

Hong Kong Cultural Centre
/2014



- Vision Mission Values
  - O 3 Message from the Chief Manager
- O4 Facilities

ONTENTS

- O6 Organisation Chart
- O8
  Highlights of the Last Two Years
  - 1 2 Venue Support
- 2 Striving for Excellence
  - 7 4 Venue Partners
- Building Awareness
  - T Statistical Information
- Financial Statements
  - 20 Major Event Calendar



# Vision 'Mission 'Values

### Vision

We aim to be the premier arts centre in Asia commensurate with Hong Kong's development as a world-class city and events capital.

### Mission

### **Serving our Customers**

By providing quality facilities and services to meet the needs and artistic requirements of local and visiting performing artists/groups.

### **Achieving a High Level of Customer Satisfaction**

By creating a welcoming and friendly environment, offering high quality services and making sure that all our audiences and visitors are fully satisfied with our services.

### **Values**

These values underpin everything we do from strategic planning to day-to-day operations.

### **Customer-oriented**

We are ready to listen, understand and provide quality facilities and services to satisfy customers' needs.

#### **Arts Promotion**

Our success depends on the public's participation in the arts.

### **Creativity and Flexibility**

All our staff possess good knowledge of the performing arts and are fully aware of the importance of creativity and flexibility.

### **Continuous Improvement**

We strive for excellence by constantly reviewing our services to satisfy customers' needs.

# Message from the Chief Manager

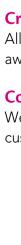
Since its inauguration in 1989, the Hong Kong Cultural Centre has been playing host to numerous spectacular performances and events. As the new Chief Manager, it gives me great honour to present to you some of the achievements we made during the past two years.

On facilities improvement, we have installed a mock-up sound reflector extension at the Concert Hall to enhance its acoustics. Refurbishment of facilities at the foyer was also completed to provide greater convenience to visitors. On new initiatives, "Creative Market in Partnership@HKCC" Project was rolled out in collaboration with local non-profit-making organisations to showcase the talents of local handicraft artists.

While top-notch performers from different parts of the world continued to grace our stage, our venue partners, namely the Hong Kong Philharmonic Orchestra, the Hong Kong Chinese Orchestra, the Hong Kong Ballet and Zuni Icosahedron, impressed the audience with a dazzling array of performances. These brilliant performances, together with other programmes presented by our Cultural Presentations Section and Festivals Office, have contributed enormously to the cultural diversity of our city.

Looking back on what we have accomplished, I would like to express my gratitude to my colleagues for their strenuous efforts, and to my predecessor, Ms Linus Fung, for her dynamic leadership and valuable contribution. My heartfelt thanks also go to our venue partners, hirers and members of the public for their continued support. Despite challenges ahead, we will strive to meet the expectation of our stakeholders and go from strength to strength in the years to come.

Heidi CHU
Chief Manager (Urban/Cultural Services)
Leisure and Cultural Services Department







# **Facilities**

Opened in 1989, the Hong Kong Cultural Centre (HKCC) comprises an Auditoria Building, an Administration Building, a Restaurant Block and a Piazza. The three major performance venues in the Auditoria Building, namely the Concert Hall, the Grand Theatre and the Studio Theatre, cater for a wide range of music, dance, operatic and theatrical performances including both traditional and contemporary works.

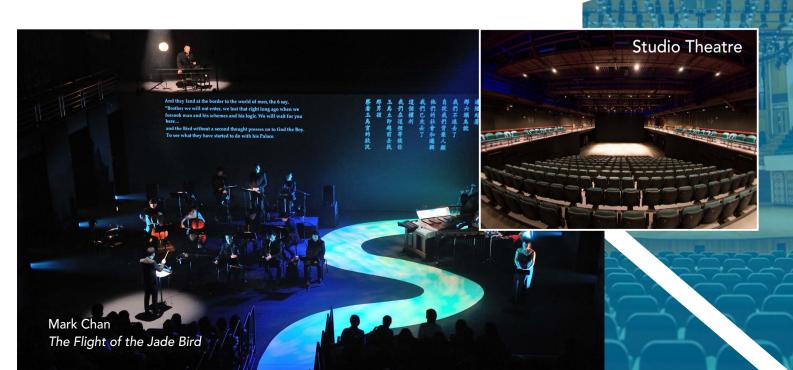
In addition to the main stages, the HKCC also provides venues for visual arts displays, rooms for rehearsals and practices as well as function rooms for meetings and seminars. Together with a performing arts shop and four catering outlets (a Chinese restaurant, two Western restaurants and a coffee shop), the HKCC provides a diverse range of services to our visitors and patrons.

