



westKowloon

西九文化區

Tourism Update 2022

Date: 6 May 2022

A nighttime photograph of the West Kowloon skyline, featuring the M+ Museum with its colorful facade and the Hong Kong Convention and Exhibition Centre. The city lights are reflected in the water in the foreground.



Background

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- West Kowloon Cultural District Authority (WKCDA): a statutory body established in 2008 under the WKCDA Ordinance (Cap. 601). The Legislative Council approved a one-off upfront endowment of HK\$21.6 billion to WKCDA for developing and operating WKCD
- WKCD: an integrated arts and cultural hub of 40 hectares, with 23 hectares of public open space and a 2-km long waterfront promenade. The District comprises arts and cultural facilities, retail, dining and entertainment facilities & hotel, office & residential developments





Mission

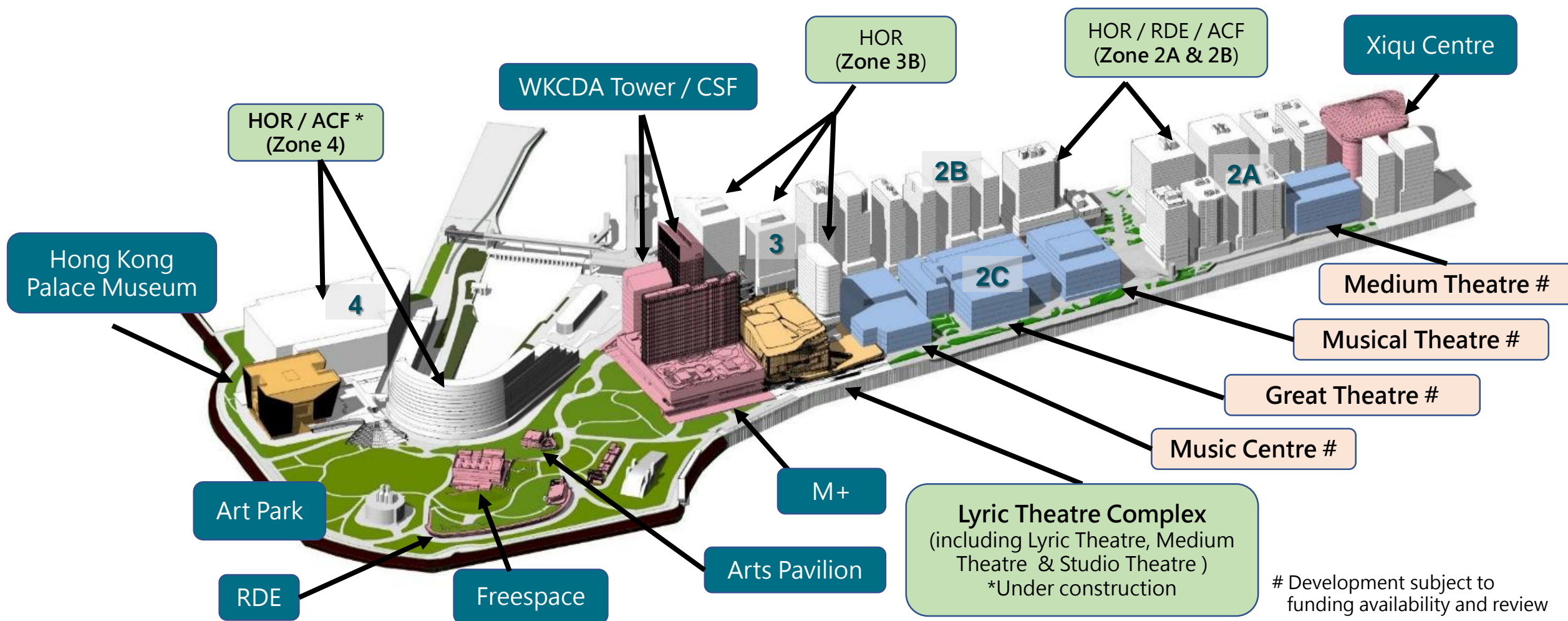
- To create a vibrant cultural quarter for Hong Kong through providing a suite of world-class museums and performing arts venues; and
- To present high quality arts and cultural programmes and exhibitions from Hong Kong, Mainland China and beyond so as to foster East-meets-West international cultural exchange and enrich the cultural atmosphere of Hong Kong
- To provide a platform for nurturing talent and building audience



