

**For information on
20 March 2023**

Legislative Council Panel on Home Affairs, Culture and Sports

Hong Kong Pop Culture Festival

Purpose

This paper briefs Members on the work plan of the Hong Kong Pop Culture Festival (Pop Culture Festival) organised by the Leisure and Cultural Services Department (LCSD) as supported by the Culture, Sports and Tourism Bureau (CSTB).

Background

2. The Chief Executive has indicated in the 2022 Policy Address that the current-term Government is committed to fostering the cultural development of Hong Kong to expedite its progression into an East-meets-West centre for international cultural exchange. The CSTB will formulate strategies for the overall development of arts and culture, and launch initiatives under different aspects, including nurturing a diversified talent pool, upgrading cultural infrastructure, promoting platforms for arts and cultural industries, and enriching arts, cultural and creative contents, so as to enhance the ecosystem for the cultural industries. Among all the initiatives, promoting Hong Kong's pop culture is an important part of enriching arts, cultural and creative contents.

Promoting Hong Kong's pop culture

3. Hong Kong's pop culture (including films, television and pop music) flourished during the 1980s and 1990s. It has been an important part of Hong Kong's local culture and a significant Hong Kong cultural brand over the years, representing our Hong Kong wit in playing with cultural elements of the East and the West, of the South and the North, of old and new and of high and low that formed the very dynamic cultural meeting point of the Mainland, Hong Kong and the rest of the world. Our achievements in pop culture are what Hong Kong people collectively take pride in and

the promotion of which will strengthen Hong Kong people's cultural confidence, promote the city's unique cultural glamour and inspire creativity of the young generation. It will also help promote the development of local pop culture and cultural tourism industries. To enhance people's understanding of pop culture as a unique Hong Kong cultural characteristic, the LCSD will organise an annual "Pop Culture Festival" in collaboration with practitioners in the industry as well as the arts communities to introduce new horizons in appreciating the uniqueness of Hong Kong's pop culture and to engage the young generation. Promotional activities will comprise a wide range of diversified programmes across different fields and art forms including performing arts programmes, thematic exhibitions, film screenings, and education and extension programmes.

4. Hong Kong's pop culture has gained popularity among generations from abroad, especially among the large Chinese communities in Southeast Asia and other parts of Asia. The Mainland, particularly the Greater Bay Area cities, is also deeply influenced by Hong Kong's pop music, film and television, and is therefore a cultural industry market with immense potential. The LCSD will collaborate with the Tourism Commission and the Hong Kong Tourism Board as well as its overseas offices to promote activities of the Pop Culture Festival, with a view to encouraging Hong Kong's pop culture to go global so as to attract Mainland and overseas audiences to Hong Kong. Create Hong Kong (CreateHK) has been playing an important role in driving the development of Hong Kong's pop culture as a creative industry, and has been fostering a conducive environment in Hong Kong through nurturing talents and facilitating start-ups. The LCSD will collaborate with CreateHK to synergise efforts. The LCSD will also actively seek opportunities for collaboration with the industry, non-governmental organisations and private enterprises to organise different programmes in joint support to the Culture Festival.

5. The Hong Kong Heritage Museum (HKHM) has launched the "Hong Kong Pop 60+", "A Man Beyond the Ordinary: Bruce Lee" and the Jin Yong Gallery for promoting pop culture. Meanwhile, the LCSD will conduct research, consult stakeholders, carry out liaison across bureaux/departments, expand its partnership network and enrich its pop culture collections, with a view to exploring the feasibility of setting up a Pop Culture Centre as a landmark for pop culture and a tourist attraction in the long run to tell the good story of Hong Kong's unique pop culture. Prior to the opening of the Pop Culture Centre, HKHM will reserve exhibition space for setting up a pop culture exhibition hall.