Located on Tsim Sha Tsui's waterfront, the HKCC Piazza offers a fascinating backdrop for large-scale outdoor events with its panoramic view of layers of architecture silhouetted on the opposite side of the Victoria Harbour. It is not only a popular tourist spot, but also a favourite gathering place for local residents to gather or to celebrate festive occasions.



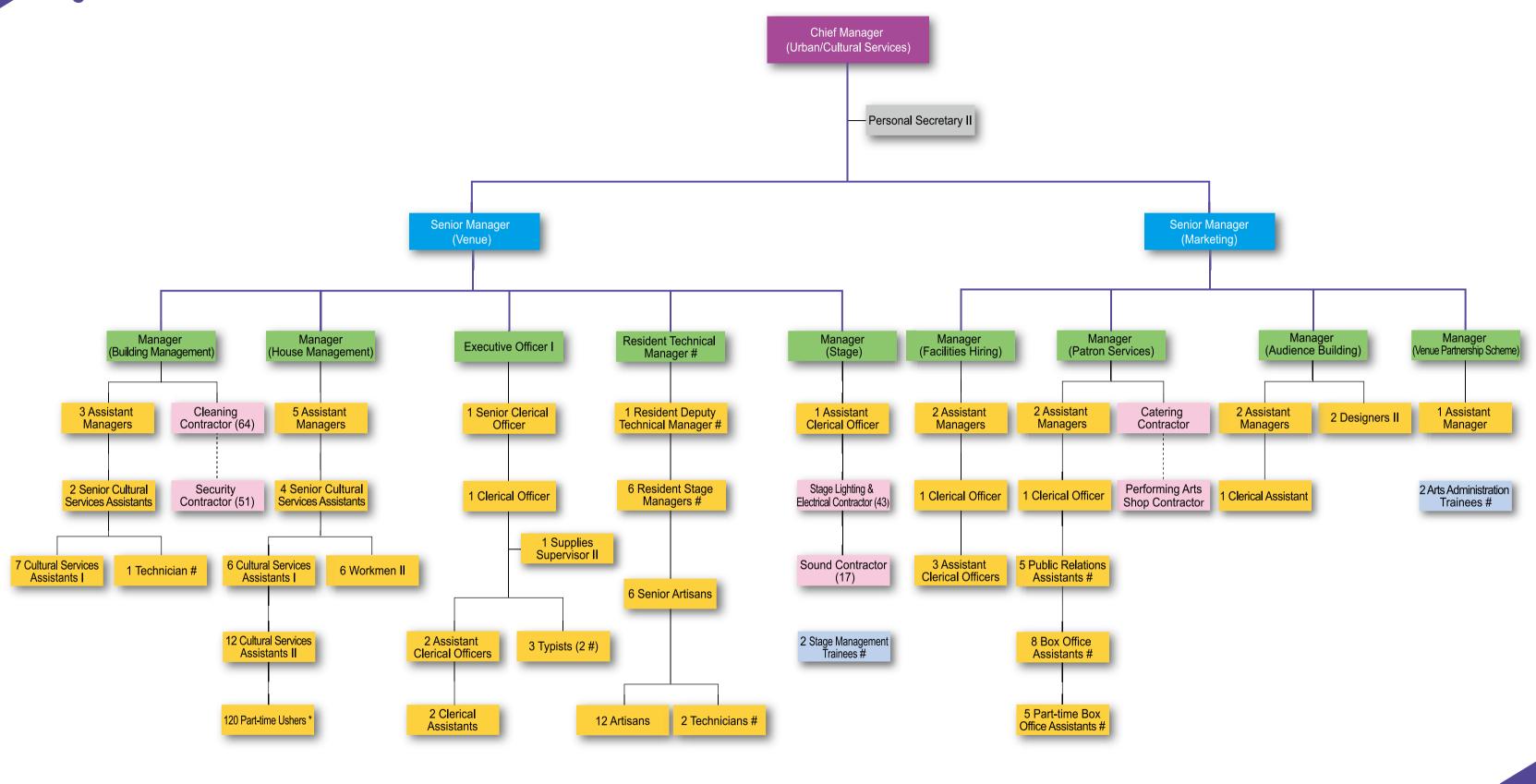








# Organisation Chart as at 31.3.2014



Note: Permanent staff : 98 # Contract post : 31 \* Part-time staff : 125 Contractor staff : 175