Major Facilities in WKCD

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Development of Arts and Cultural Facilities

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2016



Arts Pavilion

2018-2019



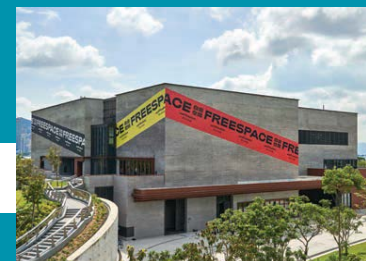
Art Park

Jan 2019



Xiqu Centre

Jun 2019



Freespace

2024



Lyric Theatre Complex

Jul 2022



香港故宮

Hong Kong
Palace Museum



Nov 2021



M+

ArtPark

藝術公園

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Habourside Lawn - East



Hong Kong WinterFest Christmas Town

Habourside Lawn - East



Symphony Under the Stars



"GO Hong Kong Team" Olympic Fun Day

Xiqu Centre

戲曲中心

Grand Theatre	1,075 Seats
Tea House Theatre	Around 200 seats
Atrium	Around 450 sqm
Seminar Hall	Around 110 seats
Studios	8 Studios



Freespace

自由空間

The Box

Approximate 450 seats or 900 standing spaces

**The Room /
The Studio**

Approximate 154 and 70sqm respectively

**Lau Bak
Livehouse**

Approximate 100 seats or 150 standing spaces

Exterior Wall

27m (L) x 15m (H)



WKCD Performing Arts Programmes Accolades

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Farewell My Concubine (New Adaptation)

Awarded one of "The 40
Most Influential
Production"

in the list of "Most
influential Chinese
Contemporary Black Box
Theatre programmes in
40 years"



100% Hong Kong by Freespace x Rimini Protokoll & On & On Theatre Workshop

Awarded "Performer of the Year"
at the IATC(HK) Critics Awards 2022



ON VIEW: Panoramic Suite, Nine Songs and Convergence

Won 6 awards in the categories of outstanding visual design, dance performance and venue production in HK Dance Awards 2022



Asia' s first global museum of visual culture

Featuring 20th and 21st century visual art, design & architecture,
moving image and Hong Kong visual culture

Total GFA	65,000 m ²
Total Exhibition Spaces	17,000 m ²
Key Facilities	33 Galleries
	3 Cinemas
	1 Mediatheque
	65.8m x 110m LED Facade
Other Facilities	2 museum shops, restaurants, offices and other facilities



M+



Opening Exhibitions

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12.11.2021 – 03.07.2022
Antony Gormley: Asian Field



12.11.2021 – 18.09.2022
The Dream of the Museum



12.11.2021 – 07.10.2022
**M+ Sigg Collection: From
Revolution to Globalisation**



12.11.2021 – 27.11.2022
Hong Kong: Here and Beyond



12.11.2021 – 05.02.2023
Individuals, Networks, Expressions



12.11.2021 – 21.05.2023
Things, Spaces, Interactions



Open to the public on 12 November 2021
Free admission for all visitors until mid-Nov 2022

Since opening till 4 Jan 2022
M+ has received



383,586 visitors

Since reopening on 21 Apr till 4 May:

93,161 visitors



2021 Pageviews

5,148,110

(including website
and social media)



M+ Reopened on 21 April 2022 after temporary closure due to pandemic

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M+ Playscape @ North Roof Garden



Nalini Malini: Vision in Motion



ADD+ @ B1



香港故宮文化博物館

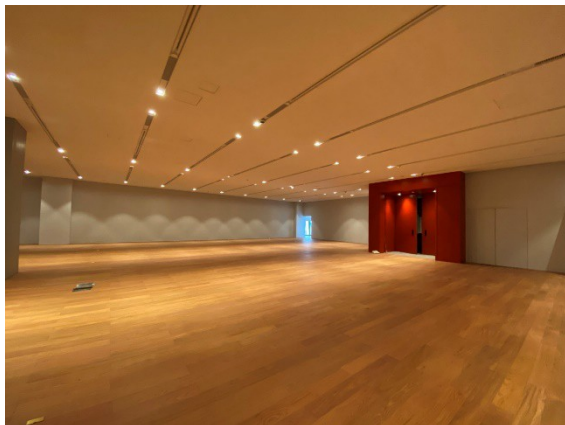
Hong Kong Palace Museum (HKPM)



