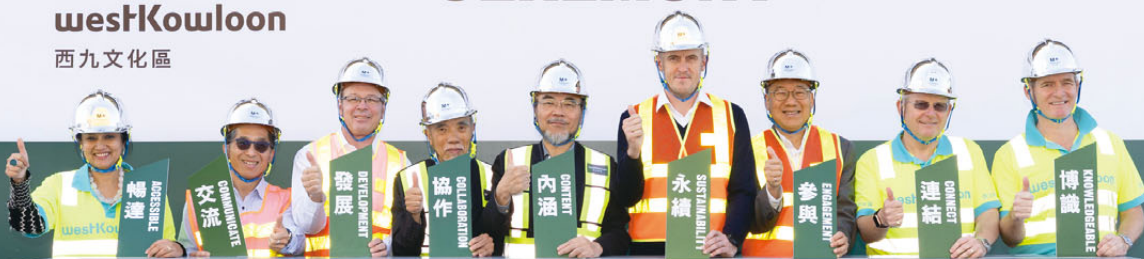




M+ TOPPING-OUT 平頂儀式 CEREMONY 30. 11. 2018

westKowloon

西九文化區



M+

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Advocating for Arts and Audiences

推廣藝術·連繫觀眾

Diverse Artistic Programmes

多姿多彩的藝術節目

The West Kowloon Cultural District Authority (WKCD or the Authority) champions, develops and invests in artistic and cultural experiences that enrich people's lives. It supports a range of initiatives across the performing arts and visual culture. It also focuses on audiences – to reach more people, broaden the groups they come from, and improve the quality of their experience.

In 2018/19, the Authority further deepened its commitment to cultivating and nurturing artistic talent and art groups by facilitating and enhancing cultural exchange, and making continuous efforts to encourage wider participation in arts and culture through an array of diverse artistic programmes.

The mission of the brand new **Xiqu Centre** is to preserve, promote and develop the art of Chinese traditional theatre, to nurture the local form of Cantonese opera, and to promote other forms of xiqu. To advance the legacy and traditions of Chinese traditional theatre, the Xiqu Centre supports artists to create new works, helps nurture a new generation of artists, expands the audience base, and provides a platform for the contemporary development of this classic art. Leveraging its opening in January 2019, the Xiqu Centre organised a wide variety of programmes to foster discovery and appreciation of this traditional art form among new generations of Hong Kong people and international guests.

西九文化區管理局(管理局)致力倡導、發展並投資藝術文化體驗，豐富市民的生活。管理局支持一系列表演藝術及視覺文化活動，以觀眾為本，接觸更多公眾，擴大觀眾群，提升他們的體驗。

於2018/19年度，管理局繼續深化和實踐承諾，致力培育藝術人才和團體，促進和加強文化交流，繼續舉辦連串豐富的藝術節目，鼓勵更多人參與藝術文化活動。

全新的**戲曲中心**肩負不同使命，包括傳承、宣傳及弘揚中國傳統戲曲藝術、發展本地粵劇，以及推廣其他形式的戲曲。為了將中國傳統戲曲的精髓發揚光大，戲曲中心鼓勵藝術家創作，並積極培育新一代藝術家，擴闊觀眾基礎，為戲曲的當代發展構建新平台。自2019年1月開幕以來，戲曲中心舉辦了多項活動，培養本港年青一代以至國際旅客對這門傳統藝術的興趣和鑑賞能力。



The Cantonese opera classic, *The Reincarnation of Red Plum*, under the Artistic curation of Cantonese opera legend Dr Pak Suet-sin, was staged as opening performance of the Xiqu Centre. 戲曲中心以家喻戶曉的粵劇戲寶《再世紅梅記》作開幕演出，由粵劇藝壇瑰寶白雪仙博士擔任藝術總監。

The West Kowloon Cultural District (West Kowloon or the District) joined hands with the Chinese Artists Association of Hong Kong to present a week-long Pre-opening Gala from 30 December 2018 to 6 January 2019 for the dedication of the Grand Theatre. Featuring two specially selected set pieces and a series of excerpt performances, the auspicious programmes starred some of Hong Kong's most talented Cantonese opera performers.

2018年12月30日至2019年1月6日期間，西九文化區(西九)與香港八和會館攜手合作，在戲曲中心全新的大劇院呈獻一連八日的開幕前奏。多位香港最具才華的粵劇演員傾力演出，當中節目包括兩齣吉祥例戲以及「粵劇折子戲巡禮」。



Before the opening of the Xiqu Centre, a stage dedication by the Chinese Artists Association of Hong Kong with two specially selected set pieces – *Birthday of the God of Venus* and *Prime Minister of Six States*, was staged for the Grand Theatre. 戲曲中心在開幕前，香港八和會館應邀演出兩齣吉祥例戲《六國大封相》及《碧天賀壽》，為大劇院開台。

The Pre-opening Gala kicked off a new wave of xiqu. All free tickets for the Pre-opening Gala were distributed within an hour, including 15 Cantonese opera performances in the Grand Theatre, 11 presentations by the Tea House Rising Stars Troupe in the Tea House Theatre, five xiqu film screenings, and over 20 one-hour guided tours to introduce the new facilities.

Another highlight was the grand opening performance of the Xiqu Centre. Following the Opening Ceremony on 20 January 2019, the Authority presented the Cantonese opera classic *The Reincarnation of Red Plum*, under the artistic curation of Cantonese opera legend Dr Pak Suet-sin. Staged by both established and emerging Cantonese opera performers, *The Reincarnation of Red Plum* celebrated the 60th anniversary of its premiere. The performances were well received by the public. In anticipation of strong demand for tickets, a ballot system was used and about 28,000 registrations were received for nine shows, making it one of Hong Kong's most successful xiqu performances ever.

開幕前奏掀起了新一輪戲曲熱潮，所有免費門票在一小時內派發完畢。「開幕前奏」活動包括在大劇院上演的15場粵劇表演，由茶館新星劇團在茶館劇場呈獻的11場表演，五場戲曲電影放映，以及超過20場、每場一小時介紹新設施的導賞活動。

另一個亮點是戲曲中心盛大的開幕演出。2019年1月20日的開幕典禮結束後，管理局隨即呈獻由粵劇藝壇瑰寶白雪仙博士擔任藝術總監的粵劇傳奇之作《再世紅梅記》。是次演出雲集老中青三代粵劇演員，大受觀眾歡迎，同時紀念《再世紅梅記》首演60週年。由於觀眾反應非常熱烈，門票以抽籤形式公開售票，九場演出吸引約28,000人次登記，成為香港有史以來最成功的戲曲演出之一。

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The three-month Opening Season of the Xiqu Centre lasted from January to March 2019. *The Spring Festival Showcase*, by the Hong Kong Cantonese Opera Chamber of Commerce, was presented during Chinese Lunar New Year in February 2019 as part of WKCD's ongoing efforts to promote xiqu. The Opening Season concluded with a master selection of excerpts from 27 award-winning artists of the renowned China Theatre Association Plum Blossom Award Art Troupe. The Troupe presented a variety of xiqu forms over four nights, highlighting the distinct features of eight different xiqu genres – Peking opera, Kunqu, Yueju, Pingju, Ouju, Yuju, Gannan tea-picking opera and Cantonese opera.

With the support of the Hong Kong Film Archive, a special screening series was presented in the Xiqu Centre during the Opening Season, showcasing some of the most iconic xiqu films produced over the past 80 years.

The Xiqu Centre recreated the warm and authentic ambiance of Hong Kong's early 20th century tea houses in the Tea House Theatre, where the audience was served tea and dim sum during performances in a relaxed and informal setting. The 90-minute Tea House Theatre Experience, presented by the Xiqu Centre's own Tea House Rising Stars Troupe, featured short excerpts, demonstrating a range of vocal and musical styles, including insightful narration from a veteran moderator to help the audience understand the history of the art form.

為期三個月的戲曲中心開幕季在2019年1月至3月舉行。香港粵劇商會於2019年2月春節期間呈獻「好戲連場賀新歲」，這亦是管理局持續推廣戲曲的重點項目之一。來自中國戲劇家協會梅花獎藝術團的27位獲獎藝術家，連續四晚上演了各種不同形式的戲曲，分別呈獻八大戲曲流派——京劇、崑曲、粵劇、評劇、甌劇、豫劇、贛南採茶戲及粵劇的不同特色，為戲曲中心開幕季畫上完美的句號。

在香港電影資料館的支持下，戲曲中心於開幕季期間特別舉行戲曲電影放映，讓觀眾欣賞到過去80年的經典戲曲電影作品。

至於戲曲中心的茶館劇場，重塑20世紀初期結合戲曲表演的茶館文化，讓觀眾在輕鬆舒適的環境一邊欣賞演出，一邊茗茶品嚐點心。由戲曲中心茶館新星劇團呈獻、全長90分鐘的茶館劇場粵•樂•茶韻，糅合了演唱、折子戲及音樂演奏，透過導賞員深入淺出的解說，加深觀眾對戲曲藝術歷史的認識。



The Tea House Theatre Experience in the Xiqu Centre was well received by audience.
戲曲中心茶館劇場粵•樂•茶韻深受觀眾歡迎。

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Photo 圖片: Simon Vogel

The year under review saw the presentation of three exhibitions in the M+ Pavilion.
M+展亭於本年度共舉辦三個展覽。

As **M+** moved towards its opening as one of the world's largest museums of modern and contemporary visual culture, the Authority continued its work to establish a global reputation by building meaningful institutional relationships, strengthening its international visibility, and reaching broader audiences in Hong Kong, Asia, and beyond.

In preparation for the opening of M+, the M+ Collections added 1,072 new acquisitions during the reporting year, bringing the total to about 6,400 works, and 53 archives, containing 14,200 archival items as at the end of the financial year. Two unprecedented and highly ambitious acquisitions made by the M+ Collections during the year were the Archigram archive and YOUNG-HAE CHANG HEAVY INDUSTRIES: THE COMPLETE WORKS.

The M+ Library holdings of reference publications grew by over 30% to 5,580 items. The major objective of the M+ Library is to support the curatorial and research work across M+. A library management system was procured during the reporting year, which will be fully implemented in 2019 in preparation for the opening of the M+ Research Centre in the M+ Building.

The year under review saw the presentation of three exhibitions in the M+ Pavilion. Each defined collaboration in a specific way and corresponded with M+'s mission to bring makers, works and narratives from different times and places into dialogue. The exhibitions attracted more than 27,000 visitors in total from April 2018 to March 2019.

Samson Young: Songs for Disaster Relief World Tour, co-presented by M+ and the Hong Kong Arts Development Council (HKADC), was staged from 9 February to 6 May 2018. Featuring sculptures, objects, videos, sound installations, and site-specific pieces, the exhibition offered a unique audio-visual experience that re-examined the popularity of charity singles from the 1980s, drawing on seemingly unrelated past and current events to explore the social, political, and philosophical implications of charity singles in a cross-cultural context.

The *In Search of Southeast Asia through the M+ Collections* exhibition, held from 22 June to 30 September 2018, was M+'s first exhibition that focused on a particular region. Featuring works from the fields of design and architecture, moving images and visual arts, the exhibition used M+'s growing multidisciplinary holdings to shed light on some of the diverse, wide-ranging cultural practices in Southeast Asia over the past half-century.

M+正密鑼緊鼓向開幕邁進，屆時將可媲美全球頂尖大型現代視覺文化博物館。管理局繼續致力提升M+的國際聲譽，包括與不同機構建立意義深遠的合作關係，增加國際曝光，並在香港、亞洲以至世界各地拓展觀眾群。

為籌備M+開幕，M+藏品系列於年內新增了1,072件購藏，於本報告年度完結時，M+藏品系列作品總數增至約6,400件，檔案類藏品則有53項，內含逾14,200件檔案物件。年內，有兩項備受注目且舉足輕重的購藏獲納入M+藏品系列，分別為Archigram檔案及張英海重工業的全部作品。

M+圖書館的館藏參考書刊數量達5,580份，增長逾30%。M+圖書館的主要目標是支援M+的策展和研究工作。在本報告年度，M+圖書館採購了圖書館管理系統，於2019全面投入使用，為日後M+大樓內的M+研究中心啟用做好準備。

M+展亭於本年度共舉辦了三個展覽，每個展覽都以獨有角度探索不同的合作模式，充分展現M+的理念，糅合不同時代及地區的創作者、作品及故事，互相交流對話。2018年4月至2019年3月期間，這些展覽共吸引逾27,000人次參觀。

「楊嘉輝的賑災專輯 世界巡迴演」由M+及香港藝術發展局(藝發局)合辦，於2018年2月9日至5月6日舉行。展覽藉着雕塑、物件、錄像、聲音裝置及場域特定作品，重新檢視來自1980年代的多首慈善單曲，糅合看似毫不相干的歷史和現今事件，帶領參觀者體驗獨一無二的視聽之旅，在跨文化脈絡中探尋慈善歌曲的社會、政治及哲學意義。

「南行覓跡：M+藏品中的東南亞」於2018年6月22日至9月30日舉行，是M+首場聚焦特定地區的展覽。展出作品涵蓋設計及建築、流動影像及視覺藝術範疇，透過M+日益增加的多領域館藏作品及檔案，闡釋東南亞地區過去半個世紀多元而廣泛的文化實踐。

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The Noguchi for Danh Vo: Counterpoint exhibition, held from 16 November 2018 to 22 April 2019, presented art and design works by celebrated modern American sculptor Isamu Noguchi in dialogue with works by Vietnamese-Danish artist Danh Vo – one of the most critically acclaimed international artists active today. In this exhibition, M+ collaborated closely with Danh Vo, the Isamu Noguchi Foundation, and the Garden Museum in New York on the selection and installation of Noguchi's wide-ranging works. The collaboration offered a new reading of, and defined a new relationship between the two artists.

