

OUTLOOK 展望

The opening of the Xiqu Centre has provided invaluable experience for us to learn and gain experience as we prepare for the launch of more world class arts and cultural facilities that will come on stream and be put into operation over the next few years.

Moving forward, we are expecting another new chapter with transformation and enhancement of West Kowloon Cultural District (the District) in the years ahead with the opening of the M+, one of the largest museums of modern and contemporary visual culture in the world. All of our teams are now working at full pitch towards the delivery of this world class museum, which will earn Hong Kong acclaim worldwide. Adding to the District in the years ahead will be the Hong Kong Palace Museum (HKPM), the Lync Theatre Complex (LTC), and the ACE (Art, Commerce and Exhibitions) project, together with the provision of more food and beverage offerings along the scenic waterfront in the heart of the city. All of these will shape the District to become an increasingly vibrant place for arts and culture lovers, visitors and the public generally to enjoy and relax. West Kowloon is quickly becoming a renowned international destination for the arts, education and entertainment.

Of course, there are myriad challenges ahead. West Kowloon Cultural District Authority (WKCD or the Authority) is making every effort to explore and broaden its sources of revenue, through a variety of business initiatives including the newly set-up West Kowloon Cultural District Foundation Limited, which is responsible for fundraising. Another exciting new area of work will become increasingly important as we take it forward, is the Hotel/Office/Residential (HOR) projects. WKCD must continue to exercise prudent and stringent budget control during project delivery and talents recruitment to support sustainable growth and future operation.

WKCD will continue to enrich Hong Kong by building the audience, nurturing local talent and promoting the sustainable development of the city's cultural and creative industries through organising a wide range of quality arts and cultural programmes and broadening cultural exchange between Hong Kong and other parts of the world, as well as collaborating with arts groups, educational institutions and local communities.

WKCD is committed to making the District a place for people of all ages and backgrounds and we are encouraged to see their active participation in our arts and cultural programmes, exhibitions and activities. The Authority receives ongoing feedback and insights from the public, as well as members of the Legislative Council and District Councils, the arts and cultural communities and other stakeholders. We treasure them all and will continue to engage and connect with them as we move forward in the years ahead. We gratefully acknowledge the continued staunch support of the HKSAR Government, which has empowered us to move the project forward firmly and positively.

The Authority is confident in the development of the West Kowloon Cultural District and remain focused on the delivery of world class venues, facilities and programmes, which will take Hong Kong's arts and culture development to new heights.

戲曲中心的開幕，正好讓我們吸收寶貴經驗，為未來數年，西九文化區將會有更多世界級的藝術文化設施陸續啟用作好準備。

展望未來，西九文化區(西九)正期待另一個里程碑，就是全球其中一個最大的現代與當代視覺文化博物館——M+博物館，將會開幕。整個團隊現正悉力以赴呈獻這個世界級博物館，進一步提升香港作為國際大都會的地位。此外，香港故宮文化博物館、演藝綜合劇場、ACE(藝術、商業和展覽)項目，以及位於市中心海濱旁邊的多個餐飲設施亦將陸續落戶西九文化區。以上各個項目，將會打造西九成為一個充滿活力，讓藝術文化愛好者、訪港旅客和市民大眾輕鬆享受之餘，亦成為集藝術、教育和消閒娛樂一身的國際知名景點。

然而，未來仍然會挑戰重重。西九文化區管理局(管理局)正致力透過各項業務計劃，包括新成立一個負責籌款事宜的西九文化區基金會，積極開拓和擴闊收入來源。而區內亦將會開展另一個重要的範疇，就是發展酒店／辦公室／住宅項目。在推展項目和招聘人才的同時，管理局會繼續審慎理財，嚴格控制預算，以支持西九的未來營運及可持續發展。

管理局會繼續與各藝術團體、培育機構及本地社區合作，透過籌辦各種高質素藝術文化節目，擴大香港與世界各地的文化交流，建立觀眾群和培育本地人才，推動本港文化及創意產業的可持續發展，令香港的藝術文化發展更加豐富。

管理局致力把西九發展成為一個屬於所有年齡層和來自不同背景人士的地方。眼見他們過去積極參與西九的藝術文化節目、展覽和活動，我們感到十分鼓舞。我們會繼續聆聽市民大眾、立法會議員和區議會議員、藝術文化界團體和其他持分者的回饋和建議。我們非常重視這些意見，並於日後推展其他項目時，繼續與他們保持溝通聯繫。我們亦衷心感謝香港特別行政區政府一直以來的支持，讓我們能夠堅定和正確地推展西九項目。

管理局對西九文化區的未來發展充滿信心，並會繼續致力為香港帶來最優質的世界級場地、設施和節目，令香港的藝術文化發展更上一層樓。