their views, as well as to encourage them to organise their own events at the Nursery Park.

## Culture Mixer Workshop and WKCDA Xperience Day

37. The Culture Mixer is another CP initiative to provide a platform for students to meet with the WKCDA team to better understand the project and the District. Collaborating with a non-profit organisation, Junior Achievement Hong Kong, the programme consists of two components, namely Culture Mixer Workshop ("Workshop") and WKCDA Xperience Day ("Xperience Day") to be held twice in the 2015/16 academic year. The programme welcomes all students and is not limited only to those taking visual arts-related subjects. The first Workshop was held on 10 October 2015 with 150 students recruited from secondary schools and online platforms.

38. The second component, Xperience Day, is a job shadowing experience at WKCDA. It was held on 27 November 2015, with 13 WKCDA executives from M+, Performing Arts, Marketing and Customer Experience, Communications and Public Affairs Departments, as well as the Chief Executive Officer's Office acted as mentors for 14 students (participants of the Workshop) who "shadowed" the WKCDA staff for an entire work day. Through the shadowing arrangement, students were able to gain first-hand knowledge about the operations and work of WKCDA.

39. A tour to the Freespace Happening on 8 November 2015, guided by colleagues from the Performing Arts department, was arranged for those students. It aimed to provide students with an opportunity to experience an outdoor arts and culture event organised by the Authority and to better understand one aspect of the work of WKCDA. The next cycle of the Culture Mixer is planned to be held between March and May 2016.

### ***Stakeholder meetings***

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

41. A table listing the major capacity building initiatives and public programmes organised by WKCDA between July and December 2015 with the number of participants/beneficiaries, as well as those planned to be organised in early 2016 is at **Annex**.

### **FUNDRAISING**

42. WKCDA has made a head start by securing major donations for M+, in the form of artworks and cash designated for the acquisition of artworks. The Authority is in the process of developing a fundraising and sponsorship policy. The policy will set out the principles and guidelines governing the acceptance and management of donations and sponsorships, as well as the conduct of fundraising activities by WKCDA.

### **ADVICE SOUGHT**

43. Members are invited to note and comment on the progress of cultural software development for the WKCD.

**West Kowloon Cultural District Authority  
December 2015**

## Annex

### **Major capacity building initiatives and public programmes undertaken by WKCD from July to December 2015 and programmes to be presented in early 2016**

<b>Programme/Initiative</b>	<b>Date/Period</b>	<b>No. of Participants/ Beneficiaries</b>
<b><i>Professional development</i></b>		
New Works Forum: Screendance	20 Jul to 2 Aug 2015	Over 150 participants
New Works Forum: Writing Choreographic Process	28 Sep to 3 Oct 2015	Over 60 participants
New Works Forum: Dance Dialogue with Wayne McGregor	14 to 17 Oct 2015	Over 600 participants
International Workshop Festival of Theatre	6 Aug to 14 Nov 2015	Around 900 participants
Museological Research Programme	22 to 25 Nov 2015	1 visiting curator
M+/Design Trust Research Fellowship Programme 2014-15 – Fellowship Talk	24 Nov 2015	66 participants
M+/Design Trust Research Fellowship Programme 2015-16	Summer 2016	2 fellows

<b>Programme/Initiative</b>	<b>Date/Period</b>	<b>No. of Participants/Beneficiaries</b>
<b><i>Nurturing young artists</i></b>		
Xiqu Cultural Exchange Programme (Chongqing)	19 to 24 Oct 2015	12 participants
City Exchange Programme (Xiqu) 2016	26 to 28 Feb 2016	N/A
<b><i>Public seminars</i></b>		
Xiqu Centre Seminar Series: New Thinking on the Development of Chuanju	22, 24 and 25 Aug 2015	244 participants
<b><i>Internship and volunteer programmes</i></b>		
Performing Arts Internship Programme 2015/16 (as at Nov 2015)	Ongoing	18 interns (6-month) and 6 summer interns
M+ Internship Programme 2015 Autumn intake	Ongoing	3 interns
M+ Docent Volunteer Programme <i>(to be re-launched as M+ Mediator Programme in early 2016)</i>	Ongoing	47 docents <i>(since early 2013)</i>
<b><i>Engaging young people</i></b>		
M+ Summer Camp (2015)	21 to 24 Jul 2015	100 participants
M+ Rover (formerly M+ Lab)	Feb to Jul 2016	N/A
West Kowloon Youth Exchange	July 2015	25 participants
Culture Mixer Workshop	10 Oct 2015	150 participants

<b>Programme/Initiative</b>	<b>Date/Period</b>	<b>No. of Participants/Beneficiaries</b>
WKCD Xperience Day	27 Nov 2015	14 participants
<b><i>Audience building programmes</i></b>		
Freespace Happening	Aug 2015 to Mar 2016	
9 Aug 2015		Around 10 000 participants
13 Sep 2015		Around 2 700 participants
10 to 11 Oct 2015		Over 5 600 participants
8 Nov 2015		Around 2 800 participants
<i>Tsang Kin-Wah: The Infinite Nothing</i> at the 56th Venice Biennale	9 May 2015 to 22 Nov 2015	82 282 participants
• Talk series: <i>Language and Art</i>	27 Jul 2015	57 participants
Mobile M+: Live Art	4 to 20 Dec 2015	N/A
M+ Screening: Visible Places (tentative title)	15 to 17 Jan 2016	N/A
M+ Sigg Collection: Four Decades of Chinese Contemporary Art Exhibition	22 Feb to 5 Apr 2016	N/A



<b>Programme/Initiative</b>	<b>Date/Period</b>	<b>No. of Participants/ Beneficiaries</b>
<b><i>Others</i></b>		
M+ exhibition helpers	Ongoing	19 helpers (recruited for Mobile M+: Live Art project)