

For discussion on  
21 December 2017

## **Legislative Council Panel on Home Affairs**

### **Progress Report on Enhancement of Programming, Audience Building and Collection Management of Public Museums**

#### **Purpose**

This paper updates Members on the progress made since our last submission on the subject and outlines our future plan to enhance the programming, audience building, and collection management of public museums managed by the Leisure and Cultural Services Department (LCSD).

#### **Background**

2. The LCSD is dedicated to promoting culture as well as knowledge in arts, history and science, and to encouraging more visits to the museums in order to build a wider audience base. One of the major policy initiatives introduced during the period was the implementation of free admission to the permanent exhibitions of our major museums (for details please see paragraph 13 below). In devising strategies and directions for museum development, the LCSD works closely with the Museum Advisory Committee and its subcommittees<sup>1</sup> as well as its Museum Expert Advisers<sup>2</sup> for expert advice.

3. The Panel on Home Affairs was updated on 17 November 2014 vide LC Paper No. CB(2)238/14-15(05) regarding the measures to enhance public museum services, including the proposals to renew the permanent exhibitions of several public museums<sup>3</sup>. This paper reports the efforts made by the LCSD in the past three years and our future plan in enhancing the programming, audience building and collection management of public museums.

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<sup>1</sup> The Museum Advisory Committee and its three subcommittees on Art, History and Science, which replaced the three Museum Advisory Panels, was set up on 20 October 2016 to advise the Government on a wide range of subject matters concerning the public museums and related offices managed by the LCSD.

<sup>2</sup> Since 2000, the LCSD has been appointing Museum Expert Advisers from different areas of expertise (each term has a period of two years) to provide professional advice to LCSD museums on matters pertaining to the promotion of arts, history, science and film, in particular the acquisition of collection items.

<sup>3</sup> These include the permanent exhibitions of Hong Kong Museum of History, Hong Kong Heritage Museum, Hong Kong Science Museum and Hong Kong Museum of Coastal Defence.

## **Programming**

4. In the past three years, the LCSD museums continued to present a great variety of exhibitions and programmes to enrich the museum experience of the visitors.

### Temporary Exhibitions

5. The LCSD museums are committed to staging a wide array of high quality temporary exhibitions that create enriching and inspiring museum visitation experience through unique curatorial approaches, use of modern technology and organisation of interactive activities. Apart from showcasing local art, history and culture, the museums have also staged blockbuster exhibitions by stepping up collaborations with world-renowned museums and cultural organisations such as the Palace Museum, Dunhuang Academy, State Administration of Cultural Heritage, British Museum, Musée du Louvre and London Science Museum. The major temporary exhibitions organised in the past three years are listed at Annex I. All the temporary exhibitions organised in 2017 in celebration of the 20<sup>th</sup> Anniversary of the establishment of the Hong Kong Special Administrative Region have received overwhelming response. Among them, the number of visitors (854,045) to *Eternal Life – Exploring Ancient Egypt* held at the Hong Kong Science Museum has set a new attendance record for museum exhibitions.

### Permanent Exhibitions

#### *Hong Kong Museum of Art*

6. Opened in 1991, the Hong Kong Museum of Art (HKMA) is undergoing a major expansion and renovation with a view to strengthening its positioning as a premier art museum as well as enhancing its accessibility, visibility and connectivity with the revitalised Tsim Sha Tsui harbourfront. The expansion and renovation works is expected to be completed in the first quarter of 2019 and the HKMA will re-open in the second half of 2019. Apart from giving the HKMA new façades with modern architectural features, the project will increase the total exhibition area by 42% from the existing 7,080 m<sup>2</sup> to 10,073 m<sup>2</sup>. The number of galleries will also increase from 7 to 12<sup>4</sup>, in addition to a multi-function hall for holding thematic exhibitions. Existing galleries will be refitted to upgrade exhibition facilities. To enable HKMA to showcase possible major donations of art collections in the future, it is necessary to procure top-of-the-class, tailor-made showcases, cutting-edge conservation equipment, specialised lighting equipment and environmental monitoring system for its galleries. The total funding required is estimated at

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<sup>4</sup> Of the five new galleries, two will be devoted to showcasing the precious collections donated or on loan to the HKMA by collectors, and three to showcasing world-class exhibits/collections.

