

立法會監察西九文化區計劃推行情況聯合小組委員會

LegCo Joint Subcommittee to Monitor the Implementation of the West Kowloon Cultural District Project

西九文化區倡議的學習和社區參與活動

Learning and Community Engagement Initiatives of the West Kowloon Cultural District

6-9-2021

M+



願景 VISION

建立一個學習社群，透過視覺文化培養同理心、尊重、多元視野及創意

To build a community of learning that nurtures empathy, respect multiple perspectives and fosters creativity through visual culture

使命 MISSION

- 提供一個開放和友善的平台，將人、事物和空間連繫起來
- 通過交流、反思和實踐，建立對自我和外在世界的歸屬感
- 造就充滿創意的學習體驗，藉此營造積極的學習文化
- Offer an **open** and **welcoming platform** to connect people, objects and spaces
- Facilitate the **exchange** of ideas and perspectives, with reflective practices, to develop a **sense of belonging** with the self and the outside world
- Provide **creative** learning experiences to the public, that facilitate the development of an **active** learning culture

M+ 學習及社區參與活動

Learning and Community Engagement Initiatives

青年及社區參與

Young People and Community Engagement

透過視覺文化啟發及支持青年探索自我，並在這過程中發揮創意及培養批判思維

To inspire and support young people in the pursuit of creativity and nurture critical thinking in their self-discovery journey through visual culture

M+ 夏令營 2015 - 2018

M+ Summer Camp 2015 - 2018

- 創作人 Creatives: 48
- 大學生義工 University student volunteers: 78
- 參加學生 Participating students: 400



M+M21漫談創意系列

M+M21 Chat It Up On Creativity

在線觀看 Online views

>280 000



香港青年協會
the hongkong federation of youth groups

M+ 學習及社區參與活動

Learning and Community Engagement Initiatives

青年及社區參與：未來活動

Young People and Community Engagement: Future Programmes



定期活動
Young People Meet-up



青年祭及夜遊博物館
Young People Festival & Late Night

- ❖ 社區計劃 Community project
- ❖ 心靈體驗活動 Mindfulness programmes
- ❖ 青年協作團隊 Youth panel
- ❖ 數碼參與 Digital engagement
- ❖ 短期課程 Summer course
- ❖ 現場表演 Live performance
- ❖ 工作坊 Workshop

M+ 學習及社區參與活動

Learning and Community Engagement Initiatives

家庭及共融參與：未來活動

Family and Inclusive Engagement: Future Programmes

M+奉行共融精神，歡迎任何背景、年齡及能力人士參與

As an inclusive museum, M+ welcomes visitors regardless of their backgrounds, age groups and abilities



導賞團及工作坊 Tour & Workshop

- ❖ 設有即興活動的流動創意站
Mobile stations with pop-up activities
- ❖ 設手語傳譯的活動及導賞
Sign interpretation for events and tours
- ❖ 設口述影像的展廳語音導賞
Audio description for in-gallery guide



家庭日 Family Day / Festival

- ❖ 導師訓練
Training for educators
- ❖ 親子導覽小冊子及易讀的參觀指南
Family pack and easy-to-read pre-visit guide
- ❖ 由殘疾藝術家帶領的活動
Events led by creatives with disabilities

M+ 學習及社區參與活動

Learning and Community Engagement Initiatives

學術（學校、教師、講座及研討會）

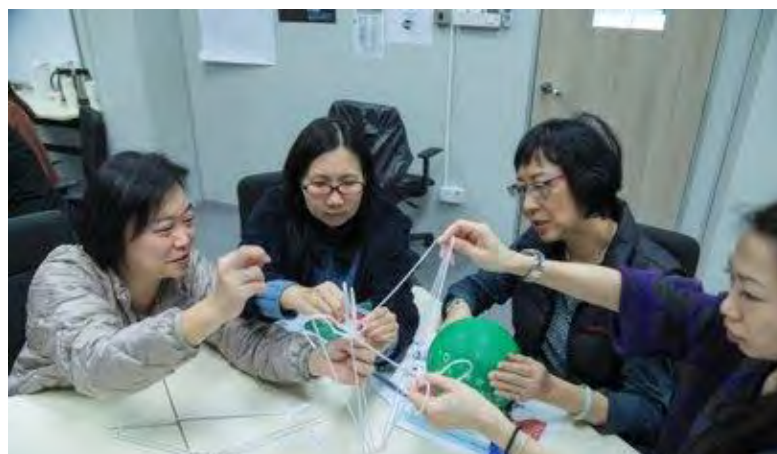
Academia (Schools, Teachers, Talks and Symposium)