To deepen its commitment to performance art, M+ launched *M+ Live Art*, a new series which featured both established and emerging practitioners. *Live Art: Audience as Performer*, the inaugural exhibition, featured work by five Asian artists of different generations, was held in June 2018. The next event, *M+ Live Art: Miraculous Trajectories*, featured a film with an original soundtrack in a sensory expedition, was held in March 2019.

In preparation for the launch of **Freespace** in June 2019, the District continued to build partnerships through its ongoing artist development exchanges between Hong Kong dance artists and those in Europe and Asia-Pacific to push creative boundaries and expand artistic practice.

「對位變奏：野口勇之於傅丹」於2018年11月16日至2019年4月22日舉行，展出美國著名現代雕塑家野口勇的藝術與設計作品，以及當今享負國際盛名的丹麥籍越南裔藝術家傅丹的作品，藉此讓兩人展開對話。在這場展覽中，M+與傅丹及紐約野口勇博物館攜手，為展覽挑選野口勇一系列不同類型作品，並構思其擺放方式，以嶄新的解讀，闡明兩位藝術家意念的新關聯。

為加強推廣行為藝術，M+舉辦了「M+藝活」展覽，這個嶄新系列匯聚知名新銳的藝術家。首展「M+藝活：觀演之間」於2018年6月舉行，帶來五位不同世代亞洲藝術家的作品。至於「M+藝活：奇異之軌」現場電影，則糅合現場配樂，於2019年3月演出，是一場感官上的探索之旅。

為了準備**自由空間**在2019年6月啟用，西九繼續與各方合作，透過與本港舞蹈藝術家以及歐洲和亞太區藝術家作藝術交流，推展創作疆界和開拓更廣闊的藝術實踐。

West Kowloon Cultural District organised
西九文化區在本年度共舉辦

550+

performing arts projects and activities in the reporting year
個表演藝術項目及活動



Experimental Cantonese opera *Farewell My Concubine (New Adaption)*
produced by the West Kowloon Xiqu Centre.
西九文化區戲曲中心製作小劇場粵劇《霸王別姬》(新編)。

In 2018/19, the Authority collaborated on new productions with renowned institutions and artists, including Le French May, the Hong Kong Repertory Theatre, the Hong Kong Ballet and Edward Lam Dance Theatre. The Authority also signed partnership agreements with leading dance institutions in Europe and Asia-Pacific, and Hong Kong's three flagship dance groups: the Hong Kong Ballet, the Hong Kong Dance Company, and the City Contemporary Dance Company. The fruit of these efforts will soon be presented to the public in Freespace.

Other happenings held outside the District included the Hong Kong International Black Box Festival in October and November 2018. It was co-produced with four productions from around the world. A series of events and programmes were also held in Art Basel Hong Kong Week in March 2019.

The Hong Kong Palace Museum (HKPM) will be a museum dedicated to showcasing the exquisite collections of Palace Museum in a comprehensive and in-depth manner with a Hong Kong perspective and a global vision. It aims to foster understanding and appreciation of Chinese art and culture and promote dialogue among world cultures and civilisations.

In May 2018, HKPM presented a public lecture titled 'The Palace Museum in the Global Cultural Context' at the Hong Kong Polytechnic University. During the talk, Dr Shan Jixiang, the then Director of the Palace Museum shared his insights with the public on promoting and developing traditional Chinese culture with a global outlook. The talk demonstrated HKPM's firm commitment to strengthening Hong Kong's position as one of the world's leading cultural metropolises by building up its cultural software, including curatorial development, conservation, and learning and interpretation.

在2018/19年度，管理局與著名機構及藝術家，包括法國五月、香港話劇團、香港芭蕾舞團及非常林奕華攜手合作。管理局亦與歐洲及亞太地區頂尖的舞蹈團，以及香港三間知名舞蹈團：香港芭蕾舞團、香港舞蹈團及城市當代舞蹈團訂立了合作夥伴協議，呈獻全新作品。上述一系列的合作演出快將於自由空間上演。

在西九以外舉辦的其他活動還包括於2018年10月及11月舉行的香港國際黑盒劇場節，帶來四場來自世界各地的演出。2019年3月舉行的香港巴塞爾藝術展亦舉行了一系列活動。

香港故宮文化博物館從香港視角出發，配合國際視野，全面深入展示來自故宮博物院的精緻藏品，並致力加深公眾對中國文化藝術的了解和欣賞，以及促進世界各地文化的對話。

2018年5月，香港故宮文化博物館於香港理工大學舉辦了題為「世界文化格局的故宮博物院」公開講座，時任故宮博物院院長單霽翔博士在講座中與公眾分享了有關在全球化格局下推廣和發揚中國傳統文化的見解。該講座展示出香港故宮文化博物館銳意透過建設文化軟件，包括策展研究、文物修復以及教育等範疇，進一步鞏固香港作為全球文化大都會之一的領先地位。



The Hong Kong Palace Museum presented a public lecture titled 'The Palace Museum in the Global Cultural Context' at the Hong Kong Polytechnic University.
香港故宮文化博物館於香港理工大學舉辦題為「世界文化格局的故宮博物院」公開講座。

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Nurturing Artistic Talent

培育藝術人才

Cultivating and nurturing local artistic talent, arts groups and other professionals working in the cultural sector are key to developing the District into a hub for creative talent. In 2018/19, the District organised new educational programmes to develop constructive and sustainable connections with the community, academic institutions and cultural organisations.

ExecLab was established as part of the District's vision to design and deliver diverse programmes for cultural professionals. The District worked closely with local and international academic and cultural institutions, including RADA Business, which is the commercial arm of the Royal Academy of Dramatic Art, to encourage cross-cultural dialogue between Hong Kong, Mainland China and the wider world. A two-day intensive course was organised with RADA Business in March 2019.

M+ also expanded its outreach efforts to showcase the museum as a resource for educators and young audiences. Three *M+ Youth* alumni events were organised from November 2018 to March 2019 to convene and reconnect with the participants and volunteers from previous summer camps, and to enhance the alumni's understanding of M+'s objectives of involving youth, and the museum's direction for future youth programmes. The three *M+ Youth* alumni events successfully reconnected more than 70 alumni in the reporting year.

In addition to new programmes, an array of successful programmes from previous years were continued during the year. The 4th edition of the *M+ Summer Camp* attracted over 100 secondary school students and nine creative practitioners from a wide range of fields as mentors. University volunteers worked with the mentors to generate the content and activities for 27 creative workshops. Participants were encouraged to think freely and break free from homogeneous lifestyles and values, and to rethink the nature of creative practices and consider the possibilities of cross-disciplinary approaches.

栽培和培育本地藝術人才、藝術團體及藝術相關的從業員，對西九發展成為創意人才樞紐至為重要。於2018/19年度，西九舉辦了一系列新教學活動，與社區、學術機構及文化團體，發展及建立可持續性的連繫。

西九的願景之一，是要為文化專才提供多元化項目。因此推出「ExecLab」西九與本地和國際學術及文化機構緊密合作，包括皇家戲劇藝術學院轄下的業務分支RADA Business，推動本港、中國內地以至海外的文化交流，並於2019年3月與RADA Business一同舉辦了為期兩天的強化課程。

M+亦加強外展工作，為教育工作者及青少年觀眾提供教學資源。2018年11月至2019年3月期間，M+共舉辦了三場「M+夏令營」的舊生活動，讓以往的參加者及義工認識到M+非常重視青少年的參與，並深入了解M+對各項青少年活動的未來規劃。年內舉辦的三場「M+夏令營」舊生活動，吸引了逾70位參加者。

除了籌劃新活動，M+亦繼續推出過往深受歡迎的項目。本年度第四次舉辦的「M+夏令營」吸引了超過100名高中生參加，同時邀請了9位來自不同範疇的創作人與多名大學生義工，合力為27個創意工作坊設計活動內容，與參加者一同打破常規的生活方式和價值觀，重新思考創作的本質，打開跨範疇的學習模式。



Secondary school students were participating in an activity in the *M+ Summer Camp 2018: far out*.
中學生正投入「M+夏令營2018 – 非非」的活動。

The popular *M+ Rover* school and community outreach programme, with a custom-made travelling creative studio, visited 30 schools, seven community venues and reached 29,600 participants. It introduced new experiences and encouraged participatory art practice and collaboration between artists, students and other members of the public. In the coming year, *M+ Rover* will expand its audience base to primary schools.

備受歡迎的「M+敢探號」校園及社區計劃，以特製的流動創作教室，到訪了30間學校和7個社區場地，吸引了29,600人參與。「M+敢探號」以嶄新的體驗，提倡參與式藝術實踐，鼓勵藝術家、學生和公眾之間的合作。來年，「M+敢探號」會將觀眾基礎擴展至小學師生。

***M+ Rover*, a travelling creative studio, toured to 30 schools and reached**

**流動創作教室「M+ 敢探號」
本年度走訪 30 間學校，共有**

29,600

**participants in the
reporting year**

人參與



M+ Rover will reach more students in the coming year.
「M+敢探號」來年會接觸更多學生。

Under the umbrella of *West Kowloon 101*, 50 public lectures sessions covering topics such as xiqu, Chinese culture and arts administration were organised. Nine handicraft workshops were held for families.

西九101共舉辦了50場公開講座，涵蓋戲曲、中國文化及藝術管理等各類主題，並為家庭訪客舉辦九場手工藝工作坊。

The *West Kowloon Young Fellows Scheme (Performing Arts)* provided funding to artists and researchers under the age of 40 to develop a diverse range of projects related to creative arts learning, public participation, community engagement and audience building.

「西九表演藝術教育創研計劃」資助40歲以下的藝術家及研究人員，發展一系列多元化的創意藝術教育、公眾參與、社區交流及拓展觀眾項目。

As the Authority moved closer to the completion of the *M+* building, *M+* initiated a multi-tiered patronage programme, which consists of the *M+* Director's Circle, the *M+* Council for New Art, the *M+* Founding Benefactors, and the *M+* Founding Patrons. They all have generously offered their commitment to providing vital support to the museum in the lead-up to the opening.

在M+大樓竣工指日可待之際，M+推出一個多層次的贊助計劃，由M+榮譽襄贊人、M+新藝術委員會、M+創始襄贊人及M+創始贊助人組成。他們均致力在M+開幕前，大力支持博物館的籌備工作。

To promote and raise funds for *M+* beyond Hong Kong, the *M+* American Friends Foundation, a United States-based non-profit organisation, was established. The *M+* Council for New Art, which supports the acquisition of works by young and emerging artists from the Greater China region, held its first meeting in March 2018. By the end of the financial year, 35 works by 26 artists from Hong Kong, Mainland China and Taiwan were acquired.

為了於本港以外推廣M+的活動及籌募經費，M+在美國成立了非牟利組織M+ American Friends Foundation。M+新藝術委員會支持購藏來自大中華地區的年輕及新晉藝術家的作品，該委員會於2018年3月召開了首次會議。截至本財政年度完結前，委員會共購藏了來自香港、中國內地及台灣共26位藝術家的35件作品。

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In conjunction with M+ exhibitions held in the M+ Pavilion, over 300 tours were organised for teachers, schools, charitable and non-profit organisations, and other members of the public to learn about M+ and its possibilities.

As part of M+'s audience-building process, seven talks were held in the *Open Up: Museum Learning in the 21st Century* series, in which local and overseas speakers shared their perspectives and approaches on engagement with museum visitors. The talk series attracted an impressive audience of over 780, indicating wide interest in all aspects of museum studies among the public.

為配合在M+展亭舉行的展覽，M+為教師、學校、慈善及非牟利團體和公眾舉辦了超過300場導賞團，讓他們深入了解M+及其各種可能。

作為M+拓展觀眾群工作的一部分，「全然開放：21世紀博物館的學習體驗」講座系列共舉辦了七場講座活動，邀得海內外演講嘉賓分享博物館的策略，探討提高訪客參與度的方法。講座吸引了超過780名觀眾，反映公眾對博物館學的不同範疇均有濃厚興趣。



Regular tours were held at the M+ Pavilion.
M+展亭定期舉辦導賞團。

The District also organised workshops to translate performance-related arts and skills into interactive, hands-on experiences for students, families, and other enthusiastic individuals of all ages. In the year under review, the District co-organised a discursive and practice-based platform called *Dramaturgy and Beyond* with the School of Drama of the Hong Kong Academy for Performing Arts (HKAPA) from March 2018 to January 2019. During the five intensive workshops and four public seminars, leading dramaturgs from around the world explored concepts of dramaturgy approaches in theatre and dance with local participants.

From June to August 2018, the District teamed up with the Edward Lam Dance Theatre to present the second edition of the three-year project *What Is Stage* at the HKAPA, focusing on scenography. The workshops, seminars and discussions attracted over 400 participants.

The District organised the *Choreographer & Composer Lab* in partnership with the Hong Kong Ballet to explore new approaches to composing music and dance, generate creative ideas, and develop partnerships. The final production of the new works was staged as part of the Hong Kong Ballet's *Hong Kong Cool* in September 2018 at the Hong Kong Cultural Centre.

西九亦為學生、家庭及不同年齡熱衷表演的人士舉辦工作坊，將表演相關的藝術知識與技巧，轉化成互動體驗。西九於2018年3月至2019年1月與香港演藝學院戲劇學院合辦「超越劇場構作」計劃，透過五場工作坊及四場公開研討會，邀請來自世界各地的劇場工作者與本地參與者一同探索劇場與舞蹈劇場構作的概念和方法。

於2018年6月至8月，西九與非常林奕華合作，在香港演藝學院舉辦「什麼是舞台」這個三年計劃的第二年主題演出。活動主要探索舞台美學，一連串工作坊、講座及討論等活動，吸引超過400名觀眾參與。

西九與香港芭蕾舞團合作推出「舞·樂互碰」，以協作形式合作，探索音樂和舞蹈創作的新方法，迸發創意。作品於2018年9月在香港文化中心上演，作為香港芭蕾舞團「香港酷」節目的一部分。

Exchange and Networking

建立連繫與交流

To allow local audiences to enjoy some of the best art from around the world and to help local artists expand their reach, the District took a number of important steps during the year to facilitate and enhance cultural exchange and cooperation with arts and cultural organisations locally and internationally.

