

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 the progress of  
the Promotion and Venue Operations  
of Performing Arts in  
the West Kowloon Cultural District**  
**西九文化區推廣表演藝術及場地營運的進度匯報**

2021-03-01

**westKowloon**

西九文化區

# Performing Arts Programmes 表演藝術節目

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### Choreographer and Composer Lab 2020

「舞·樂互碰2020」

A collaborative professional platform that brings music and movement artists together to generate creative ideas, explore new approaches and develop partnerships. From February to June 2020, Freespace presented the third edition, featuring two independent contemporary dance choreographers – Alice Ma and Joseph Lee – and three independent composers of diverse disciplines and genres – Fiona Lee, Karen Yu and Lawrence Lau.

「舞·樂互碰」是一個連繫專業作曲家和編舞家交流合作的平台，讓他們觸發創意，探尋新的創作方式，並建立夥伴關係。於2020年2月至6月，自由空間呈獻第三屆「舞·樂互碰」，由兩位編舞家馬師雅和李偉能，以及三位橫跨不同領域和專長的作曲家李穎嫻、余林穗和劉曉江合作演出。



### West Kowloon Young Fellows Scheme (Performing Arts) 西九表演藝術教育創研計劃 2020

An incubating platform for the development of arts learning, public participation, community engagement or audience building projects to enrich the arts ecology in Hong Kong. The 2020 fellowships were awarded to Onnie Chan On-yin for *Fun Time for Single-parent Families* and Leung Ho-yin for *'Yau Lok, Ng-goi' – The Music of Minibus Drivers in Hong Kong*.

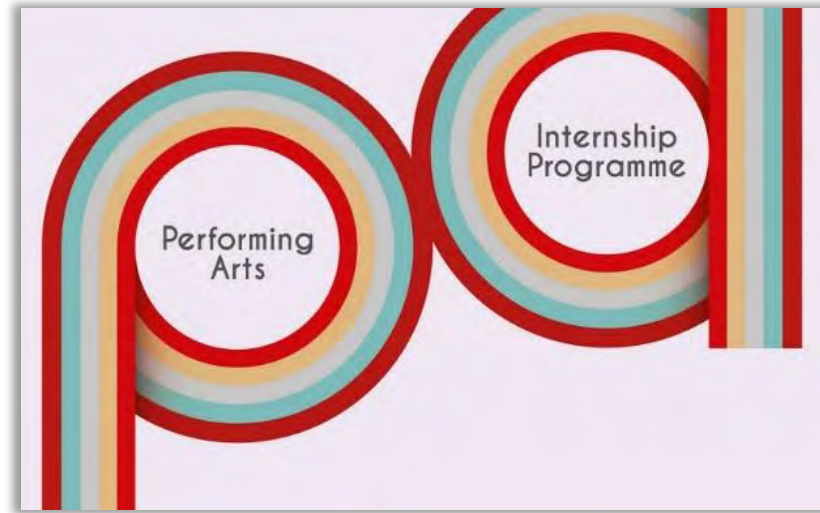
作為一個培育平台，鼓勵構思及發展對本地藝術發展有裨益的藝術教育、公眾參與、社區連結及觀眾拓展項目。2020計劃得獎項目為陳安然的「單親Fun Time」及梁皓然的「有落唔該——香港小巴司機的音樂」。



### What is Stage 2020: Gap Year 什麼是舞台 2020：走出夾縫的一年

*What is Stage* is an annual collaboration between WKCD and Edward Lam Dance Theatre, inviting international leaders in scenography (stage design) to give intensive workshops for Hong Kong's theatre sector. 2020 marked the fourth year of the programme with a two-week online workshop to revisit 'ways of seeing' through discussion and film making.

「什麼是舞台」是西九及非常林奕華每年一度合辦的舞台美學系列，邀請國際舞台設計的權威，為本港戲劇界提供工作坊。2020年踏入系列第四年，透過一連兩星期的網上工作坊，以分享和短片拍攝，探索「觀看的方式」。



### Performing Arts Internship Programme 2020 表演藝術實習計劃2020

Local tertiary students are provided with professional development opportunities in areas including programming, operations as well as technical and productions. In 2020, a total of 22 interns were enrolled in the Performing Arts Division of WKCD.

為本地大專生提供在節目策劃、場地營運及技術和製作等方面的專業發展機會。2020年，共有22位實習生於管理局的表演藝術處工作。

# Audience Building – Dance 觀眾拓展 – 舞蹈

To build on existing audiences and identify, develop and engage new ones through quality and innovative performances and activities

透過優秀和創新的表演及活動，識別、開發和吸引新的觀眾，拓展現有觀眾群

# PA



## Company Wayne McGregor – Autobiography 韋恩·麥葛萊格舞團——我的基因舞譜

Co-commissioned by Freespace with other leading international venues and festivals, *Autobiography* is part of a long-term and multi-faceted partnership with Company Wayne McGregor and Hong Kong's dance and dance education community.

由自由空間與多個世界知名的劇院及藝術節共同委約，《我的基因舞譜》是韋恩·麥葛萊格工作室與香港舞蹈及舞蹈教育社群長期及多元合作的階段成果。

>600  
Audience  
觀眾



## Cypher Dance and Movement Series 「晒冷」舞蹈與動作系列

From October to November 2020, Freespace presented a series of dance and movement events on-site and online with performances by regional and international artists including renowned Japanese artist Hiroaki Umeda. On-site events included graffiti workshops and a mural project outside Freespace. Digital events included the online world premiere of Hong Kong Dance Company's performance, *Convergence*, a work marrying Chinese dance and martial arts.

由2020年10月至11月，自由空間舉行了一系列舞蹈與動作的現場及網上活動，由本地及國際藝術家帶來精彩演出，包括著名日本編舞家梅田宏明。現場活動包括塗鴉體驗課及自由空間戶外壁畫項目。網上活動包括香港舞蹈團研究提煉中國舞及武術的《凝》，呈獻全球網上首演。

>1,350  
Audience / online views  
觀眾 / 網上觀看

Freespace Mural time-lapse video:  
自由空間戶外壁畫縮時短片：

>3,000  
Online views  
網上觀看



## CCDC in Residence 2020 自由駐：城市當代舞蹈團 2020

WKCD partnered with City Contemporary Dance Company (CCDC) to present two events based on the theme of 'I/YOU LOOK AT YOU/ME'. Ticketed events included two online live performances of *Social Distancing Theatre Joyeux Noël* by CCDC resident artist, Noel Pong. Another event, *The Pandora Studio*, was a free live-streaming event curated by CCDC's Artistic Director Designate Yuri Ng.

西九與城市當代舞蹈團合作推出兩個以「我看你看我」為主題的活動。售票活動包括兩場特別製作的網上現場節目，由城市當代舞蹈駐團藝術家龐智筠創編及演繹的獨舞作品——社交距離劇場《聖誕快樂》，另一個作品《潘多拉的盒子》則是由城市當代舞蹈團藝術總監伍宇烈策劃的免費串流直播節目。

>2,500  
Audience / viewers  
觀眾 / 人次觀看



The Experimental Chinese Opera Festival features original productions and new perspectives on Chinese opera  
小劇場戲曲節呈獻原創作品及創新意念的中國戲曲

Experimental Cantonese Opera Wenguang  
Explores the Valley  
小劇場粵劇《文廣探谷》



>400  
Audience  
觀眾

Experimental Cantonese Opera Farewell My Concubine  
(New Adaptation)  
小劇場粵劇《霸王別姬》(新編)



>450  
Audience  
觀眾

Creative Sharing Sessions  
創作交流會



>500  
Audience  
觀眾



### Music in the Atrium

#### 悠揚音韻樂中庭

Free performances of traditional Chinese music in the Xiqu Centre Atrium presented by a revolving line-up of invited professional troupes on alternate Saturdays & Sundays (except during temporary venue closure due to the pandemic).