成為推動幼稚園、小學、中學和大專院校師生學習和探索視覺文化的領先機構

To become the leading institution in promoting the learning skills of exploring visual culture for both teachers and students from kindergartens, primary, secondary and tertiary institutions



M+敢探號 M+ Rover



教師圓桌 Teachers' Roundtable

❖ 中學 Secondary schools (2016, 2017 and 2018)

- 學校 Schools: 105
- 藝術家帶領的活動 No. of sessions of artist-led activities: 105
- 參加者 Participants: 36 800

❖ 小學 Primary schools (2020 - 21)

- 學校 Schools: 17
- 藝術家帶領的活動 No. of sessions of artist-led activities: 65
- 參加者 Participants: 1 800

M+ 學習及社區參與活動

Learning and Community Engagement Initiatives

學術 (學校、教師、講座及研討會): 未來活動

Academia (Schools, Teachers, Talks and Symposium): Future Programmes



M+思考及M+焦點談
M+ Matters & M+ Keynote



學校導賞團及工作坊
School Tour & Workshop

- ❖ 藝術家及創作人主導工作坊
Artist-and maker-led workshop
- ❖ M+導賞員義工計劃
M+ Guide volunteer programme
- ❖ 校長及教師活動
Tour & briefing for principals & teachers
- ❖ 展覽相關的教學資源
Exhibition-related teaching resources
- ❖ 短期課程
Short courses
- ❖ 大學合作計劃
University partnership
- ❖ 導賞
Guided tours
- ❖ 講座
Talks

M+ 學習及社區參與活動

Learning and Community Engagement Initiatives

詮釋及數碼學習:未來活動

Interpretation and Digital Learning: Future Programmes

為所有訪客提供容易理解、知識豐富及與生活息息相關的資訊及內容

To provide accessible, knowledgeable, and relevant information and content that is approachable to all



「匣子」展廳 The Cabinet

- 一個互動的開放式的儲存空間，展示超過200件來自M+藏品系列的作品
An open storage with a selection of over 200 works from M+ Collection to provide an interactive environment for the visitors



展廳導賞 In-gallery guide

- ❖ 數碼資源及活動 Digital resources & programmes
- ❖ 教學活動參與者研究 Visitor research
- ❖ 設有自助活動的遊憩間 Breakout spaces with activities
- ❖ 自助導覽活動卡 Self-guided activities

香港故宮文化博物館

Hong Kong Palace Museum



香港故宮文化博物館

Hong Kong Palace Museum (HKPM)

- 香港故宮文化博物館的使命和願景的其中一個主要方向是**學習及公眾參與**，其學習及參與計劃將會成為
 - 中國藝術、文化與歷史的教育資源；
 - 協作及社區參與的平台；以及
 - 本地及全球不同類型觀眾的**創新和創造力的催化劑**。
- 香港故宮文化博物館目標是成為博物館教育的**創新領導者**，透過新穎易懂的內容、創意的節目安排、嶄新技術以及與本地及全球持份者合作，豐富和改變人們對中國藝術文化的了解。為實現上述目標，博物館現正專注於以下三個方面：
- A key aspect of HKPM's mission and vision is **learning and public engagement**. HKPM's learning and engagement programmes will serve as
 - **educational resource** for Chinese art, culture and history;
 - a **platform for collaboration and community engagement**; and
 - a **catalyst for innovation and creativity** for diverse audiences, both local and global.
- HKPM aspires to become an innovative leader in museum education to enrich and transform people's understanding of Chinese art and culture through fresh and accessible contents, creative programming, new technologies, and partnerships with local and global stakeholders. To achieve the above objectives, HKPM is focusing on the following three areas:

香港故宮文化博物館
Hong Kong Palace Museum

(A) 學習中心

The Learning Centre

- 位於香港故宮文化博物館地面低層的**學習中心**，佔地1 600平方米，是香港博物館中其中一個最大的專用學習空間。中心設有一個可容納400個座位的演講廳、一個演講廳大堂、四個寬敞的活動室及一個資源中心。
- 這個充滿活力的空間呈現創新學習和創意實驗，旨在滿足訪客的個人和社會文化需求。我們計劃在中心舉辦**廣泛的教育活動**，從電影放映到公開講座、學生作品展覽、藝術課程和工作坊、數碼藝術製作站、社區健康藝術活動，以及藝術和文化短期課程。
- 資源中心提供**書籍和其他學習材料**供公眾使用。
- The **Learning Centre** is located on the lower ground floor of HKPM. Measuring 1 600 square metres in size, the Centre is amongst the largest dedicated learning spaces in museums in Hong Kong. Inside the Centre is a 400-seat auditorium, an auditorium foyer, four spacious activity rooms, and a Resource Centre.
- A vibrant space for innovative learning and experimentation, the Centre is designed to meet visitors' personal and sociocultural needs. We plan to fill the Centre with **wide-ranging educational activities**, from film screenings to public lectures, exhibitions of students' works, art classes and workshops, digital artmaking stations, arts activities for community wellness, and short courses on arts and culture.
- **Books and other learning materials** will be available to the public in the Resource Centre.

香港故宮文化博物館
Hong Kong Palace Museum

(B) 學校夥伴計劃 School Partnership

- 香港故宮文化博物館計劃與本地學校社群建立**長期策略夥伴關係**，透過有意義地接觸展覽和文物展品來擴展課堂學習，為師生提供有關中國藝術和文化淺白易明的學習資源，並為教師提供培訓和專業發展機會。
- HKPM aims to foster **long-term strategic partnerships** with local school community to extend classroom learning through meaningful encounters with exhibitions and objects; offer students and teachers accessible and relevant learning resources on Chinese art and culture; and provide training and professional development opportunities for teachers.

香港故宮文化博物館
Hong Kong Palace Museum

(B) 學校夥伴計劃 (續) School Partnership (Cont'd)

- 香港故宮文化博物館目前的焦點是支持學生探索藝術和文化在社會中的角色，尋找思考和探索歷史的新方法，並引導他們發揮創意。
- 正在規劃的計劃包括以對象為本的學習計劃、流動文物修復站和工作坊、實習計劃，以及為學校社群而設的數碼學習平台。
- HKPM's current focus is on supporting students to **explore the roles of art and culture in society**, to **find new ways of thinking about the past**, and to **unlock their creativity**.
- Projects under planning include object-based learning initiatives, mobile conservation station and workshops, and internship programme as well as a digital learning portal for the school community.

香港故宮文化博物館
Hong Kong Palace Museum

(C) 社區參與 Community Engagement

- 香港故宮文化博物館的社區參與工作以多元、平等、通達共融的價值觀及理念為基礎，我們計劃推出大型的義工和導賞員計劃以吸引社區參與。
- 香港故宮文化博物館致力通過一系列**共融服務**，從通達參觀以至不同形式節目，令所有訪客都能享受無障礙的博物館體驗。
- With our community engagement effort informed by the values and ideas of **diversity, equity, accessibility and inclusion**, HKPM plans to launch a flagship volunteer and docent programme to engage the community.
- HKPM aims to create a barrier-free environment for all visitors to enjoy museum trips through a host of **inclusive services** from access tours to programmes in diverse formats.

香港故宮文化博物館
Hong Kong Palace Museum

(C) 社區參與 (續) Community Engagement (Cont'd)

- 香港故宮文化博物館深信藝術帶來改變的力量，我們計劃邀請社區成員與本地藝術家合作創作藝術品或表演。我們亦會透過節日、小型展覽和街頭演出等活動接觸香港各區的社群，促進對中國藝術和文化的了解和欣賞。
- Firmly believing in the transformative power of the arts, we plan to invite members of our community to collaborate with local artists to create artworks or performances. We would also reach out to communities across all districts in Hong Kong through events, such as festivals, mini exhibitions and roadshows, to promote the understanding and appreciation of Chinese art and culture.

香港故宮文化博物館
Hong Kong Palace Museum

開幕前的觀眾拓展和持份者參與活動

Pre-opening Audience Building Initiatives and Stakeholder Engagement Exercise

- 為籌備於2022年年中的博物館開幕，香港故宮文化博物館已開展一系列開幕前計劃，以提高其知名度、建立團隊和觀眾群及連繫持份者。
- 這些項目包括由來自北京和台北故宮博物館以及香港故宮文化博物館的講者主講的「故宮文化講座系列」，以及我們參與的大型文化活動，如「香港書展2021」及2019年、2020年及2021年的「典雅博藝」。
- In preparation for the museum's opening in mid-2022, HKPM has been launching a series of pre-opening programmes to **increase its visibility, build teams and audiences, and engage stakeholders.**
- These programmes include the **Palace Museum Culture Online Lecture Series**, which features speakers from Palace Museums in Beijing, Hong Kong and Taipei, and HKPM's participation in large-scale cultural events, such as **Hong Kong Book Fair 2021 and Fine Art Asia 2019, 2020, and 2021.**