The Authority signed a five-year Memorandum of Understanding (MOU) with the HKAPA to expand and deepen collaboration in performances, workshops, co-productions and community engagement in the performing arts, film, television, production and technical arts.

The Xiqu Centre renewed its partnership with the Shanghai Center of Chinese Operas, which began in 2016. The Authority signed a five-year MOU with the Shanghai West Bund, the SMG Performing Arts Group, and the Power Station of Art to cooperate in exhibition projects, theatre and music exchanges, and talent nurturing.

As part of the Authority's intensive efforts to build its brand and reputation, M+ engaged in a wide range of local, regional and international collaboration agreements with organisations such as the Noguchi Museum in New York, the Kwang Hwa Information and Culture Centre in Taiwan, the HKADC, the Tai Kwun Centre for Heritage and Arts, and the Asia Art Archive in Hong Kong.

During the reporting year, representatives from the Curatorial Department of M+ participated in a number of conferences, symposia and juries around the world, including the Dhaka Art Summit, in Bangladesh; the Deutsches Architekturmuseum Conference, in Frankfurt, Germany; the 'How International Is Chinese Art?' conference, at the University of Melbourne, Australia; the Art Sonje Center in Seoul, Korea; Designmuseo, in Helsinki, Finland; a workshop on art writing, at the NTU Centre for Contemporary Art in Singapore; the 2018 Asia Culture Centre Roundtable, in Gwangju, Korea; the Asia Contemporary Art Week, in Dubai; the National Taiwan Museum of Fine Arts, in Taichung, Taiwan; and the Museum Computer Network Conference, in Denver, Colorado, the United States, to name just a few.

為了讓本地觀眾享受到世界級的頂尖藝術表演或作品，同時協助本地藝術家拓展視野，西九於年內展開了多項重要工作，促進和增強與本地以及國際藝術文化組織的交流和合作。

管理局與香港演藝學院簽訂為期五年的合作諒解備忘錄，建立策略性合作平台，擴大和深化表演、工作坊和聯合製作，以及在表演藝術、電影、電視、製作和技術藝術範疇的社區參與合作。

戲曲中心再次延續與上海戲曲藝術中心自2016年簽訂的合作協議。此外，管理局分別與上海西岸、上海文廣演藝(集團)有限公司和上海當代藝術博物館簽訂了為期五年的諒解備忘錄，在展覽、劇場及音樂交流，以及人才培育方面展開合作。

管理局一直致力建立西九的品牌和聲譽，為此，M+與紐約野口勇博物館、台灣光華新聞文化中心、藝發局、大館古蹟及藝術館以及香港的亞洲藝術文獻庫等組織，訂立一系列本地、區域和國際合作協議。

於本報告年度，M+策展部的代表參與了世界各地眾多會議、座談會及評委會，包括孟加拉的達卡藝術峰會、德國法蘭克福舉辦的德國建築博物館論壇、澳洲墨爾本大學舉辦的「中國藝術有多國際化？」會議、南韓首爾善宰藝術中心、芬蘭赫爾辛基設計博物館、南洋理工大學新加坡當代藝術中心的藝術寫作工作坊、南韓光州舉行的「2018年國立亞洲文化殿堂圓桌會議」、杜拜舉行的亞洲當代藝術週、台灣台中的國立台灣美術館，以及美國科羅拉多州丹佛市的博物館電腦網絡年會等。



WKCD signed a five-year MOU with the Hong Kong Academy for Performing Arts.
西九文化區管理局與香港演藝學院簽訂為期五年的合作諒解備忘錄。



WKCD launched the Asia Network for Dance (AND+) in May 2018.
西九文化區管理局於2018年5月正式啟動Asia Network for Dance (AND+)。

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The Archives and Library team of M+ collaborated with the Asia Art Archive to establish a new regional organisation, called Art Libraries and Archives Network Asia.

The District also engaged in exchange programmes with overseas dance organisations in Finland, France, the United Kingdom, Singapore and Spain. The Performing Arts Division of the Authority launched the Asia Network for Dance (AND+) in partnership with 14 Asia-Pacific based dance institutions, forming a network dedicated to connecting, developing and empowering contemporary dance practice across Asia.

In August 2018, the District and the HKADC took a delegation of over 50 Hong Kong dance artists and managers to the internationale tanzmesse nrw 2018 (Tanzmesse) in Düsseldorf, Germany, which was attended by over 1,900 artists and professionals from more than 50 countries. Two local works were chosen by the Tanzmesse panel to be featured as part of the fair's Performance and Open Studio series.

M+檔案及圖書館團隊與亞洲藝術文獻庫攜手，創立了一個新的區域性組織，名為Art Libraries and Archives Network Asia。

西九亦與來自芬蘭、法國、英國、新加坡及西班牙等海外舞蹈機構，展開合作交流項目。管理局的表演藝術處與14間亞太區舞蹈組織攜手成立Asia Network for Dance (AND+)網絡，致力於亞洲加強連繫、發展及推廣現代舞蹈。

西九與藝發局於2018年8月，率領一支由超過50位本港舞蹈藝術家及藝術行政人員組成的代表團，參與「德國杜塞爾多夫舞蹈博覽會 (Tanzmesse) 2018」，該活動共有來自50多個國家超過1,900位藝術家及專業人士參與。本港兩個作品更獲Tanzmesse評委會挑選，分別於「舞台演出」和「示範展演」中獲介紹。



The internationale tanzmesse 2018 was held in Dusseldorf, Germany.
德國杜塞爾多夫舞蹈博覽會2018。

The 4th annual Producers' Network Meeting & Forum brought together over 100 producers from Asia and Europe to examine how performing arts can answer some of today's challenges with innovative approaches and practices.

第四屆年度「製作人網絡會議及論壇」匯聚了來自亞洲及歐洲共超過100位製作人，探討表演藝術如何透過創新方法和實踐，去應對現代的挑戰。

Internships and Work Immersion

實習及工作體驗

The District is committed to nurturing young students and offering a variety of internships and work immersion opportunities. Two docent programmes were held for young people interested in pursuing a career in the arts and cultural industries. The programmes offered on-the-job experience and practical opportunities to work with professionals in the field and will be held on a recurring basis. The Xiqu Centre Guided Tour Docent Programme and the M+ Docent Volunteer Programme provided participants with professional training and the opportunity to meet artists, curators, and other arts and culture enthusiasts.

Seventy-four interns were recruited during the reporting year. The M+ Internship Programme provided a unique one-year programme in either curation or collections management for young people interested in developing a career in the museum field. The Performing Arts Internship Programme allowed interns to gain practical and theoretical training in programming, operations and technical production. Through the Venice Biennale Internship programme, interns had an opportunity to gain unique insights into the workings of the world's largest and most renowned international art exhibition. In addition, the summer internship programme offered the interns the opportunity to acquire practical experiences within the corporate functions. In addition to Graduate Internship Programmes for young graduates in the arts stream, two graduates were recruited as Graduate Trainees in a programme accredited by the Hong Kong Institution of Engineers as a Scheme "A" Training programme.

西九一直致力培育年青學生，並提供各種實習及工作體驗機會，為有志從事藝術文化工作的學生舉辦了兩場導賞員活動。這項恆常活動為學生提供在職的實戰工作體驗和機會，讓他們與業內人士一起工作。「戲曲中心導賞員計劃」及「M+導賞員義工計劃」為參與者提供專業培訓，並有機會與藝術家、策展人及其他藝術文化愛好者面對面交流。

於報告年度內，共有74名實習生獲聘用。「M+實習計劃」專為有志於投身博物館工作的年青人而設，提供為期一年有關策展或藏品管理的實習機會。「表演藝術實習計劃」為實習生提供節目編排、運作及技術製作方面的理論和實用訓練。透過參加「威尼斯雙年展實習計劃」，實習生有機會大開眼界，深入了解這個全球規模最大、最著名藝術展的特色。另外，透過暑期實習計劃，實習生有機會在暑假期間親身體驗企業運作。除了為修讀藝術的年輕畢業生提供實習計劃，亦錄取了兩名參加香港工程師學會工程畢業生培訓計劃(Scheme "A" Training)並獲認證的畢業見習生。



M+ Internship Programme nurtured young people to develop career in the museum field.
M+實習計劃致力培育有志於投身博物館工作的年青人。

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Building the Future 建設未來

The 2018/19 financial year was another exciting year in the West Kowloon Cultural District's development, particularly with the opening of the Xiqu Centre in January 2019. Another important milestone was the delivery of the second phase of the Art Park, including the completion of Freespace, which started operation in June 2019.

Project construction also achieved impressive progress. The iconic M+ building was topped out in November 2018, and the groundbreaking ceremony for HKPM was held in May 2018. There also was steady progress on the design and construction of the other Core Arts and Cultural Facilities. Preparation work was in progress for the tender of the ACE (Art, Commerce and Exhibitions) project under the Build Operate and Transfer (BOT) procurement model.

對西九文化區的發展來說，2018/19財政年度是令人振奮的一年，特別是戲曲中心正式於2019年1月開幕。另一個重要里程碑，是藝術公園第二期竣工，以及自由空間的落成，並於2019年6月啟用。

項目建造工程亦有矚目進展。標誌性的M+大樓於2018年11月平頂，香港故宮文化博物館動土儀式於2018年5月舉行。核心藝術文化設施的設計及建造工作均取得穩步進展。以建造、營運及移交採購模式進行的ACE(藝術、商業和展覽)項目的招標工作亦正在籌備中。



The ACE project includes an exhibition centre, a hotel, rental offices, and Retail, Dining and Entertainment (RDE) facilities.
ACE項目內容包括展覽中心、酒店和出租辦公室，連同附設的零售、餐飲和消閒設施。

Project Delivery**項目推展**

Over 25 million man-hours of construction work were undertaken within the District from 2014 until the end of March 2019. As always, safety remained WKCD's top priority. The construction projects achieved an exemplary site safety record, with the projects' accident frequency rate remaining at a low 0.09 reportable accidents per 100,000 man-hours at the end of the reporting year.

In the reporting year, 59 works contracts were awarded. The most notable awards during the financial year were the works contract (L2) for the Lyric Theatre Complex (LTC) and the extended basement in Zone 3B, which was awarded in November 2018, and the main works contract for HKPM awarded in March 2019.

自2014年至2019年的3月底，西九文化區的建築工程累計逾2,500萬小時(以人工時計算)。管理局一向以安全為首要，截至本報告年度完結時，西九各施工項目均取得良好的工地安全紀錄，項目整體須呈報事故率維持於低水平，每10萬個工時只有0.09宗意外。

在報告年度內共有59份工程合約獲批。本財政年度最重要的工程合約，是於2018年11月批出的演藝綜合劇場(L2)及3B區地庫延伸部分工程合約，以及於2019年3月批出的香港故宮文化博物館大樓主要工程合約。



The exterior of the Xiqu Centre is covered with

戲曲中心的外牆由

12,000+

pieces of aluminium fins

片鋁片組成

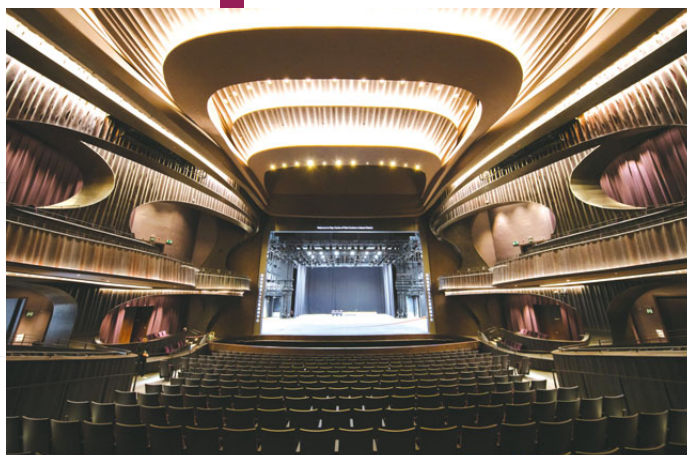
Steel forming the skeleton of the Grand Theatre of the Xiqu Centre weighs

戲曲中心懸浮設計大劇院的鋼製支架結構共重

2,000+

tonnes

公噸



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Xiqu Centre

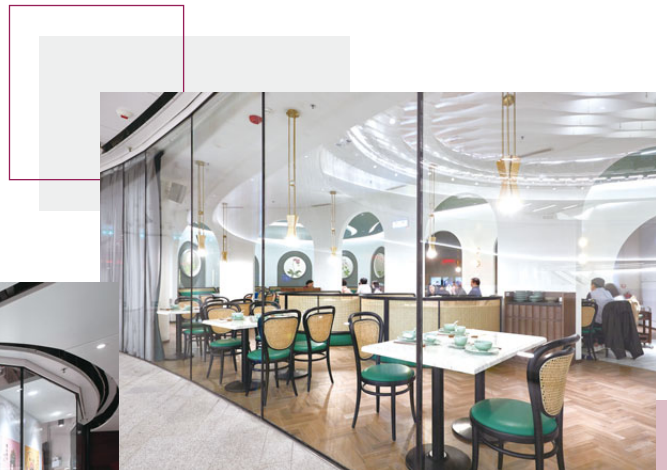
The opening of the Xiqu Centre in January 2019 was a defining moment in the history of the District. The building, with a total gross area of 28,164 square metres, houses the Grand Theatre on the top floor with a maximum of 1,075 seats, and the Tea House Theatre, with about 200 seats, along with eight studios and a seminar hall. All of them are specially designed for different types of functions and activities.