\$39.4 million which will be reflected in the Estimates of the relevant financial years. The cash flow requirement of the above procurement is at Annex II.

#### *Hong Kong Science Museum*

7. Opened in 1991, the Hong Kong Science Museum (HKScM) has 17 exhibition galleries occupying a total area of 7,245 m<sup>2</sup>. 16 of these galleries are for permanent exhibitions and one (745 m<sup>2</sup>) for housing temporary special exhibitions. The renewal works for the *Biodiversity Gallery* and *Children Gallery* were completed in 2016 and 2017 respectively. The HKScM is pressing ahead with conversion/renewal works for *Palaeontology Gallery*, *Earth Science Gallery*, *Transportation Hall*, *Home Technology Hall* and *Food Science Hall*. These renewal projects will be completed in phases by 2021. The HKScM will also convert the *Telecommunications Gallery* into a new *InnoTech Gallery* to showcase the development and achievements of frontier science and technology research by 2023. The total funding required for developing the new *InnoTech Gallery* is estimated at \$40 million, which covers preliminary studies and design of exhibition gallery, infrastructure and equipment, flooring and electrical work, as well as fabrication, installation and integration of interactive exhibits. The provision required will be reflected in the Estimates of the relevant financial years. The cash flow requirement of the gallery project is at Annex II.

#### *Hong Kong Heritage Museum*

8. Opened in 2000, the Hong Kong Heritage Museum (HKHM) has a total of 12 galleries with a total exhibition area of 7,500 m<sup>2</sup>, six of which are permanent galleries. *Jin Yong Gallery* has been opened since March 2017 and has so far attracted over 628,000 visitors. The HKHM is preparing a new permanent exhibition on Hong Kong popular culture, which portrays the unique features of Hong Kong culture as manifested by popular art forms such as movies, pop music and television, as well as elements closely related to our ordinary ways of life. The permanent exhibition is scheduled to open in late 2019.

#### *Hong Kong Museum of History*

9. Since 1998, the Hong Kong Museum of History (HKMH) has been housed at its current premises with a total exhibition area of 8,000 m<sup>2</sup>, including 7,000 m<sup>2</sup> devoted to *The Hong Kong Story* permanent exhibition which as launched in 2001. Preparatory work for exhibition renewal commenced in 2015, and a series of public engagement exercises with various stakeholders and experts have been conducted to gauge views on the exhibition contents, display methods, exhibition space and facilities. The revamped exhibition is targeted for opening in 2022.

### *Hong Kong Museum of Coastal Defence*

10. Opened in 2000, the Hong Kong Museum of Coastal Defence (HKMCD) is situated at a historical site with exhibition space of around 1,165 m<sup>2</sup> and a heritage trail of around 3,680 m<sup>2</sup>. Preparatory work for exhibition renewal started in 2015 and the renewal is expected to be completed in early 2020.

### *Hong Kong Space Museum*

11. Opened in 1980, the Hong Kong Space Museum (HKSpM) has two permanent exhibition halls occupying a total area of 1,600 m<sup>2</sup>. The exhibition halls have been closed for renovation since October 2015 and the gallery renewal work and exhibitions mounting will be completed in late 2017. About 100 sets of new exhibits will be installed in the two halls to simulate the novel experience of travelling through space and time.

### *Hong Kong Railway Museum*

12. Opened in 1985, the Hong Kong Railway Museum (HKRM) occupies a total area of 6,500 m<sup>2</sup>. The HKRM is currently carrying out a major revamp of its permanent exhibition and extensive conservation treatment of the outdoor railway exhibits to enrich the museum visitation experience and preserve Hong Kong's unique railway heritage. The revamp is targeted for completion in 2019.