免費的傳統中樂演奏節目，並由受邀的專業樂團每隔一個週末輪流演出（疫情期間暫時閉館除外）。

>2,800

Audience  
觀眾



### Tea House Theatre Experience

#### 茶館劇場粵·樂·茶韻

Led by Artistic Curator and Director Law Ka Ying and performed by WKCD's own Tea House Rising Stars Troupe, the 90-minute programme showcases a selection of short excerpts demonstrating a range of vocal, music and performance styles, introducing new audiences to Chinese traditional theatre.

特別製作的90分鐘節目由著名粵劇紅伶羅家英先生擔任藝術策劃及導演，及西九的茶館新星劇團擔綱演出，呈獻精選粵曲、粵樂及折子戲，帶領初次接觸戲曲的觀眾體驗中國傳統劇場。

>2,400

Audience  
觀眾

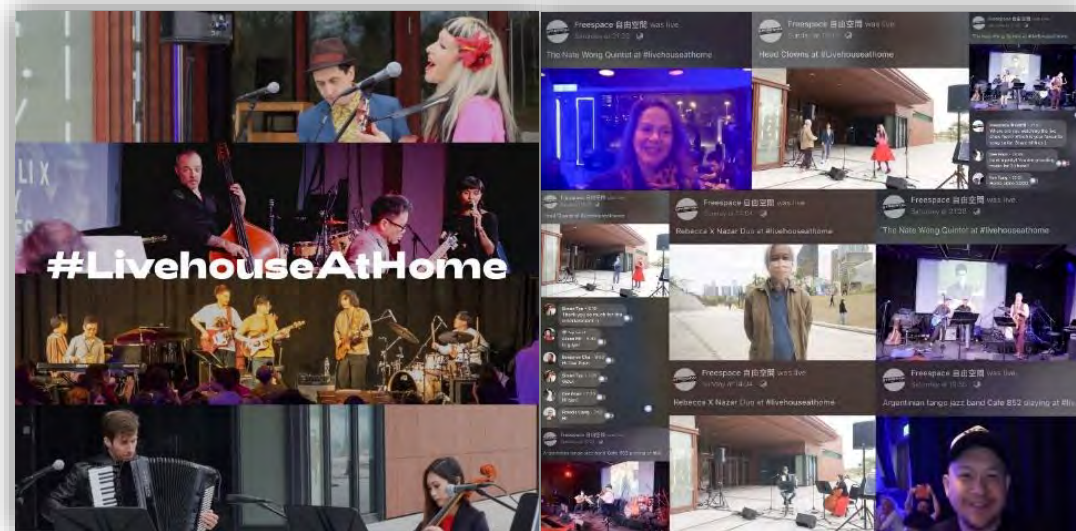


### Live Music Performances at Lau Bak Livehouse 留白Livehouse現場音樂演出

Lau Bak Livehouse at Freespace is a bar-café and performance space offering live music by artists from Hong Kong and around the world showcasing the best of the local and international music scene.

自由空間的留白Livehouse 集酒吧/咖啡室與表演空間於一身，並由才華洋溢的本地及海外音樂人每週送上現場音樂演出。

**>4,700**  
Audience  
觀眾



### #LivehouseAtHome #LivehouseAtHome串流直播

In response to the first venue closure on 29 January 2020, the District launched its first online streaming series, #LivehouseAtHome, on 7 February 2020, bringing Hong Kong music artists to audiences worldwide.

2020年1月29日西九的場地首次關閉，西九隨即於2020年2月7日首度推出#LivehouseAtHome網上音樂串流表演，將本地音樂帶給全球觀眾。六個星期的串流直播表演錄得全球超過110 000 人次觀看。

**>110,000**  
Online viewers in six weeks  
六星期網上節目的觀眾人次

**>38,000**  
People click-to-view  
人次點擊觀看





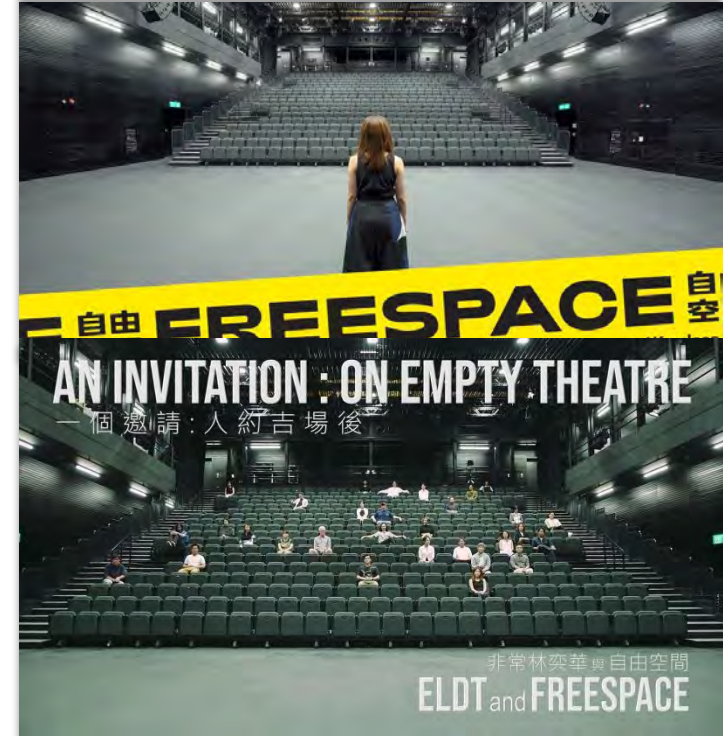
## Freespace Jazz Fest 自由爵士音樂節

From 6 to 8 November 2020, Freespace Jazz Fest returned to WKCD with a series of indoor and outdoor music and popular forms of music, featuring over 200 Hong Kong jazz artists. Highlighted ticketed events included *Ted Lo and Eugene Pao*; *Angelita Li Sings Billie Holiday – Feat. Patrick Lui Jazz Orchestra* and the experimental collaboration *Jazz Imaginarium*.

「自由爵士音樂節」於2020年11月6至8日重臨西九，與超過200名本地爵士音樂家合作，舉行一系列室內及戶外的音樂與藝術活動。主要的售票節目包括：著名爵士樂音樂家羅尚正及包以正的《最「正」爵士夜》、本地爵士女伶李安琪跟雷柏熹領軍的爵士大樂團的《自由爵士音樂節：Angelita Li Sings Billie Holiday – Feat. Patrick Lui Jazz Orchestra》、多媒體實驗演出《爵視》。

>7,000

Visitors  
訪客



## An Invitation: On Empty Theatre 一個邀請：人約吉場後

In June 2020, Edward Lam Dance Theatre and Freespace co-produced the video series *An Invitation: On Empty Theatre*. 30 Hong Kong-based actors reflected on their relationship with the audience and the meaning of theatre, in the absence of audience and performers. The full series of videos are available online on the District's YouTube.

2020年6月，非常林奕華與自由空間聯合製作《一個邀請：人約吉場後》，邀請了30位香港演員參與，訴說演員與觀眾之間的關係，以及在沒有觀眾及表演者之下，劇場作為一個空間及一種藝術的真正意義。整個錄像系列可於西九的YouTube頻道收看。

>19,000

Online views  
網上觀看次數



**Memorial Talk Series Commemorating Wong Yuet-sang, Maestro of Cantonese Music Culture**  
紀念粵樂大師王粵生講座系列

A new series of talks on Wong's work in November 2020. This project was part of the Xiqu Centre's commitment to preserve tradition and share the art form with students, youth and new generations of audiences.

於2020年11月舉辦有關粵樂大師王粵生作品的全新講座系列，此項目亦貫徹戲曲中心的使命，與學生、青少年和新世代觀眾分享戲曲，保存這種傳統藝術。



**Xiqu Dialogues II: West Kowloon Cultural District's "Xiqu Petit Theatre": The Why and What of Innovation and Experimentation**  
戲曲對話II：「西九戲曲小劇場：為何創新？實驗甚麼？」

Online public forum to share inspirations on Chinese opera and explore the possibility of developing 'xiqu petit theatre' in Hong Kong

網上公眾論壇，以分享對中國戲曲的見解，並探討小劇場在香港的發展空間



**Xiqu Centre Guided Tour**  
戲曲中心導賞團

The tour helps visitors explore the Xiqu Centre's facilities and features, and discover fascinating facts about the culture and stories behind the art of xiqu.

