

香港故宮文化博物館
Hong Kong Palace Museum

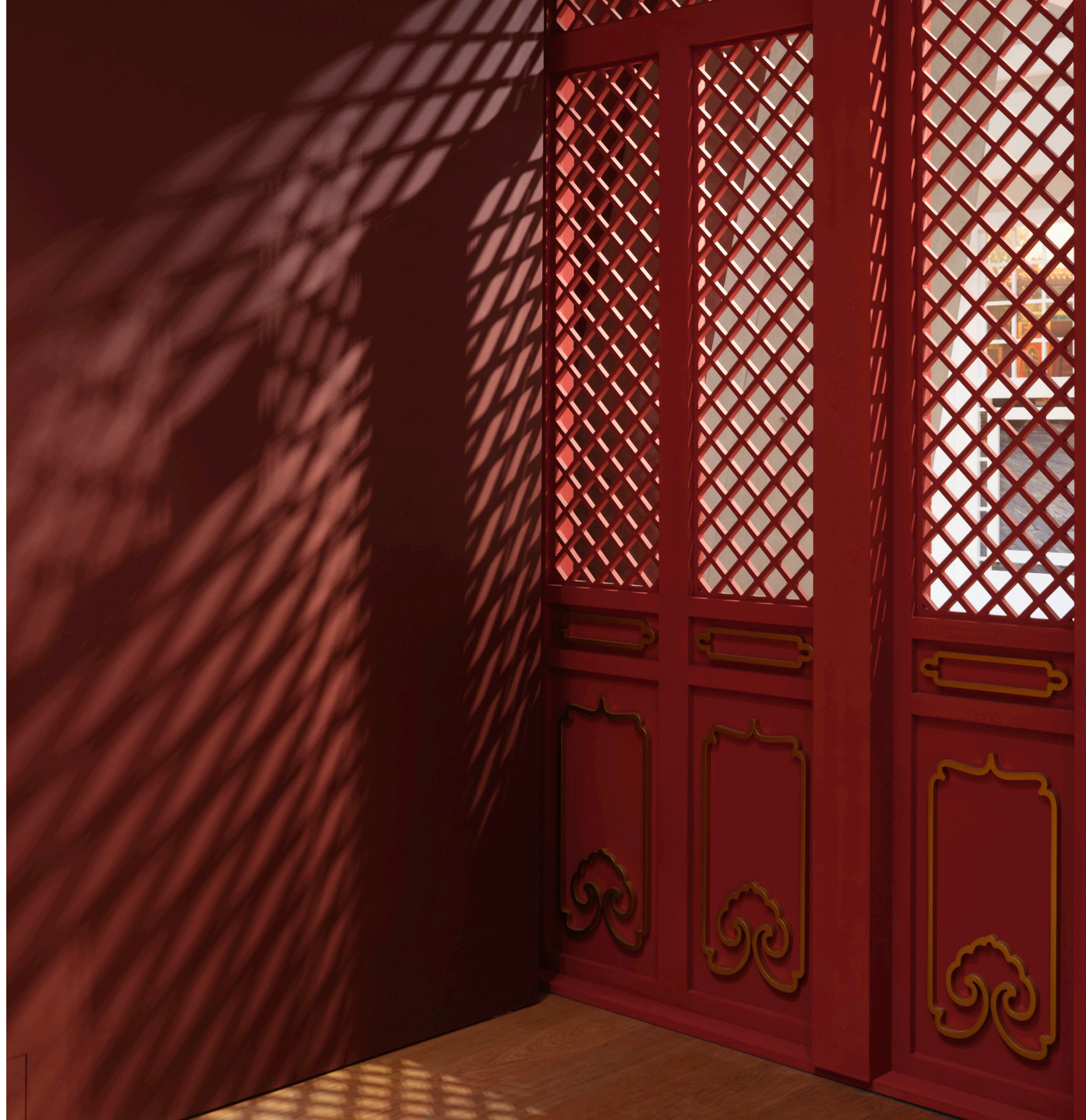
二〇二二—二〇二三
年度報告

Annual Review
2022/23

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二〇二二—二〇二三
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香港故宮文化博物館

