

LCQ16: Promotion of Chinese art and culture

Following is a question by the Hon Lau Kong-wah and a written reply by the Secretary for Home Affairs, Mr Tsang Tak-sing, in the Legislative Council today (June 29):

Question:

Regarding the promotion of Chinese art and culture, will the Government inform this Council:

(a) whether the Government has any policy or measure to promote Chinese art and culture, provide more opportunities for displaying valuable artistic works and cultural relics in Hong Kong and, at the same time, tie in with the development of the West Kowloon Cultural District, as well as step up liaison with the Mainland in the promotion of Chinese art and culture;

(b) given that the Animated Version of the Riverside Scene at Qingming Festival was enthusiastically received by the public when being displayed in Hong Kong, and that the recent display of the reunited painting Dwelling in the Fuchun Mountains at the National Palace Museum of Taiwan after its first half section, the Broken Mountain, and the second half section, the Wu-yung Version, had been separated for more than 360 years across the Strait has attracted a large number of tourists, and that it has been reported that the Taiwan authorities concerned spent nearly 100 million Hong Kong dollars (NT\$368 million) on producing a digital 3D animated version of the Dwelling in the Fuchun Mountains which will be displayed at the end of next month, and may be exhibited on the Mainland in September this year, whether the Government will consider discussing with the Taiwan authorities concerned to strive for the exhibition of the 3D animated version of the Dwelling in the Fuchun Mountains also in Hong Kong during the period when it is on display on the Mainland, so that the people of Hong Kong can appreciate the artistic value of the painting, and seize the opportunity to promote Chinese art and cultural knowledge; and

(c) given that it has been reported that the display of the Dwelling in the Fuchun Mountains has triggered a surge in tourism with overseas travel industry organising package tours for viewing the painting, which indicates that the organisation of the exhibition brings certain business opportunities, whether the authorities will, in the event that they succeed in striving for the exhibition of the 3D animated version of the

Dwelling in the Fuchun Mountains in Hong Kong, consider taking this opportunity to tie in with the promotion of the related trades to attract tourists from the neighbouring Guangdong Province and Macao to come to Hong Kong, so as to facilitate the promotion of Chinese art and culture as well as create business opportunities for Hong Kong?

Reply:

President,

(a) The museums managed by the Leisure and Cultural Services Department (LCSD) collaborate frequently with their counterparts in the Mainland for displaying the artistic treasures and cultural relics of China in Hong Kong. For instance, an exhibition "The Pride of China: Masterpieces of Chinese Painting and Calligraphy of the Jin, Tang, Song and Yuan Dynasties from the Palace Museum" was held at the Hong Kong Museum of Art (HKMA) in 2007, featuring *Along the River During the Qingming Festival* by Zhang Zeduan and other exquisite paintings and calligraphies from the collection of the Palace Museum; another exhibition "The Prosperous Cities: A Selection of Paintings from the Liaoning Provincial Museum" was held at the HKMA in 2009, showcasing fine selections of paintings and calligraphies of the Ming and Qing dynasties from the collection of the Liaoning Provincial Museum, including *Along the River During the Qingming Festival* by Qiu Ying of the Ming dynasty. The LCSD is discussing with some renowned museums in the Mainland, such as the Palace Museum, on the arrangement for more frequent exchanges and closer collaboration in hosting more large-scale heritage and arts exhibitions in its museums so that more Chinese artistic treasures and historical relics can be brought to Hong Kong for public appreciation.

(b) The LCSD has currently no plan to introduce the "3D animated version of the *Dwelling in the Fuchun Mountains*" for display in Hong Kong, but will obtain more information from the organiser to further explore the feasibility of arranging such an exhibition in Hong Kong. We share the view that animation production can be a very effective means of promoting traditional Chinese art and culture to the public. In fact, the LCSD promptly arranged the display of the "River of Wisdom - Animated Version of the Riverside Scene at Qingming Festival" in Hong Kong upon the closure of the Shanghai World Expo in November last year and took the opportunity to introduce to visitors the culture, history as well as science and technology of the Song dynasty. We will continue to look for similar opportunities and arrange suitable

exhibitions to be held in Hong Kong.

(c) We have been working with the Hong Kong Tourism Board (HKTB) to actively develop and promote Hong Kong's cultural tourism so as to achieve a more diverse portfolio of tourism products and to enhance Hong Kong's overall attractiveness as a premier tourist destination. At present, there is no decision on staging the "3D animated version of Dwelling in the Fuchun Mountains" in Hong Kong. If opportunity arises, the HKTB will publicise the exhibition through different channels (including website, visitor hotline and visitor centres). The HKTB will also discuss with travel trade partners the introduction of relevant travel itineraries, so as to attract visitors to come and enjoy the exhibition in Hong Kong.

Ends/Wednesday, June 29, 2011

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