導賞團帶領訪客探索戲曲中心的設施、了解建築設計特色及發掘戲曲藝術背後的文化及故事。

**>750**  
Visitors  
訪客



### West Kowloon 101 西九101

West Kowloon 101 encourages appreciation and enhances enjoyment of arts and cultural programmes among a broader spectrum of the community.

「西九101」推動藝術欣賞和分析，令文化藝術節目普及至更多層面的觀眾。

**>1,200**  
Participants  
參加者



### Giant Steps – Jazz Rhythms for Kids 踢躑爵士樂

From 14 to 22 November 2020, WKCD held 11 sessions of 90-minute children's workshop *Giant Steps – Jazz Rhythms for Kids*. A team of experienced jazz musicians and tap dancers introduced young participants to the fundamental elements of jazz.

西九於2020年11月14至22日舉行了11場90分鐘的「踢躑爵士樂」兒童工作坊。經驗豐富的爵士樂樂手和踢躑舞者於工作坊中讓小朋友體驗各樣爵士樂元素。

**>350**  
Participants  
參加者

- **Sunday Jazz at the Art Park**  
爵士星期日@西九藝術公園
  - Held in the Art Park in Oct 2020  
2020年10月於藝術公園舉行
  - Support artists who were affected by restrictions on performances at indoor venues  
支持因為室內表演場地關閉而未能舉行表演的藝術家
- 19 events were scheduled from Apr 2020 to Feb 2021 but only one event was successfully held in Nov 2020, while the rest had been rescheduled or cancelled due to the pandemic  
2020年4月至2021年2月期間，原訂編排了19項活動，受疫情影響，只有一項成功於2020年11月舉行，其餘18項均要改期或取消



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# Performing Arts Venue Operations 表演藝術場地營運

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# Xiqu Centre and Freespace

## 戲曲中心與自由空間

### Xiqu Centre 戲曲中心

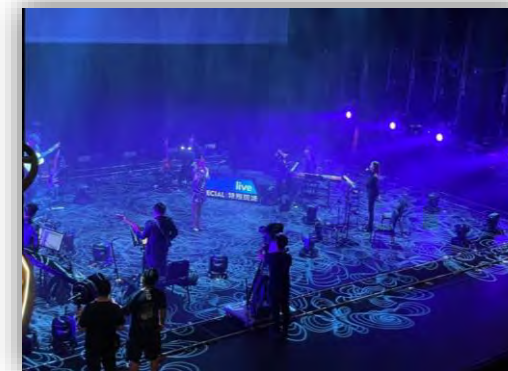
- Xiqu groups enjoy scheduling priority and a preferential rate is offered to support the xiqu sector in the Xiqu Centre.  
為支持戲曲界，戲曲團體可優先租用戲曲中心及以優惠價錢租用場地。
- Xiqu remains the dominant art form for the Xiqu Centre. The booking has been extended beyond this art form since January 2020.  
自2020年1月起，戲曲中心繼續以戲曲作為主要表演藝術的同時，亦開放供戲曲以外的藝術團體租用。



Orchestra with Projection  
管弦樂演奏及投影



Chinese Orchestra  
中樂演奏



Canto-Pop  
流行音樂

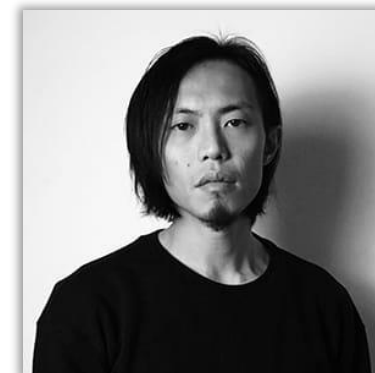
### Freespace 自由空間



Vicky Fung  
馮穎琪



Verdict  
《生死裁決》



Mike Orange

- The first full calendar year (2020) of operations of the Xiqu Centre and Freespace was challenged by the defining global health crisis of our time. In compliance with the regulation, the District's performing arts venues, due to the pandemic, were either closed for 188 days from January to December 2020, or having 50%, 75% and 80% seating capacity restrictions in different periods when they were allowed to open.  
兩個表演藝術場地在首年全年營運（2020年）遇上疫情挑戰。為配合及遵守規管，西九的表演藝術場地於2020年一共關閉了188日，在獲准開放的不同期間，表演藝術場地的座位上限維持於50%、75%或80%。
- In 2020, around 516 performances and programmes and over 470 regular activities at the Xiqu Centre and Freespace had been rescheduled or cancelled.  
2020年內戲曲中心及自由空間約有516場表演節目以及超過470項定期活動被迫改期或取消。
- The Authority, trying to support the sector during such trying times, has given venue hirers the maximum flexibility to cope with the uncertainty over events being rescheduled or rescoped. Rate concessions and/ or refunds have been arranged with consideration of the hirers' individual circumstances.  
管理局盡力在這個困難時期支持業界，為場地租用者提供最大的彈性，以助他們應付因活動要改期或重新規劃而出現的不確定性。管理局同時因應場地租用者的個別情況，安排場租寬減及/或退款。
- From April 2020 to January 2021, the actual utilisation rate of the Grand Theatre (Xiqu Centre), The Tea House Theatre (Xiqu Centre) and The Box is 27%, 66% and 65% respectively.  
由2020年4月至2021年1月期間，戲曲中心大劇院、茶館劇場及自由空間大盒的實際使用率分別為27%、66%和65%。

## Performance Held with Enhanced Precautionary Measures 表演於加強衛生防護措施下舉行



**Music in the Atrium  
@ Xiqu Centre  
悠揚音韻樂中庭  
@ 戲曲中心**

**Jazz Fest on Nov 6 to 8  
@ Freespace  
11月6至8日 - 自由爵士音樂節  
@ 自由空間**

**Dance Performance  
on Nov 28 & 29 @ Art Park  
舞蹈表演  
11月28及29日 @ 藝術公園**



# **Marketing Initiatives**

## **市場推廣**

# Digital marketing campaign 數碼宣傳推廣活動

Online events, including live-streamed and on demand performances, were supported by digital marketing campaigns

網上活動（包括多項串流直播及限時演出）透過數碼形式推廣宣傳

- *With/out Umeda* by Hiroaki Umeda 梅田宏明的《在與不在 梅田宏明》
- *Waking Dreams in 1984* by On & On Theatre Workshop 前進進戲劇工作坊的《午睡》
- Creative Sharing Sessions by Mainland troupes as part of the Experimental Chinese Opera Festival 小劇場戲曲節的內地劇團創作交流會



# Digital marketing campaign 數碼宣傳推廣活動

Two extensively promoted projects were commissioned online in response to the pandemic:

1. *An Invitation: On Empty Theatre*, co-produced with Edward Lam Dance Theatre
2. *Dear 2021*

had reached over 1.3 million unique users



兩項因應疫情而專門設計的網上節目：

1. 與非常林奕華聯合創作的《一個邀請：人約吉場後》
2. 「你好2021」影片的推廣活動獲得超過

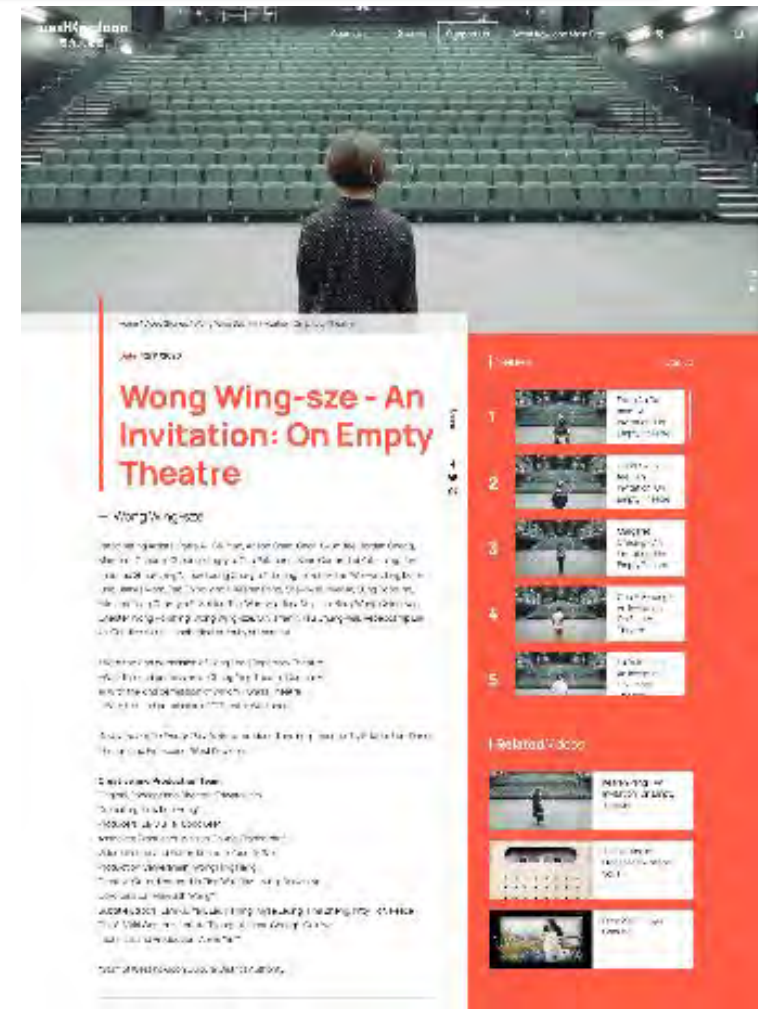
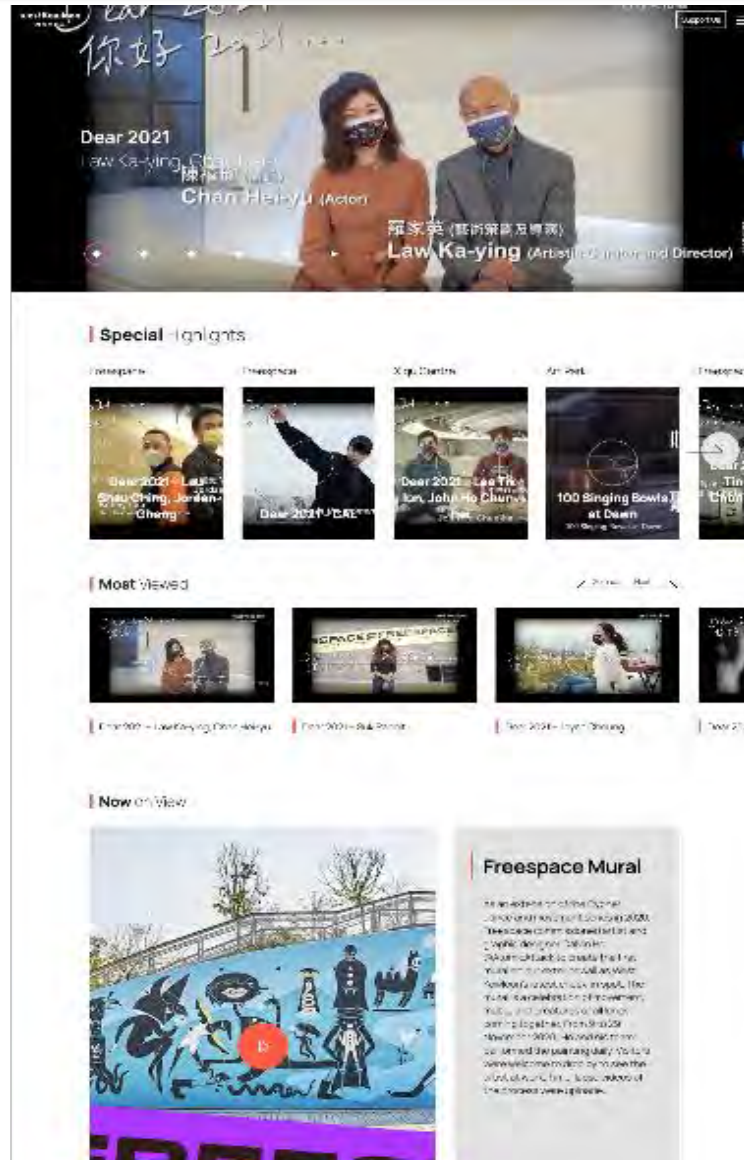
130萬觸及人數



# Website 網站

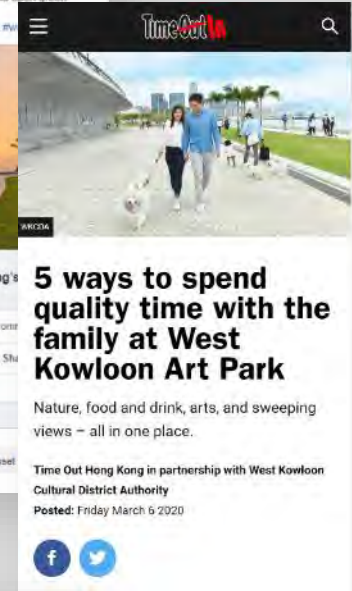
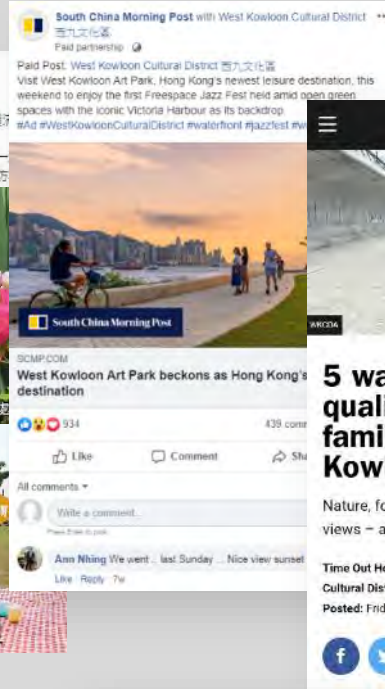
## West Kowloon Video Platform 西九專屬影片平台 ([digital.westkowloon.hk](http://digital.westkowloon.hk))

- Launched in November 2020  
2020年11月推出
- More than 70 videos across  
different art forms  
超過70段關於不同藝術界別  
的影片



# OVERALL RESULTS 整體成果

Between Oct 2019 to March 2020  
2019年10月至2020年3月



**Very positive** feedback  
反應非常正面



**7M+** impressions (total) 總曝光率

**300,000+** video views 影片觀看次數

**50,000+** page views on advertorials 廣告文章瀏覽量



**100,000+** Engagement / Reactions

(likes, clicks, shares, comments)

人次參與 (讚好、點擊、分享及評論)

*\*Promotion intentionally slowed down from Jan 2020 due to COVID-19 and suspended from late March 2020 as situation worsened*

