



Stretch your imagination



Share your dreams

WEST KOWLOON CULTURAL DISTRICT



Hong Kong has an exciting

opportunity to create a unique,

world class cultural district

for you and me.



**creating a successful
West Kowloon Cultural District**

Public Engagement Exercise

08/10/2009 - 07/01/2010

Our Vision is...

...to develop 40 hectares (ha) of prime waterfront land overlooking the magnificent Victoria Harbour into

“an integrated arts and cultural district with world class facilities, distinguished talents, iconic architecture and quality programmes with a must-visit appeal to locals and tourists.”



In July 2008, the Government obtained Legislative Council's support to establish a statutory body - the WKCD Authority - to plan, develop, manage and operate the WKCD.

The Government also obtained Legislative Council's support for an upfront endowment to the WKCD Authority of HK\$21.6 billion for the development of the WKCD project.

To provide the WKCD Authority with sustained sources of income, the Government will allow the WKCD Authority to develop the district's retail, dining and entertainment facilities.

The sale of the residential, office and hotel sites for private development within the WKCD will be handled by the Government.

... Engaging you...

The WKCD Authority will undertake a 3-stage public engagement (PE) exercise to listen to the views of the public and stakeholders, including the arts and cultural sector.

The West Kowloon Cultural District Authority (WKCD Authority) has appointed three great master planning teams- Foster + Partners, Office for Metropolitan Architecture and Rocco Design Architects Ltd.- to help devise Conceptual Plan options for the West Kowloon Cultural District (WKCD).

This will be an entirely new arts and cultural district - and one that we hope everybody will be proud of. YOU are the valuable partner of this important voyage. Please come and share with us your ideas and aspirations.

How can the WKCD become a vibrant and successful integrated Arts and Cultural District?



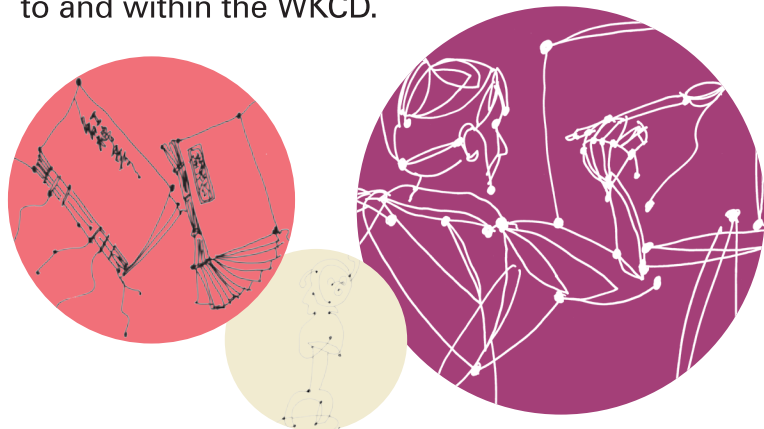
October 2009 Stage 1 PE 3 months	Mid 2010 Stage 2 PE 3 months (tentative)	Early 2011 Stage 3 PE 3 months (tentative)
<p>Objectives:</p> <p>To collect views on aspirations and expectations for the WKCD</p> <p>To collect views on user requirements for the Core Arts and Cultural Facilities (CACF)</p>	<p>Objectives:</p> <p>To collect views on the three Conceptual Plan options</p> <p>To collect views on preliminary Schedules of Accommodation (SoA) for the CACF</p>	<p>Objectives:</p> <p>To collect views on the Development Plan based on the preferred Conceptual Plan option</p> <p>To collect views on detailed SoA for the CACF</p>

To set the stage...

The WKCD Authority has adopted seven Planning Design Principles to serve as the foundation for the development of the WKCD.

Creativity Should embrace a creative and innovative spirit in layout and design that can adapt to future changes in arts and culture and in socio-economic needs; make creative use of the harbourfront and adjoining water areas for public enjoyment.