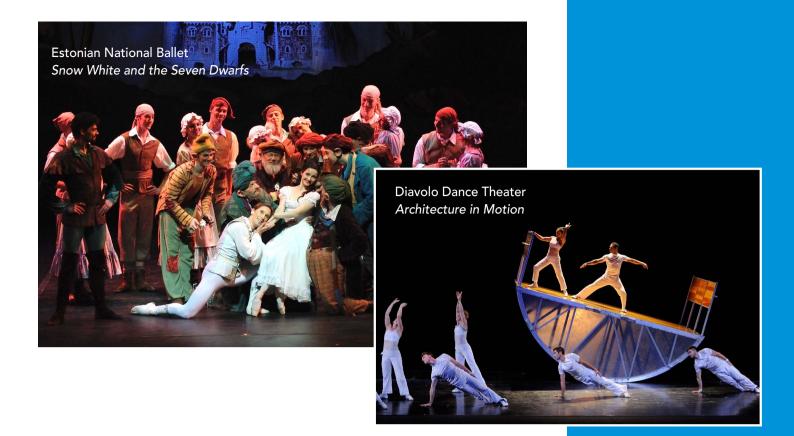
(Excluding Catering & Performing Arts Shop Contractors)

# Highlights of the Last Two Years

The years 2012 / 2014 have seen numerous scintillating performances at the Hong Kong Cultural Centre.

### **Major Programmes**

Attractions in the years included the San Francisco Symphony; the Dresdner Philharmonie; piano recital by Krystian Zimerman; violin recital by Kyung-Wha Chung; vocal recital by Renée Fleming; opera productions Carmen, La Traviata, The Tales of Hoffman and The Flying Dutchman; In the Steps of Petipa and 4 Tendances by Ballet de l'Opera National de Bordeaux; Nine Songs by Cloud Gate Dance Theatre of Taiwan; Romeo and Juliet by Geneva Ballet; and The Beauty by Tianjin People's Art Theatre. Dirty Dancing by Lunchbox Theatrical Productions was a musical that won a lot of limelight. To promote Chinese traditional theatre, we saw the Chinese Opera Festival offering Kunqu favourites by the Suzhou Kunqu Opera Theatre of Jiangsu Province and the new Cantonese Opera production, Battle at Wanchang, representing the literary and the military genres.

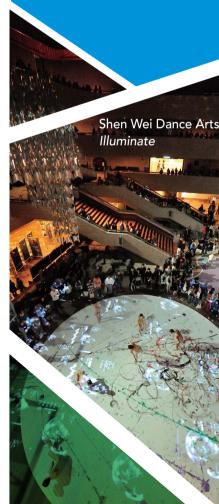


# **Major Festivals**

The Hong Kong International Film Festival is held between March and Aprilevery year. It brings to Hong Kong films of note and of character from the international arena. The 36th and 37th International Film Festival offered 31 and 30 screenings respectively, attracting 22 000 audience.

The International Arts Carnival held every summer offers family-oriented programmes that are fun, exciting and imagination-stimulating. The opening show in 2012, Snow White and the Seven Dwarfs by Estonian National Ballet, was a stunning spectacular with the classic tale of Snow White told against a backdrop of opulent sets, fireworks and projected images. In 2013, Architecture in Motion by Diavolo Dance Theater of USA combined gymnastics, dance and stage mechanics for a whole new visual experience.

Celebrating its tenth-year mark, the New Vision Arts Festival has succeeded in forging a visionary and cross-cultural performing arts platform with a focus on Asia. The opening show in 2012 Beyond Time was an ode to life by U Theatre of Taiwan. With artistic and philosophical insights, the group merged theatre, percussion, martial arts and introspective-meditative acumen to create an incandescent theatre space that was purging and inspirational for the audience. Other cross-discipline programmes included NEITHER/DELUSIONS II by phase7 performing.arts from Germany, The Flight of the Jade Bird by Mark Chan of Singapore, and Thunderstorm by Tang Shu-wing Theatre Studio from Hong Kong. The Festival concluded with Limited States and Illuminate by Shen Wei Dance Arts. The latter was a new work commissioned by the New Vision Arts Festival, and was staged at the





HKCC Foyer creating a whole new performing space, where the audience could establish closer rapport with the dancers from a new perspective.

Another autumn festival, the World Cultures Festival 2013 – *Lasting Legacies of Eastern Europe*, transported the audience to the rich soils of Eastern European culture. It opened with a new interpretation of *Anna Karenina* by Eifman Ballet of St. Petersburg, which expressed powerful and complex emotions through a unique ballet idiom that was both captivating and heart-tugging at the same time. The Budapest Gypsy Symphony Orchestra gave a high voltage concert with their musicality and virtuosity, which was shared by the public in a live telecast at the HKCC piazza.