*\*受疫情影響，推廣活動由2020年1月開始放緩。及後疫情惡化，推廣活動從2020年3月下旬開始暫停。*



**Banners along the Austin Road Pedestrian Linkage System (connecting MTR Austin Station and the Xiqu Centre)**

柯士甸路行人連接系統（連接港鐵柯士甸站及戲曲中心）的宣傳海報

# District mobile app

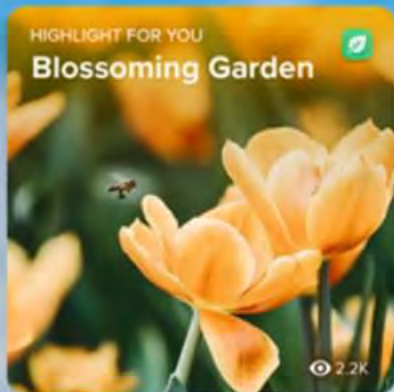
## 西九手機應用程式

Phase 1: To be launched 2nd quarter 2021

第一階段：計劃於2021年第二季推出

# Timely & Personalised Event Promotions 及時和個人化的活動推廣

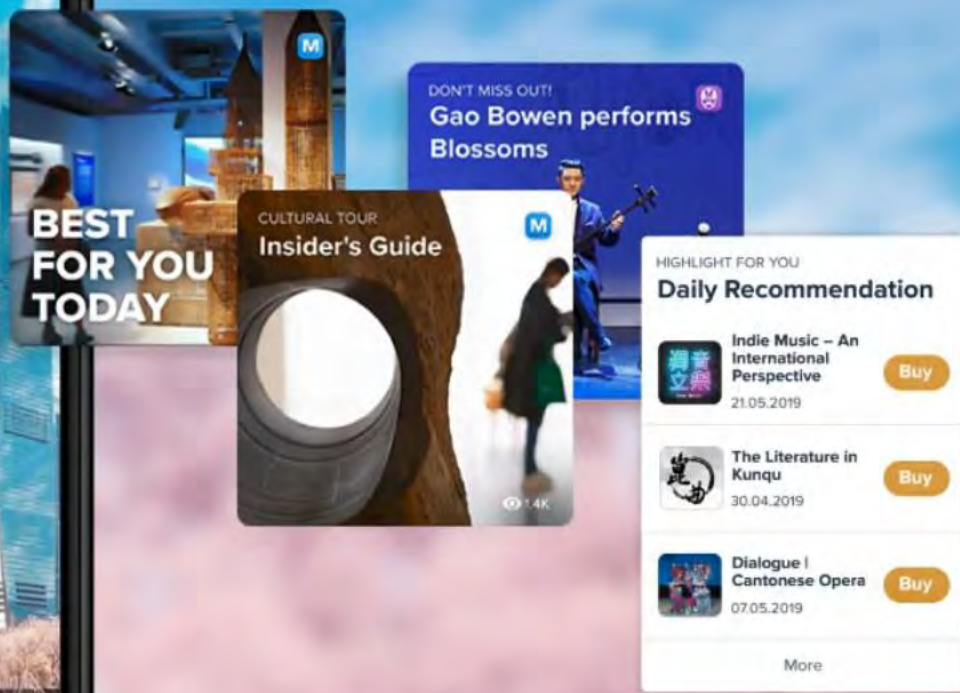
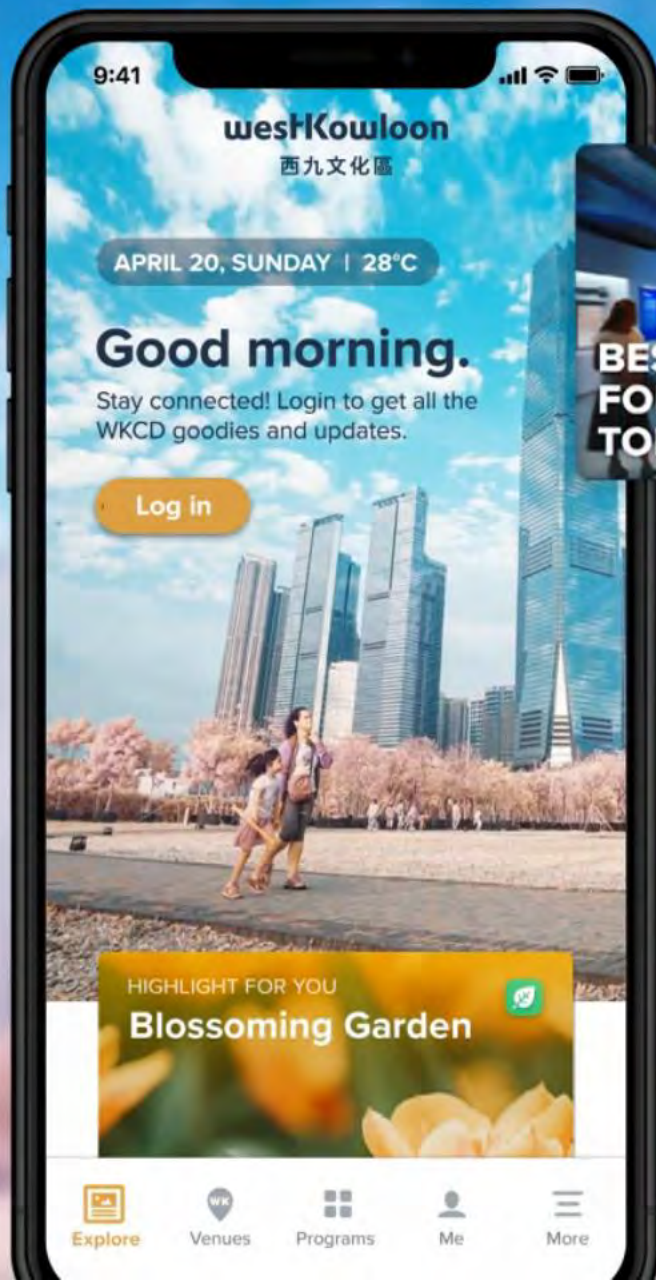
Reactive 反應式程式設計



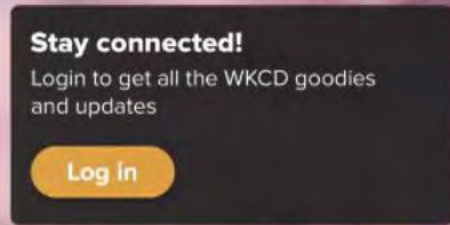
Socialize 社交活動 (連繫及凝聚)  
(Connect and Engage)



