

ABOUT THE WEST KOWLOON CULTURAL DISTRICT AUTHORITY

關於西九文化區管理局

The West Kowloon Cultural District (West Kowloon or the District) is a strategic investment by the Government of the Hong Kong Special Administrative Region (the HKSAR Government) to meet the long-term needs of Hong Kong's arts and cultural sector, a vital part of any world class city's economic and social fabric.

The West Kowloon Cultural District Authority (WKCD or the Authority) is a statutory body established by the HKSAR Government in 2008 under the West Kowloon Cultural District Authority Ordinance (the WKCD Ordinance) (Cap. 601) to develop West Kowloon. WKCD is governed by the WKCD Ordinance and the Board and led by an executive team comprising experts from different sectors.

With an area of 40 hectares alongside Victoria Harbour, of which 23 hectares are reserved for public open space, West Kowloon will be an asset for residents and visitors to enjoy. The Authority is working hard to develop the District into an integrated arts and cultural district where people can embrace creativity and enjoy an innovative environment while appreciating arts and culture, and make the most of their valuable leisure time.

西九文化區(西九)是香港特別行政區政府(香港特區政府)的一項策略性投資，以配合本地文化藝術界的長遠需要，而藝術文化是任何世界級城市的經濟及社會結構的重要部分。

西九文化區管理局(管理局)是香港特區政府，於2008年根據《西九文化區管理局條例》(第601章)所成立的法定機構，負責發展西九。管理局根據《西九文化區管理局條例》由董事局管理，並由一支來自不同界別專家組成的行政團隊領導。

西九佔地40公頃，濱臨維多利亞港，並將提供23公頃公共休憩空間，成為市民及遊客享受的寶貴資產。管理局致力將西九發展成一個綜合藝術文化區，讓市民可享受區內創意盎然的環境，欣賞藝術文化，以及善用餘暇。





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Our Vision

我們的願景

Flourishing cities attract talented people to live and work, inspire in residents a sense of pride and belonging, and provide visitors with reasons to return. Throughout history, another key vital sign for a healthy city has been a dynamic cultural life.

Hong Kong has always been a trading and financial hub. In recent decades, it has developed successful retail and dining industries that draw millions of visitors and employ thousands of people. Now, Hong Kong's cultural scene has also grown into one of Asia's most vibrant, with thriving visual arts and a rich, diverse performing arts ecology.

This cultural activity has remained dispersed, however, due to a lack of a centralised infrastructure – a focal point – where residents and visitors are assured of seeing the highest-quality visual and performing arts from Hong Kong and around the world, all in a stimulating environment supported by appealing shopping and culinary experiences.

West Kowloon delivers this unifying connection for our flourishing city.

Our Values

我們的信念

Our people and partners are guided by the Authority's commitments to:

- **Aspiration** – We pursue excellence across all our venues and operations to create a world class cultural experience for visitors, a valuable platform for artists and a fulfilling work environment for employees.
- **Inclusion** – We regularly host exhibits, performances and events that appeal to audiences from all walks of life and make West Kowloon an enjoyable place to spend time.
- **Inspiration** – We strive to stimulate minds and encourage participation across a wide spectrum of society, driving discourse, sparking creation and bringing people closer to the world of art.
- **Knowledge** – We offer authoritative insight into the works and performances hosted at our venues, enhancing enjoyment and appreciation of arts and culture.
- **Education** – We provide educational resources for young and old, students and professionals, and Hong Kong people and international visitors alike.
- **Curiosity** – We constantly seek innovation, tools and technology to enhance art and our ability to interpret the world around us.
- **Accessibility** – We make West Kowloon's events, venues and resources as user-friendly and affordable as possible for artists and audiences, including seniors and people with disabilities.
- **Authenticity** – We believe in enabling genuine interactions from places of shared interest with audiences, customers and artists.
- **Provision** – We give opportunities to those who aspire to careers in the creative industries and contribute economic and societal benefits to the local community.

繁榮興盛的都市吸引人才聚居和工作，讓居民感到自豪並產生歸屬感，提供訪客一再重遊的理由。古往今來，豐富多采的文化生活是健康城市另一重要指標。

香港一直是貿易和金融的重要樞紐。近數十年，香港已成功發展零售和餐飲行業，吸引數以百萬計的訪客，以及僱用數以千計的從業員。時至今日，香港亦已成為亞洲最具活力的文化景觀之一，匯聚發展蓬勃的視覺藝術，以及豐富多元的表演藝術生態。

然而，香港的文化活動仍然分散，缺乏集中的基礎建設，一個聚焦點讓市民及訪客欣賞來自香港以至世界各地的高質素視覺和表演藝術，同時享受具吸引力的購物及美食體驗的創意氛圍。

