

Legislative Council  
Joint Subcommittee to Monitor the Implementation of the  
West Kowloon Cultural District Project  
立法會監察西九文化區計劃推行情況聯合小組委員會

# Update on Venue Operations of the West Kowloon Cultural District 西九文化區場地營運的最新進展

2020-01-06

**westKowloon**  
西九文化區

# Accessibility Service

## 通達服務

# Development of Accessibility

## 通達事宜的發展

2013

Stakeholders meetings  
通達設施諮詢會

2016

Establishment of accessibility team  
成立通達團隊

2018

Policy on Universal Accessibility  
Establishment of Accessibility Office  
通達政策、成立通達辦事處

Our policy covers **both hardware and software** accessibility 通達政策涵蓋相關的**硬件及軟件**事宜

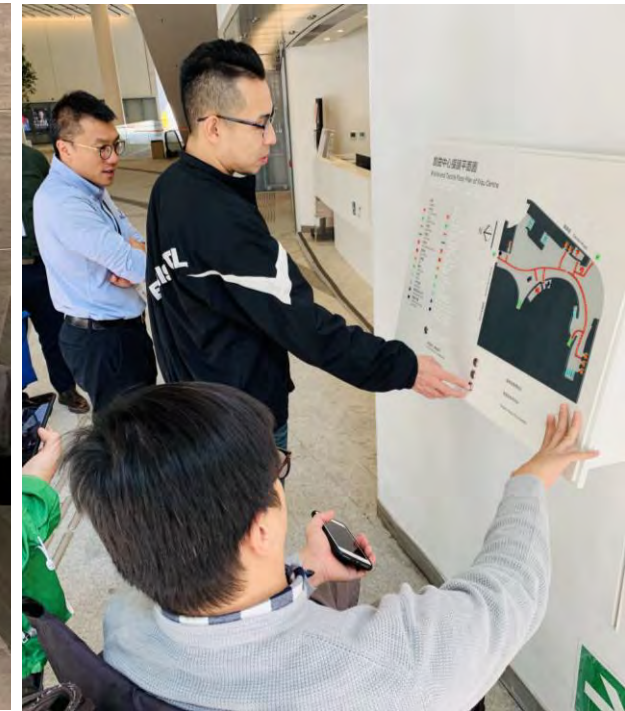


Building Facilities  
場地設施

Information, Access Services and Reasonable Accommodation  
資訊、通達服務及合理調整

Engagement of People with Disabilities  
殘疾人士參與諮詢

# Development of Accessibility 通達事宜的發展



Stakeholders consultations, regular reporting to the Sub-committee on Access of the Rehabilitation Advisory Committee, and access audits by local disability groups for views and continuous improvements

透過通達諮詢會、康復諮詢委員會轄下的無障礙小組及本地殘疾人士團體的無障礙巡查，持續收集意見及改善

# Development of Accessibility

## 通達事宜的發展



Options of spaces for wheelchair users and companions, and seats with movable armrest at different price zone  
在不同票價位置均提供輪椅使用者及陪同者座位、活動扶手板座位的選擇。

# Development of Accessibility

## 通達事宜的發展



Portable service bells for audience's easy access to call for assistance inside the auditorium