The annual Hong Kong Arts Festival is a much anticipated event, where world class artists and top-notch local talents present classic as well as innovative programmes at the Cultural Centre. The star-studded American Ballet Theatre opened the 41st Arts Festival in 2013, with the entire cast interpreting various excerpts in the Dance Gala as well as the timeless Romeo and Juliet, juxtaposing the classical and the modern. Other notable performances were Einstein on the Beach: An Opera in Four Acts by Robert Wilson and Philip Glass; La Traviata by San Carlo Theatre, Naples; a dance show Bothanica by MOMIX

Dance Theater; concerts by the Chicago Symphony Orchestra, Les Musiciens du Louvre Grenoble, Goran Bregovic and the Wedding and Funeral Orchestra, Esperanza Spalding – *Radio Music Society*, Yasmin Levy; and the physical theatre, *Leo*, by Circle of Eleven. The Festival concluded with the mellifluous music of *Viva Verdi* by San Carlo Theatre, Naples.

In 2014, the 42nd Hong Kong Arts Festival kicked off with the subtle yet dynamic performance of the world renowned Guerzenich Orchestra Cologne. Key concerts included the London Symphony Orchestra, Maria João Pires with the Scottish Chamber Orchestra, Iván Fischer & the Budapest Festival Orchestra, Hector Olivera Organ Recital, John McLaughlin and The 4th Dimension, Kavakos, Pace & Beethoven, Gregory Porter, Madeleine Peyroux, and YO by Roberto Fonseca. Dance programmes included Giselle, by La Scala Ballet, Iphigenia in Tauris by Tanztheater Wuppertal Pina Bausch Danceopera, iTMOi (in the mind of igor) by Akram Khan Company, Igor Moiseyev State Academic Ensemble of Popular Dance, and Nordic Waves by dancers from Finland and Sweden. Opera highlights included Wagner's Lohengrin by Savonlinna Opera Festival which also gave a brilliant finale to the 2014 Hong Kong Arts Festival with its Gala Concert.







# **Venue Support**

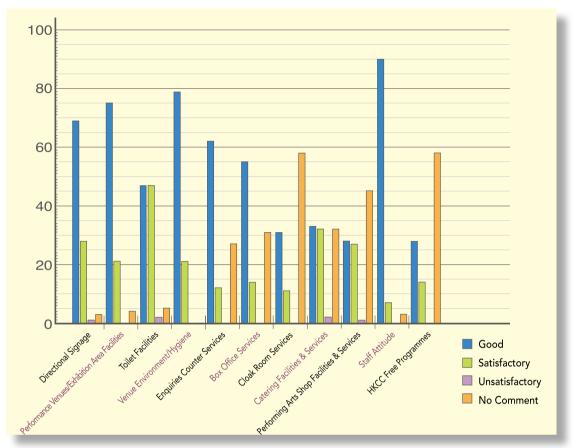
The HKCC supports local culture and arts. Under its Rental Subsidy Scheme, non-profit-making hirers organising arts-related activities are eligible for a rental reduction of up to 65% of the basic hire charges. In 2012-13, 375 out of a total of 1 124 hirers benefited from the Scheme and enjoyed a rental subsidy of over HK\$5.35 million. In 2013-14, 398 out of a total of 1 142 hirers benefited from the Scheme and enjoyed a rental subsidy of over HK\$5.92 million.



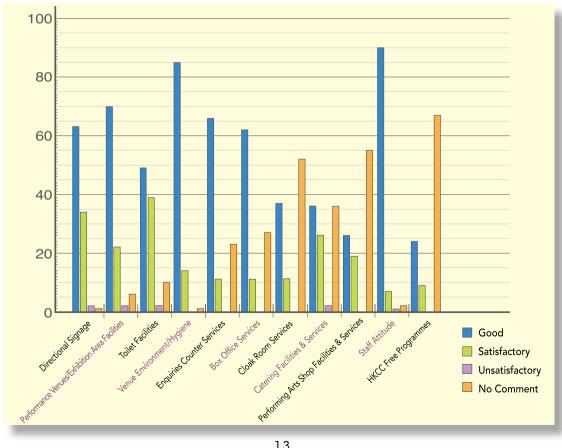
# **Striving for Excellence**

The HKCC strives to provide quality services to meet the expectations of our users. Two Customer Liaison Meetings were held in 2013 and 2014 for direct communication with the venue users to gauge their views on the enhancement of our facilities and service level. We are happy to learn that our patrons considered our services to be good.

## Percentage of Satisfaction (March 2013)



### Percentage of Satisfaction (February and March 2014)



# **Venue Partners**

### **Venue Partnership Scheme**

The Leisure and Cultural Services Department launched the Venue Partnership Scheme in 2009. The Scheme aims to foster a partnership between performing arts groups and venues with the objectives of enhancing the artistic image and character of the venue and its partners, enlarging their audience base, encouraging community involvement in the development of the arts and promoting the arts in the community. The Hong Kong Cultural Centre's Venue Partners are the Hong Kong Philharmonic Orchestra, the Hong Kong Chinese Orchestra, the Hong Kong Ballet, and Zuni Icosahedron.