西九致力成為凝聚香港這個繁榮都市的連繫。

我們的團隊與合作夥伴堅守管理局的承諾：

- **抱負** – 致力在所有場地及營運追求卓越，為訪客創造世界級的文化體驗，為藝術家提供寶貴平台，以及為員工提供理想的工作環境
- **共融** – 定期舉辦展覽、表演和活動，吸引不同背景的觀眾，讓西九成為享受閒暇的地方
- **啟迪** – 致力於社會廣泛層面引發思考、鼓勵社會廣泛參與、推動討論、激發創意，引領大眾走進藝術世界
- **知識** – 就西九場地上演的作品及表演提供權威的識見，提升對藝術文化的體驗及鑑賞力
- **教育** – 為各年齡層、學生與專業人士、香港市民及世界各地旅客提供教育資源
- **好奇** – 不斷尋求創新、工具及技術，以提高藝術水平及增強詮釋四周環境的能力
- **通達** – 為藝術家和觀眾，包括長者及殘疾人士帶來便捷及可負擔的活動、場地及資源
- **真實** – 促進與觀眾、訪客及藝術家於共同興趣上互動交流
- **惠益** – 為有志從事創意產業的人才提供機會，並為本地社區帶來經濟和社會效益

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Our Mission for Visual Culture

我們的視覺文化使命

M+ is West Kowloon's museum of modern and contemporary visual culture. It exhibits and interprets visual art, design and architecture, moving image, and Hong Kong visual culture of the 20th and 21st centuries, pursuing a bold ambition to become one of the world's leading cultural institutions. M+ also reflects our unique time and place, building on Hong Kong's historic balance of the local and international to define a distinctive, innovative voice for Asia's 21st century.

The Hong Kong Palace Museum (HKPM) offers a new and unique perspective for appreciating visual culture from the Palace Museum, a UNESCO World Heritage Site holding more than 1.8 million artefacts that represent 5,000 years of historical Chinese art from the imperial courts.

Through M+ and HKPM, the Authority strives to inspire passion for visual culture across the local and international communities; pursue cross-cultural, multi-disciplinary approaches that encourage audiences to consider new perspectives; nurture talent by providing platforms for expression and opportunities for collaboration; and foster the organic growth of Hong Kong's artistic, creative and design industries.

Our Mission for Performing Arts

我們的表演藝術使命

The Authority is leading Hong Kong into a new era as a global and regional leader in the performing arts. Our world class performing institutions include the Xiqu Centre, Freespace, Lyric Theatre Complex, Music Centre and the Art Park, housing nearly 50 individual spaces for performances, exhibitions, workshops and events across the District. The Performing Arts Division is leading the charge in producing, presenting and promoting performing arts in an Asian context for the 21st century.

The Authority and its Performing Arts Division work to achieve their mission across three main endeavours.

We produce by identifying talent, curating collaborations, planting seeds, nurturing artists, and supporting boundary-pushing experimentation and innovation. We ensure artists have time and space to delve into the creative process and generate work that surprises and inspires.

We present performances, workshops and forums for audiences of all ages and interest levels. In addition, we provide stages for local, regional and global arts groups to perform for Hong Kong audiences, ensuring both new and devoted audiences have access to these performances.

We promote the performing arts to a wide range of audiences and communities, ensuring all of Hong Kong's diverse residents and visitors have opportunities to participate in arts and culture at West Kowloon. We provide exposure on new stages locally, regionally and internationally for Hong Kong's artists, offering expanded opportunities and resources for Hong Kong's innovative dance, theatre, music and xiqu performers.

M+是西九的現當代視覺文化博物館，展出與詮釋20及21世紀的視覺藝術、設計及建築、流動影像，以及香港視覺文化，矢志於躋身世界頂尖文化機構之列。M+冀以香港中西薈萃的歷史特色為基礎，從身處的斯時此地出發，為21世紀亞洲創立一座別樹一幟的新型博物館。

香港故宮文化博物館提供創新和獨特的視角，欣賞來自聯合國教科文組織世界文化遺產——故宮博物院逾180萬件珍貴文物，呈現5,000年歷史的中華文化藝術宮廷藏品。

管理局透過M+和香港故宮文化博物館，致力啟發本地及國際社群對視覺藝術的興趣；以跨文化、跨界別方式鼓勵觀眾以新視角思考；透過提供表達平台和合作機會培育人才；以及促進香港藝術、創意和設計產業的有機發展。

管理局正帶領香港邁進新時代，成為區內以至全球表演藝術領袖。整個文化區坐擁近50個世界級表演場地，包括戲曲中心、自由空間、演藝綜合劇場、音樂中心及藝術公園，以舉行表演、展覽、工作坊及活動。表演藝術處正負責製作、呈獻以及推廣以21世紀亞洲為創作背景的表演藝術作品。

管理局及其表演藝術處憑藉以下三大原則實踐使命：

我們通過物色人才、策劃合作、播種培育、栽培藝術家，以及支持挑戰界限的實驗及創新，來製作作品。我們確保藝術家有足夠時間及空間探索創作，以及創作令人驚喜及具啟發性的作品。

我們為不同年齡及喜好的觀眾呈獻表演、工作坊及論壇。此外，我們為本地、區域及國際藝術團體提供舞台為香港觀眾表演，讓新舊觀眾均有機會欣賞這些演出。

我們向不同觀眾及社群推廣表演藝術，確保香港的市民及訪客有機會在西九參與藝術文化活動。我們為本地藝術家提供探索本地、區域及國際性新舞台的機會，為香港的創新舞蹈、劇場、音樂及戲曲表演者提供更多機會及資源。