## **Audience Building**

### Free Admission

13. With effect from 1 August 2016, the community can enjoy free admission to the permanent exhibitions of the HKMA, HKMH, HKHM, HKMCD and Dr Sun Yat-sen Museum. The permanent exhibitions of the HKScM and HKSpM are also open to full-time students free of charge. The new initiative has helped promote the appreciation of culture, art, history and science, as well as widen the audience base of the public museums. After implementation of the new initiative, except for the HKMA and the exhibition halls of the HKSpM which have been closed for renovation, the total attendance of the aforesaid museums has increased by more than 70% in the first year when compared with the total attendance in the same period of the previous year. A breakdown of the attendance figures is shown at Annex III. In light of the encouraging results, the LCSD will maintain the free admission arrangements for the public museums.

## Museum Pass

14. To complement the free admission arrangement, the half-yearly, monthly and weekly museum passes have been cancelled while the charges for standard, concessionary and family annual museum passes have been reduced by 50% since 1 August 2016. The sale of museum passes has recorded a significant increase of 240% (from 81,863 to 277,894 passes) in the first year when compared with the same period in the preceding year. Museum pass will encourage holders to conduct more frequent visits to the museums.

## Annual Programmes

### *Hong Kong Science Festival (SciFest)*

15. The HKScM has been organising the Hong Kong SciFest since 2014 as an annual large-scale community event to enhance public interest in science and technology. With the concerted efforts of government departments, academic institutions and community organisations, the Hong Kong SciFest offers a wide array of programmes such as carnivals, field visits, workshops, talks and competitions primarily targeting young people and families. From 2014 to 2017, the Hong Kong SciFest has grown in scale and popularity, from 19 to 42 partners, from 47 to 172 programmes, and with attendance soaring from around 201 000 to over 598 000. A number of other local and non-local organisations have also expressed an interest in joining the festival.

### *Museum Festival*

16. First launched in June 2015 and subsequently developed as an annual major cultural event held in summer, the Muse Fest HK (MF) presents a wide array of fabulous exhibitions and creative programmes, offering a festive atmosphere and a unique, attractive and inspiring museum journey for the public. Through encouraging collaboration among public museums and fostering network with other cultural institutes, the MF also serves as a platform to promote museum culture and encourage cross-over activities that inject new impetus into the museum scene. Well-received by the public and the industry players, the MF has sought to extend its horizon by inviting museums in Guangdong and Macao SAR as well as other cities in the region to participate.

## Outreach Programmes

### *Exhibitions outside museums*

17. The LCSD continued to join hands with the Airport Authority Hong Kong to present a number of thematic exhibitions on arts and culture at the

Hong Kong International Airport in the past years for the local passengers and overseas tourists to enjoy the distinctive flavours of Hong Kong's cultural heritage. In addition, the LCSD has also staged exhibitions beyond museums in order to appeal to a broader range of audiences. Amongst the others, “Living with Bamboo: Museum of Art is Here”, “Genesis and Spirit: Recalling Jiangnan” at the Hong Kong Central Library and “China’s War of Resistance against Japan” at various public libraries and community venues are successful examples of the outreaching exhibitions.

#### *“Museum of Art on Wheels” Outreach Learning Programme*

18. The “Museum of Art on Wheels” Outreach Learning Programme is a moving art museum initiative, bringing purpose-designed art programmes to different schools and the community. Through the interactive games on this mobile museum, participants could discover the uniqueness of Hong Kong's hybrid culture and visualise the presence of the HKMA during its closure.

### **Professional Excellence**

#### Museum Summit

19. To enhance the professionalism and status of museum practitioners locally, regionally and internationally, the LCSD organised the Museum Summit in June 2017 at the Hong Kong Convention and Exhibition Centre. This international museum conference is the first of its kind in Hong Kong. With 20 celebrated museum professionals across the globe as speakers to share their precious experiences and insights on a wide array of topics, the Summit has attracted nearly 900 participants to its 2-day programme. Given the highly positive feedbacks from the participants, the LCSD will consider organising the Museum Summit again in late 2019.

