

## LCQ10: Collection and display of Hong Kong's pop culture

Following is a question by the Hon Kenneth Leung and a reply by the Secretary for Culture, Sports and Tourism, Mr Kevin Yeung, in the Legislative Council today (January 24):

Question:

The Chief Executive proposed in the 2022 Policy Address to explore the feasibility of setting up a Pop Culture Centre in the long term, while the Government also indicated earlier on that it will consult this Council and various stakeholders on the overall planning and future development of museums in Hong Kong. Regarding the collection and display of Hong Kong's pop culture, will the Government inform this Council:

(1) of the respective overall attendances, incomes and expenses of the Hong Kong Heritage Museum and the Hong Kong Film Archive ("the Archive") in the past five years;

(2) of the number of exhibitions (excluding permanent exhibitions) on Hong Kong's pop culture held in various museums under the Leisure and Cultural Services Department in the past five years, as well as the respective contents and attendances of such exhibitions;

(3) of the scope of study, progress and timetable in respect of the setting up of the Pop Culture Centre;

(4) as there are many views that the Archive can hardly serve as a cultural landmark due to its inconvenient location and the lack of cultural ambience in its vicinity, whether the authorities will, in tandem with the review of the overall planning of museums, consider relocating the Archive to a place where arts and cultural facilities abound or consider merging the Archive with the Pop Culture Centre, with a view to scaling up synergy and strengthening the promotion of Hong Kong films; and

(5) whether the authorities have explored with the West Kowloon Cultural District Authority the feasibility of siting the Pop Culture Centre in the West Kowloon Cultural District, and drawn reference from the experience of constructing the Hong Kong Palace Museum in order to expedite the establishment of the Pop Culture Centre, thereby building a new cultural tourist attraction and promoting the development of the cultural and creative industries in Hong Kong; if not, of the reasons for that?

Reply:

President,

The unique pop culture of Hong Kong is an important brand of Hong Kong's culture. As announced in the 2022 Policy Address, the Government will consider the possibility of setting up a "Pop Culture Centre" as a local cultural landmark and a tourist attraction in the long run. This will appeal to different groups of audience including the younger generation and tourists, and step up the promotion of Hong Kong's pop culture.

Our reply to the five parts of the question is as follows:

(1) The overall attendance, revenue and expenditure of the Hong Kong Heritage Museum (HKHM) and Hong Kong Film Archive (HKFA) in the past 5 years (2018-19 to 2022-23) are tabulated as follows:

#### HKHM

	2018-19	2019-20	2020-21	2021-22	2022-23
Attendance	660 506	538 610	94 243	326 427	450 561
Revenue (\$ million)	2.99	3.72	0.57	1.11	1.61
Expenditure (\$ million)	133.24	145.44	156.91	164.70	128.08

#### HKFA

	2018-19	2019-20	2020-21	2021-22	2022-23
Attendance	145 490	106 203	21 205	44 497	64 354
Revenue (\$ million)	0.72	0.55	0.19	0.39	0.62
Expenditure (\$ million)	72.85	67.33	77.27	92.05	95.25

(2) Details of exhibitions related to Hong Kong's film, television and pop culture held at the HKFA and the HKHM under the Leisure and Cultural Services Department in the past 5 years (2018-19 to 2022-23) are tabulated as follows:

Exhibition title	Date	Venue	Number of participants
2018-19			
Their Glory Days	March 30 to July 15, 2018	HKFA	22 630
Hand in Hand with Film – the Silent Translator	June 23 to July 8, 2018	HKFA	2 694

One Plus One Equals More than Two: Comedy Duos of Hong Kong Cinema	July 27 to October 1, 2018	HKFA	14 195
Leung Sing-porileŹThe Silhouette on Stage and Silver Screen	August 3 to October 29, 2018	HKFA	11 387
90 Years of Public Service Broadcasting in Hong Kong	November 7, 2018 to February 25, 2019	HKHM	195 230
Cityscape in Sight and Sound	February 1 to May 5, 2019	HKFA	19 380
2019-20			
Invisible Perception – Film Scores and Sound Effects	May 24 to August 25, 2019	HKFA	12 626
Law Yim-hing, Ambassador of Alluring Beauty Retrospective Exhibition	June 7 to August 30, 2019	HKFA	5 708
Celebrating Inheritance and Integration – 10th Anniversary of Inscription of Cantonese Opera onto Representative List of the Intangible Cultural Heritage of Humanity Exhibition	September 6 to December 1, 2019	HKFA	22 458
Multifarious Arrays of Weaponry in Hong Kong Cinema	December 13, 2019 to May 31, 2020	HKFA	7 876
2020-21			
A Different Brilliance – The D & B Story	June 12, 2020 to February 21, 2021	HKFA	9 123
The Civil-Military Buffoon of a Thousand Faces – The Artistic Career of Ma Si-tsang	July 3 to December 18, 2020	HKFA	1 756