Shops in the Xiqu Centre began operating in January 2019, including a gift shop, a tea shop, a Chinese pastry shop, and a signature Chinese restaurant. More cafes and restaurants will gradually start operating by the end of 2019, making the Xiqu Centre an ideal venue to appreciate the arts of xiqu while enjoying quality food and refreshments.

戲曲中心

戲曲中心於2019年1月開幕，為西九締造了歷史性時刻。戲曲中心大樓總面積為28,164平方米，頂層的大劇院最多可容納1,075個座位、茶館劇場可容納約200個座位，還有八個排演室和一個演講廳等，足以照顧各類活動需要。

戲曲中心的部分商戶已於2019年1月開始營業，其中包括一間文化禮品店、一間茶軒、一間中式糕點店和一間特色中餐廳。2019年年底，戲曲中心將會有更多餐飲食肆進駐，訪客除了能夠在戲曲中心欣賞戲曲藝術外，亦可享受更多美食和茶點。



Restaurants and shops in the Xiqu Centre offer a variety of shopping and dining experiences.
戲曲中心的餐廳及商店提供多元化餐飲體驗。

M+

The topping out of the M+ building in November 2018 marked an exciting and long-anticipated milestone in the development of the M+ project. As the M+ tower structural works proceeded, the building gradually became one of the standout features on the West Kowloon skyline. The completion of the M+ tower structural works also allowed the Authority to commence the installation of the ceramic-precast-concrete façade panels, which are a unique design element of the building.

M+

M+大樓於2018年11月平頂，是M+項目最令人振奮和期待的里程碑。隨著M+縱向大樓結構工程節節推進，M+大樓亦逐漸成為西九天際線的一大特色。M+縱向大樓結構工程完成後，管理局已開始安裝由陶瓦和混凝土預製模件組成的幕牆，而這種外牆是M+大樓的獨有設計。



The façade of the M+ building is covered with

M+ 大樓的外牆由

178,900+

ceramic tiles

件陶瓦組成



In 2018, the team focused on completing the testing of performance mock-ups for the different façade assemblies to demonstrate compliance with the required standards for thermal durability, water-tightness and wind-loading. Production mock-ups of the façade were developed to ensure that the specified visual and dimensional requirements were achieved before full-scale production. At the end of the reporting year, approximately 50% of the façade were installed.

In August 2018, the Authority acted on the decision of WKCD Board to terminate the original main contractor's employment under the M+ main works contract. Following the termination, WKCD secured a replacement contractor to take over the M+ construction project. The replacement contractor brought the construction back on track within two months of the termination of the original main contractor – an outstanding achievement under difficult circumstances. At the end of the year under review, the District had substantially completed the structural work for the M+ project. The M+ building is expected to be completed in March 2020, with the museum opening nine to twelve months later by the first quarter of 2021.

2018年，團隊致力為各項外牆組件樣本進行性能檢測，以確保符合耐熱、防水和風荷載能力的規定標準。生產外牆組件樣本，是為了在組件全面投產之前，確保它們符合指定的外觀和尺寸要求。在本報告年度完結時，外牆安裝工程已完成約50%。

於2018年8月，管理局根據管理局董事局的決定，終止聘用根據M+博物館主要工程合約聘用的原有主要承建商。在終止委聘後，管理局聘任替代承建商接管M+工程項目。替代承建商在管理局終止委聘原有承建商兩個月內把建築工程帶回正軌。在嚴峻的考驗下，這是令人滿意的成果。於本報告年度完結時，M+項目的結構工程已大致完成。M+大樓預期將於2020年3月完工，博物館預計將於大樓竣工九個月至一年後，即2021年第一季開幕。

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Although the installation of the finishes for the M+ building had yet to begin at the end of the reporting year, visual mock-ups were produced to establish material and workmanship quality benchmarks in the galleries and other front-of-house areas. The procurement of special items, including custom-designed butcher lights, laboratory furniture and storage systems, also progressed well.

There was significant progress in the glazing work on the Conservation and Storage Facility and the adjoining P39B building. The latter will become WKCD's future head office. In these buildings, the mechanical, electrical and plumbing services were installed, and the interior finishes were completed at the end of the reporting year.

Hong Kong Palace Museum

The Groundbreaking Ceremony of HKPM was held in May 2018. With the completion of detailed design and tender preparation for the main works contract in September 2018, HKPM took another major step forward as the construction of the superstructure commenced after the awarding of the main works contract in March 2019. The foundation works were completed on schedule, and the site was handed over to the main contractor.

雖然截至本報告年度完結前，M+大樓的內部裝修工程尚未展開，但模擬樣板已經製作完成，為展廳和其他前台區域制定材料和施工質素的標準。採購具特色的裝置物品亦進展良好，包括特別設計的街市肉檔燈、實驗室家具和儲存系統等。

修復保管中心，以及毗鄰的P39B大樓的玻璃幕牆安裝工程亦取得重大進展。P39B大樓將會是管理局未來總部的所在地。這兩幢樓宇的機電和管道系統已安裝完成，截至本報告年度完結時，內部裝修工作已進入最後階段。

香港故宮文化博物館

香港故宮文化博物館動土儀式於2018年5月舉行。主要工程合約的詳細設計和招標準備工作亦於2018年9月完成，隨著建造上蓋的主要工程合約於2019年3月獲批，香港故宮文化博物館再向前邁出重要一步。相關的地基工程已如期完成，地盤亦已移交予主要承建商繼續工程。



Mr Duncan Pescod, Chief Executive Officer, WKCD (Left) and Mr Hung Cheung Shaw, Danny, Executive Director & President of China State Construction Engineering (Hong Kong) Limited (Right) signed the Main Contract for HKPM. 西九文化區管理局行政總裁栢志高先生(圖左)與中國建築工程(香港)有限公司執行董事、總經理孔祥兆先生(圖右)簽訂香港故宮文化博物館主要建築工程合約。



Digital rendering of the Hong Kong Palace Museum. 香港故宮文化博物館的數碼繪製圖。

Art Park and Freespace

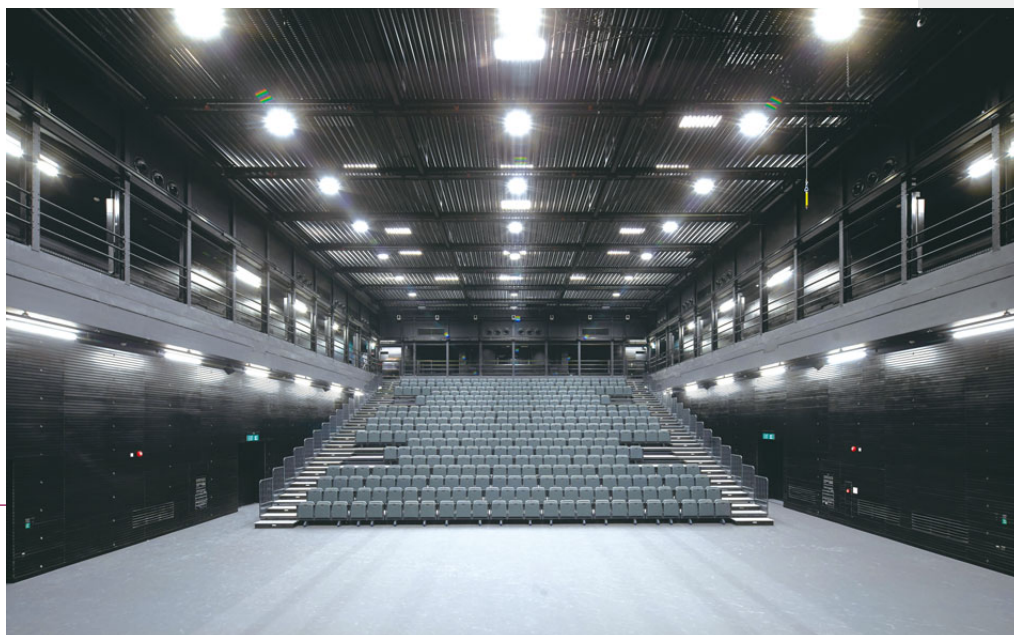
Following the opening of the west waterfront promenade in early 2018, the second and more extensive phase of the Art Park was opened to the public during the reporting year. The promenade on the south side of Freespace was also opened in February 2019.

The winning design of the inaugural Hong Kong Young Architects and Designers Competition, Growing up, was constructed and brought to life in the District during the reporting year. The competition was initiated for and targeted young design talents. The product of the competition, the West Kowloon Competition Pavilion, was opened to the public in February 2019.

藝術公園和自由空間

海濱長廊西段於2018年年初開放予公眾之後，藝術公園的第二期亦於本報告年度啟用，而且面積更廣闊。至於自由空間南面的海濱長廊亦已於2019年2月開放。

首屆香港新晉建築及設計師比賽的獲選設計「Growing Up」已於本報告年度建成，豎立於西九。是次比賽專為年青設計師而設，得獎作品「香港新晉建築及設計師比賽」展亭已於2019年2月開放予公眾。



The Box in Freespace is one of the largest black box theatres in Hong Kong.
自由空間內的大盒是全港最大的黑盒劇場之一。

Located at the West Kowloon waterfront promenade, the Competition Pavilion offers stunning harbour and sunset views, integrating the beauty of the Hong Kong environment into the fabric of the District and it has become a popular Instagram location for young people. The winning design was also showcased in the 'meta/physical – Boundaries of Hong Kong' exhibition, as part of the London Festival of Architecture in June 2019.

The occupation permits for the Retail, Dining, and Entertainment (RDE) buildings and the four ancillary buildings in the Art Park and Freespace were obtained in early February 2019. All restaurants and cafés in the Double-edged Design at the south edge of the Art Park were leased out during the year, and more food and beverage outlets will be opened by the end of 2019.

Freespace obtained its occupation permit in late March 2019 and started operating in June 2019.

該展亭位於西九海濱長廊，市民在展亭可以欣賞到迷人的海港和日落景色。展亭將香港的美麗景緻與西九融為一體，成為年輕人於Instagram的打卡熱門地點。獲獎設計亦於2019年6月英國倫敦建築節的香港展覽「實則虛之——香港的界限」上展出。

藝術公園和自由空間的零售、餐飲和娛樂大樓(RDE)及四幢附屬設施建築物已於2019年2月初取得佔用許可證。年內，藝術公園南緣觀景平台上的所有餐廳和咖啡館已全部租出，將會有更多餐飲設施於2019年年底前開業。

自由空間於2019年3月底取得佔用許可證，並於2019年6月啟用。

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Building up Operational Strength

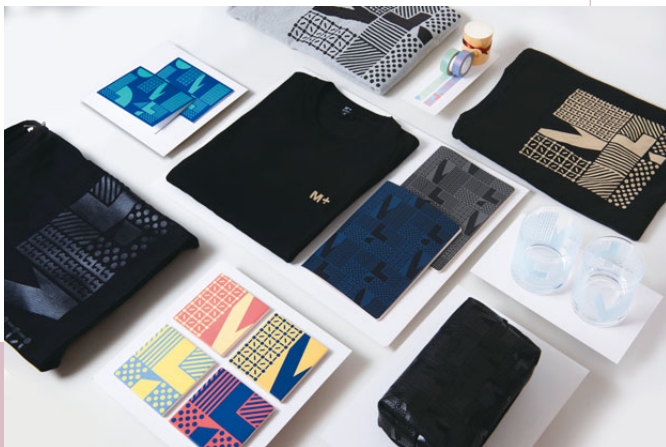
增強營運能力

In supporting the Xiqu Centre and other performing arts venues to provide a seamless and personalised customer service experience, a district-wide integrated customer relationship management system was officially launched in August 2018. With a single customer identity solution, the system allows the Authority to manage customer data and understand customer behaviour to optimise long-term and effective marketing strategies. Over 4,000 digital customer surveys were conducted and automated after-performance surveys were introduced to audiences in the Xiqu Centre. The surveys and research information provided valuable insights to help define future marketing strategy to enhance the service offerings of the District.

The integrated ticketing system for the box office started operation in the Xiqu Centre and Freespace. An online ticket sales system also commenced in October 2018. A district-wide Digital Signage System was launched in 2018/19 to centralise the control of all the video display screens across all venues in the District. A small-scale food and beverage point-of-sale system was set up at the Grand Theatre in the Xiqu Centre and the M+ shop in the M+ Pavilion.

為支援戲曲中心和其他表演藝術場地向訪客提供無縫及個人化的服務和體驗，西九文化區的客戶關係管理系統於2018年8月正式啟用。系統配置單一客戶身份識別功能，讓管理局能夠妥善管理客戶數據和了解客戶的習慣，優化長遠和有效的市場推廣策略。管理局進行了逾4,000份電子客戶問卷調查，亦於戲曲中心的表演結束後，向觀眾發放自動問卷。這些調查和研究為制訂未來市場推廣策略，以及改善西九文化區的服務，提供了寶貴的參考。

售票處的綜合票務系統已於戲曲中心和自由空間啟用。網上售票系統亦於2018年10月投入服務。於2018/19年度，管理局推出數碼廣告顯示系統，一站式處理西九所有場地顯示屏所播放的視頻片段。戲曲中心的大劇院和M+展亭內的M+商店亦設置了小型餐飲銷售設施。



A wide range of M+ products inspired by its logo and collections are available at the M+ Pavilion. 於M+展亭發售一系列設計靈感源自M+標誌及M+藏品系列的商品。



In addition to the ticketing office in the Xiqu Centre, online ticket sales is also available. 除戲曲中心售票處，市民亦可透過網上購票。

To make visits more convenient for the public, the car park next to the M+ building and underneath the east part of the Art Park opened in January 2019. The car park provides over 200 parking spaces and also has provisions for electric vehicle charging.

The venue event management (VEM), facility management and lease management systems were put in place during the year to support the operations of the Xiqu Centre, the Art Park and Freespace. At the end of the reporting year, more than 400 confirmed events had been booked through the VEM system.