#### International Institute for Conservation of Historic and Artistic Works

20. In 2014, Hong Kong hosted the biennial International Institute for Conservation of Historic and Artistic Works (IIC) Congress for the very first time in South East Asia, providing an excellent platform to foster professional exchange amongst conservation professionals, scholars, scientists to curators worldwide in the field of conservation. Riding on the success of the IIC 2014 Hong Kong Congress, the LCSD has jointly presented the IIC-Palace Museum 2017 Hong Kong Symposium with IIC and the Palace Museum from 24 to 26 November 2017. The Symposium underscored the LCSD’s commitment to fostering professional exchange at a regional and international level, as well as

to cultivating closer partnerships for the development of a vibrant cultural landscape in the region.

## **Museum Collections**

### Heritage Conservation and Resource Centre

21. With notable acquisition efforts over the years, there are over 1.5 million museum items which have outgrown the available storage spaces on the premises of the LCSD museums. In order to better preserve and manage these invaluable yet rapid-growing museum collections, the LCSD plans to construct a Heritage Conservation and Resource Centre (HCRC) in Tin Shui Wai to meet the acute storage needs as well as to make them more accessible to the public. We plan to consult the Panel on Home Affairs on the pre-construction works for this project in the first quarter of 2018. Subject to the funding approval of LegCo, pre-construction works of the HCRC will commence in 2018 to formulate the detailed design for the main construction works.

### Centralised Collection Management System

22. The LCSD is developing a Centralised Collection Management System (CCMS) to integrate the existing separate collection management systems of the Hong Kong Film Archive, HKHM and HKMH. The CCMS aims to enhance efficiency, encourage sharing of collection resources amongst the museums concerned, and facilitate public access to information on museum collections. Upon completion of the project, tentatively in 2020, LCSD will evaluate the effectiveness of the CCMS and consider possible integration with the collection management systems of the other LCSD museums.

## **Advice Sought**

23. Members are invited to note and comment on the content of this paper. Subject to Members' view, we will seek the necessary funding approval for the two new projects of the HKMA and HKScM as mentioned in paragraphs 6 and 7 above from the Legislative Council according to established mechanism.

Home Affairs Bureau  
Leisure and Cultural Services Department  
December 2017

## Annex I

### Major Temporary Exhibitions in Past Three Years

Major Temporary Exhibitions	Attendance
<b>2015</b>	
<i>Bruce Lee: Kung Fu · Art · Life</i> <sup>5</sup> (20 July 2013 – 20 July 2018)	2,598,829 (as at 30 Nov 17)
<i>Treasures from Tsarskoye Selo, Residence of the Russian Monarchs</i> (29 October 2014 – 16 March 2015)	131,900
<i>Dunhuang – Untold Tales, Untold Riches</i> (28 November 2014 – 16 March 2015)	195,967
<i>Strange Matter</i> (12 December 2014 – 15 April 2015)	175,515
<i>The Past is Continuing</i> (11 April 2015 – 28 September 2015)	140,129
<i>Walking in the Dreams</i> (3 June 2015 – 28 September 2015)	107,795
<i>The Rise of the Celestial Empire: Consolidation and Cultural Exchange during the Han Dynasty</i> (24 June 2015 – 5 October 2015)	146,088
<i>Western Scientific Instruments of the Qing Court</i> (26 June 2015 – 23 September 2015)	139,004
<b>2016</b>	
<i>Freeman Lau &amp; Design: Inter-dependent Decisions</i> (3 December 2015 – 30 May 2016)	207,671
<i>The Radiant Ming 1368-1644 through the Min Chiu Society Collection</i> (16 December 2015 – 11 April 2016)	98,032
<i>Wearable Blessings: Traditional Chinese Children's Clothing</i> (18 December 2015 – 21 March 2016)	116,107
<i>Claude Monet: the Spirit of Place</i> (4 May 2016 – 11 July 2016)	240,962