HONG KONG PALACE MUSEUM







目錄
Table of Contents

	理念及使命 Vision and Mission	15	博物館服務及營運 Museum Services and Operations	服務及營運 Services and Operations	80
	董事局主席獻辭 Board Chairman's Message	16		文創禮品 Cultural Merchandise	82
	館長獻辭 Museum Director's Message	17		博物館商店及餐飲 Museum Shop and Dining	84
	概覽 Overview	19		數碼發展 Digital Development	90
	獎項與嘉許 Awards and Recognitions	20		市場推廣 Marketing	92
				公共關係 Public Relations	96
研究策展及節目 Curatorial and Programming	展覽 Exhibition Programme	27		場地租用 Venue Hire	98
	捐贈人與捐贈藏品 List of Donors and Donations	58		贊助 Sponsorship	102
	研究 Research	62		會籍 Membership	106
	出版 Publication	63			
	圖書館 Library	66		董事局和委員會 Board and Committee	108
	文物保護與藏品管理 Conservation and Collection Management	68		本館團隊 Our Team	110
	學習及參與 Learning and Engagement	70			



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HONG KONG PALACE MUSEUM



理念及使命

香港故宮文化博物館（「本館」／「博物館」）位於西九文化區西端，展示故宮博物院和世界各地的珍貴藏品。本館以成為世界首屈一指的博物館為目標，推動公眾對中國藝術和文化的研究和欣賞，並與世界重要文化機構緊密合作，促進不同文化之間的對話。博物館是西九文化區管理局（「西九管理局」）與故宮博物院的合作項目，由香港賽馬會慈善信託基金撥捐 35 億港元成立，並於 2023 至 2031 年期間支持其部分年度大型展覽及教育項目。

博物館以嶄新的策展手法，從香港角度出發，結合環球視野，展出故宮博物院和其他世界重要文化機構的珍藏。博物館透過學術研究的新成果、創新的巡迴展覽，以及教育、文化和專業人士交流計劃，建立全球合作關係，鞏固香港作為中外文化藝術交流中心的地位。作為國際級的文化機構，博物館亦是香港社區的文化資源；作為一個活力充沛的平台，它積極推動社區參與、鼓勵對話與合作，並增強文化創造力和跨領域合作。

Vision and Mission

Located at the western tip of the WestK, the Hong Kong Palace Museum (“HKPM”) displays exceptional works from the Palace Museum and beyond. The HKPM aspires to become one of the world’s leading cultural institutions committed to the study and appreciation of Chinese art and culture, while advancing dialogue among world civilisations through international partnerships. The Museum is a collaborative project between the West Kowloon Cultural District Authority (“WKCA”) and the Palace Museum, which is funded by The Hong Kong Jockey Club Charities Trust with a donation of HK\$3.5 billion for its establishment, as well as for some of the annual exhibitions and education programmes from 2023 to 2031.

Embracing new curatorial approaches, the Museum offers a Hong Kong perspective and a global vision, presenting the finest objects from the Palace Museum and other important cultural institutions around the world. Through innovative research and travelling exhibitions, as well as educational, cultural, and professional exchange programmes, the Museum builds international partnerships and helps position Hong Kong as a hub for art and cultural exchanges between Mainland China and the rest of the world. As a world-class institution, the Museum is, at heart, a cultural resource that belongs to the community of Hong Kong. And as a dynamic platform, it inspires community engagement, fosters dialogue and partnerships, and promotes creativity and interdisciplinary collaboration.