### Hong Kong Philharmonic Orchestra

The world famous conductor Jaap van Zweden was appointed the 8th Music Director of the Hong Kong Philharmonic Orchestra with the start of the 2012/2013 season. Between 2012 and 2014, world-class quest performers at their concerts included Lorin Maazel, Vladimir Ashkenazy, Anne-Sophie Mutter, Yundi Li, Lang

Lang, Simon Trpćeski, Steven Isserlis and Sumi Jo. One significant occasion was the performance of Wagner's Siegfried Idyll from the Lorin Maazel Fest presented by the HKPO. In order to re-create the scene where Wagner performed the piece on the staircase of his family home for his wife, it was performed at the Cultural Centre Foyer. Also, factoring the fast-paced life of Hong Kong into their programming, the HKPO presented a special series called "@9pm concerts" as well as Sunday matinee concerts for the family. The regular pre-concert talks to help the audience understand the special features of the works to aid appreciation continue.



### ► Hong Kong Chinese Orchestra



The Hong Kong Chinese Orchestra is dedicated to expanding the realm of Chinese music by exploring various channels, encouraging original compositions and entering into collaborations with cross-discipline artists. Such notable partnerships during the period 2012 - 2014 included Farewell, Snow in Summer and in the Thoughts, a poetic drama directed by Chen Xinyi, National Class One Director with choreography by Dou Dou Huang, Artistic Director of the Shanghai Song and Dance Ensemble; and the concert featuring the impressive sounds of the bianzhong (chime bell set), held in conjunction with the Chinese Chime-bells Orchestra

of Hubei. Also, in the Majestic Drums concerts, which were part of the HKCO's annual Hong Kong Drum Festival, the Philharmonic Percussion Group of Berlin and the Chio-Tian Folk Drums & Arts Troupe of Taiwan were featured as prominent guests. The Second International Conducting Competition for Chinese Music, held between 2013 and 2014, attracted conducting talents from all over the world to contest for the champion title. Other famous guest musicians included conductor Chen Xieyang, bass Gong Dongjian, and local divas Liza Wang and Kay Tse. The Eight Immortals' Adventures - Prequel was a major production realized in conjunction with the Hong Kong Repertory Theatre. Venue-specific programmes included free outdoor concerts, the Hong Kong Synergy 24 Drum Competition held at the Cultural Centre Piazza, and free education concerts and daytime foyer concerts in a bid to promote Chinese music.

### The Hong Kong Ballet

During the period 2012 - 2014, the Hong Kong Ballet presented both genres of full-length ballet and modern ballet. The former included the classics such as Giselle, Cinderella, The Merry Widow, Swan Lake and The Nutcracker. For the latter, the company jointly produced with the Ballett Dortmund of Germany The Dream of the Red Chamber, choreographed by Ballett Dortmund's Artistic Director, Wang Xinpeng, and The Frog Prince - A Ballet Chinois, which commissioned Yuri Ng as choreographer and Yuh Egami and Ricky Hu as associate choreographers. Other productions during the period included A Ballet Soirée which was an eclectic



showcase of the choreography of George Balanchine, Nacho Duato and Christian Spuck. In order to expand its repertoire, the Hong Kong Ballet has always encouraged its members to explore their choreographic potential. In 2012, it partnered with the Hong Kong Dance Company in producing Emerging Choreographers - 2012 The Beginning or the End?. Other than performances, the company also organized audience-building activities such as the interactive Ballet Classics for Children: Cinderella and Swan Lake, workshops, matinee shows for students, demonstration talks, student performances under the School Culture Day Scheme, and open rehearsals.

### Zuni Icosahedron

The artistic direction of Zuni's experimental theatre is based on "re-enactment of classics", "revitalization of tradition", "multi-media theatre" and "social theatre". Key productions from 2012 to 2014 included Eighteen Springs, which combined music, literature, Suzhou narrative singing and image projection to forge an avant-garde theatre ambiance to bring to life Eileen Chang's fictional characters with its interpretation; Flee by Night, which juxtaposed traditional and contemporary theatre by incorporating stylized movements in Kungu, lighting effects



and text projection; and The Trial - Awakening/Cool Wind Whispers/Contempt, which used four mirrors on stage to create the visual effect of endless space and break the physical constraints of the Studio Theatre. Other productions included Das Kapital, The Divine Comedy of Capitalism - iRon lady & Save Jobs and East Wing West Wing 10 - Les Missréblse Hong Kong examine social issues and various humanistic aspects close to home. Zuni launched a series of creative projects for schools and communities under the cartoon theme of Tian Tian Xiang Shang, which ended with an interactive exhibition at the main Foyer of the Cultural Centre.