香港故宮文化博物館
Hong Kong Palace Museum

開幕前的觀眾拓展活動（續）

Pre-opening Audience Building Initiatives and Stakeholder Engagement Exercise (Cont'd)

- 在2020年12月至2021年5月期間，香港故宮文化博物館舉辦或參加了**11場持份者交流活動**，有約**1 000名**來自藝術、文化及教育界人士參與，當中包括來自超過320間中小學、大學、大專院校、特殊學校和幼稚園的校長及教職員。我們介紹了香港故宮文化博物館的定位、展覽和學習活動、營運計劃和人手安排，並獲得寶貴的反饋。
- 此外，香港故宮文化博物館亦出席了**香港藝術發展局及其他諮詢委員會的會議**。我們更於2021年5月透過由香港故宮文化博物館董事局主席和香港故宮文化博物館館長帶領的**網上公眾參與活動**，與市民大眾溝通對話。
- Between December 2020 and May 2021, HKPM organised or participated in **11 stakeholder engagement activities with about 1 000 participants from art, cultural and education sectors**, including school principals and teaching staff from more than 320 primary and secondary schools, universities, tertiary institutions, special schools and kindergartens. HKPM introduced to the participants the positioning of the museum, its exhibitions and learning programmes, operation and staffing, and obtained valuable feedback.
- Moreover, HKPM has attended **meetings of the Hong Kong Arts Development Council and other advisory committees**. HKPM also engaged the general public through an **online public engagement event** in May 2021 led by the HKPM's Board Chairman and Museum Director.

香港故宮文化博物館
Hong Kong Palace Museum

表演藝術處 Performing Arts Division



表演藝術處 Performing Arts Division

藝術應當融入社會的不同階層、具啟發性及富影響力！
Arts should be accessible, inspirational and impactful!

願景 Vision

管理局的表演藝術處透過一系列節目及活動，致力：
WKCDA Performing Arts Division (PA Division), through its array of programmes and events, endeavours to:

- 培養藝術觀眾
Cultivate arts audiences
- 推動終身藝術學習
Promote lifelong arts learning
- 鼓勵香港及其他地區的不同社群（即來自不同年齡、社會人口和藝術欣賞水平）更廣泛及深入參與
Encourage wider and deeper engagement from diverse communities (i.e. age, social-demographic, levels of arts appreciation) throughout Hong Kong and beyond

培養觀眾 Audience Cultivation

戲曲
Xiqu

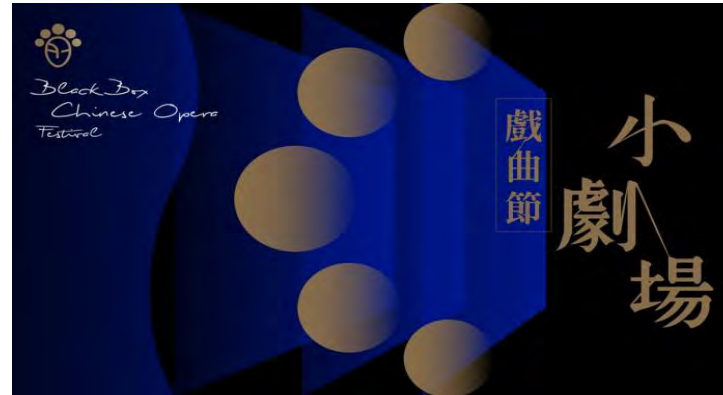


茶館劇場「粵·樂·茶韻」 Tea House Theatre Experience

自 2019 年 1 月起持續進行
Ongoing, since Jan 2019

每周演出精選節目帶領觀眾於90分鐘內體驗戲曲的大千世界

A specially designed 90-minute programme for newcomers to Cantonese opera



小劇場戲曲節 Black Box Chinese Opera Festival

年度節目
Annual programme

創新而又具實驗性的小劇場戲曲作品，秉承「傳承、開拓、創新」的核心理念
Original productions offering new perspectives on the history, evolution and potential future of Chinese opera, and brings together emerging artists from mainland China and Hong Kong