有賴團隊的不懈努力，以及各方訪客、友好、贊助人、會員與各界持份者的鼎力支持，香港故宮文化博物館已成為香港市民、內地和海外旅客必到的文化地標。

自開幕以來，本館一直舉辦不同形式的專題展覽和特別展覽，廣受訪客歡迎。透過故宮學堂、學校與青年項目，以及社區參與計劃，本館提供了一系列活動和機會，讓社區人士全面體驗中國傳統文化藝術，並培養相關興趣。截至 2023 年年底，本館吸引了逾 195 萬名訪客入場參觀。本館將繼續堅守理念，致力發展及鞏固香港作為中外文化藝術交流中心的地位。

我謹此鳴謝本館現任及前任董事局成員，以及支持者，包括捐贈人、贊助機構、贊助人、夥伴及香港故宮之友，亦感謝本館全體員工一直恪盡職守，精益求精。期待本館在未來再創佳績，迎接全球各地訪客。

譚允芝女士，SBS，SC，JP
香港故宮文化博物館董事局主席

Board Chairman's
Message

With the hard work of the team and the unwavering support of our visitors, donors, friends, patrons, members, and other stakeholders, the Hong Kong Palace Museum has become a must-visit cultural landmark for the Hong Kong public and tourists from the Mainland and overseas.

Since its opening, the Museum has developed a dynamic mix of thematic and special exhibitions, which have been very well received by our visitors. Through the Palace Academy, school and youth programmes, and community engagement initiatives, the Museum has offered a wide range of activities and opportunities for our community to immerse themselves in and become connected to traditional Chinese art and culture. Having attracted over 1.95 million visitors by the end of 2023, the Museum will stay committed to its vision of developing and positioning Hong Kong as an East-meets-West centre for international cultural exchange.

I would like to thank my fellow and former HKPM Board members, the Museum's supporters including donors, sponsors, patrons, partners, and HKPM Friends, as well as all HKPM staff, for their dedication and professionalism. We look forward to a splendid future ahead and to welcoming visitors from all over the globe.

Winnie Tam, SBS, SC, JP
Board Chairman, Hong Kong Palace Museum



經過五年籌建，香港故宮文化博物館於 2022 年 7 月開幕，展出超過 900 件故宮博物院的珍貴文物。開幕以來，我們一共舉辦了 16 項專題和特別展覽。本館倡導以嶄新方法詮釋中華文化與藝術，透過「連結的博物館」之理念確立本館的獨特定位和角色。「連結」在此有多重意義——接連古今，透過數碼科技提升互通，加強與內地博物館及觀眾的聯繫，以及擔當全球觀眾了解中華文化的橋樑。

全球現正經歷的轉變，在近代可謂史無前例。博物館負責承傳文化、歷史和價值觀，是構建人類命運共同體的重要力量。為此，本館定當繼續發揮所長，並誠邀大家互相連結，共建聯繫！

吳志華
香港故宮文化博物館館長

Museum Director's
Message

The Hong Kong Palace Museum opened in July 2022 after five years in the making. Over 900 artefacts displayed during the opening were gems on loan from the Palace Museum collection. Since its opening, the Museum has presented 16 thematic and special exhibitions. The idea of a “connected museum” captures the distinct identity and role of the HKPM in advocating a new paradigm for the interpretation of Chinese art and culture. In this context, the concept of connection has multiple meanings — to connect the past with the present, increase hyperconnectivity, strengthen connections with museums and audiences in the Mainland, and connect Chinese culture with global audiences.

The world is undergoing a period of change unprecedented in modern history. As carriers of culture, history, and values, museums are powerhouses that can contribute to building a community with a shared future for mankind. The HKPM is committed to playing a role in this endeavour. Let's stay connected!

Dr Louis Ng
Director, Hong Kong Palace Museum



概覽 Overview

到訪 Visitation

人次
Visitors 1,950,000

展覽 Exhibitions

專題展覽
Thematic exhibitions 9

特別展覽
Special exhibitions 7

參與 Engagement

學習計劃參加者人數
Learning programme participants 940,000

導賞員及義工服務時數
Service hours contributed by docents and volunteers 77,000

香港故宮贊助人及會員人數
HKPM Patrons and Members 10,500

本館網頁 HKPM on the Web

總瀏覽次數
Total pageviews 25,400,000

本館的媒體報道 HKPM in the Press

印刷品及廣播
Media print and broadcast coverage 7,200

本館的社交媒體 HKPM on Social Media

追蹤人數
Followers 180,000

報告期為 2022 年 7 月 2 日至 2023 年 12 月 31 日。
The reporting period is from 2 July 2022 to 31 December 2023.