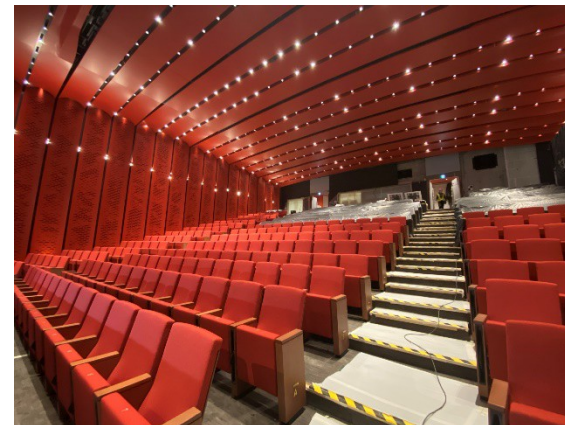
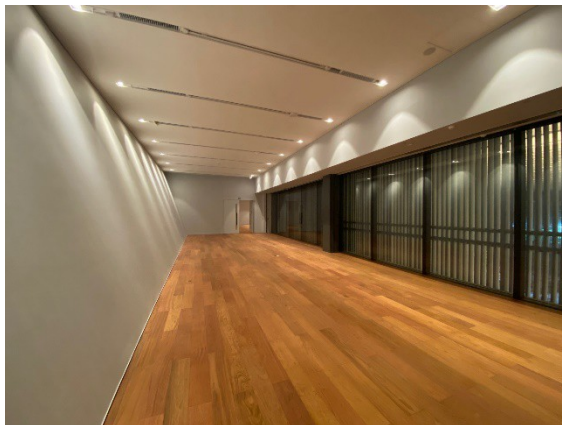
Total GFA	30,000 m ²
Total exhibition space	7,800 m ²
Galleries	9 Galleries
Auditorium	400 seats
Other facilities	1 museum shop · 1 restaurant and 3 cafes



香港故宮文化博物館 Hong Kong Palace Museum



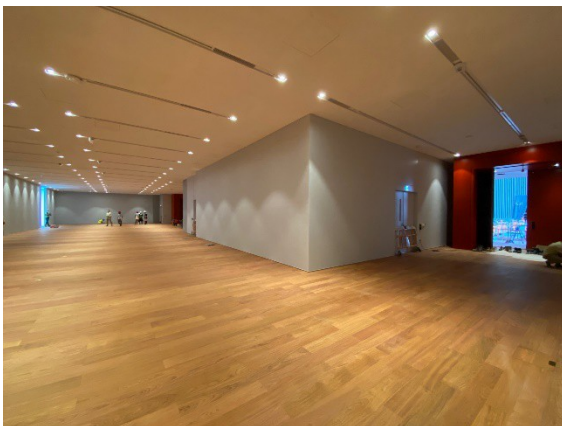
Gallery 2 on 1/F



Auditorium on LG/F



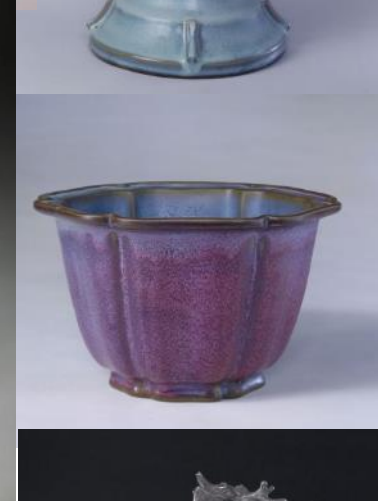
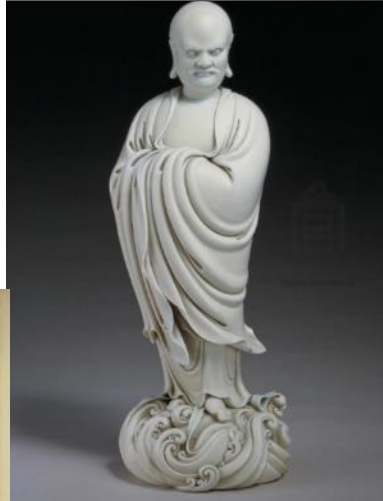
Gallery 3 on 2/F



