

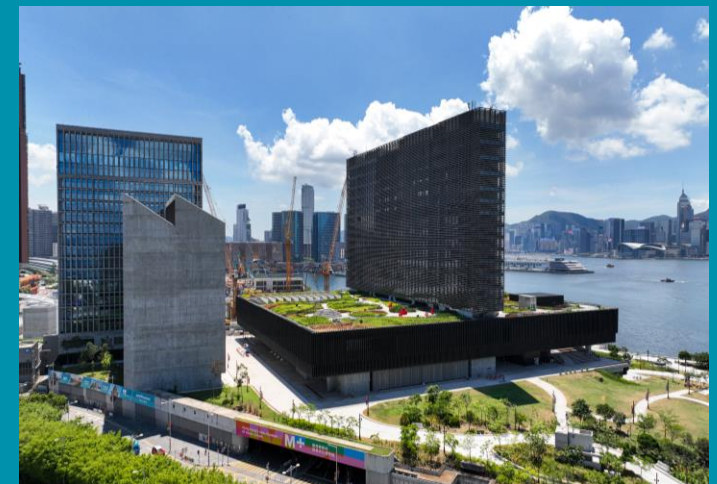
# westKowloon

## 西九文化區



# West Kowloon Cultural District (WKCD)

- **A Visionary, Strategic Investment in Cultural Infrastructure**  
HKSAR Government allocated a 40-hectare prominent waterfront site and HK\$21.6 billion to WKCD Authority (WKCDA) in 2008 to develop and operate WKCD
- **A Unique Cultural Precinct in the World**  
offering the best of eastern and western, traditional and contemporary arts and cultures, reinforcing Hong Kong's position as the centre of East-meets-West international cultural exchange
- **An Integrated Development**  
offering holistic experience to visitors and unique opportunities to businesses:
  - arts and cultural facilities
  - retail, dining and entertainment facilities
  - hotel, office & residential developments
  - 23 hectares of green public open space



# WKCD : Design Concept + Development Plan

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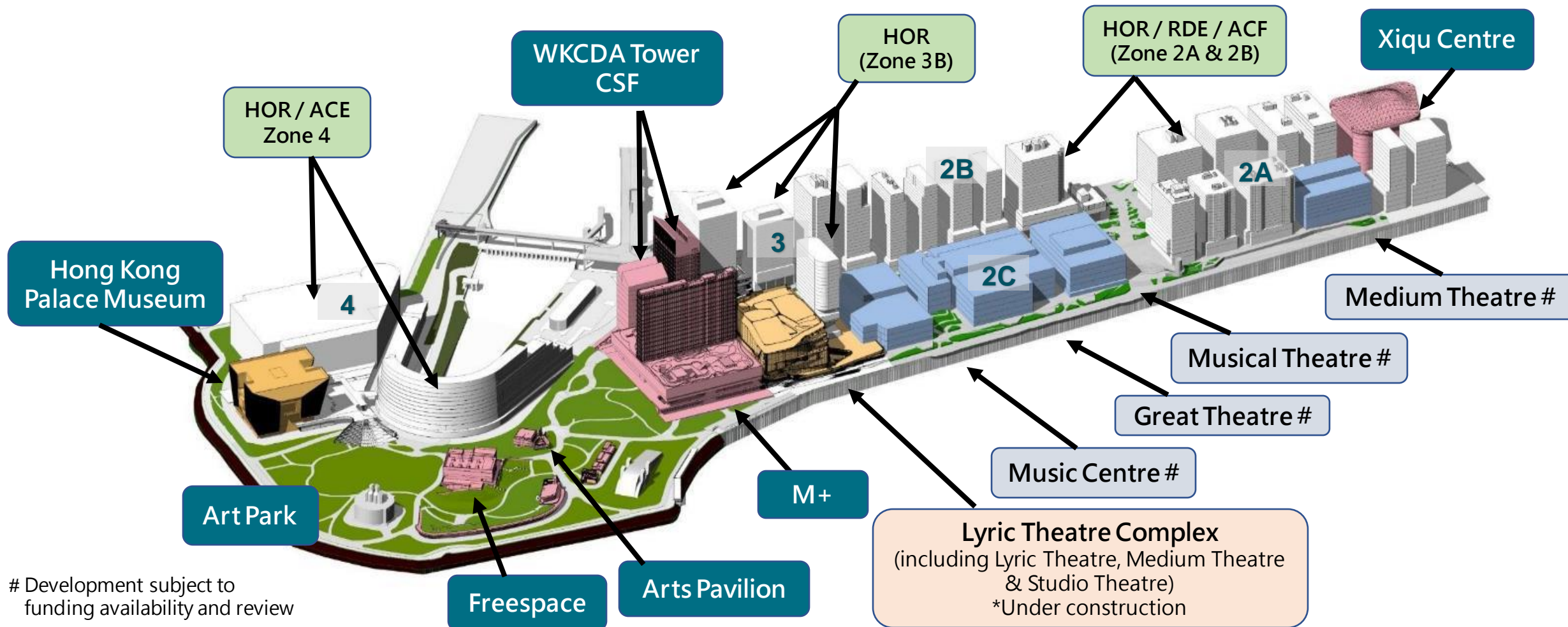
Foster + Partners: "City Park" Design Concept