獎項與嘉許

Awards and Recognitions

2023	出版獎 Publishing Award	第四屆「香港出版雙年獎」(2023年) — 「藝術及設計」類別 Hong Kong Publishing Biennial Awards 2023 — (Arts and Design)	《馳騁天下——馬文化藝術》 <i>Grand Gallop: Art and Culture of the Horse</i>
2022	銀獎 Silver Award	2022「金牛盃」— 裝幀設計獎 “Jin Niu Bei” 2022 — Binding and Design	《國之瑰寶——故宮博物院藏晉唐宋元書畫》 (精裝) <i>The Making of Masterpieces: Chinese Painting and Calligraphy from the Palace Museum (Hardback)</i>
	金獎 Gold Award	Horizon Interactive Awards 2022 — 藝術、社會行動與文化類別 Horizon Interactive Awards 2022 — Arts / Activism / Culture	香港故宮文化博物館網站 Hong Kong Palace Museum Website
	金獎 Gold Award	無障礙網頁嘉許計劃 Web Accessibility Recognition Scheme	香港故宮文化博物館網站 Hong Kong Palace Museum Website

	傑出網站獎 Outstanding Website Award	2022 WebAward 競賽 2022 WebAward Competition	香港故宮文化博物館網站 Hong Kong Palace Museum Website
	優異獎 Merit Award	營造管理優秀大獎 2022 — 傑出建造團隊大獎 (大型工程項目) Construction Management Awards 2022 — Excellent Construction Team (Large Scale Projects)	香港故宮文化博物館 中國建築工程(香港)有限公司 Hong Kong Palace Museum China State Construction Engineering (Hong Kong) Limited
	金獎 Gold Award	亞太區房地產領袖高峰會 2022 — 最佳基礎設施、社區與市政建築 MIPIM Asia Awards 2022 — Best Infrastructure, Community and Civic Building	香港故宮文化博物館 西九文化區管理局 嚴迅奇建築師事務所有限公司 Hong Kong Palace Museum West Kowloon Cultural District Authority Rocco Design Architects Associates Limited
	最佳設計 Best Designs	《財富》中國最佳設計榜 2022 2022 Fortune China Best Designs List	香港故宮文化博物館 Hong Kong Palace Museum

研究策展及節目
Curatorial and Programming

展覽 Exhibition Programme

博物館共設有九個展廳，舉辦常設專題展覽及特別展覽。五個專題展廳旨在介紹故宮博物院的歷史與文化，展示其精選藏品。另有兩個展廳展示香港的藝術收藏，與多媒體創作藝術。其餘兩個特別展廳則會舉辦由本館獨立策劃、或與其他機構合作的大型展覽。

2022年的開幕展覽，展示了900多件故宮博物院藏品中最為重要的珍貴文物。故宮博物院向本館借展數量之多，史無前例，當中部分藏品甚至從未對外公開展出，而眾多珍貴藏品也是首次於香港公開展覽。

The Museum has nine galleries. Five host thematic exhibitions, which introduce aspects of the fascinating history and culture of the Palace Museum through exceptional works from its collection. Two other galleries feature art collections from Hong Kong and multimedia projects. The final two galleries are devoted to special exhibitions organised by the Museum or presented in partnership with other institutions.

Over 900 priceless treasures from the Palace Museum were selected for the Museum's opening exhibitions in 2022. This unprecedented loan is among the largest and the best the Palace Museum has ever lent to a cultural institution. Many of these treasures are being exhibited in Hong Kong for the first time, while others have never been displayed to the public before.