觀眾可使用電子服務鈴，在觀眾席內求助

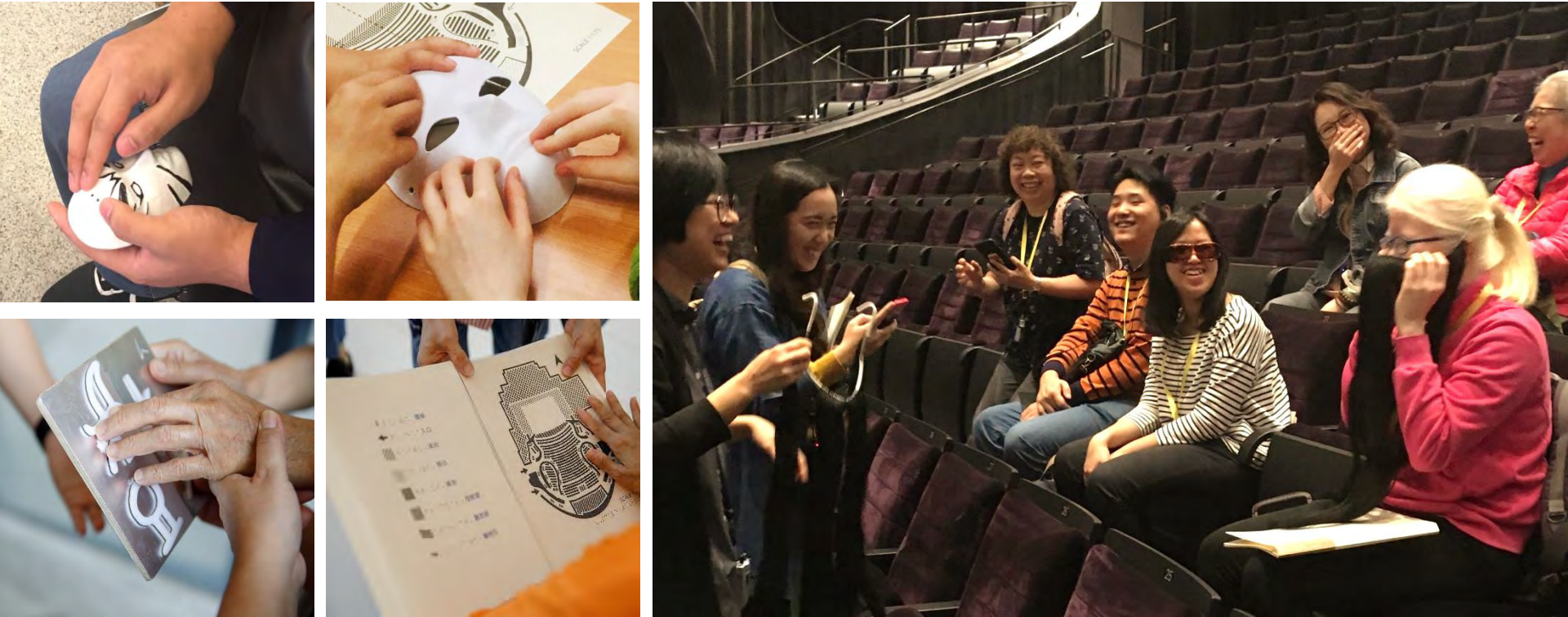
# Development of Accessibility

## 通達事宜的發展



Inclusive environment with access services available for various programmes  
在共融環境裡，有不同的節目，附設通達服務

# Development of Accessibility 通達事宜的發展



Participation of people with visual impairments in the design process of touch tools for access tours

設計通達導賞及輔助工具時，邀請視障人士參與及提供建議

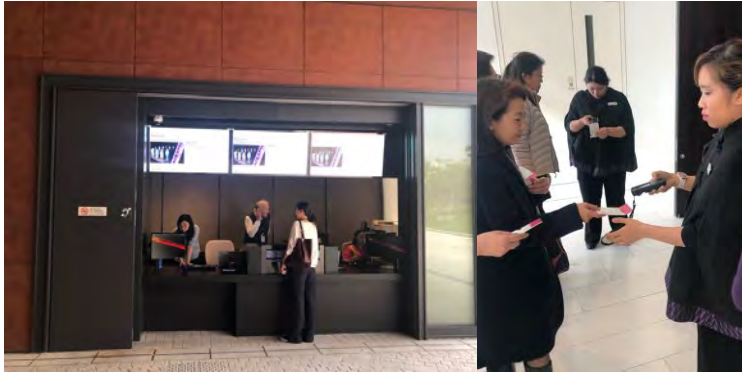


# **Ticketing Service**

## **票務服務**

# Ticketing Service

## 票務服務



- **In-house ticketing system operated under license and issued over 150 000 tickets since launch**  
西九售票系統自開始運作以來，已發售超過150 000張門票
- **No service fee for buying tickets online**  
網上購票服務免收手續費
- **Online sales growing significantly – 60% for Tea House, 78% for Freespace and average 46% across all events**  
網上購票銷量持續上升 – 平均 46% 經網上購票。當中茶館劇場節目佔60%，自由空間節目佔78%
- **Ticket purchase channels include telephone sales, ticket counters and counter sales via selected Tom Lee stores and the Academy of Performing Arts**  
售票渠道包括西九網站、電話、西九場地的票務中心、香港演藝學院或指定的通利琴行門市
- **Running own system allows e-list growth and better customer service, as well as proactively and efficiently communicate with ticket holders on the latest show arrangements**  
西九售票系統可以提供更優質的客戶服務，擴闊電子通訊訂閱人數；協助管理局主動及有效率地與持票人溝通，提供節目的最新消息

# Performance Arts Venues

## 表演藝術場地

# 戲曲中心

Xiqu Centre

Grand Theatre  
大劇院

- **Grand Opening on 20 January 2019**  
2019年1月20日舉行開幕典禮
- **A world-class performing arts venue dedicated to the conservation, promotion and development of Cantonese opera and other genres of xiqu**  
作為世界級的戲曲表演藝術場地，  
致力保存、推廣及發展戲曲及其他傳統劇種

Tea House Theatre  
茶館劇場

# Freespace

自由空間

- In operations since June 2019  
自由空間於2019年6月正式營運
- Creative facility with both indoor and outdoor performing venues include The Box, The Room, The Studio  
兼備室內及戶外表演場地的創意空間，包括大盒、細盒、盒子