Green; Free; Liveable; Walkable; Sustainable

Total Gross Floor Area :

Arts and Cultural Facilities (ACF)  
Retail, Dining and Entertainment (RDE)  
Hotel, Office and Residential (HOR)  
Public Open Space

851,400 sqm  
337,340 sqm  
138,360 sqm  
366,620 sqm  
23 hectares



# Arts and Cultural Facilities

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Arts Pavilion (2016)



Xiqu Centre (2019)



Freespace (2019)



Art Park  
(2018-2019)



M+  
(2021)



Hong Kong Palace Museum  
(2022)



Lyric Theatre Complex  
(under construction)



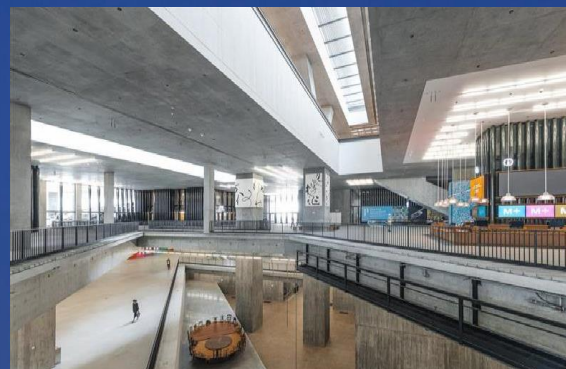


## Asia's first global museum of contemporary visual culture

Featuring 20th and 21st century visual art, design and architecture, moving images and Hong Kong visual culture

Opened on 12 November 2021

Received **2.4 million+** visitors  
**12,200+** M+ Members and **330+** M+ Patrons



Total GFA	65,000 sqm
Total Exhibition Spaces	17,000 sqm (33 Galleries)
Other Facilities	3 cinemas, a 65.8m x 110m LED Facade 2 museum shops, restaurants, offices
Architects	Herzog & de Meuron in partnership with TFP Farrells and Arup



Celebrating 1<sup>st</sup>  
Anniversary





# M+

## *Yayoi Kusama: 1945 to Now*

(12.11.2022 – 14.5.2023)

Featuring over 200 works  
Largest retrospective of the artist in Asia  
outside Japan

Lead Sponsor: HSBC  
Major Sponsor: HKT  
Supporting Sponsors:  
Louis Vuitton, Sino Group and The Macallan  
Airline Partner: Cathay Pacific



**Beeple (b. 1981)**  
*HUMAN ONE*

(Display from 12.2022 onwards)  
Courtesy of Christie's Images Ltd. 2022



香港故宮文化博物館  
Hong Kong Palace Museum



Total GFA	30,000 sqm
Total exhibition space	7,800 sqm (9 Galleries)
Key Facilities	400-seat Auditorium Palace Academy Museum shop 1 Chinese restaurant 3 cafes
Architects	Rocco Design Architects Associates