專題展覽 Thematic Exhibitions

展廳
Gallery

1

紫禁萬象——建築、典藏與文化傳承

Entering the Forbidden City: Architecture, Collection, and Heritage

2.7.2022 – 21.5.2024

紫禁城建於北京中軸線上，其地理位置昭示了它在政治與文化上的中心地位。清代宮廷深刻影響着現今大眾對紫禁城的印象：它奠定其建築今日的格局、結合滿漢文化、整理保存典籍古物、支持創新工藝，並與世界各地交流。此展覽透過100多件故宮典藏，介紹清代紫禁城的多元文化。

本展覽由香港故宮文化博物館與故宮博物院聯合主辦。

Built on Beijing's central axis, the position of the Forbidden City testifies to its significance in Chinese politics and culture. It was during the Qing dynasty that the current layout of the Forbidden City emerged. During this time, China embraced diverse cultures, preserved ancient artefacts, commissioned new objects, and developed contacts with other parts of the world. Featuring over 100 significant works from the Palace Museum, this exhibition sheds light on its architecture and collections, as well as the activities of the multicultural Qing court.

This exhibition is jointly organised by the Hong Kong Palace Museum and the Palace Museum.



展廳
Gallery

2

紫禁一日——清代宮廷生活

From Dawn to Dusk: Life in the Forbidden City

2.7.2022 – 10.6.2024

紫禁城是明清兩代君主與后妃的主要居所——清朝10位君主與20多位皇后在此過着養尊處優、充實有序的生活。本展覽主要透過300多件故宮珍藏的十八世紀精美文物，讓觀眾了解紫禁城內從清晨到夜晚的生活點滴，探索城內人員豐富的物質與精神世界。

本展覽由香港故宮文化博物館與故宮博物院聯合主辦。

This exhibition allows visitors to follow in the footsteps of the emperors and empresses of the Forbidden City and experience court life in the eighteenth century. Significant events from morning to bedtime, illustrated by over 300 sumptuous treasures from the Palace Museum, represent key moments in their busy and well-regulated lives. These moments bring to life the colour, texture, joy, and sorrow of life inside the Forbidden City.

This exhibition is jointly organised by the Hong Kong Palace Museum and the Palace Museum.



展廳
Gallery

3

凝土為器——故宮博物院珍藏陶瓷
Clay to Treasure: Ceramics from the Palace Museum Collection

2.7.2022 – 20.5.2024

陶瓷除了廣泛作為民間日常用器外，亦用以展示統治者和貴族階層的地位和品味。故宮博物院所藏的中國歷代陶瓷，主要繼承明、清兩朝的宮廷典藏，品類蔚然大觀。本展覽為香港首次大規模展示故宮陶瓷藏品——這150多件重點展品既是各時代的精品，也是中國陶瓷史的縮影。

本展覽由香港故宮文化博物館與故宮博物院聯合主辦。

The Palace Museum is home to one of the world's richest collections of Chinese ceramics. Presenting over 150 highlights from the collection, the exhibition surveys China's ceramic traditions, with a focus on technical and aesthetic achievements in the Ming and Qing dynasties. The works on display range from everyday household goods to luxuries used by the ruling elite to display their status and taste. These treasures, many on view for the first time in Hong Kong, offer a stunning overview of one of China's most enduring artistic traditions.

This exhibition is jointly organised by the Hong Kong Palace Museum and the Palace Museum.



展廳
Gallery

4

龍顏鳳姿——清代帝后肖像
Encountering the Majestic: Portraits of Qing Emperors and Empresses

2.7.2022 – 15.10.2023

清代皇室遵循儒家傳統文化，提倡孝道與祭拜祖先。故宮博物院珍藏的大量清代宮廷人物畫像，不僅是重要的歷史文物，也是具有藝術價值的精美畫作，當中亦有部分具祭祖的功能。展覽展出了清代帝后朝服像及畫稿，深入解讀肖像所繪歷史人物、畫面樣式的變遷、服飾元素的象徵意義；亦有白描畫稿展示畫像的製作及文物修復過程。展覽更首次以新媒體技術，呈現這些肖像用於供奉與祭祀的情景。

本展覽由香港故宮文化博物館與故宮博物院聯合主辦。

The imperial family of the Qing dynasty observed the Confucian traditions of filial piety and ancestral veneration. This exhibition focuses on commemorative portraits of Qing emperors and empresses used in ancestral worship rites, as well as accompanying sketches. These works not only capture the subjects' likeness and temperament, but also provide insights into the imperial painting workshop, painting conservation, Qing court history, and ritual practices.