The Box  
大盒

# Artistically Driven

## 藝術 · 主導

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- Each venue has its own artistic mission  
每個場地有其獨有的藝術使命
- Encourage creation and increase performing opportunities  
引導創作，增加演出機會
- Build bigger audience and develop cultural appreciation  
培育更多的觀眾，促進文化欣賞



# Protect Performing Arts

## 表演·傳誦

- Artistic Hirer has priority to the calendar and pays a lower price  
藝術租用者可優先預訂及付較少的租金
- Charging mechanism shares the financial risk and supports longer run productions  
收費機制與票房掛鉤分擔財務風險及支持較長期的演出製作
- Lower Hire Charge entry point supports small medium performing companies  
收費機制低門檻，幫助中小型藝團在文化區演出



# Hirer Programme at Xiqu Centre

## 戲曲中心租用者節目

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### **Star Line-up 星級陣容**

- Loong Kin-sang's "Princess Chang Ping" 龍劍笙《帝女花》
- Law Ka-ying and Liza Wang Boomabliiss 31st Anniversary Presentations  
羅家英 汪明荃 福陞粵劇團31週年紀念·戲寶精選

### **Regional Genres of Xiqu 地方戲曲**

- First Xi Opera for Wuxi Xi Opera Company 中國無錫市錫劇院首次來港演出錫劇
  - A Master Selection of Xi Opera Excerpts 錫劇精品折子戲
  - MengLijun 《孟麗君》
- Kunqu 崑山當代崑劇院主演崑劇
  - Gu Yanwu 《顧炎武》

### **Original Production Premiere 本地原創劇目首演**

- Fung Cheung Hung Troupe 鳳翔鴻劇團
  - The Legend of Mulan 《花木蘭外傳之木蘭傳說》

### **Children's Cantonese Opera 大型全本原創兒童粵劇**

- Cha Duk Chang Children's Cantonese Opera Association Limited 查篤撐兒童粵劇協會有限公司
  - The Three-Eyed Little Fairy in Distress 《落難三眼小神仙》
  - The Quest of the Moon Fairy 《月亮姐姐睡何鄉》



# Utilisation of Xiqu Centre 戲曲中心使用情況

## The Grand Theatre 大劇院

**84%** Utilisation rate 使用率  
(05/2019 – 03/2020)

**92%** Xiqu performances  
戲曲表演



## The Tea House Theatre 茶館劇場

**72%** Utilisation rate 使用率  
(05/2019 – 03/2020)

**98%** Xiqu performances  
戲曲表演

# Utilisation of Freespace

## 自由空間使用情況

### The Box 大盒

**75%** Utilisation rate 使用率  
(06/2019 – 03/2020)

52% Theatre 戲劇

18% Dance 舞蹈

16% Music 音樂

13% Multi-arts 多元藝術

1% Non-performing arts 非表演藝術



# Art Park

# 藝術公園

# Art Park 藝術公園

## An Overview 整體概況

An integral part of the 23-hectare public open space of WKCD and the green heart of WKCD

西九的綠色心臟

23 公頃公共空間的其中一部分



Harbourside Lawn 海濱草坪



Great Lawn 大草坪

Over 2000 trees plants with over 100 species

逾 2000 棵樹木，超過100個品種

westKowloon

西九文化區

# Art Park 藝術公園

## An Overview 整體概況

Offer spectacular views over  
Victoria Harbour  
飽覽維多利亞港景色



Viewing Terrace 觀景台



Waterfront Promenade 海濱長廊

A popular place for gorgeous  
sunset photographs  
拍攝日落的熱門地方

# Art Park 藝術公園

## Outdoor Events 戶外節目



# Art Park 藝術公園

## Visitor Services 訪客服務

SmartBike service commenced  
since April 2014  
2014年4月開始推出「悠遊西九」  
單車服務



A collaboration project between  
the Authority and Tung Wah  
Group of Hospitals  
管理局與東華三院的合作項目

# Art Park 藝術公園 Visitor Services 訪客服務

Art Park Information Booth began service  
in November 2019  
2019年11月增設藝術公園訪客資訊站

Art Park Information Booth 藝術公園訪客資訊站



Park Tour & Workshop 公園導賞及工作坊



26 Park Tours and Workshops  
were conducted in 2019  
2019年舉辦了 26 場公園導賞



# **Retail, Dining and Entertainment (RDE)**

## **零售、餐飲及娛樂**

# RDE at Art Park

## 藝術公園的零售、餐飲及娛樂

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# RDE at Art Park

## 藝術公園的零售、餐飲及娛樂



# RDE at Xiqu Centre

## 戲曲中心的零售、餐飲及娛樂



# RDE at Xiqu Centre

## 戲曲中心的零售、餐飲及娛樂



# RDE at Freespace

## 自由空間的零售、餐飲及娛樂



**FREESPACE** 自由空間 **FR**

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**Thank you**  
**多謝**