With the opening of the Xiqu Centre, the Extra Low Voltage System was put into operation. It comprises several systems, including an access control system and a building management system. The building management system monitors indoor temperature, lighting and real-time power consumption in theatres, lecture hall and office areas to allow fine-tuning when needed.

Moving Forward

展望未來

The construction contract (L1) for the excavation and structural works for LTC, and the second building contract (L2) for LTC and fit-out of the basement were awarded in January 2018 and November 2018, respectively.

為方便公眾到訪西九，毗鄰M+大樓、位於藝術公園東面的地底停車場已於2019年1月啟用，提供逾200個泊車位，包括電動車充電設施。

場地及活動管理(VEM)系統、設施管理系統和租賃管理系統亦於年內啟用，以配合戲曲中心、藝術公園和自由空間的營運。本報告年度共有超過400場活動透過場地及活動管理系統確認預訂。

隨著戲曲中心開幕，超低電壓系統已經啟用，當中包括出入保安系統和樓宇管理等多個系統。樓宇管理系統協助監察劇院、演講廳和辦公室的室內溫度、照明和實時耗電量，並於有需要時作出調較。

演藝綜合劇場的挖掘和結構工程合約(L1)以及演藝綜合劇場和地庫裝修的第二份建築合約(L2)分別於2018年1月和2018年11月獲批。



Digital rendering of the Lyric Theatre Complex.
演藝綜合劇場的數碼繪製圖。

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The detailed design for Hong Kong's first experimental Artist Hostel and Residence, adjacent to LTC, was completed during the year. It will provide a unique facility to support local and visiting artists, fostering connections, and enhance the vibrancy of the District.

The design work for the Zone 2 integrated basement entered an important stage in the year under review. Authorisation of the underground road works was gazetted at the end of 2018 and the first statutory approval for the General Building Plan from the Buildings Department was obtained. The integrated basement is being implemented in phases to facilitate the BOT developers to commence the topside development.

毗鄰演藝綜合劇場的香港首個體驗式藝術家旅舍／公寓項目，相關的詳細設計已於年內完成。這項目將會為本地和訪港的藝術家提供獨特設施，促進交流連繫，為整個西九增添活力。

在本報告年度內，綜合地庫2區的設計進入了重要階段。獲授權區內地下行車路工程的公告已經刊憲，並已獲屋宇署批准建築圖則。綜合地庫計劃將分期落實，以便發展商以「建造、營運及移交」模式，開展其上蓋發展項目。



Digital rendering of the Lyric Theatre Complex.
演藝綜合劇場的數碼繪製圖。



WKCD appointed the Main Works Contractor for the Lyric Theatre Complex.
管理局委聘演藝綜合劇場主要工程承建商。

The first public infrastructure works project entrusted to the Authority by the HKSAR Government is the U-shaped main vehicular entrance to the District. The project has been substantially completed in the year under review after more than three years of construction. The road will be named Museum Drive and become the main public road to the M+ Museum, the Art Park and HKPM.

香港特別行政區政府委託管理局進行的首個公共基礎建設工程是西九 U 形主要出入口行車路。經過逾三年的建造，該項目於本報告年度內大致完工。這條道路將名為博物館道，是通往 M+ 博物館、藝術公園和香港故宮文化博物館的主要公共道路。

To enhance pedestrian connectivity to the District, a new underground Austin Road pedestrian link will provide a direct connection between the MTR Austin Station and the Xiqu Centre. Construction started in May 2018. The Artist Square Bridge was re-designed, and the tender exercise was carried out in early 2019.

為了加強區外行人通道與西九的連接，柯士甸道地底將興建一條行人隧道，連接港鐵柯士甸站與戲曲中心。建造工程已於2018年5月動工。藝術廣場天橋經重新設計，招標工作已於2019年年初開展。

Stakeholders were engaged in the third quarter of 2018 to get their views and opinions to prepare for the design of the Music Centre. Stakeholder feedback from various organisations was reviewed and analysed to prepare the design brief.

為了籌備音樂中心的設計工作，我們於2018年第三季，邀請了持份者表達他們的想法和意見，就來自不同團體的持份者意見加以考慮和分析，並準備編製設計綱要。

Corporate Social Responsibility and Sustainability

企業社會責任和可持續發展

West Kowloon is built for everyone, and particularly for future generations. As the green heart of West Kowloon, the Art Park carries the mission of becoming a quality open green space that will make Hong Kong proud, as well as a waterfront park to inspire, promote and encourage cultural pursuits for all. It is also a vibrant venue for open-air performances and other cultural programmes.

西九文化區是為市民大眾而建設，尤其是為我們的下一代。作為西九的綠色心臟，藝術公園的願景是要成為讓香港引以為傲的優質綠化戶外空間，以及一個賦予啟發、推動和鼓勵文化活動的海濱公園，同時作為一個充滿活力、適合舉行戶外表演及其他文化節目的場地。



The Art Park – the green oasis in the heart of West Kowloon.
藝術公園－西九的城市綠洲。

To align with the concept of a 'City Park', which is part of the District's masterplan, the Art Park has been planted with over 50% of the native plant species found in Hong Kong and adopted *Ficus spp.* as the main species to create green density and a canopy. There are a variety of exotic species, such as banana, sago palm, reevesia, ginkgo, cedar, cypress and jackfruit. In addition to common species found in the urban district, the plant list covers hillside, sub-tropical and temperate species unique to Hong Kong to enhance the landscape character. About 2,000 trees, comprising more than 100 species were planted in the park.

The upkeep of the landscape in the Art Park is the top priority for our green future. The Authority's landscape team, with certified arborists and a maintenance contractor, regularly monitor the health of the trees in the park. A special lawn protection mat was prepared to protect the spacious green lawn during outdoor events and performances.

作為西九公園總體規劃的一部分，藝術公園體現了「城市公園」的概念。當中超過50%都是香港本地原生植物，並選擇以榕屬樹木作為營造茂密綠蔭的主要植物。公園亦種植了各種外地植物品種，例如香蕉、蘇鐵、梭羅、銀杏、雪松、松柏和菠蘿蜜。除了市區常見植物外，亦種植了香港獨有的郊區山坡、亞熱帶和溫帶植物品種增加園境特色。藝術公園共種植了約2,000棵樹木，來自超過100個品種。

養護藝術公園的園境是我們未來綠化的首要任務。管理局的園境團隊包括專業認證的樹藝師和保養承辦商，會定期監察園境內的樹木健康狀況。管理局亦配置了專門的草坪保護墊供戶外活動和表演期間使用，保護寬敞及珍貴的綠色草坪。

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To bring the public closer to the District's green landscape, 29 park tours were organised. The participants were able to touch and learn about the trees and plants in the District's green oasis. The Authority also hosted a visit for the final-year Landscape Architecture students from the University of Hong Kong in April 2018 to share the experience of building one of the largest man-made parks in Hong Kong. In addition, a mobile app called 'Discover Trees at West Kowloon' was developed to encourage the public to learn about the habitats and seasonal changes of the trees in the Art Park.

Operating the District in an effective and energy efficient manner is an ongoing mission of WKCDA. As part of the District's technology and energy improvement initiatives, the district cooling system (DCS) plant, which provides cold water from the M+ basement to Freespace, started operation in the reporting year. The plant, as part of the overall DCS masterplan, will be in full operation in 2022. The Xiqu Centre was certified by the Electrical and Mechanical Services Department, confirming its compliance with the Building Energy Efficiency Ordinance (Chapter 610).

The Authority organised a Go Green Recycling Programme to encourage recycling of plastic bottles, aluminium cans, paper, cardboard, glass, coffee grounds and fluorescent lamps in the office. The Authority also continued to promote office energy conservation through internal communication platforms, such as creating a corporate screensaver as a reminder of the importance of energy conservation to all staff.

管理局組織了29次公園導賞活動，讓公眾可以近距離享受西九的綠化環境。參與者有機會接觸和認識西九這片城市綠洲的樹木及植物。管理局於2018年4月為香港大學園境建築系的準畢業生舉辦參觀活動，分享建設這個香港最大人造公園之一的經驗。此外，管理局開發了「西九樹木導賞」流動應用程式，鼓勵公眾透過手機了解園區內的樹木及植物，於不同季節的變化和習性。

高效率及節能是管理局營運西九持之以恆的理念。作為西九的科技和能源改善計劃的其中一部分，西九製冷系統於年內啟用，經過M+地庫向自由空間提供供水製冷設施。該設施是整個西九製冷系統總體規劃的一部分，而整個系統將於2022年全面使用。另外，戲曲中心已獲機電工程署認證，符合《建築物能源效益條例》(第610章)。

管理局組織了環保回收計劃(Go Green Recycling Programme)，鼓勵回收辦公室的膠樽、鋁罐、紙張、硬紙板、玻璃、咖啡渣和光管。管理局亦透過內部溝通平台，繼續宣傳辦公室節能，例如設計了公司專門的屏幕保護工具，時刻提醒全體員工節能的重要。



The great lawn in the Art Park is an ideal location for outdoor leisure and relaxation.
藝術公園綠意盎然的大草坪，是市民大眾休憩放鬆的好地方。

As part of West Kowloon's commitment to promoting an inclusive society, a district-wide accessibility policy was introduced in the reporting year, which was developed with the support of the Arts for the Disabled Association. The Accessibility Team continued to support departments and teams on building design and the provision of accessible facilities for people with disabilities.

The Authority launched *M+ Outreach Access* in the reporting year, which was M+'s first programme designed particularly for students in special schools. Through an interactive outreach workshop held in the familiar surroundings of their schools, students with specific learning needs participated in hands-on activities that encourage creative self-expression and exploration in visual arts, design and architecture. After the workshop, the students joined a guided tour of the M+ Pavilion to extend their learning experience. Thirteen school visits were made and over 250 students participated in the workshops and guided tours.

The museum continued to broaden and enhance accessibility by organising over 40 group tours for people with disabilities and seniors, and providing tablets on loan with accessible text in large print or audio format. The tours were well received by the community and attracted more than 1,000 participants.

M+ expanded the M+ docent volunteer programme to include 106 docent volunteers and 14 exhibition-related training sessions, covering museum learning, accessibility, interpretation, facilitation skills, and the curatorial approach of each exhibition. Advanced accessibility training sessions were organised for docents to learn about the different abilities and needs of audiences, and to help them develop practical skills related to the design and implementation of access tours and activities.

西九一直致力推動社會共融，於本報告年度推出了西九通達政策，並得到香港展能藝術會的支持協助制訂。通達團隊亦繼續為各部門和團隊，於本報告年度於建築設計方面提供支援，為殘疾人士提供適當的通達設施。

管理局亦推出「M+通達賞玩工作坊」，這是M+首個專為特殊學校學生而設的項目，在學生熟悉的校園環境中舉行互動工作坊，讓有特別學習需要的學生親身參與實踐活動，體驗以創作表達自我，同時探索視覺藝術、設計及建築各個範疇。工作坊完成後，學生亦可親身到M+展亭參加展覽導賞團，伸延學習體驗，年內一共到訪學校13次，超過250名學生參加。

博物館繼續拓展和提升無障礙服務，為殘疾人士和長者組織逾40個導賞團，並配備有放大及發聲功能的平板電腦，提供無障礙的文字資訊。導賞團大受歡迎，吸引逾1,000人參加。

此外，M+積極擴大M+導賞員義工計劃，吸引了106名導賞員義工參加，舉行了14場與展覽相關的導賞培訓，內容涵蓋博物館教學、通達服務、詮釋、帶團技巧，以及各展覽不同的策展方式等。M+又為導賞員義工提供進階通達服務培訓，令他們深入了解觀眾的不同能力和需要，從而培養出實用技能，設計無障礙導賞團和實踐相關活動。

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Spreading the Word

傳訊推廣

Leveraging the opening of the Xiqu Centre, WKCD adopted a combination of online and offline channels to develop the presence of the West Kowloon Cultural District locally and worldwide and promote its arts and cultural programmes to the public.

Opening of the Xiqu Centre

戲曲中心開幕

The opening of the Xiqu Centre in January 2019 created a perfect opportunity for the Authority to reach out to the community. An array of pre-opening and opening programmes were organised to raise public awareness of the new venue and West Kowloon.

To get Hong Kong ready for the opening, a roving exhibition on the Xiqu Centre was staged at 11 locations on Hong Kong Island, Kowloon and the New Territories from 10 May to 4 October 2018. The five-month exhibition attracted more than 390,000 visitors and provided the public with a comprehensive understanding of the development of the District's first landmark performing arts venue.

管理局把握戲曲中心開幕的機遇，透過網上及其他宣傳渠道，向本港及世界各地公眾推廣和宣傳西九文化區及相關的藝術文化節目。

戲曲中心在2019年1月開幕，為管理局創造了絕佳的契機加強與市民互動。管理局製作了一系列開幕前奏及開幕季節目，讓公眾深入了解西九和這個嶄新場館。

為迎接戲曲中心的開幕，管理局於2018年5月10日至10月4日期間在港九新界11個地點舉行巡迴展覽，介紹戲曲中心。為期五個月的展覽吸引了超過39萬人次參觀，讓公眾全面認識戲曲中心——西九首個主要表演藝術場地的發展。

The roving exhibition for the
Xiqu Centre attracted

戲曲中心巡迴展覽吸引

390,200+

visitors

訪客參觀人次



WKCDa initiated an integrated marketing campaign to prepare for the opening of the Xiqu Centre, beginning with a trailer to showcase the architectural features of the venue and create anticipation. The trailer was widely shared on social media and was shown 14,000 times across Hong Kong on rooftop LED screens in Tsim Sha Tsui, Causeway Bay and Sheung Wan from January to March 2019 to build momentum prior to the opening. It also reached Mainland Chinese visitors on the High Speed Rail from the Mainland China to Hong Kong. Another trailer was produced to promote the flagship Tea House Theatre Experience with the support of veteran Cantonese opera artist Law Ka-ying, the Artistic Curator and Director of the programme. The trailer was aired on outdoor digital billboards and social media. Outdoor advertisements were also launched on various platforms, such as the MTR, trams, buses, and street banners across 18 districts, to raise awareness. The Xiqu Centre Virtual Reality Experience, introduced at the Cultural Hong Kong exhibition, received the Silver Award for 'Excellence in Use of Technology' at the Marketing Excellence Awards 2018.