This exhibition is jointly organised by the Hong Kong Palace Museum and the Palace Museum.

器惟求新——當代設計對話古代工藝
The Quest for Originality: Contemporary Design and
Traditional Craft in Dialogue

2.7.2022 – 30.6.2024

現代中文的「設計」一詞雖於十九世紀末才為人廣泛應用，但中國匠人構思及創作器物的傳統則可上溯至數千年前。這些古代設計所蘊含對創新的執着、對物料的實驗精神，或是對用家體驗的考慮，都與當代設計思想契合。是次展覽精選故宮博物院 100 多件工藝瑰寶，以設計、製作及使用三個角度解讀中國傳統工藝的藝術價值。展覽亦與本地優秀設計師合作，展示傳統工藝對當代設計理念和文化生活的影響。

本展覽由香港故宮文化博物館與故宮博物院聯合主辦。

While the term *sheji* (design) was not used in China until the late nineteenth century, artisans there have been designing and making beautiful and ingenious objects for millennia. This exhibition brings together over 100 precious objects from the Palace Museum in lively dialogue with Hong Kong contemporary design. It demonstrates the deep interest in innovation, materiality, and function in design shared by people of the past and today, and how contemporary work draws inspiration from time-honoured traditions.

This exhibition is jointly organised by the Hong Kong Palace Museum and the Palace Museum.



同賞共樂——穿越香港收藏史
Private to Public: The History of Chinese Art Collecting in Hong Kong

2.7.2022 – 31.12.2023

隨着香港在近代發展成為繁榮的貿易城市，中國藝術品的收藏也變得非常活躍。二十世紀中葉以來，私人收藏逐漸傾向對外展示，有贈予公共博物館者，有設立私人博物館者，亦有不時籌備本地及海外巡迴展覽者。這是首個回顧香港收藏史的大型展覽，透過100餘件展品，細述香港一個多世紀的中國藝術收藏活動，同時勾勒本地博物館發展的軌跡，並向一直為香港及海外觀眾推廣中華文化精髓的收藏家、學者、博物館工作者及其他各界有心人士致意。

本展覽由香港故宮文化博物館主辦，香港中文大學文物館、香港中文大學圖書館、香港大學美術博物館、香港海事博物館、兩依藏博物館、香港藝術館、香港文化博物館和茶具文物館慷慨提供部分借展文物。

Beginning in the late nineteenth century, an influx of people and antiquities from Mainland China turned Hong Kong into a prosperous metropolis and a hub for collecting Chinese art. At first held privately, many collections have now become accessible to the public. Featuring over 100 objects, this exhibition surveys for the first time over a century of Chinese art collecting in Hong Kong.

This exhibition is organised by the Hong Kong Palace Museum. The Art Museum of The Chinese University of Hong Kong, The Chinese University of Hong Kong Library, the University Museum and Art Gallery of The University of Hong Kong, Hong Kong Maritime Museum, Liang Yi Museum, Hong Kong Museum of Art, Hong Kong Heritage Museum and Flagstaff House Museum of Tea Ware have generously provided loans.



展廳
Gallery

7

古今無界——故宮文化再詮釋
No Boundaries: Reinterpreting Palace Museum Culture

2.7.2022 – 31.7.2023

以嶄新手法推廣中國傳統文化是香港故宮文化博物館的使命，是次展覽便是本館在這方面的探索。展覽邀請六位香港多媒體與跨界藝術家以獨到的視角，從香港角度出發，詮釋和演繹故宮文化與其收藏，發掘紅牆黃瓦之下豐富多樣的中國文化。

本展覽由香港故宮文化博物館主辦。

In this exhibition, the Museum invites six Hong Kong-based multimedia and interdisciplinary artists to create new works and interpret the art and culture of the Forbidden City from a fresh perspective. It demonstrates the Museum's efforts to celebrate the dynamism of Chinese culture and connect time-honoured traditions to the vibrant art scene of modern Hong Kong.

This exhibition is organised by the Hong Kong Palace Museum.