Opened on 3.7.2022 | Received **700,000+** visitors  
**15,300+** HKPM Members and **370+** HKPM Patrons

A collaboration project between WKCDA and Palace Museum  
Opening Exhibitions feature 914 treasures from Palace Museum, including 166 Grade 1 objects  
Largest loans to institutions outside Mainland since Palace Museum's establishment in 1925

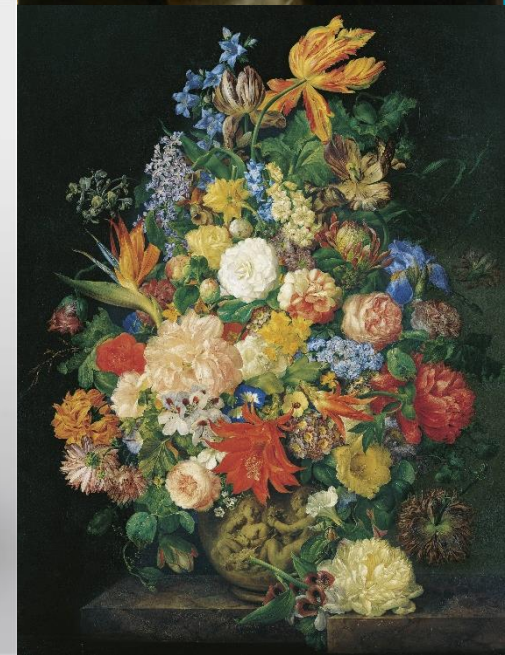


香港故宮文化博物館  
Hong Kong Palace Museum

*Odysseys of Art:  
Masterpieces Collected  
by the Princes of  
Liechtenstein*

(9.11.2022 – 20.2.2023)

Principal Sponsor –  
LGT Private Banking (LGT)





# Performing Arts Venues

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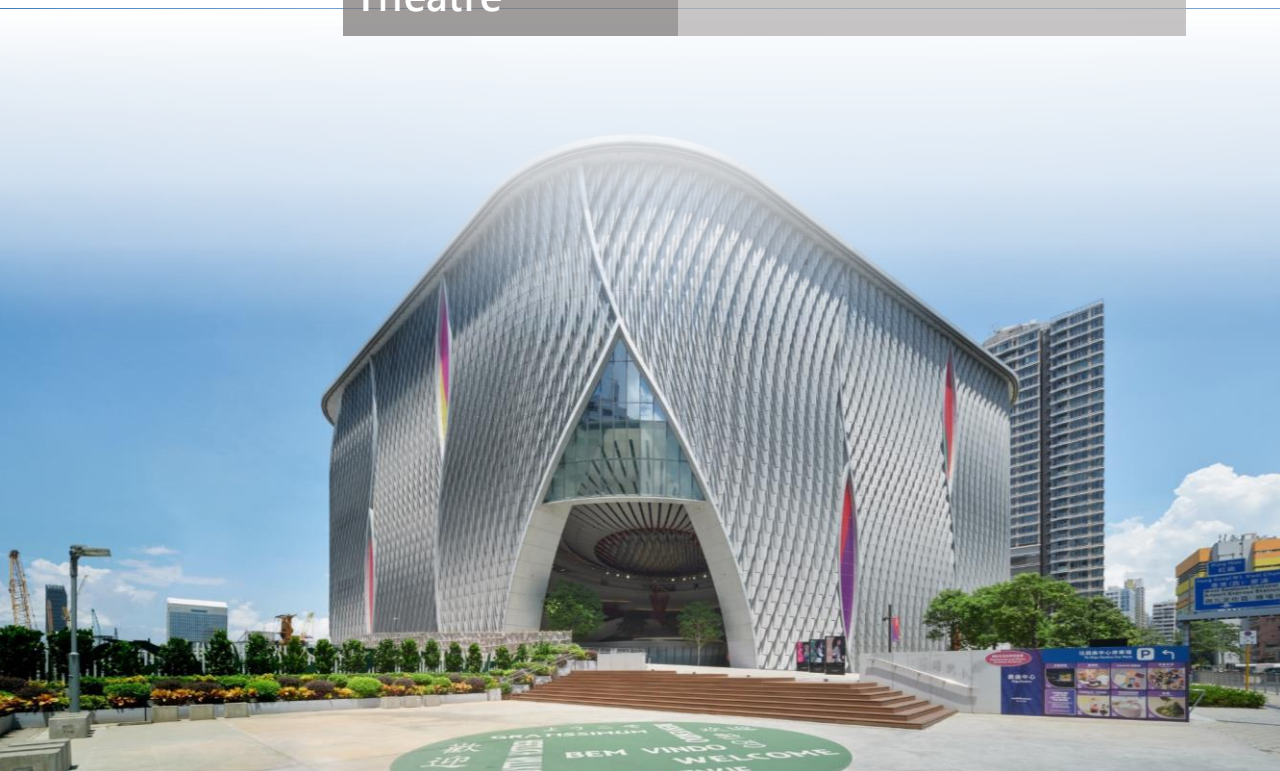
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## Xiqu Centre