Details of the stage performances and audience-building and educational activities organised by the four Venue Partners in 2012-14 are shown below:

	No. of Performances		Attendance	
	2012-13	2013-14	2012-13	2013-14
Stage Performances Audience-building and Educational Activities	149 166	159 160	174 768 152 266	185 681 150 428
Total	315	319	327 034	336 109





# **Building Awareness**

To popularise and encourage community participation in the arts, the HKCC organises an array of free and educational programmes on a regular basis. These include the free foyer performances, such as "Thursday Happy Hour" once a month and "Saturday Arts Delights" twice a month. Special music performances are also organised at the Piazza on selected Sundays. The programmes are of a diverse variety covering both Chinese and Western genres to cater to different tastes of the public.

To promote the HKCC's magnificent 8 000-pipe Rieger organ, free organ concerts by overseas and local organists are held at the Concert Hall on selected Saturday afternoons. The HKCC also develops a half-year organ education curriculum to provide students with structured training through a series of workshops conducted by overseas organist-educators to enhance students' performance skills with a view to nurturing talent in Hong Kong.

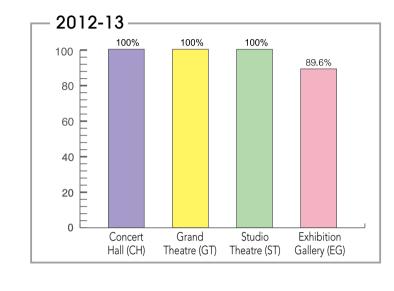
The HKCC also collaborates with various arts organisations and practitioners to organise guided music concerts, stagecraft workshops and demonstration performances with a view to cultivating among students and the general public an interest in the arts.

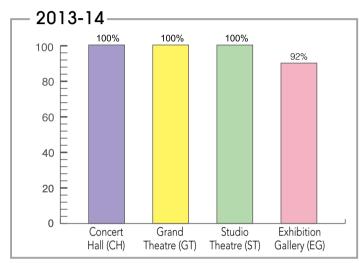
Details of the free and educational programmes organised in 2012-14 are shown below:

	No. of Performances		Attendance	
	2012-13	2013-14	2012-13	2013-14
Foyer Programmes	56	60	51 500	35 890
Educational Programmes	35	35	9 811	9 868
Pipe Organ Concerts	9	9	8 004	8 755
Piazza Performances	23	26	35 350	37 800
Total	123	130	104 665	92 313

# Statistical Information

### 1. Usage Rates





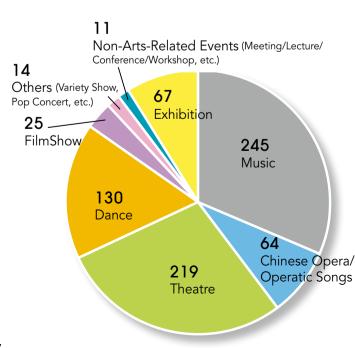
Note: Daily usage rates exclude the days when the venues were under maintenance

### 2. Total Number of Performances held at CH, GT, ST and EG

## 2012-13 799

### 16 Non-Arts-Related Events (Meeting/Lecture/ Conference/Workshop, etc.) 25 Others (Variety Show, 63 Pop Concert, etc.) Exhibition 41 221 Film Show Music 117 Dance 73 Chinese Opera/ Operatic Songs 243 Theatre