Personalize 個人化



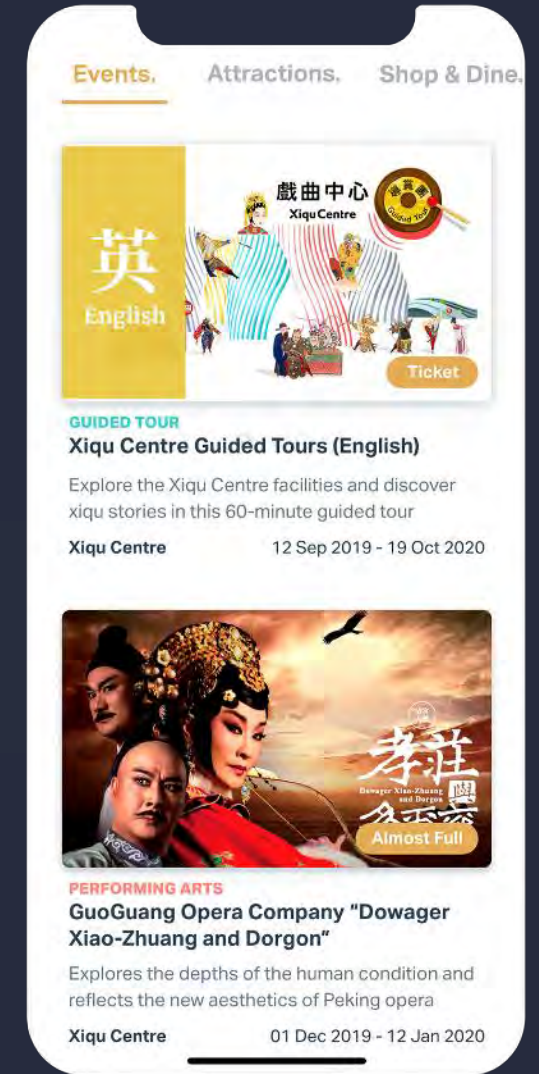
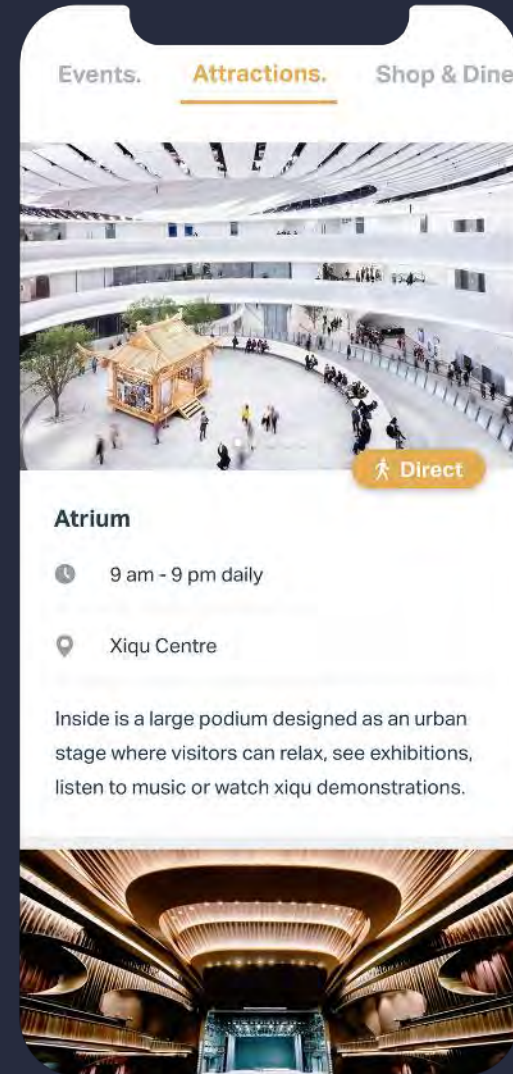
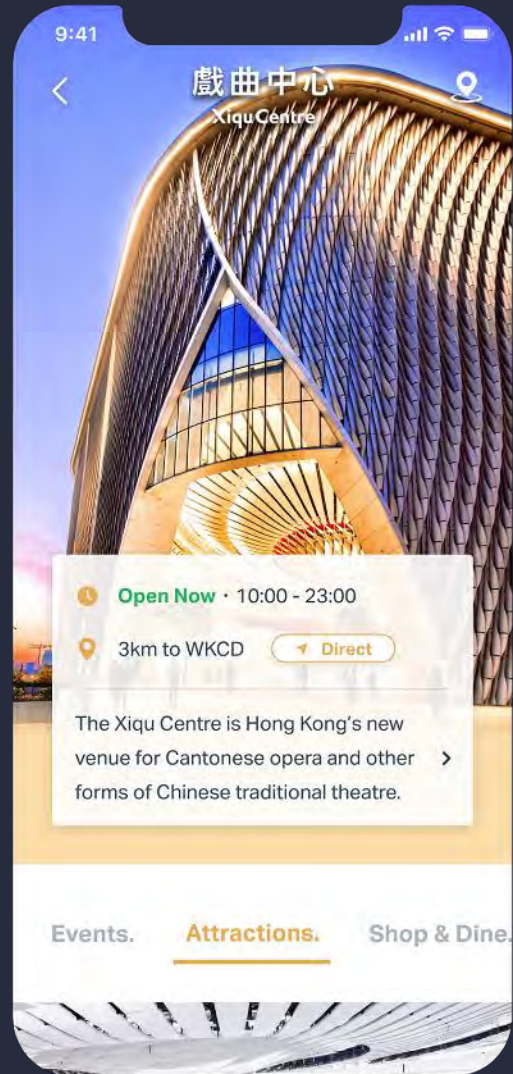
Enrolling 註冊 (鼓勵用戶登入)  
(Encourage user to login)





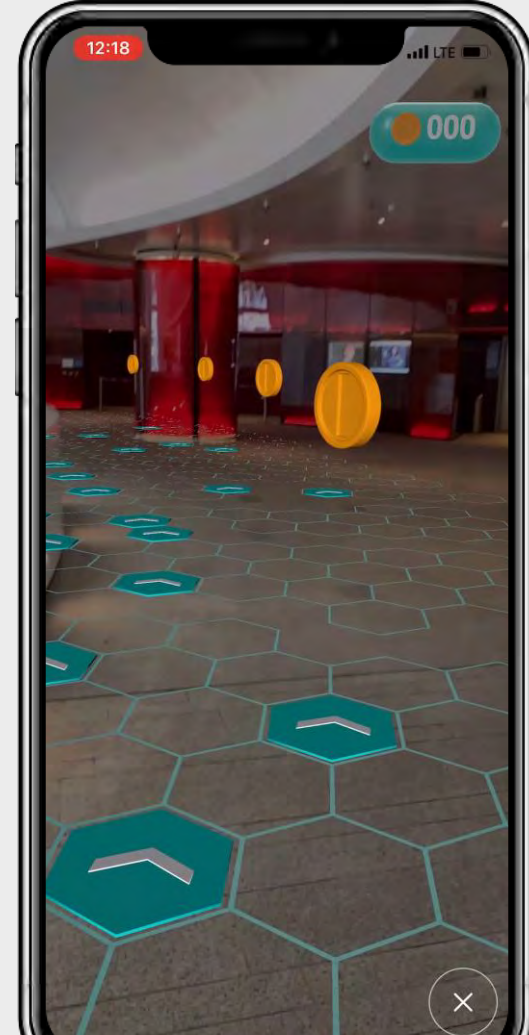
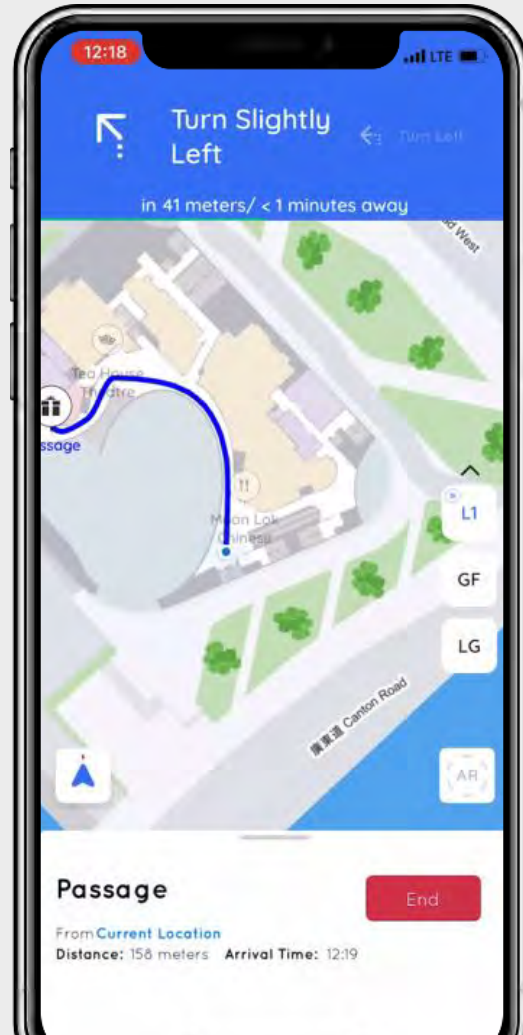
# What's On, Opening Hours, Attractions / Facilities, F&B