戲曲中心

A world-class performance venue dedicated to preserving and promoting Chinese traditional theatre, Cantonese opera and regional forms of xiqu

Grand Theatre	1,075 seats
Tea House Theatre	Around 200 seats

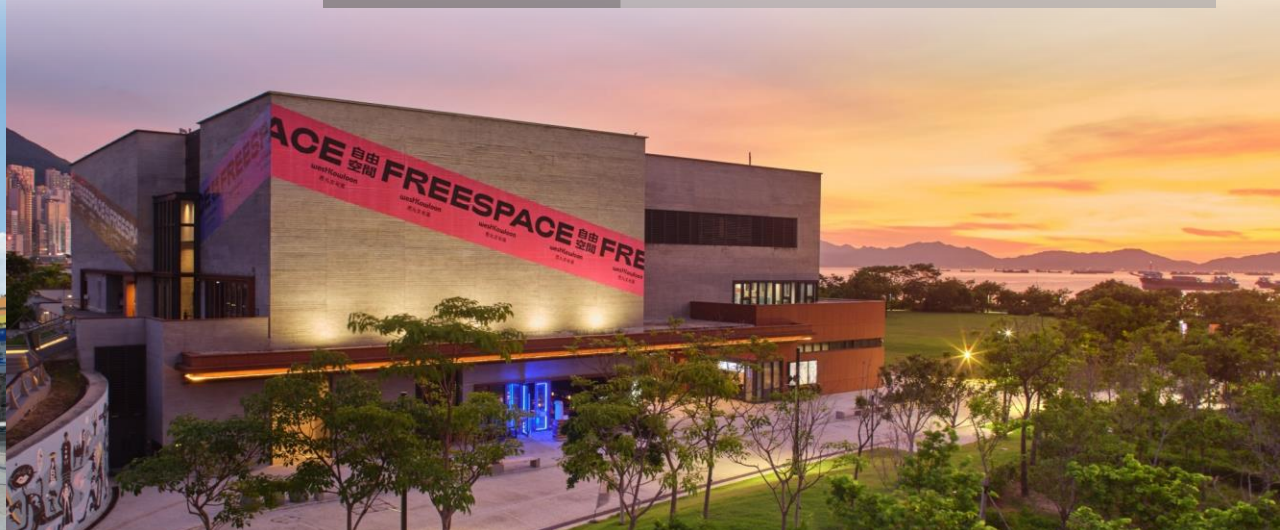


## Freespace

自由空間

Hong Kong's new centre for contemporary and experiential performing arts – presenting multi-genre performances and event