管理局推出全面的綜合市場推廣計劃，宣傳戲曲中心開幕，率先推出介紹戲曲中心建築特色的宣傳預告片，營造萬眾期待的氣氛。該預告片於2019年1月至3月期間，在尖沙咀、銅鑼灣及上環不同建築物屋頂的LED屏幕上，循環播放共14,000次，為戲曲中心開幕造勢。該預告片亦在社交媒體上獲廣泛分享，亦透過香港的高鐵，接觸由中國內地前往香港的內地遊客。另一則預告片宣傳重點節目茶館劇場粵·樂·茶韻，並獲得該節目藝術策劃及節目導演的粵劇名伶羅家英的親身支持，並在戶外數碼廣告牌及社交媒體上播放。此外，我們亦在港鐵、電車、巴士以及全港18區街道設宣傳橫額和廣告，提升公眾注意。管理局於「藝·文」展上推出的戲曲中心虛擬實境體驗在市場推廣卓越大獎2018中獲得了「Excellence in Use of Technology」銀獎。



Audience enjoyed the Pre-opening Gala programme for the Xiqu Centre.
觀眾參加戲曲中心開幕前奏活動。

In the run-up to the opening of the Xiqu Centre, the District partnered with the Chinese Artists Association of Hong Kong to present a week-long Pre-opening Gala for the dedication of the new Grand Theatre, which was well received by the community. More than 17,600 free tickets were given away to the public for 54 events during the Pre-opening Gala.

為了讓市民可以在戲曲中心正式開幕前先睹為快，西九聯同香港八和會館，為戲曲中心全新大劇院的開台呈獻一連八日的開幕前奏，反應非常熱烈。開幕前奏共設54場活動，並向公眾免費派發了超過17,600張門票。

The opening programme, the Cantonese opera classic *The Reincarnation of Red Plum* curated by renowned Cantonese opera legend Dr Pak Suet-sin, was a huge hit among xiqu fans and the public. Due to the popularity of this world class programme, ticket applications were managed by public ballot. About 28,000 registrations were received for the nine shows, generating great excitement for the Xiqu Centre among the public.

作為戲曲中心的開幕劇目，由著名藝壇瑰寶白雪仙博士擔任藝術總監的粵劇經典劇目《再世紅梅記》在戲迷和公眾間掀起哄動。由於這個典堂級的節目大受歡迎，門票以抽籤形式公開發售。九場演出共收到約28,000人次登記，足以反映公眾對戲曲中心的興奮和期待。

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In addition to the in-town promotions, the Authority worked closely with the Hong Kong Tourism Board (the HKTb) to feature the Xiqu Centre on the HKTb's website and promotions to the travel trade. The Authority also successfully engaged the tourism industry by offering an array of cultivation events, including guided tours of the Xiqu Centre and the *Tea House Theatre Experience* to over 100 delegates from the tourism sector.

Thanks to these initiatives, both the Grand Theatre performances and the *Tea House Theatre Experience* in the Opening Season played to virtually full houses every session, achieving an average attendance rate of 96% and 99%, respectively.

除了在本港的推廣活動，管理局亦與香港旅遊發展局(旅發局)緊密合作，在旅發局網站向旅遊業界推廣戲曲中心。又為來自旅遊業界逾100多名代表提供一系列介紹活動，包括戲曲中心導賞團及茶館劇場粵·樂·茶韻，爭取旅遊業界對戲曲中心的支持。

透過以上計劃，開幕季期間大劇院以及茶館劇場粵·樂·茶韻的演出幾乎每場都座無虛席，平均入座率分別達到96%及99%。



The Grand Theatre performances played to virtually a full house.
戲曲中心大劇院表演座無虛席的盛況。

Online and Social Media Outreach

線上及社交媒體推廣

In the digital realm, the West Kowloon website remained an important communication channel both locally and internationally. It provided a central information hub for updates about WKCD as the District entered the operational phase. Its web content continued to grow rapidly during the reporting year, with 1,700 pages added, bringing the total to nearly 9,000 pages. The website saw significant growth in traffic in the reporting year, with over 6.7 million page views and more than 1.3 million visitor sessions.

西九文化區網站是本地及國際的主要對外溝通平台。隨著西九進入營運階段，網站成為了管理局發布最新消息的資訊樞紐。於報告年度內，網頁內容持續迅速增加，共增加了1,700個頁面，使頁面總數達到近9,000個。年內，網站流量亦顯著增加，錄得逾130萬訪客人次，網頁瀏覽次數超過670萬。

There was steady growth in the District's electronic mailing list (e-list) and various social media platforms. The e-list stood at 130,300 at the end of the financial year and continued to perform well above industry benchmarks. The West Kowloon Cultural District's Facebook pages registered over 105,400 followers, and the District's Instagram account attracted over 20,000 followers.

The official West Kowloon WeChat account for the promotion of the Xiqu Centre and the District's other facilities and programmes to potential visitors from the Mainland China, attracted over 42,000 views at the end of the reporting year. More than 800 social media posts across the various platforms were created.

M+ Stories is the bilingual online storytelling platform of M+, which features blog posts, videos, objects from the collection, interactive online exhibitions, digital commissions, and a journal devoted to contemporary visual culture. The platform continued to grow its audience in 2018/19, with over 48,200 visitors and 111,700 page views. Its subscriber base grew to near 1,200 by the end of the reporting year. M+'s social media engagement grew steadily during the year, attracting nearly 25,800 Facebook followers, close to 9,500 Instagram followers, and thousands of Twitter followers. M+'s YouTube channels in English and Chinese were soft launched in February 2019 and registered steady growth of viewership.

西九的電子通訊訂閱人數和多個不同的社交媒體平台登記人數亦穩步增加。於報告年度完結時，電子通訊訂閱人數已達130,300人，其成效指標高於行業基準水平。同時，西九各個Facebook專頁合共有超過105,400名追蹤者，而西九的Instagram帳戶吸引超過20,000名追蹤者。

西九亦開設官方微信公眾號，向來自中國內地的潛在訪客推廣戲曲中心以及西九其他設施及節目，截至報告年度完結時，共吸引了超過42,000瀏覽次數。各個平台上發布了800多篇社交媒體貼文。

M+故事是M+的雙語網上平台，內容包括網誌文章、短片、網上互動展覽、數碼委約項目作品，以及專題探討當代視覺文化的網上期刊。於2018/19年度，該平台的受眾不斷增加，錄得造訪人次超過48,200，頁面瀏覽量超過111,700。訂閱人數繼續上升，截至本報告年度完結時已逾1,200人。年內，透過社交媒體接觸M+的人數持續增加，有近25,800人追蹤Facebook，近9,500人關注Instagram，並有數千人關注Twitter。M+的YouTube於2019年2月推出中英文試驗頻道，收看人數穩步上升。



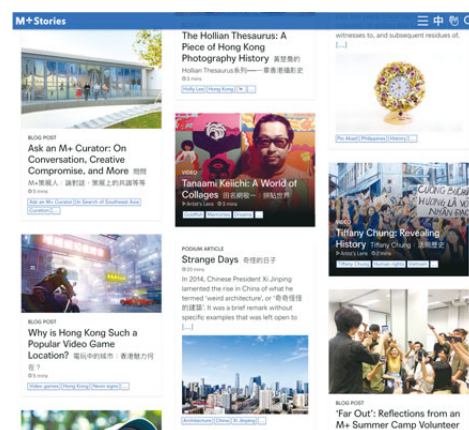
West Kowloon website
attracted over

西九文化區網頁在本年度吸引達

6,700,000+

page views in the reporting year

瀏覽次數



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Community Engagement

社區參與活動

To encourage wider participation of the local community in the District's arts and cultural programmes, WKCDa held a range of events, tours, exhibitions and programmes across different platforms, engaging people of all ages to explore the arts in different forms and genres.

Freespace Happening, the District's flagship seasonal free outdoor programme held in the Art Park, recorded more than 43,500 participants from September 2018 to March 2019. The District expanded the reach of the popular programme to young people by providing samples of new music by bands performing at the event, with a digital marketing strategy specifically targeting young audiences. WKCDa received the Bronze Award in 'Excellence in Best Outdoor Event: Arts, Leisure and Entertainment' at the Marketing Events Awards 2018 in recognition of the innovation in marketing and event coordination for *Freespace Happening*, such as the use of digital event guides.

為鼓勵本地社區廣泛參與藝術和文化活動，西九透過不同平台舉辦了一系列活動、導賞團、展覽及節目，吸引不同年齡層的公眾探索各種形式和種類的藝術。

「自由約」是西九在藝術公園舉辦的旗艦季度免費戶外節目，2018年9月至2019年3月期間，吸引了超過43,500人次參加，節目亦加入樂隊實驗作品表演，以及採用針對年輕人的數碼市場推廣策略，向年輕人加強宣傳。管理局在Marketing Excellence Awards 2018中獲得「Excellence in Best Outdoor Event: Arts, Leisure and Entertainment」銅獎，表揚「自由約」在市場策劃及活動協調方面的創新思維，例如提供數碼活動指南。

Freespace Happening joined by
「自由約」在本年度共有

43,500+

audience, participants and
artists in the reporting year
人次觀眾、公眾和表演者參加



WE Dance, a participatory dance programme, held in the Art Park for seven weekends during *Freespace Happening*, invited people of all backgrounds to join free dance activities. The 2018/19 season explored the rich traditions of Asian dance through workshops, demonstrations, talks and performances by dance groups and artists from different countries, including Indonesia, Japan and India. Local professional and amateur dance groups were also engaged in the activities to discover further possibilities of interpretation and collaboration.

「WE Dance」是在「自由約」期間的七個週末，於藝術公園舉辦的社區參與舞蹈活動，邀請不同背景人士參加，自由起舞。2018/19年度的「WE Dance」邀請到來自不同國家，包括印尼、日本和印度的舞蹈團體和藝術家參與，透過工作坊、示範、講座及表演，探索傳統亞洲舞蹈的精髓。本地的專業及業餘舞蹈團體亦有一同參與，一起探索相互詮釋及合作的可能性。

The Xiqu Centre Guided Tours, targeting newcomers to the art of xiqu, were held regularly four days a week in Cantonese, Mandarin and English. Special tours were arranged for registered charitable and non-profit organisations, led by 150 members of the public trained by the Authority as tour docents.

The Authority set up a wholly owned subsidiary company, West Kowloon Cultural District Foundation Limited (the Foundation), which was incorporated on 30 January 2019. The Foundation was set up to receive charitable donations to WKCD and its subsidiaries and obtained charitable status under section 88 of the Inland Revenue Ordinance. It is responsible for formulating strategies, policies and guidelines in relation to the operations of fundraising and related activities across all areas of the Authority. The Public Campaigns Team was set up in November 2018 to plan fundraising campaigns to encourage the public to support the work of West Kowloon. The first major multi-year commitment is from The D. H. Chen Foundation towards supporting the *West Kowloon Tea House Student Matinees* programme, which will enable over 10,000 Hong Kong students to enjoy an introduction to Cantonese Opera in the Tea House Theatre at the Xiqu Centre from 2019 to 2021.

The D. H. Chen Foundation – West Kowloon Tea House Student Matinees programme started in February 2019 for secondary school students to extend arts learning beyond the classroom and learn about xiqu and traditional culture in a stimulating and interdisciplinary way. More than 2,800 students and teachers joined the programme following its launch.

「戲曲中心導賞團」適合初次接觸戲曲的朋友參加，每週定期舉辦四天，以粵語、普通話或英語進行。管理局亦為註冊慈善及非牟利機構安排特別導賞服務，管理局培訓了150名公眾，由他們擔任導賞員。

管理局於2019年1月30日註冊成立了一間全資附屬公司，即西九文化區基金會有限公司(基金會)。基金會是為接受捐贈予管理局及其附屬公司的慈善捐款而設，並根據《稅務條例》第88條獲認可為慈善機構。基金會負責管理局不同範疇的籌款及相關活動，制訂相關策略、政策和指引。管理局於2018年11月成立公眾籌款組負責策劃籌款活動，鼓勵公眾支持西九的工作。基金會首個獲支持的主要項目是「西九茶館劇場——陳廷驊基金會教育專場」。該項目於2019年至2021年期間舉辦，讓數以千計的香港學生在戲曲中心的茶館劇場了解和欣賞粵劇。

「西九茶館劇場——陳廷驊基金會教育專場」於2019年2月起開始，讓中學生的藝術學習伸延至課堂以外，學習戲曲及傳統文化，融會貫通，自推出以來，有超過2,800名學生與教師參加。



The D. H. Chen Foundation – West Kowloon Tea House Student Matinees programme introduced Cantonese opera to students.
「西九茶館劇場——陳廷驊基金會教育專場」讓學生體驗粵劇傳統文化。

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In collaboration with Asia Art Archive, M+ hosted its second and third Wikipedia edit-a-thons in the reporting year on 'Women in art in Asia' and 'Exhibition Histories in and about Asia', respectively. About 50 participants added 23 new articles, edited 22 articles and translated one article. By the end of the financial year, the articles had attracted more than 50,000 page views at the end of the reporting year.