## 2013-14 775

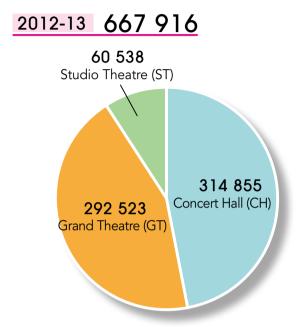


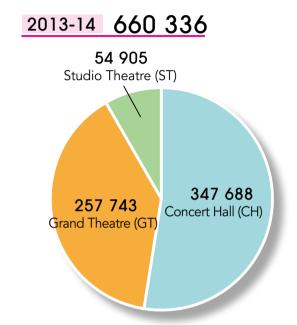


# **Statistical Information**

### 3. Total Attendance

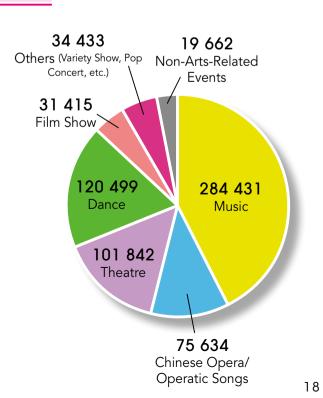
### By Venue



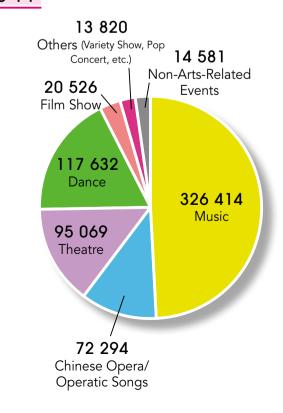


### By Art Form (for events held at CH, GT and ST)

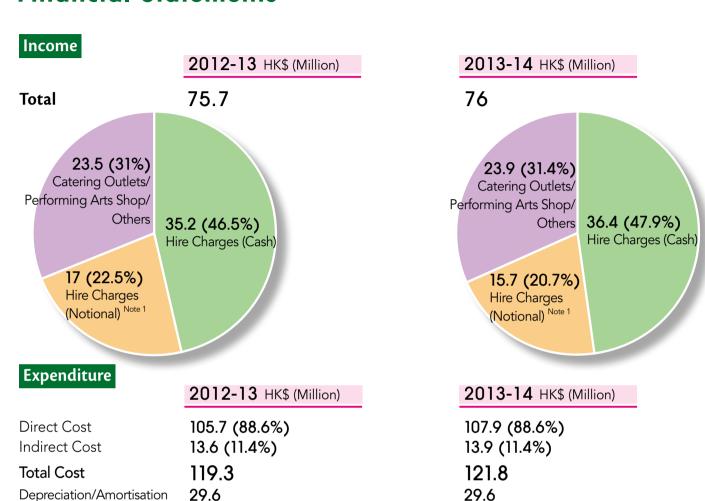
### 2012-13

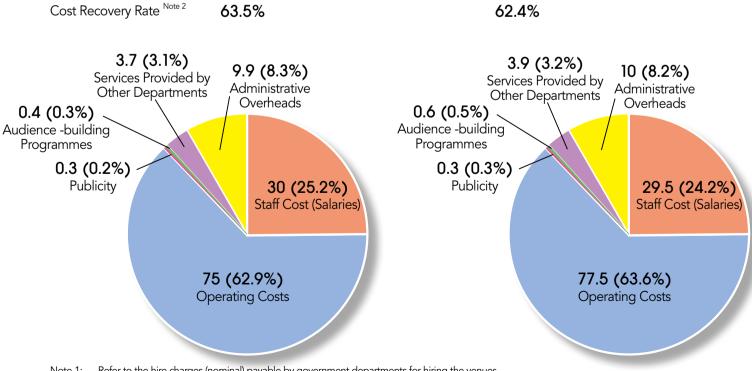


### 2013-14



# **Financial Statements**





Refer to the hire charges (nominal) payable by government departments for hiring the venues

Exclude depreciation and amortisation costs



# Major Event Calendar (April 2012 – March 2014)

# 2012



The 36th Hong Kong International Film Festival

### May 10 – 13

Le French May 2012: Bizet's Opera Carmen

### June 6 – 9

Le French May 2012: In the Steps of Petipa and 4 Tendances by Ballet de l'Opéra National de Bordeaux

### June 15 – 17

Chinese Opera Festival 2012 Opening Programme: Suzhou Kungu Opera Theatre of Jiangsu Province

### July 6 – 8

International Arts Carnival 2012 Opening Programme: Snow White and the Seven Dwarfs by Estonian National Ballet

### July 16 – 18

Chinese Opera Festival 2012: Xiaobaihua Troupe of Hangzhou Yue Opera Theatre

### July 20 – 22

Chinese Opera Festival 2012: No.1 Troupe of the China National Peking Opera Company

### August 2 – 5

Nine Songs by Cloud Gate Dance Theatre of Taiwan

### September 7 – 8

Yundi's Tchaikovsky

### October 11 - 14

An Opera in 3 Acts: Verdi's La Traviata

#### October 15

Gidon Kremer and Kremerata Baltica

### October 19 - 20

New Vision Arts Festival 2012 Opening Programme: Beyond Time by U Theatre of Taiwan



### November 7

Encore Series: Piano Recital by Krystian Zimerman

### November 8 – 9

San Francisco Symphony

### **November 16 – 17**

New Vision Arts Festival 2012 Closing Programme: Limited States & Illuminate by Shen Wei Dance Arts

#### November 24

Lang Lang in Recital

### November 25

Cantonese Opera Day



# 2013

### **January 28 – 29**

Hong Kong Arts Festival 2013: Riccardo Muti and Chicago Symphony Orchestra

### February 21 - 23 & 27 - March 3

Hong Kong Arts Festival 2013 Opening Programme: Dance Gala and Romeo and Juliet by American Ballet Theatre