香港賽馬會呈獻系列：山林市城——遊歷舊園新景
The Hong Kong Jockey Club Series: Dwelling In Tranquillity –
Reinventing Traditional Gardens

25.10.2023 – 30.10.2024

展覽從當代視角出發，對中國傳統園林進行再創作。八位香港本地藝術家及藝術組合，既有新晉、也有經驗豐富者，並肩探究中國傳統園林藝術，實地考察故宮博物院、圓明園、頤和園、北海公園、中國園林博物館等地，以此為靈感，創作了七件多媒體新作品。

「師法自然，高於自然」是中國傳統園林的創作主旨，園林主要的功能是提供閒適遊憩之地。從古至今，人們在此親近自然，它是暫別瑣事的一方淨土，是一幅可居、可遊的立體山水畫卷。參展藝術家呼應園林設計哲學，展場設計亦向香港美學致敬，觀者可信步於展廳內，在喧囂城市中感受舊園新景靜謐悠閒的獨特魅力。

本展覽由香港故宮文化博物館主辦，由香港賽馬會慈善信託基金獨家贊助。

This exhibition reinvents the traditional Chinese garden through a contemporary lens. Drawing inspiration from their field trip to the Forbidden City, the Garden of Perfect Brightness, the Garden of Nourishing Harmony, North Sea Park, and the Museum of Chinese Gardens and Landscape Architecture, eight early- to mid-career Hong Kong artists and artists' group present seven new multimedia artworks themed around the long-established principles of Chinese garden design.

Guided by the goal of emulating nature while transcending mere imitation, the traditional Chinese garden is a scenic, habitable three-dimensional landscape painting. More than anything, it is a place for leisure. Throughout history, people have turned to gardens as a refuge from the mundane and a place to appreciate the beauty of nature. Set in a gallery space that not only speaks to traditional garden philosophy and design but also pays respect to Hong Kong culture, this exhibition welcomes visitors of all ages to enjoy a sense of peace and calm amid the hustle and bustle of the city.

This exhibition is organised by the Hong Kong Palace Museum and sponsored solely by The Hong Kong Jockey Club Charities Trust.



香港賽馬會呈獻系列：故事新說——故宮博物院藏明代人物畫名品
The Hong Kong Jockey Club Series: Stories Untold — Figure Paintings of
the Ming Dynasty from the Palace Museum

13.12.2023 – 30.11.2024

中國人物畫以描繪人物形象和活動為主要內容，故事性鮮明，反映了人們豐富的生活和精深的思想情趣，歷來為大眾所喜愛。人物畫歷史悠久，是比山水、花鳥更早成熟的中國三大畫科之一。人物畫在唐代（618–907年）迎來了鼎盛時期；隨着主題、技法的日益豐富，人物畫在明代（1368–1644年）有了新的發展和特色。本展覽從故宮博物院的繪畫收藏中精選了80餘套明代人物畫名家名作，大體按朝代的早、中、晚期分為三個單元，展示宮廷畫家、文人畫家以及職業畫家的藝術成就與創作歷程。展品共分四期展出，每期時長為三個月，每次展示約20套展品。這些人物畫描繪了哪些引人入勝的故事，展示了明代人怎樣的生活，又具備哪些時代特色？讓我們走進明代人物畫，一窺古人的物質生活與精神世界。

本展覽由香港故宮文化博物館與故宮博物院聯合主辦，由香港賽馬會慈善信託基金獨家贊助。

Figure painting has long been a favourite genre in China. People—their appearance, their activities, their interests, their stories, even the profundities of their lives—are all conveyed in figure painting. One of the three main genres of traditional Chinese painting, figure painting matured much earlier than landscape painting and bird-and-flower painting. By the Tang dynasty (618–907), figure painting had already reached a pinnacle. Themes and techniques continued to develop and the Ming dynasty (1368–1644) saw a new wave of innovation in the genre. This exhibition features more than eighty masterpieces by notable Ming dynasty artists, each carefully selected from the Palace Museum collection. They will be shown in four rotations, with about 20 on display in each rotation. The paintings in each rotation are thoughtfully divided into groups to showcase the artistic pursuits and achievements of court painters, literati painters, and professional painters from the early, middle, and late periods of the Ming dynasty. The works on view show the mastery of Ming artists and their distinctive painting styles and techniques. Each painting goes beyond sophistication and refinement of style to offer insights into the material and spiritual life of the painters and their subjects. We invite you to explore Ming dynasty figure paintings and the stories they tell.