最新消息、開放時間、景點/設施、餐飲



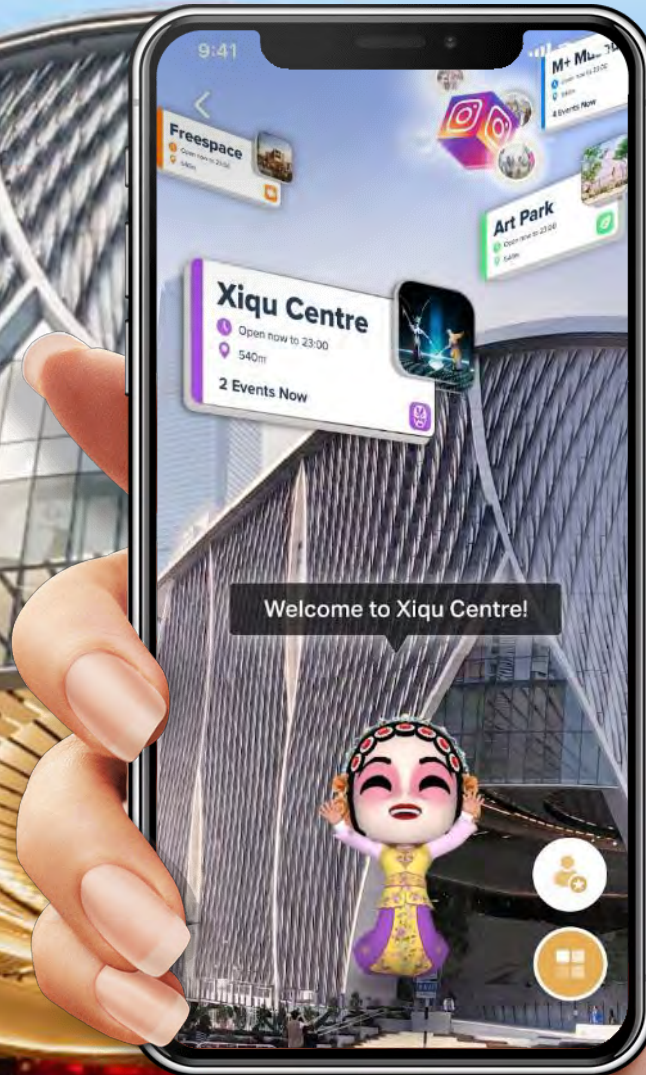
# District-wide wayfinding platform and AR (Augmented Reality) wayfinding 西九內路線搜尋平台及擴增實境路線搜尋

The app integrates with the new district-wide wayfinding platform to display the district map (point of interests, routes etc.). With the beacon installed, the platform supports **seamless indoor-to-outdoor, floor-to-floor transition**, as well as next generation **AR wayfinding**.  
手機應用程式整合西九的全新路線搜尋平台，以展示西九地圖（景點、路線等）。透過安裝相關標示，此平台支援無間斷連接室內室外、不同樓層的影像，並可利用擴增實境作路線搜尋。



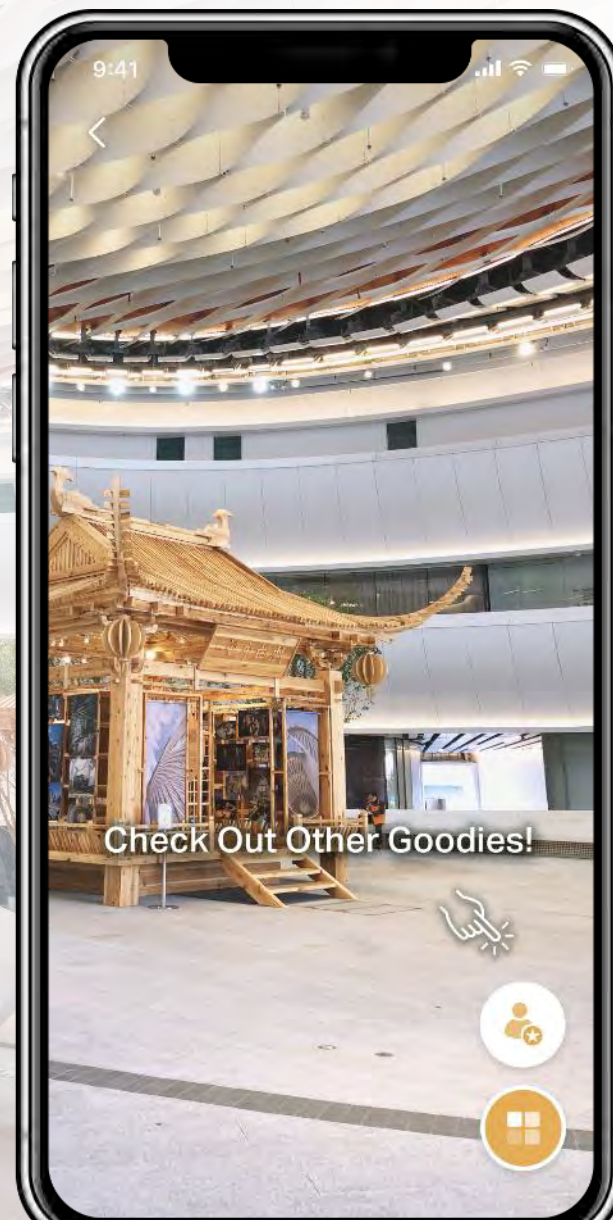
GeoAR 地域擴增實境 (AR)

AR Experience 擴增實境體驗



# GeoAR 地域擴增實境 (AR)

## AR Experience 擴增實境體驗



GeoAR地域擴增實境 (AR)

Take & Share AR Photos 拍攝及分享AR照片



GeoAR地域擴增實境 (AR)

# AR Pet AR寵物



# **Social Media**

## **社交媒體**

# Social Media 社交媒體

- The District's social media profile continues to grow 西九各社交媒體的關注度不斷上升

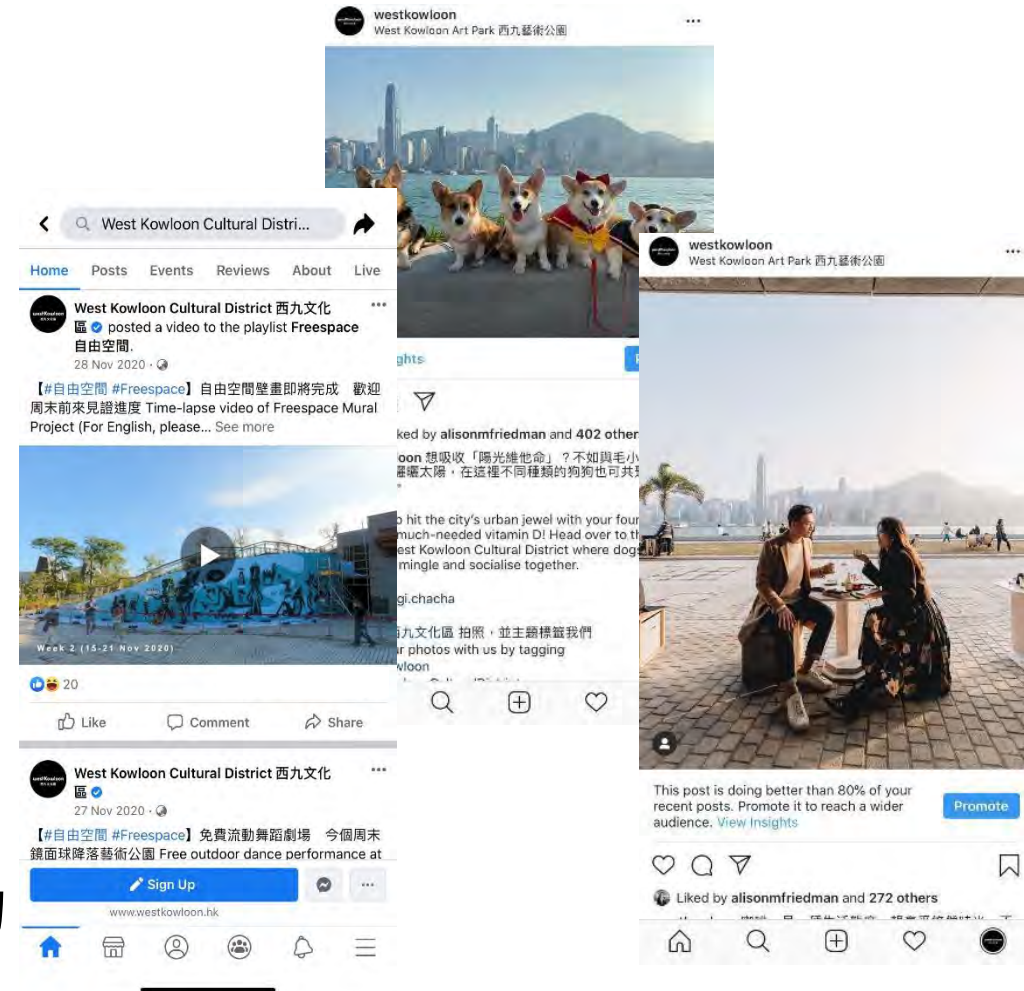


Over 130 000 followers  
追蹤者逾13萬



About 40 000 followers  
追蹤者約4萬

- Significant growth is expected in Facebook and Instagram followers in 2021/22 with the opening of M+ in late 2021 and the run-up to the opening of HKPM  
隨著M+ 將於2021年底開幕，香港故宮文化博物館的開幕準備工作亦如火如荼，預計Facebook和Instagram的追蹤人數在2021/22年將會有顯著增長