Cafeteria on LG/F

HKPM Opening Exhibitions

- 900+ art objects on loan from Palace Museum
- 160+ are Grade 1 objects




HKPM Special Exhibitions: dialogue among world civilizations

Highlights for 2022-2023:

- Yuanmingyuan
- Liechtenstein Princely Collections
- Cartier
- Sanxingdui: China's lost Bronze Civilisation





Lyric Theatre	1,450 seats
Medium Theatre	600 seats
Studio Theatre	270 seats
Other facilities	Restaurants and shops

Lyric Theatre Complex

演藝綜合劇場

(Under Construction)

只供參考

Lyric Theatre Complex (under construction)

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Connectivity 連接社區 聯繫全球

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- At-grade Pedestrian Route 擬議行人路線
- Footbridge 現有行人天橋
- Marine Transport Service 擬議海上交通
- Pedestrian Subway 現有行人隧道



East-meets-West Centre for International Cultural Exchange

- The Central Government announced the National 14th Five-Year Plan in 2021 giving clear support for developing Hong Kong into an East-meets-West centre for international cultural exchange
- As a unique cultural hub in Hong Kong and Asia, WKCD presents the best of the eastern and western culture to visitors from Hong Kong, the Mainland and around the world, and provides an excellent platform international cultural exchange.
- Taping on the unrivalled connectivity to the neighbouring Airport Express Kowloon Station and the High Speed Rail Hong Kong West Kowloon Station connecting the Mainland high-speed rail network, the excellent location of WKCD allows talents and visitors from the major metropolises in the Mainland and overseas to travel to WKCD conveniently

Cultural Tourism

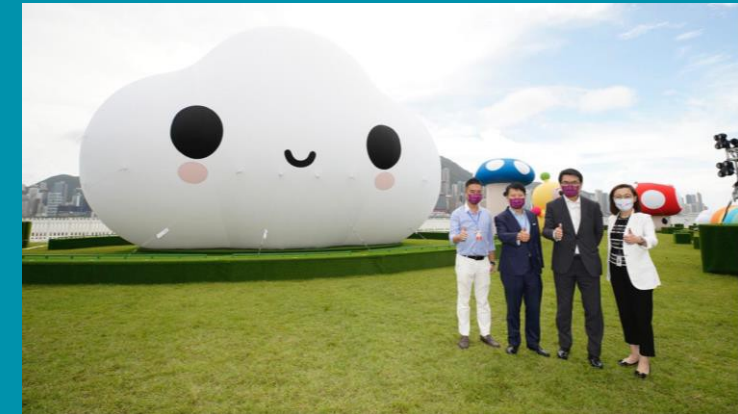
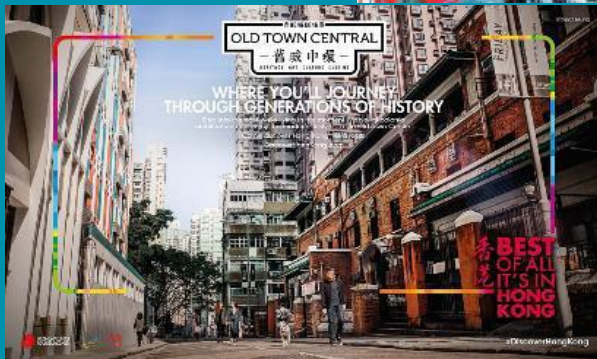
Strategic Partnership with HKTB – Early Deliverables

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(1) West Kowloon Neighbourhood (Sept 2021)

- Tourism advertising campaign for WKCD-YMT-Jordan area



(2) FriendsWithYouarts Display (Mid-Sept – early Oct 2021)

- A large-scale public art display to be installed at Art Park Harbourfront Lawn

Cultural Tourism

Strategic Partnership with HKTB – Early Deliverables



(3) Hong Kong Winterfest (Nov 2021 – Jan 2022)

- Towering 20-metre Christmas tree and Christmas Town in the Art Park
- Became a 'check-in' hot spot for the public during the festive seasons.