Accessibility Should make arts and culture easily accessible to everyone; should provide easy and convenient access from different parts of Hong Kong to and within the WKCD.



Connectivity Should connect to the lives of the people; optimise access to the harbour; connect to other parts of Hong Kong and beyond; and complement neighbouring older areas.

Integration Should be an integrated arts and cultural district with intrinsic arts and cultural components in public spaces, inside and outside of individual arts and cultural facilities, in the infrastructure as well as in landscaping.

Vibrancy

Should provide a diverse range of functions that enable people from all walks of life to participate in activities, interact, converse, create, work, educate, relax etc.

Uniqueness Should have a unique identity that embraces the cultural richness of both East and West, and provides a haven for the city's traditions, memories, inspirations and aspirations.

Sustainability

Should adopt sustainable planning and design with a commitment to low-carbon emissions, low-energy consumption and low-cost maintenance.



What will be there and when?

A mix of uses will create a vibrant and dynamic district that will enrich Hong Kong's incredible diversity and enhance the city's global appeal.

The WKCD Authority plans to seek Town Planning Board's approval of the master layout plan by 2012. Once approved, detailed design of the facilities in the WKCD will commence, to be followed by construction.

The WKCD may include the following facilities:

Ample open spaces: (minimum 23ha) including a vibrant landscaped waterfront promenade (minimum 20m wide) and large piazza areas (minimum 3ha) for public enjoyment.

17 world class arts and cultural venues:

Venue	Maximum Seating Capacity	Main purposes
PHASE 1 (Phased commissioning 2015-onwards)		
Mega Performance Venue	15 000	Mega events, large scale entertainment shows, pop concerts
Great Theatre	2 200	Chinese and Western opera, drama, ballet, modern dance, musicals, children's performances etc., suitable for both local and overseas long-run productions
Concert Hall	2 000	Orchestral music
Chamber Music Hall	800	Chamber music, jazz, piano or violin solo/quartet performances
Xiqu Centre Performance Venue	1 400	Cantonese opera, other forms of Chinese opera and musical performances
Small Theatre	400	
2 Medium-sized Theatres	800 each	Drama, musicals, dance, suitable for local productions
4 Blackbox Theatres	250 each	Experimental drama, productions by budding artists
Exhibition Centre		Will give priority to arts-related uses
M+ (Museum Plus) Phase 1		A new and forward-looking cultural institution focusing on 20 th -21 st Century visual culture
PHASE 2 (2026 onwards)		
Great Theatre	1 900	Chinese and Western opera, drama, ballet, modern dance, musicals, children's performances etc., suitable for both local and overseas long-run productions
2 Medium-sized Theatres	800 each	Drama, musicals, dance, suitable for local productions
M+ (Museum Plus) Phase 2 (2031 onwards)		A new and forward-looking cultural institution focusing on 20 th -21 st Century visual culture

Other integrated land use mix:

Retail, dining, entertainment, residential (no more than 20% of total Gross Floor Area of the WKCD), hotels and offices.

Be a Part of the Vision!

The WKCD will be a new landmark that all Hong Kong people, for generations to come, will enjoy and in which they will take great pride. We are committed to working closely together with you to plan the WKCD. Your views and aspirations are vitally important to us.

You can voice your opinions by:

- Submitting the enclosed questionnaire by fax, e-mail or mail
- Completing the online questionnaire
- Attending the PE Forums (schedule available on the WKCD Authority's website)
- Writing to us



West Kowloon Cultural District Authority

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Website <http://www.wkcd.hk>

During the three-month Stage 1 PE Exercise (from 8 October 2009 to 7 January 2010), the WKCD Authority will organise three public forums (on 25 October, 8 November, and 6 December), and over 50 focus group discussion meetings.

For details, please visit the WKCD Authority's website or call the enquiry line as shown above.

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Cultural Districts elsewhere...