# #XiquCentre

# Instagram ArtPark





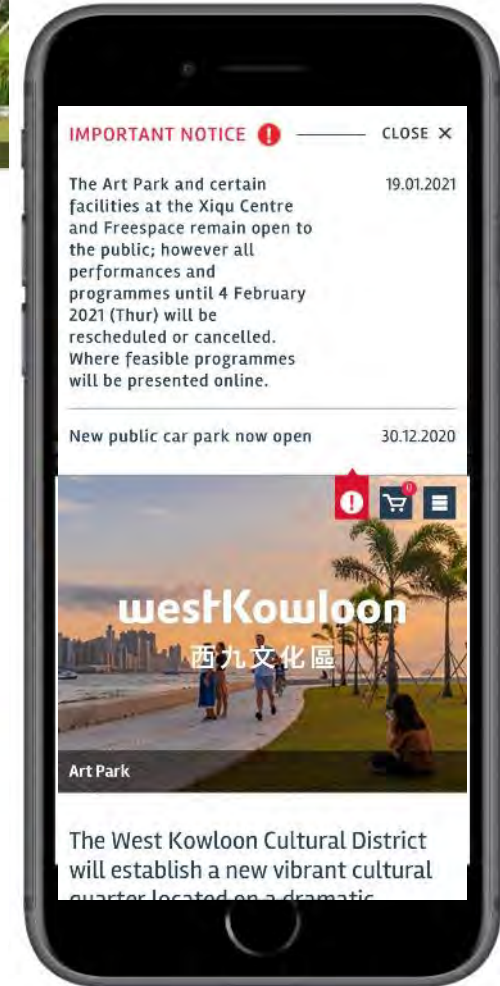
# #Competition Pavilion

# Website

# 網站

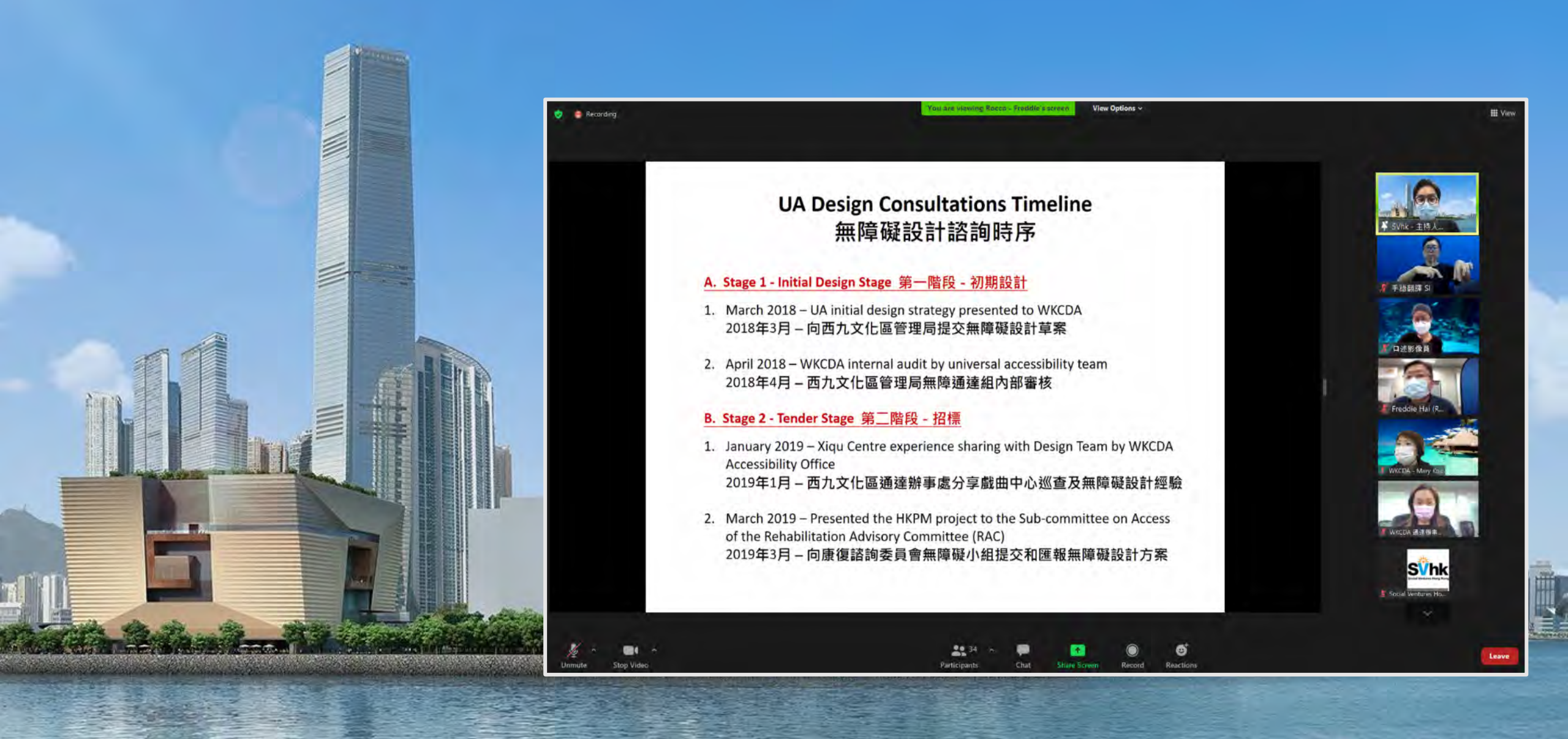
# Website 網站

- WKCD website continues to promote events, F&B offerings and provide general venue information within the District  
西九網站繼續推廣宣傳節目、餐飲及西九場地資訊
- Generated 5.4 million page views across 2.2 million visitor sessions. More than 1 500 webpages were published in 2020  
共錄得220萬人次到訪，頁面瀏覽量多達540萬次，2020年共發布了超過1 500個網頁



# **Accessibility**

## **通達服務**



Online accessibility design consultations with sign interpretation and audio description  
無障礙設施諮詢會轉移至網上舉行，設有手語傳譯及口述影像



First audio-described experimental Chinese opera performance at Xiqu Centre  
戲曲中心首場附設口述影像的小劇場演出





westKowloon  
西九文化區



由聾、健傳譯員合作  
with Deaf and hearing interpreters



Freespace 自由空間 posted a video to playlist 自由爵士音樂節 2020 Freespace Jazz Fest 2020.

16 Oct 2020 • 🌐

《Angelita Li Sings Billie Holiday》將設有 #劇場視形傳譯 服務，介紹爵士天后Billie Holiday的一生。#自由爵士音樂節 期間，自由空間大堂亦設有通達服務處，由 #香港展能藝術會 的通達大使提供 #手語傳譯，讓所有人都能享受音樂！此短片以手語介紹自由爵士音樂節，全片沒有聲音，全長約3分36秒。

立即購票：<https://wk.org.hk/3dn01cA>

This year's #FreespaceJazzFest programme "Angelita Li Sings Billie Holiday" offers #TheatricalInterpretation to tell the story of Billie Holiday's life. We strive to make the festival accessible to everyone. During the festival period, access ambassadors from #ArtswiththeDisabledHongKong will provide on-site sign interpretation upon request.

This is a silent video showing sign language translation of the promotional text of the programme. The video is about 3 mins 36 seconds long.

Get your tickets now: <https://wk.org.hk/33SUVlb>

#BeBoldFreespace #Jazz West Kowloon Cultural District 西九文化區

Promotional video in Hong Kong Sign language for events with theatrical interpretation  
製作短片，透過手語宣傳設有劇場視形傳譯的節目