在本報告年度，M+與亞洲藝術文獻庫合辦了第二屆及第三屆「維基百科編輯馬拉松」，主題分別為「展覽歷史編輯馬拉松」和「亞洲女性藝術工作者」。約50名參加者撰寫了23篇新條目、編輯了22篇舊條目及翻譯了一篇條目文章。截至報告年度完結時，這些文章的網頁瀏覽人次已超過50,000。



Participants focused in their work during the Wikipedia Asian Month Exhibition Histories Edit-a-thon in November 2018.
2018年11月舉行「維基百科亞洲月：展覽歷史編輯馬拉松」，參加者專注投入編輯工作。

Ask an M+ Curator, an ongoing series on the M+ Stories blog, enabled people interested in the M+ exhibitions in the M+ Pavilion to ask the exhibition curators questions. The online series was held in conjunction with M+ exhibitions, including *In Search of Southeast Asia through the M+ Collections* and *Noguchi for Danh Vo: Counterpoint*.

「問問M+策展人」屬於M+故事網誌文章中的一個長期系列，配合「南行覓跡：M+藏品中的東南亞」、「對位變奏：野口勇之於傅丹」等M+展亭的展覽，對M+展亭所舉辦的展覽感興趣的人士，可以利用這個平台向策展人發問。

The Authority has maintained effective communication with the public, the media and numerous stakeholders, cultivated strong rapport, and kept people abreast of the latest developments in the District. In the reporting year, the Authority organised a series of media visits to foster media understanding of the District's development. A preview was arranged for the media in the run-up to the opening of the Xiqu Centre, offering them an in-person introduction to the new world class venue. A media tour was also arranged during the M+ building topping-out ceremony in November 2018 to provide an in-depth understanding of the ongoing construction progress of this long-anticipated project.

管理局一直與公眾、傳媒及持份者保持有效溝通，建立良好關係，讓他們充分掌握西九的最新發展。管理局於報告年度舉行了一系列傳媒參觀活動，促進傳媒對西九發展的了解。在戲曲中心開幕前，我們舉行了一場傳媒預覽，讓傳媒率先親身體驗這個世界級的表演場地。於2018年11月M+大樓舉行平頂儀式當日，亦安排了一場傳媒訪問，讓他們深入了解這項令人期待已久的項目最新的施工進度。

To build connections with the local community, WKCDa partnered with the Kowloon City, Eastern and Tuen Mun District Councils under the Crossover Lab Initiative to showcase the distinctive arts and culture of each district in the Art Park. Each event was co-organised with a non-governmental organisation or an art group as a programme partner to encourage wider participation in arts and culture within the local community. The three events involved collaboration with 36 organisations and attracted more than 22,000 participants.

管理局亦加強與本地社區的聯繫，先後與九龍城區議會、東區區議會及屯門區議會合作舉辦「跨界實驗空間計劃」，展示藝術公園各區的獨特藝術文化特色。每場活動均會與非政府機構或藝術團體合辦，鼓勵更多市民參與社區藝術文化活動。這三場活動合共跟36間機構合作，吸引超過22,000人參加。



Kowloon City Art Festival @ West Kowloon, a community engagement activity supported by WKCDa to encourage public participation in arts event.
管理局支持社區合辦「九龍城藝術節@西九」，鼓勵市民參與藝術活動。

Other community engagement activities included supporting community associations at festivals and fairs, where booths were set up to promote the Xiqu Centre. The 4th Yau-matei Festival, organised by the Yau-matei Kai Fong Welfare Advancement Association on 16 December 2018, attracted about 10,000 participants, while the 15th Tai Kok Tsui Temple Fair, organised by the Mong Kok Kai Fong Association on 3 March 2019, attracted about 80,000 participants.

其他社區參與活動包括支持社區組織舉辦節慶和市集等活動，設置攤位推廣戲曲中心。於2018年12月16日，油麻地街坊福利事務促進會舉辦了第四屆油麻地榕樹頭節，吸引約10,000人次參加；而於2019年3月3日，管理局支持旺角街坊會第15屆大角咀廟會，吸引了近80,000人次。

WKCDa also spread the word across the city by staging a roving exhibition on the ACE project and the Artist Hostel and Residence project in key districts, including Admiralty, Tsim Sha Tsui and Ma On Shan, from 29 March to 23 April 2018, attracting more than 3,600 visitors.

西九亦在港九新界各區宣傳，於2018年3月29日至4月23日期間在金鐘、尖沙咀和馬鞍山等地區舉行巡迴展覽，介紹ACE項目，以及藝術家旅舍及公寓項目，吸引了超過3,600人次參觀。

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To foster professional growth and nurture future arts administrators for Hong Kong, WKCDa participated in careers talks organised by the Hong Kong Arts Administrators Association and the Hong Kong Trade Development Council on 6 October 2018 and from 24 to 27 January 2019, respectively. Staff from the performing arts and M+ shared their experience and provided information on career opportunities in the District. The Authority also took part in career fairs organised by the HKAPA, the Chinese University of Hong Kong and Hong Kong Baptist University.

為了促進專業發展及培育香港未來的藝術行政人員，管理局分別於2018年10月6日及2019年1月24至27日參加由香港藝術行政人員協會及香港貿易發展局舉辦的就業講座。負責表演藝術以及M+的員工分享了在西九的工作經驗，並提供就業機會的相關資料。管理局亦參與由香港演藝學院、香港中文大學及香港浸會大學舉辦的招聘會。



WKCDa co-organised the *Open Up Tuen Mun @ West Kowloon* with the Tuen Mun District Council (Left); and the *Eastern Ethos Express @ West Kowloon* with the Eastern District Council (Right).

管理局亦與屯門區議會合辦「打開屯門@西九」（圖左）及與東區區議會合辦「藝遊東西岸@西九」（圖右）。

Embracing the Practice of Open Access at M+

M+積極實踐「開放取用」

Open access is a global museum best practice, which has been adopted by leading museums around the world. As custodians of the M+ Collections, M+ is working towards making the entirety of the M+ Collections available online by the time the museum opens, and is committed to the ongoing work of improving, enriching and translating the data in its collections and sharing it with the public.

In August 2018, M+ released the first set of data, comprising 2,237 records from the M+ Collections. The records were made available on the open-source platform GitHub and through the M+ API, a software tool that enables the public to access collections data dynamically in real time. In March 2019, 1,810 M+ Collections records, including archives, were added and released into the public domain, bringing the museum's total textual open data set to 4,047 records.

開放取用是全球博物館奉為典範的做法，並獲世界各地著名博物館採納。M+肩負管理M+藏品系列之責任，致力在博物館開幕之前，將所有M+藏品系列的資料發布到互聯網，並持續改進和翻譯有關館藏的數據，使之更形豐富，與公眾分享。

M+在2018年8月發布首個數據集，當中包括M+藏品系列的2,237項紀錄。這些紀錄已發放到開源平台GitHub上，並可透過M+ API取得，公眾只要利用M+ API這個軟件工具，即能實時獲取藏品數據。在2019年3月，再有1,810項包括檔案在內的M+藏品系列紀錄新增到公共領域，使博物館的文本開放數據集紀錄總數達到4,047項。

Building upon M+'s open access approach, M+ also launched a Collections Beta website (collections.mplus.org.hk) on 19 March 2019, which allows visitors to explore the M+ Collections online. The site received over 75,500 page views by the end of the reporting year which was just less than two weeks after the launch.

Hardcore Digital Detox (hardcoredigitaldetox.com), by Miao Ying, the first work in M+'s new series of digital commissions, was released in November 2018. The work uses the concept of an online wellness retreat to comment on global capitalism, online propaganda and media democracy issues.

The M+ Stories online exhibition *Mapping Chinese Art, 1972-2012: Selections from the M+ Sigg Collection* was one of the first creative projects powered by the new M+ API, a key part of the museum's creative technology infrastructure. It features more than 271 works of Chinese contemporary art from 1972 to 2012, taken from the M+ Sigg Collection, which can be explored chronologically. The platform continued to expand its audience, with more than 48,200 visitors and more than 265,600 page views during the reporting year.

In March 2019, a new landing page was launched to direct online visitors to M+ resources. The new site provided links to M+'s digital platforms, such as M+ Stories, the Collections Beta, and the new M+ Shop, as well as to pages on the West Kowloon website, such as What's On and the M+ Building.

M+以其開放取用計劃為基礎，於2019年3月19日推出了M+藏品系列網頁測試版(collections.mplus.org.hk)，讓訪客在此網頁探索M+藏品系列。截至本報告年度完結時，該網站只推出不到兩週，網頁瀏覽人次已錄得超過75,500。

2018年11月，M+全新的數碼委約項目系列推出首件作品，亦即苗穎創作的「硬核數據排毒」(hardcoredigitaldetox.com)。作品透過標榜健康生活的「在線隱居」，探討全球資本主義、網上政治宣傳和傳播媒體民主等議題。

「M+故事」的網上展覽「中國藝術圖志(1972至2012年)：M+希克藏品精選」是首批以M+ API為主軸的創意項目之一，而M+ API是博物館創意技術基礎設施的重要一環。這個展覽展出271件從1972至2012年間創作的中國當代藝術作品，全屬M+希克藏品的館藏，訪客可以按時間順序瀏覽。該網上平台的觀眾持續增加，在本報告年度，訪客人數超過48,200，網頁瀏覽量超過265,600。

2019年3月，M+推出全新的登陸頁面，引導訪客前往M+各種網上資源。這個新網址提供了M+各數碼平台的連接，如M+故事、M+藏品系列網頁測試版、新的M+商店，還有西九網站上各個頁面，例如最新動向及M+大樓。

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Behind the Scenes

台前幕後

People are the most important asset of WKCD. As in previous years, WKCD welcomed exceptional talent with a passion to realise the vision and mission of making West Kowloon a prime local and international destination for arts, culture and entertainment, as it strived to recruit, engage and retain a highly skilled team of people.

Unleashing Talent Potential and Building Bonds

建立聯繫 發展所長

As at 31 March 2019, the Authority had 502 full-time and 264 temporary staff to support its performing arts, visual arts, marketing and other programmes.

To achieve its business objectives and enhance efficiency in the workplace, the Authority offered different training and development activities for employees. In 2018/19, over 300 staff attended local or overseas trainings and development activities, including contemporary courses on leadership in the arts field, media artworks and collections. Staff also attended art design and displacement conferences, creative entrepreneurship programmes, digital communications symposiums, cultural leadership summits, or other professional development courses. An inaugural arts appreciation seminar was held in September 2018 to provide participants with a general appreciation of the Authority's artistic direction and development strategies of operating an arts and culture organisation.

A range of corporate training classes were conducted to provide staff with practical knowledge of building business integrity and a healthy workplace, such as integrity management and corruption prevention and occupational health and safety.

人才是管理局最重要的資產。一如以往，管理局致力建立和維繫一支優秀的專業團隊，歡迎有志一展抱負的人士加入，與我們一起實踐將西九發展成為本地及國際主要藝術、文化及消閒目的地的願景。

截至2019年3月31日，管理局有502名全職及264名暫聘員工，負責執行表演藝術、視覺藝術、市場推廣和其他工作項目。

管理局為員工提供不同培訓及發展活動，實踐業務目標及提升工作效率。在2018/19年度，超過300位員工參加了本地或海外培訓和發展活動，包括跟藝術領導才能、媒體藝術品和藏品有關的課程。此外，員工亦參與藝術設計會議、創意企業計劃、數碼通訊研討會、文化領袖論壇及其他專業發展課程。西九並於2018年9月舉行首個藝術欣賞研討會，讓參加者更加了解管理局的藝術方向，和作為一間營運藝術文化機構的發展策略。

此外，管理局亦為員工舉辦了一系列提供實用知識的企業培訓，例如商業防貪及誠信管理和職業安全與健康知識等，建立一個健康和具業務誠信的工作間。



WKCD organised an outdoor Christmas party at the Art Park to encourage staff bonding and communication.
管理局於藝術公園舉行戶外聖誕派對鼓勵員工緊密溝通和加強聯繫。

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To build team spirit on the expanding M+ team, an M+ Staff Away Day was held in October 2018 for 140 M+ staff members and other division and departmental staff who collaborate closely with M+. The M+ management team presented M+'s artistic and business strategies, and the participants were encouraged to discuss M+'s future activities and priorities. WKCD also organised an outdoor Christmas party and an annual dinner for all staff to encourage bonding and communication.

隨着M+團隊不斷擴展，2018年10月舉辦了M+ Staff Away Day，有140位M+員工及經常與M+合作的其他部門人員聚首一堂。在活動中，M+管理團隊講解博物館的藝術和發展策略，引發員工探索和討論M+未來的工作重點。此外，管理局亦舉辦戶外聖誕派對和周年晚宴，鼓勵員工加強溝通聯繫。



WKCD held an annual dinner to thank the dedicated hard work of all staff over the past year. 管理局舉行周年晚宴感謝員工過去一年的努力和貢獻。

2018 marked the 10th Anniversary of WKCD.
管理局於2018年正式踏入十周年。

As the District is moving forward to an operation phase, the workforce will expand considerably over the coming years. The Authority developed and enhanced a number of internal systems and processes during the year under review to meet its business and development needs and to derive the greatest value from its human resources.

隨着西九已進入營運階段，員工數目在未來數年亦會隨之增加。為配合業務發展，管理局於報告年度內發展和優化內部系統和程序，提升人力資源效益。

An enterprise human resources system was developed to manage, optimise and administer all human resource-related processes effectively and efficiently to meet the business needs of West Kowloon over the next five years and beyond. The system will be rolled out in phases in the next financial year.

管理局設立一套企業人力資源管理系統，以提升及完善人力資源管理程序、效率和效用，應付西九在未來五年及之後的業務需要。該套新系統將於下一個財政年度分階段推出。

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A revamp of the existing intranet system was conducted to enhance the user experience. The new system will allow mobile accessibility, fostering better internal communication, collaboration and employee engagement. The new portal will be launched in the second half of 2019.

A digital asset management system was fully implemented in September 2018. At the end of the year under review, the system covered approximately 86,000 assets. 21 training classes were conducted for staff to familiarise them with the system.