Chicago's Millennium Park
Living Green in the City

Cultural Precinct and
Federation Square, Melbourne
A New Cultural Spine



To be able to think together

about how the WKCD can become

a world leader, we can look at

what is being done elsewhere

to widen our perspectives of what

a cultural district is and how best

to allow the WKCD to excel.

Hong Kong will be at the forefront of a global trend. Major cultural centres have gone beyond grouping individual facilities and have developed successful cultural districts.



The West Kowloon Cultural District
At the forefront of a global trend



Esplanade and Empress Place, Singapore
A Cutting Edge Cluster



Performances and Exhibitions in Melbourne
Flexibility and Sharing of Space



Chicago's Millennium Park
Outdoor Performance Venues

Quartier des Spectacles, Montreal
A Colourful Destination



What is a Cultural District?

A cultural district consists of a vibrant mix of world class arts and cultural venues, excellent programmes, great open spaces, unique shops and restaurants and entertainment facilities – a place where people can enjoy themselves, as well as learn, live and work.

The South Bank, London
A Vibrant Waterfront



The Tate Modern's Entrance Hall, The South Bank, London
Giant Exhibition Space for One-of-a-kind Sculptures or Installations

It has World Class Arts and Cultural Venues...

...featuring new concepts

and more interaction.

They attract excellent local

and international productions

and exhibitions.

Julliard School, Lincoln Center, New York
The Music Learning Facility



Basel Art Centre, Switzerland
A successful Exhibition Centre for Arts and Culture



Crown Fountain,
Chicago Millennium Park
An Active Public Square



Melbourne's
Docklands Bridge
Showing Public Art

London's South Bank
Waterfront
Landmark Entertainment



Flagship Music Stores
Live Entertainment

...Great Open Spaces...

where people can experience culture
in every aspect of their daily lives such as
public art, outdoor performances and
a variety of outdoor activities.

...and enjoyable Shopping, Dining and Entertainment Experiences...

Unique shops and restaurants
integrated with the arts
and cultural facilities where
everyone can find a place to shop,
eat, meet and play.



Federation Square,
Melbourne
The Outdoor Dining
Experience

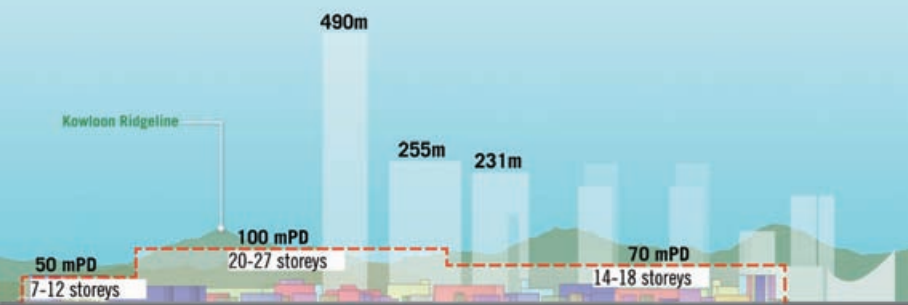


The Tate Modern,
The South Bank, London
Public Green Open Space

The South Bank,
London
Cultural Shopping



21st Century Museum of
Contemporary Art, Japan
Stylish Coffee Shop



The West Kowloon Cultural District Building Height Bands

...in a Unique Setting

Apart from setting against the beautiful backdrop of the Victoria Harbour and Hong Kong Island's modern skyline, the WKCD sits next to the proposed terminus of the Express Rail Link that will connect Hong Kong to the national rail grid at Shibi in Guangzhou, about a 50-minute journey away.



The WKCD is adjacent to the Kowloon Station of the Airport Express Line, which connects people to the Hong Kong International Airport in about 20 minutes.

With Tsim Sha Tsui and Kowloon Park to the East, the WKCD will be the centrepiece of new developments on the Kowloon Peninsula, and complement the neighbouring Yau Ma Tei area of local heritage.



The West Kowloon Cultural District
In Harmony with Victoria Harbour and
Kowloon