2021-22			
Acquisition Diary: 20 Milestones in 20 Years	May 21, 2021 to June 29, 2022	HKFA	14 657
Out of the Past – From the Tai Ping Treasure Trove (Programme celebrating the 20th anniversary of the Hong Kong Film Archive)	May 28 to October 17, 2021	HKFA	14 991
Tales of the Film Stills	November 5, 2021 to July 3, 2022	HKFA	7 902
2022-23			
More Brilliance, Still Different – The D & B Story Redux	July 29, 2022 to February 12, 2023	HKFA	15 486
Exhibition of "The Queen of Huadan – Celebrating the Stage and Screen Career of Fong Yim-fun"	July 29, 2022 to January 13, 2023	HKFA	13 108
Tango Between Images – Hong Kong Films & Comics (Programme of Hong Kong Pop Culture Festival)	February 24 to October 8, 2023	HKFA	26 712
Miss You Much Leslie Exhibition (Programme of Hong Kong Pop Culture Festival)	March 29 to October 9, 2023	HKHM	370 716

Three pop culture-related exhibitions were held in the HKHM this year (2023-24), namely, "Out of Thin Air: Hong Kong Film Arts & Costumes Exhibition", "Bruce Lee: a Timeless Classic" and "Timeless Diva: Anita Mui", whereas two were held in the HKFA this year, namely, "Farewell to My Concubine Poster Exhibition (Overseas Versions)" and "Cinderella and Her Qipao". Details of the relevant exhibitions tabulated as follows:

Exhibition title	Date	Venue	Number of participants
2023-24			

Out of Thin Air: Hong Kong Film Arts & Costumes Exhibition (Programme of Hong Kong Pop Culture Festival)	May 3 to September 4, 2023	HKHM	69 891
Bruce Lee: a Timeless Classic	July 12 to December 4, 2023	HKHM	168 334
Farewell to My Concubine Poster Exhibition (Overseas Versions) (Programme of Hong Kong Pop Culture Festival)	October 4 to December 30, 2023	HKFA	21 512
Cinderella and Her Qipao (Programme of Hong Kong Pop Culture Festival)	November 3, 2023 to May 5, 2024	HKFA	8 207 (up to December 31, 2023)
Timeless Diva: Anita Mui	December 23, 2023 to September 2, 2024	HKHM	19 031 (up to December 31, 2023)

(3) At present, the Government is conducting long-term planning for the essential facilities of the "Pop Culture Centre" in terms of the location and site area. The Culture, Sports and Tourism Bureau (CSTB) is working closely with the Development Bureau (DEVB) and other relevant departments/organisations (including the West Kowloon Cultural District Authority (WKCD)) to explore and identify the optimal site.

At the same time, we are also in discussion and consultation with various stakeholders, including expert advisers, on matters related to the long-term planning of the "Pop Culture Centre", such as its choice of site, facilities, curatorial approach and exhibition contents etc, with a view to formulating appropriate plans for developing it into a landmark for local pop culture and a tourist attraction.

In the short term, we plan to reserve a designated gallery in the HKHM for holding exhibitions and extension activities on pop culture so as to expand the collaboration network and build up the collections on pop culture.

(4) The HKFA's major role and functions are to collect and conserve Hong Kong films and relevant materials, which include conducting researches, publishing, organising regular retrospective screenings, exhibitions and seminars etc, thereby enhancing public's interest in film appreciation and understanding of film history. On the other hand, the "Pop Culture Centre" aims to promote Hong Kong's pop culture, appeal to a diversified audience including the younger generation and tourists, and stimulate the vitality of the younger generation by showcasing different aspects of Hong Kong's pop

culture. Notwithstanding their functional differences, the HKFA will coordinate with the "Pop Culture Centre" in terms of collections and exhibition contents in the future so as to achieve better synergy.

The Government is currently reviewing the overall planning of museums and consulting relevant parties. We welcome suggestions on exhibition themes, contents and collections of the "Pop Culture Centre" from stakeholders for our further study and consideration.

(5) As stated in part (3) of the reply, at present, the Government is conducting long-term planning for the essential facilities of the "Pop Culture Centre" in terms of the location and site area. The CSTB is working closely with the DEVB and other relevant departments/organisations (including the WKCDA) to explore and identify the optimal site. The Government remains open to all possible options.