The professional competency framework that was developed for the museum teams was expanded to cover all performing arts and corporate functions. The framework will help enhance the identification of appropriate training and development as part of career progression and pave the way for leadership succession, ensuring the District will have the right people with the right skills, at the right time.

District Safety and Security

安全及保安

A safe and secure workplace is key to business success. The Authority continued to strengthen its robust, effective safety and health management system, and to ensure that consistent, effective security, incident response and emergency management plans are implemented for all venues, buildings, facilities, public spaces and events.

To enable the successful commissioning of the Xiqu Centre, Art Park and Freespace, the District Safety and Security Department worked closely with the relevant departments and service providers to ensure security installations and services meet the highest possible standards. Detailed planning was undertaken for the opening of future venues, including the M+ Museum and the Hong Kong Palace Museum. Training and drills were organised to ensure staff are familiar with emergency protocols to secure safety for both the public and staff.

管理局亦更新了內聯網系統，提升用家體驗。新系統將設有手機流動裝置版本，加強內部溝通合作和聯繫，將於2019年下半年啟用。

數碼資產管理系統亦已於2018年9月全面啟用。截至年度完結時，系統已經處理約86,000項資產。同時安排了21場培訓班，教導員工如何使用這套系統。

管理局早前為博物館團隊訂立了一套專業技能框架，並已將這套安排擴展至表演藝術和其他部門。有關的框架乃職業發展的一部分，將有助物色和制訂合適的職業培訓，及早準備好高級管理人員的繼任，確保西九時刻都具備合適和有才能的人員。

安全和穩妥的工作環境是企業成功的關鍵。管理局繼續鞏固行之有效的安全及健康管理系統，確保所有場地、建築物、設施、公共空間和活動均採取一致和有效的保安及緊急事故應變管理計劃。

為使戲曲中心、藝術公園和自由空間順利啟用，區域安全及保安部與相關部門及服務供應商一直緊密合作，確保保安設施及服務均達致最高標準。我們亦為日後開幕的場地包括M+和香港故宮文化博物館開展詳細規劃，舉辦訓練和演習，讓員工熟悉緊急應變機制，確保公眾和員工的安全。



WKCD strives to ensure effective security measures are implemented across all venues, buildings and facilities
管理局致力確保所有場地、建築物及設施均設置有效的保安措施。

A Safety and Health Management System was developed and implemented. To ensure a safe work environment for all staff, a Task Force was formed, chaired by the Chief Executive Officer and comprised of all divisions and department heads, to monitor progress and pursue the District's safety, health and environment programmes and initiatives.

Back-of-house safety continued to be a focus in the year under review. Office-safety induction training sessions, safety briefings, pre-office health and safety move-in training, and safety awareness workshops were conducted to raise the staff safety awareness. Regular office safety inspections were conducted to identify issues and solutions. Indoor air quality tests were conducted in WKCDA offices, and 'Good Class' or above outcomes were attained in all offices, meeting the requirements suggested by the Environmental Protection Department.

All security software required to protect the Authority, including information and communications technologies-owned devices, were fully operational at the end of December 2018.

Other Highlights

其他亮點

The Authority and its subsidiaries respect personal data privacy. A Data Privacy Office is in place, highlighting the importance WKCDA places on data privacy. A new comprehensive data privacy policy was introduced as an organisational-wide data protection governance framework, which includes an extensive set of data privacy operational guidelines. A training programme was also initiated across all departments.

The Internal Audit Department (IA) performs an independent function within WKCDA, helping the WKCDA Board evaluate and effectively discharge its responsibilities in respect of risk management, internal controls and corporate governance.

In 2018/19, IA performed audits covering the areas of corporate governance, procurement procedures for capital projects, insurance management, third party sponsorship, and information and communication technology application programme project management. IA also carried out two specific reviews on procurement practices of individual staff or on particular projects, and facilitated and co-ordinated risk management activities and processes in accordance with the Risk Management Policy.

管理局已訂立並推行一套安全和管理系統。為了確保員工有一個安全的工作環境，管理局成立了一個由行政總裁出任主席，成員包括所有分處和部門主管的工作小組，負責監督西九安全健康及環境的推行措施，以及相關工作的進度。

在回顧年度內，後勤辦公室安全繼續是重點工作。先後舉行辦公室安全訓練、安全簡介會、進駐新辦公室前的安全訓練，以及安全意識工作坊，提高員工的安全意識。此外，亦會定期進行辦公室安全巡視，識別安全隱患和其解決方案亦為辦公室進行室內空氣質素測試，所有辦公室均達到「良好」級別或以上，符合環境保護署的建議規定。

負責保護管理局資訊及通訊科技裝置的保安軟件系統亦已於2018年12月底全面運作。

管理局及其附屬公司尊重並且重視個人資料私隱，已設立資料私隱辦公室，並推行一套全面的新資料私隱政策。有關政策是整個機構良好管治框架一部分，當中包括一份全面的處理個人資料指引，並在各個部門進行培訓。

作為一個在管理局內具備獨立職能的部門，內部審計部協助董事局評估和有效地履行在風險管理、內部監控和機構管治方面的職責。內部審計部在職能上向審計委員會匯報及在行政上向管理局行政總裁匯報。

於2018/19年度，內部審計部進行的審計工作涵蓋以下範疇，包括機構管治、資產項目的採購程序、保險管理、第三方贊助和資訊及通訊科技應用程式項目管理。此外，內部審計部亦對個別員工或特定項目的採購方式進行兩次特定檢討，並按風險管理政策協調和統籌風險管理工作和進展。

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Awards and Recognition 獎項及嘉許



Safe Project Team Award
The Lighthouse Club Hong Kong – Contractor Safety Award 2018
Main Contract for the Art Park for
The West Kowloon Cultural District Authority
安全工程項目團隊獎
明建會(香港) – Contractor Safety Award 2018
西九文化區藝術公園建築工程



Design Excellence (Landscape Display)
Leisure and Cultural Services Department – Hong Kong Flower Show 2019
'Freespace in Blossom'
最佳設計(園林景點)大獎
康樂及文化事務署 – 香港花卉展2019
「綻放·自由花間」

Considerate Contractors Site Award (Non-Public Works – New Works – Group A) – Gold Award
Development Bureau and Construction Industry Council – The 24th Considerate Contractors Site Award Scheme
Foundation works for the Lyric Theatre Complex and the Extended Basement in Zone 3B

公德地盤獎(非工務工程 – 新建工程 – A組) – 金獎
發展局和建造業議會 – 第24屆公德地盤嘉許計劃
演藝綜合劇場及綜合地庫3B區的地基工程

Outstanding Environmental Management and Performance Award (Non-Public Works – New Works – Group A) – Silver Award
Development Bureau and Construction Industry Council – The 24th Considerate Contractors Site Award Scheme
Foundation works for the Lyric Theatre Complex and the Extended Basement in Zone 3B

傑出環境管理獎(非工務工程 – 新建工程 – A組) – 銀獎
發展局與建造業議會 – 第24屆公德地盤嘉許計劃
演藝綜合劇場及綜合地庫3B區的地基工程

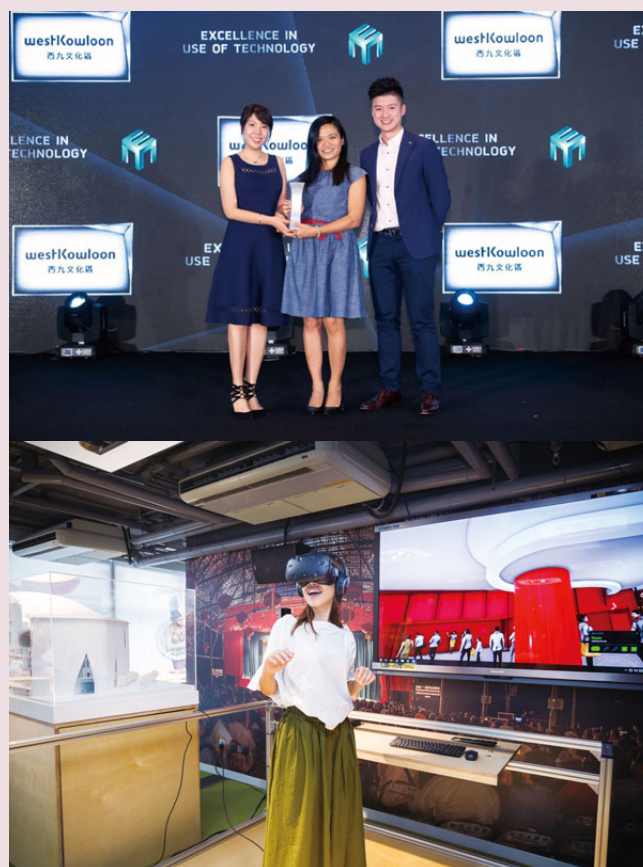
Model Subcontractor Awards (Non-Public Works – Model Subcontractor) – Silver Award
Development Bureau and Construction Industry Council – The 24th Considerate Contractors Site Award Scheme
Foundation works for the Lyric Theatre Complex and the Extended Basement in Zone 3B

模範分包商獎(非工務工程 – 模範分包商) – 銀獎
發展局與建造業議會 – 第24屆公德地盤嘉許計劃
演藝綜合劇場及綜合地庫3B區的地基工程



Triple Gold Award
Hong Kong Internet Registration Corporation Limited – Web Accessibility Recognition Scheme 18/19
The West Kowloon website
(www.westkowloon.hk)

三連金獎
香港互聯網註冊管理有限公司 –
無障礙網頁嘉許計劃18/19
西九網站 (www.westkowloon.hk)



Excellence in Use of Technology – Silver Award
Marketing magazine – Marketing Excellence Awards 2018
Use of Virtual Reality technology in promoting the Xiqu Centre

Excellence in Use of Technology – 銀獎
Marketing magazine – 市場推廣卓越大獎 2018
運用虛擬實境技術向公眾推廣戲曲中心

Golden Pin Design Award
Taiwan Design Center – Golden Pin Design Award 2018
FREESPACE Mix Tape Vol. 1

金點設計獎
台灣創意設計中心 – 金點設計獎2018
「FREESPACE Mix Tape Vol. 1」

Book – Silver & HK Best Awards
Hong Kong Designers Association – Hong Kong Designers Association Global Design Awards 2018
Encountering Practice

書刊 – 銀獎及香港最佳
香港設計師協會 – 香港設計師協會環球設計大獎2018
《實踐初見》

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Awards for Arts Education (Non-School Division)
2017 Hong Kong Arts Development Awards
M+ Rover

藝術教育獎(非學校組)
2017 香港藝術發展獎
 「M+ 敢探號」



Best Experimental Xiqu Award
China Association of Performing Arts and Beijing Trade Association for Performances – Beijing Performing Arts Expo 2018
Farewell My Concubine (New Adaptation)

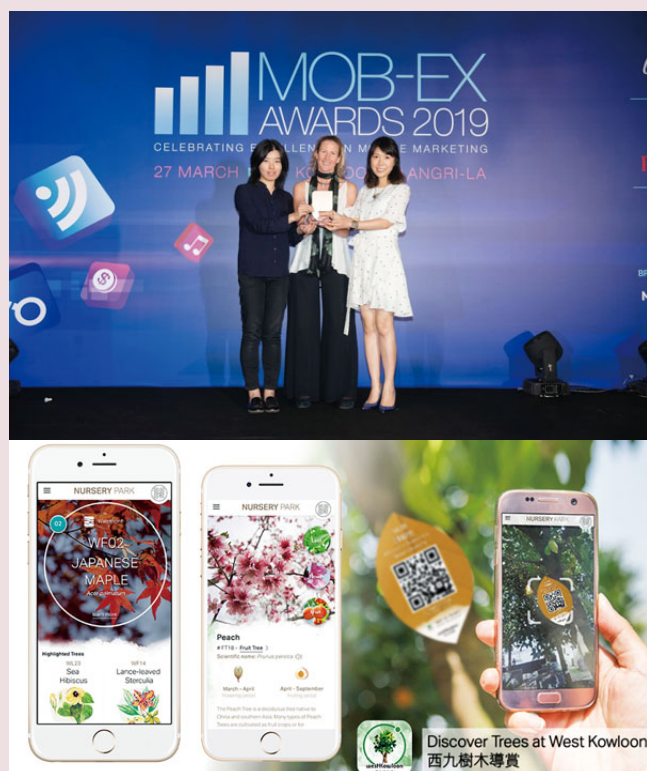
最佳小劇場戲曲
 中國演出行業協會與北京演出行業協會 –
2018年度北京演藝獎頒獎盛典
 《霸王別姬》(新編)

Honorary Credential
2018 5th Xiqu Opera Black Box Festival
Farewell My Concubine (New Adaptation)

優秀劇目
2018年第五屆當代小劇場戲曲藝術節獲頒優秀劇目
 《霸王別姬》(新編)

Outstanding Dance Education and Community Dance
Hong Kong Dance Alliance – 21st Hong Kong Dance Awards Presentation
 The West Kowloon Cultural District Authority for *WE Dance*

傑出舞蹈教育及社區舞蹈
香港舞蹈聯盟 – 第21屆香港舞蹈年獎 2019
 西九文化區管理局「WE Dance」



Best Original Content – Bronze Award
Marketing magazine – Mob-Ex Awards 2019
'Discover Trees at West Kowloon' Digital Guide

最佳原創內容 – 銅獎
Marketing magazine – Mob-Ex Awards 2019
「西九樹木導賞」應用程式



Excellence in Best Outdoor Event: Arts, Leisure and Entertainment
Marketing magazine – Marketing Events Awards 2018
Freespace Happening

最佳戶外「藝術／休閒／娛樂活動推廣」銅獎
Marketing magazine – 市場活動推廣大獎2018
「自由約」

Environmental Campaign Committee – Green Outdoor Event
Freespace Happening (December 2018, January, February and March 2019)

環境運動委員會 – 綠色戶外活動嘉許計劃
「自由約」(2018年12月、2019年1、2月和3月)