Hong Kong Pop Culture Festival 2023

6. The Pop Culture Festival, in its initial years, will highlight the distinctive Hong Kong's pop culture in the areas of music, film and television and the iconic personalities that set the trends in the Asia-Pacific region from the 1960s to the 1990s, the golden age of Hong Kong's pop culture. The aim is to motivate the new generation to apply their creativity and inherit this cultural heritage, and hopefully attract younger audiences and audiences from around the world. The inaugural Pop Culture Festival will be officially launched on 22 and 23 April 2023. Programmes will include "When Leslie & Anita Meet Hei & Gin" to be held at the Grand Theatre of the Hong Kong Cultural Centre (HKCC), and a concert entitled "Music x Film Marathon" to be held at the Piazza of the HKCC. More exciting events will continue to be rolled out up to the fourth quarter of the year to present different facets of Hong Kong's pop culture in various art forms.

Inheritance and innovation

7. The Pop Culture Festival will introduce the iconic figures of Hong Kong's pop culture in the areas of music, film and television. The inaugural Pop Culture Festival will cover such colossuses as the late Leslie Cheung and Anita Mui, with whom we have witnessed the development of Hong Kong and the Hong Kong spirit. In order to attract young audiences to the activities of the Pop Culture Festival, the programming will incorporate many elements that are popular among young people. Examples include concerts of all-time pop favourites re-rendered in unplugged, jazz, a cappella or other styles, concerts with singers from various eras singing pop songs together on stage, concerts featuring young singers, and concerts in the form of busking led by young people. It is hoped that such a diversity of performance styles and cross-generation combinations with younger artists led by experienced ones will contribute to the perpetual preservation of cultural heritage, and inspire the younger generation to pursue their dreams and stimulate their vitality for continuous innovation.

Educational and outreach activities for widening the audience base

8. The Pop Culture Festival will place emphasis on educational and promotional activities, especially outdoor and outreach activities that are presented free of charge outside the LCSD's indoor performing arts venues and museums to reach a wider audience for the promotion of Hong Kong's pop culture. Examples include exhibitions

of public art display relating to Hong Kong's pop culture, production of television series on Hong Kong's pop music and films, cultural sharing sessions with music and film practitioners, and tram tours revisiting filming locations. Some programmes will also be shown online after their presentation to enable the audience to enjoy the performances again.

Collaborating with industry practitioners and stakeholders to create synergies

9. In organising the Pop Culture Festival, a proactive effort will be made to collaborate with industry practitioners and stakeholders so as to create synergies in curating and promoting programmes. At present, there are more than 100 participating organisations / individuals, and some have been invited to serve as curators for some of the programmes. We have invited Florence Chan, William Chang, and Wing Shya to involve in exhibition curation. As for programme performances, there are music producers Chiu Tsang-hei and Johnny Yim. Partnering organisations include SENZA, Lucky 6 Brass Band, Jazz World (HK) Limited, the Avenue of Stars Management Limited, Radio Television Hong Kong, the Hong Kong Federation of Youth Groups, the Hong Kong Chamber of Films and Hong Kong Chinese Orchestra.

Programme schedule and publicity strategies

10. There will be 20-odd activities in the "Hong Kong Pop Culture Festival 2023". Among them, six performing arts programmes, four exhibitions, four film screenings and a number of educational outreach activities have been confirmed so far. Details of the activities and ticketing arrangements will be officially released to the media and the public in late March.

11. We have devised a package of publicity and promotion plans, including launching a dedicated website and an Instagram account, for the Pop Culture Festival. We hope to enhance the public's awareness of the Festival and pop culture and reach out to all sectors of the community through different channels and promotional efforts. In particular, we will make good use of the social media popular among the young generation. We will co-operate with different media organisations to produce and write plot-driven or informative short videos and online articles, and invite key opinion leaders from different fields whose images match with that of the Festival to write posts on social media platforms to promote the Pop Culture Festival. At the same time, we will actively promote the Pop Culture Festival in collaboration with different

stakeholders in the industry, such as the Hong Kong International Film Festival, the Hong Kong Film Awards Association and CreateHK for a synergistic effect. We expect the activities will attract over 140 000 live audiences.

Advice Sought

12. Members are invited to note and comment on the arrangements for the Hong Kong Pop Culture Festival as set out above.

Culture, Sports and Tourism Bureau
Leisure and Cultural Services Department
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