The Box	450 seats or 900 standing spaces
The Room	154 sqm
The Studio	70 sqm
Lau Bak Livehouse	100 seats or 150 standing spaces

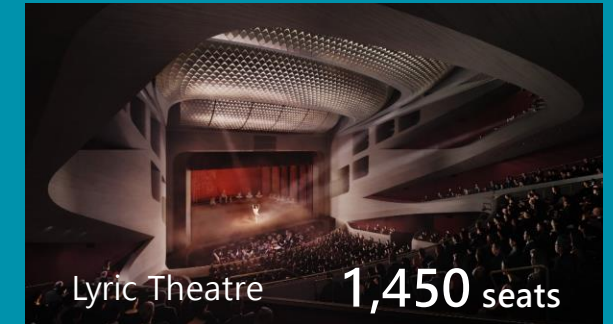


# Lyric Theatre Complex

## Asia's Dance and Theatre Hub

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Target completion Date: 2025

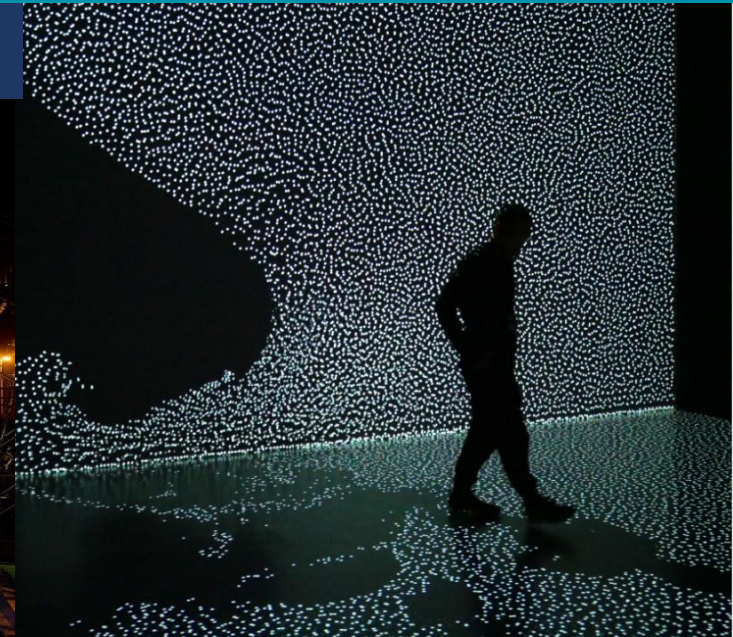




Freespace Jazz Fest 2022 (29 – 30 October)



20,000+ on-site music lovers  
close to 6,000 online viewers



*Borealis* by Swiss artist Dan Acher,  
1st ever vibrant recreation of the Northern Lights in HK (February-March 2023)

# WESTKPOP Festival (March/April 2023)

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- A new annual flagship music festival presented by WKCD's Performing Arts Division
- 12 days long in March/April 2023
- Enhance genres across the spectrum: pop, rock, hip-hop, indie, techno
- Over 380 musicians involved – household names and up & coming artists from Hong Kong and beyond
- Events spread across WKCD: indoor and outdoor



# Commercial/Business Opportunities

Participate in the WKCD project as developers, hotel operators, office/RDE tenants, venue hirers, corporate sponsors, etc.

## New 'Cultural CBD' at the Heart of Hong Kong

- A cultural and creative hub where **culture, commerce** and **leisure/entertainment** co-exist
- **Superb connectivity** to 4 MTR lines including High-Speed Rail and Airport Express

## Corporate Partnerships/ Sponsorships

Capitalise collaboration and support in **venue hiring, advertising** and **sponsorship**