(4) New Year Countdown and Concert (31.12.2022)

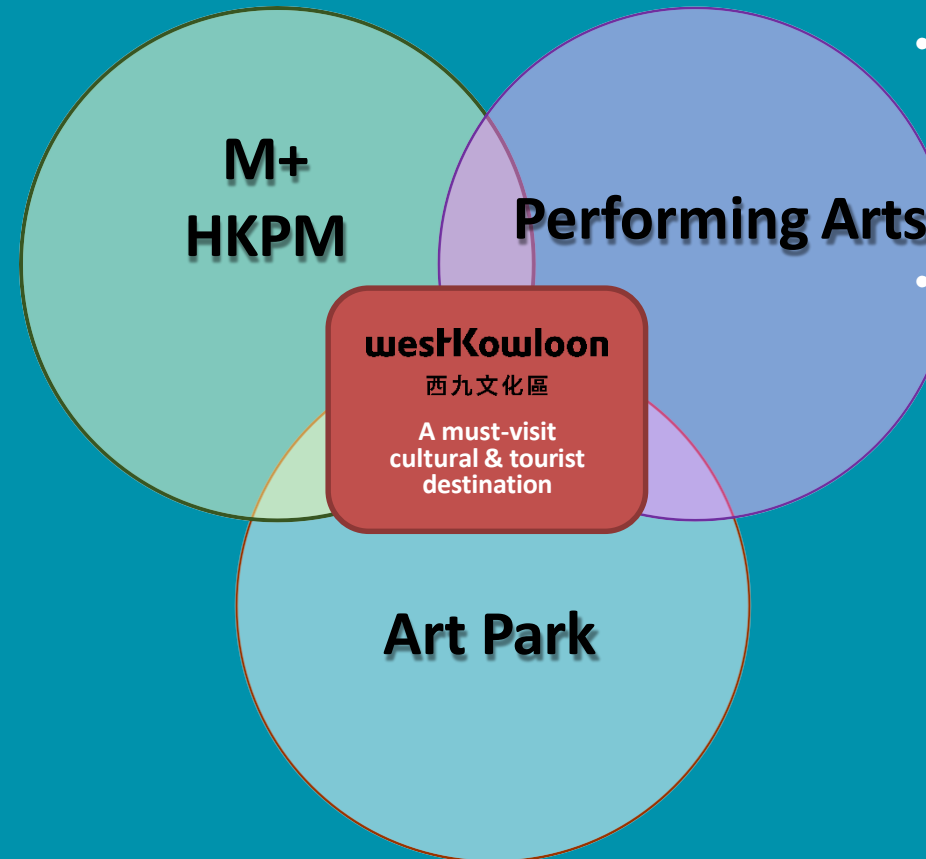
- M+ Facade displayed a countdown clock on New Year's Eve to ring in 2022
- New Year Countdown Concert held on the Great Lawn featuring boyband Mirror and HK Philharmonic Orchestra
- Events broadcast worldwide reaching an audience of over 2.4 billion



Cultural Tourism

- Enhancing **coordination** and **synergy** between promotion of arts& culture and tourism upon the establishment of **Culture, Sports & Tourism Bureau** by the new term government
- Organise **culture-themed tours** for Mainland/GBA visitors leveraging on the **reopening of XRL**

- Leverage on the opening of HKPM and M+ to build **museum and WKCD brand equity** in collaboration with our strategic partners including the Hong Kong Tourism Board and Economic and Trade Offices and other partners with good network in Mainland/overseas
- **Publicise WKCD in the Mainland/GBA** through traditional and social media as well as sales of museum merchandise of M+ and HKPM through **e-commerce platforms**



- Adopt a new programming approach by growing existing events into **regional/ international events** (e.g. Freespace Jazz Fest)
- Develop **Xiqu Centre** into a base for showcasing national Chinese opera and theatre

- Leverage on the popularity of the Art Park to develop a **place-making strategy** featuring unique open-air performances and events to attract more business opportunities.

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Thank You