跨年大戲：新編粵劇《戲皇》 Winter Holiday Comedy: The Emperor

2022 年除夕
New Year's Eve of 2022

原創粵劇喜劇
An original comic Cantonese opera

培養觀眾 (續) Audience Cultivation (Con't)

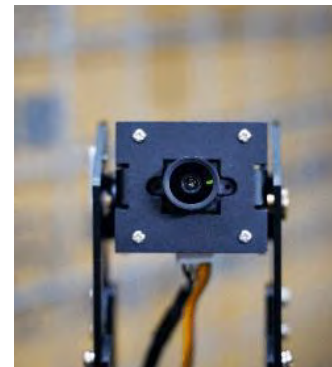
戲劇
Theatre

表演未來系列 The Future of Performance series

2021/2022

《遙距在場》、《Only when you sleep, it works》和《千高原》
在疫情的限制下，探索日後為網上 / 現場觀眾提供藝術節目的新方式
的三項委約作品

Presence, Only when you sleep, it works and A Thousand Plateaus
Three commissioned works to explore new ways of artistic delivery
to online / onsite audiences under the current pandemic restrictions and
beyond



學習 — 年輕人、學生及長者 Learning – Youths, Students and Seniors



西九茶館劇場教育專場 West Kowloon Tea House Student Matinees

自 2019 年 2 月起持續進行
Ongoing, since Feb 2019

讓學生以有趣和互動的方式了解戲曲和中國文化
Designed for students to learn about xiqu and Chinese culture in a fun and interactive way



童遊 Freespace 及 後台小職人 Freespace Little Stage Managers & CrewKids

2019 年及 2021 年
2019 and 2021

專為兒童介紹戲劇幕後技術和製作的基礎知識而設計的節目
Programme specially designed to introduce children to the behind-the-scenes technical and production basics of the theatre



戲曲跨代賞 Intergenerational Xiqu Journey

2021 年 5 月至 6 月
May - Jun 2021

讓長者及他們的年輕一輩家人共同參與一系列粵劇活動
Seniors and their younger generations were invited to participate in a series of Cantonese opera activities together

學習 — 網上及現場

Learning – Online & On-site



講座、研討會、工作坊及 網上研討會

Talks, seminars, workshops and webinars

2020

在新型冠狀病毒病疫情下場地關閉期間舉辦免費網上
分享會和講座
Free online talks and lectures during the COVID-19 induced
venue closure



戲曲中心中庭展覽 Exhibitions at the Atrium

持續進行
Ongoing

向戲曲中心的公共空間注入活力及推廣粵劇藝術
Activate the public space in the Xiqu Centre and promote
the art of Cantonese opera



戲曲中心導賞團 Xiqu Centre Guided Tours

自 2019 年 1 月起持續進行
Ongoing, since Jan 2019

以粵語、英語或普通話進行的60分鐘導賞團
A 60-minute tour conducted in Cantonese, English or
Mandarin

社區參與 Community Engagement

戲曲中心
Xiqu Centre



悠揚音韻樂中庭 Music in the Atrium

自 2019 年 1 月起持續進行
Ongoing, since Jan 2019

定期在中庭舉辦由專業音樂團隊合演的周末免費音樂節目
Regular free music performances in the Atrium of Xiqu Centre presented by professional ensembles during weekends



社區參與 (續) Community Engagement (con't)

自由空間及藝術公園
Freespace & the Art Park



自由爵士音樂節 Freespace Jazz Fest

年度節目 Annual programme

標誌性的年度節目，大部分於藝術公園及海濱長廊舉行的節目都免費入場
Iconic annual programme and a large portion of the offerings at the Art Park and the Harbourfront Promenade are free of charge



社區參與 (續) Community Engagement (con't)

自由空間及藝術公園 Freespace & the Art Park



暑假聚：港產世界冠軍 Summer Holiday: Hong Kong World Champs

2021年7月
Jul 2021

一家大小和其他訪客免費欣賞本地頂級高手帶來的表演和及參與工作坊
Families and visitors get to enjoy free performances and workshops by Hong Kong's top players

音樂三輪車 Cycling Piano

2021年8月
Aug 2021

揉合藝術普及、循環再造及培養年輕香港藝術家三大元素的首創活動
A first-of-its-kind initiative in combining the democratisation of arts, upcycling of materials and nurturing artists





westKowloon

西九文化區

謝謝
Thank You