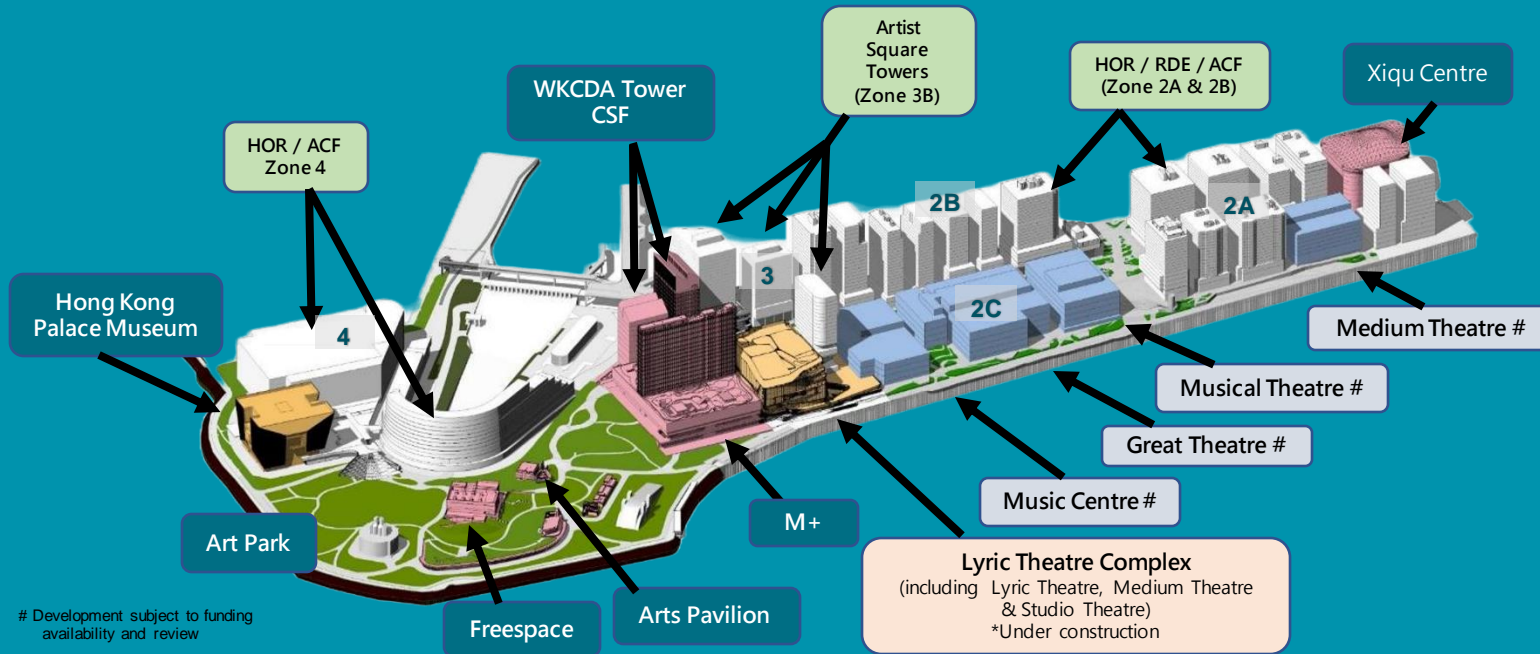
## Venue Hiring

Curated/sponsor programmes and events that provide authentic experiences to business clients and community in a rich and diverse arts and cultural setting

**A WIN-WIN Proposition for  
Business • Public • WKCDA**

# A New Cultural CBD in Hong Kong

Participate in the WKCD Project as Developers, Hotel Operators, Office/RDE Tenants, etc.



# Development subject to funding availability and review



Total HOR GFA  
366,620 sqm

Total RDE GFA  
138,360 sqm

# Cultural CBD

## Superb Rail, Road & Sea Connectivity

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- Proposed At-grade Pedestrian Route
- Footbridge
- Proposed Marine Transport Service
- Pedestrian Subway



### Sea Transport

Water Taxi – Tsim Sha Tsui, Central  
High Speed Ferry Services – GBA cities and Macau



### Rail Transport

Hong Kong International Airport (22 mins)  
Shenzhen (15 mins)  
Guangzhou (48 mins)

# Cultural CBD

## Art and Commerce Synergy

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### First batch of office tenants include:

PeakRe >

- Leased 38,000+ sq.ft. across 4 floors in WKCDA Tower as Global Headquarters

PHILLIPS  
富藝斯

- Leased 48,000+ sq.ft. across 6 floors in WKCDA Tower as Asia Headquarters
- A permanent purpose-built exhibition and auction space for year-round events



# Cultural CBD

## Uniquely Curated Hospitality and RDE Experiences

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Total RDE GFA  
138,360 sqm

Current Provision  
20+ F&B / Retail Outlets  
+ Food Trucks



Food Trucks

# Sustainable Cultural CBD

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## HKGBC BEAM Plus New Buildings - Gold



# Sustainable Cultural CBD

## Public Private Partnerships - Artist Square Towers



For reference only

## The First Public Private Partnership Project in WKCD

AST Project comprises of three commercial office towers, with a total GFA of about **65,000 sqm** for Office and Retail/Dining/Entertainment uses. Sun Hung Kai Properties has been granted the development and operational rights for about **47 years** under a **Build-Operate-Transfer** model



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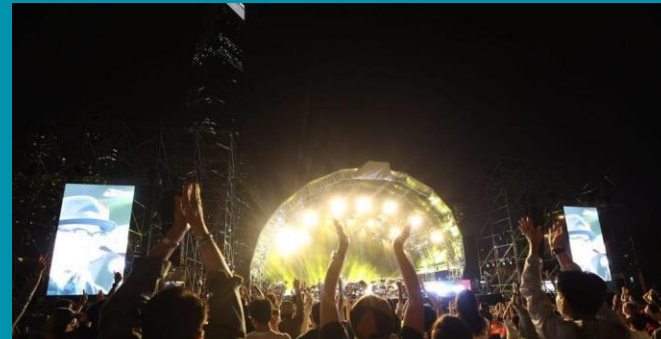
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# The Art of Place Making

Curate a Vibrant & Diversified Mix of Art, Cultural, Community, Commercial & International Events



Partnership with Hong Kong Tourism Board:  
**Hong Kong New Year Countdown Concert (2021)**



**Freespace Jazz Fest**



**Festive Korea 2022: Korea Square 2022**  
organised by Korea CG



Partnership with Hong Kong Tourism Board:  
**Hong Kong WinterFest (2021, 2022)**



**A Date with Dogs: Pilot Day**



**Welcome Dinner of Global Financial Leaders' Investment Summit at M+**  
organised by HKMA

Strategic Partnerships

WKCD Programmes

Venue Hiring Events

# The Art of Place Making

A Sought-after Destination for Curated Corporate Events Offering Unique Customer Experience

Chanel High Jewellery Event



Le Monde d'Hermès Event



The Macallan Experience Exhibition



50 Years of Royal Oak Exhibition



Dior Rose High Jewellery Event



Audi Car Launch

# The Art of Place Making

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**New Landmark of Outdoor Events**  
 Over **34,000** sqm  
 Total number of outdoor venues: **19**

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Advertising Opportunity across the District

# The Art of Place Making

## “En Voyage with Claude Monet” Digital Art Exhibition’s Debut in WKCD



**First-Ever** Immersive Experience  
of Claude Monet in Hong Kong

**360 Degrees** Sound and Light Show  
Marriage of Technology and Creativity

**200 Artworks**  
of the Master of Impressionism Claude Monet

**Asia Debut** at Cultural Plaza  
From 27 Oct 2022 to 15 Jan 2023



Presented by:



# The Art of Place Making

## Prestigious Indoor Event Venues in Museums and Performing Arts Venues



HKJC Auditorium © HKPM



House 1, Cinema © M+



Arts Pavilion



The Forum © M+



South Atrium © HKPM



West Atrium © HKPM

Distinctive spaces with views of Victoria Harbour catering to cultural, corporate or celebratory occasions



DFA Awards at Grand Stair, M+

Photo: Courtesy of M+ Client



Tesla model launch at Freespace





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Thank you!