<sup>5</sup> The exhibition is organised in collaboration with the Bruce Lee Foundation under a five-year loan agreement. *In view of the significance of Bruce Lee in promoting Kung Fu and his impact on the popular culture of Hong Kong, the museum has decided to arrange a temporary loan of his objects from the Bruce Lee Foundation for 5 years.*



<b>Major Temporary Exhibitions</b>	<b>Attendance</b>
<i>Mare Nostrum: Roman Navy and Pompeii</i> (8 June – 29 August 2016)	104,462
<i>Animal Grossology</i> (1 July 2016 – 2 November 2016)	287,957
<i>Fashion + Paper, Scissors and Rock</i> (24 September 2016 – 6 February 2017)	170,137
<i>Across the Oceans: the Local Connections and Global Dimensions of China's Maritime Silk Road</i> (26 October – 27 December 2016)	67,099
<i>Ceremony and Celebration – The Grand Weddings of the Qing Emperors</i> (30 November 2016 – 27 February 2017)	108,664
<b>2017</b>	
<i>The Legend of Hong Kong Toys</i> (2 March 2017 – 15 May 2017)	354,448
<i>Inventing le Louvre: From Palace to Museum over 800 Years</i> (26 April 2017 – 24 July 2017)	355,888
<i>Splendours of Dunhuang: Jao Tsung-i's Selected Academic and Art Works Inspired by Dunhuang Culture</i> (24 May 2017 – 18 September 2017)	168,263
<i>Eternal Life – Exploring Ancient Egypt</i> (2 June 2017 – 18 October 2017)	854,045
<i>Hall of Mental Cultivation of The Palace Museum – Imperial Residence of Eight Emperors</i> (29 June 2017 – 15 October 2017)	158,238
<i>Longevity and Virtues – Birthday Celebrations of the Qing Emperors and Empress Dowagers</i> (2 July 2017 – 9 October 2017)	160,183
<i>Pixar 30 Years of Animation: Hong Kong Celebration of Friendship and Family</i> (18 November 2017 – 5 March 2018)	N.A.
<i>Miles upon Miles: World Heritage along the Silk Road</i> (29 November 2017 – 5 March 2018)	N.A.

**Cash Flow Requirements for**  
**Hong Kong Museum of Art and Hong Kong Science Museum**

- (a) Cash flow requirement - procurement for Hong Kong Museum of Art galleries

	(\$'000)
2018-19	23,800
2019-20	15,600
<b>Total</b>	<b>39,400</b>

- (b) Cash flow requirement - Hong Kong Science Museum Innotech Gallery

	(\$'000)
2018-19	500
2019-20	5,000
2020-21	12,700
2021-22	12,500
2022-23	9,300
<b>Total</b>	<b>40,000</b>

**Attendance of Fee-paying Museums  
before and after the Introduction of Free Admission in August 2016**

Museum	Annual Attendance			
	Before (August 2015 to July 2016)	After (August 2016 to July 2017)	Increase in number of visitors	Percentage increase
Hong Kong Museum of History	771 512	1 473 156	701 644	90.94%
Hong Kong Heritage Museum	636 748	995 143	358 395	56.29%
Hong Kong Science Museum	1 064 586	1 810 134	745 548	70.03%
Hong Kong Museum of Coastal Defence	126 000	185 739	59 739	47.41%
Dr Sun Yat-sen Museum	65 318	104 997	39 679	60.75%
<b>Total:</b>	<b>2 664 164</b>	<b>4 569 169</b>	<b>1 905 005</b>	<b>71.5%</b>

Note:

The Hong Kong Museum of Art and the exhibition halls of the Hong Kong Space Museum were closed from 3 August 2015 and 1 November 2015 for renovation respectively.