### February 28 - March 3

Hong Kong Arts Festival 2013: LEO by Circle of Eleven

### March 1

Hong Kong Arts Festival 2013: Les Musiciens du Louvre Grenoble

### March 8 – 10

Hong Kong Arts Festival 2013: Einstein on the Beach by Robert Wilson and Philip Glass

### March 9

Hong Kong Arts Festival 2013: Yasmin Levy

### March 12 – 16

Hong Kong Arts Festival 2013: Bothanica by MOMIX Dance Theater

### March 15 – 16

Hong Kong Arts Festival 2013: Radio Music Society by Esperanza Spalding













Hong Kong Arts Festival 2013: La Traviata and Viva Verdi by San Carlo Theatre, Naples

### March 23 - 24

Hong Kong Arts Festival 2013: Champagne for Gypsies by Goran Bregovic Wedding and Funeral Orchestra

### March 25 – April 2

The 37th Hong Kong International Film Festival

### April 19 - May 12

Musical Dirty Dancing

### May 9

Encore Series: An Evening with Renée Fleming

### May 23 – 25

Le French May 2013: Jacques Offenbach's Opera Fantastique in 3 Acts The Tales of Hoffmann

### May 30 - 31

Le French May 2013: Yo Gee Ti by Käfig Dance Company

### June 20 – 22

Chinese Opera Festival 2013 Opening Programme: A New Cantonese Opera Battle at Wancheng

Chinese Opera Festival 2013: Shanghai Kungu Opera

### June 28 - 30

Chinese Opera Festival 2013: Tianjin Peking Opera Theatre

### July 5 - 7

International Arts Carnival 2013 Opening Programme: Architecture in Motion by Diavolo Dance Theater

### July 19 - 21

Romeo & Juliet by Geneva Ballet

### September 6 – 8

The Beauty by Tianjin People's Art Theatre



### October 10 - 13

An Opera in 3 Acts: Wagner's The Flying Dutchman

### October 18 - 19

World Cultures Festival 2013 Opening Programme: Anna Karenina by Eifman Ballet of St. Petersburg

### October 23 - 24

Dresdner Philharmonie

#### October 25

World Cultures Festival 2013: Budapest Gypsy Symphony Orchestra

### October 26 - 27

Sing Brother Sing by Tian Haojiang

### October 31

Encore Series: Violin Recital by Kyung-Wha Chung

### November 10

Encore Series: Magdalena Kožená and Private Musicke

### November 24

Cantonese Opera Day

### February 18

Hong Kong Arts Festival 2014 Opening Programme: Guerzenich Orchestra Cologne

### February 18 – 22

Hong Kong Arts Festival 2014: Giselle by Teatro alla Scala Ballet Company

### **February 20 – 21**

Hong Kong Arts Festival 2014: Maria João Pires with the Scottish Chamber Orchestra

### February 27 – March 2

Hong Kong Arts Festival 2014: Igor Moiseyev State Academic Ensemble of Popular Dance

### February 28 – March 1

Hong Kong Arts Festival 2014: Gregory Porter













### March 5 – 8

Hong Kong Arts Festival 2014: Bullet Catch by Rob Drummond

### March 6 - 7

Hong Kong Arts Festival 2014: *iTMOi* (in the mind of igor) by Akram Khan Company

### March 6 – 7

Hong Kong Arts Festival 2014: Iván Fischer & the Budapest Festival Orchestra

### March 8

Hong Kong Arts Festival 2014: London Symphony Orchestra

### March 12 - 15

Hong Kong Arts Festival 2014: *Iphigenia in Tauris* by Tanztheater Wuppertal Pina Bausch

### March 12

Hong Kong Arts Festival 2014: Madeleine Peyroux

### March 13

Hong Kong Arts Festival 2014: Kavakos, Pace & Beethoven

### March 14

Hong Kong Arts Festival 2014: John McLaughlin and The 4th Dimension

### March 15

Hong Kong Arts Festival 2014: Hector Olivera Organ Recital

#### March 21

Hong Kong Arts Festival 2014: Roberto Fonseca YO

#### March 21 - 23

Hong Kong Arts Festival 2014: Savonlinna Opera Festival Lohengrin by Richard Wagner and Gala Concert

### March 24 – April 7

The 38th Hong Kong International Film Festival

# Hong Kong Cultural Centre

10 Salisbury Road, Tsimshatsui, Kowloon, Hong Kong

Tel: (852) 2734 2009

Fax: (852) 2739 0066

Website: http://www.hkculturalcentre.gov.hk