This exhibition is jointly organised by the Hong Kong Palace Museum and the Palace Museum. It is solely sponsored by The Hong Kong Jockey Club Charities Trust.

佛像
吳彬（活躍於1573–1620年）
明萬曆三十年（1602年）
紙本設色立軸
© 故宮博物院

Portrait of the Buddha
Wu Bin (active 1573–1620)
Ming dynasty, Wanli period, 1602
Hanging scroll, ink and colour on paper
© Palace Museum



特別展覽 Special Exhibitions

展廳
Gallery

8

國之瑰寶——故宮博物院藏晉唐宋元書畫
The Making of Masterpieces: Chinese Painting and Calligraphy from
the Palace Museum

2.7.2022 – 7.10.2022

故宮博物院典藏的中國書畫精品，大部分都是國之瑰寶。它們受重視的原因，除因其非凡的藝術成就，亦因其豐厚的鑒藏史。本展覽精心挑選30件晉、唐、宋、元書畫，從藝術、文化、歷史等角度，探究其千古流芳的原因。展覽共分三期，每期展出十件珍品。

本展覽由香港故宮文化博物館與故宮博物院聯合主辦。

This special exhibition offers visitors a once-in-a-lifetime opportunity to appreciate 30 early treasures of Chinese painting and calligraphy from the Palace Museum collection, many of which are displayed outside the Palace Museum for the first time. In three rotations, it explores how these works were made and transmitted through various artistic, cultural, and historical lenses, and how they came to be viewed as masterpieces in the Chinese art canon.

This exhibition is jointly organised by the Hong Kong Palace Museum and the Palace Museum.



馳騁天下——馬文化藝術
Grand Gallop: Art and Culture of the Horse

2.7.2022 - 31.12.2022

歷代馬文化藝術均有優秀作品，本展覽展示了 100 多件來自故宮博物院與羅浮宮博物館的文物，包括繪畫、雕塑、陶瓷等。在近距離欣賞各種珍品的同時，可以認識馬在歷史、藝術、軍事、政治上扮演的角色及蘊含的文化意義。

本展覽由香港故宮文化博物館與故宮博物院聯合主辦，羅浮宮博物館慷慨提供部分借展文物。

With more than 100 of the finest paintings, sculptures, and decorative art objects from the Palace Museum, this special exhibition offers visitors a rare opportunity to learn about the rich symbolic, social, military, and political significance of the horse — one of the most beloved subjects in Chinese art. Loans from the Palace Museum and the Louvre in juxtaposition highlight the importance of the horse in world cultures.

This exhibition is jointly organised by the Hong Kong Palace Museum and the Palace Museum. The Louvre Museum has generously provided loans.



人騎圖
趙孟頫 (1254-1322 年)
元成宗元貞二年 (1296 年)
紙本設色手卷
© 故宮博物院

Mounted Official
Zhao Mengfu (1254-1322)
Yuan dynasty, Chengzong period, 1296
Handscroll, ink and colour on paper
© Palace Museum



藝苑尋珍——列支敦士登王室收藏名品

Odysseys of Art: Masterpieces Collected by the Princes of Liechtenstein

9.11.2022 – 10.2.2023

本展覽為本館以歐洲藝術名作為主題的首個特別展覽。列支敦士登王室收藏是全球最重要、最大規模的私人藝術收藏之一。自十六世紀起，列支敦士登親王開始收藏藝術品，時至今日王室收藏仍持續增長。歷代親王均有獨特的收藏趣味，以至王室收藏品類繁盛，名作眾多。本展覽透過 100 多件展品，講述自十七世紀以來王室收藏的關鍵事跡，重溫親王們在藝術收藏及建築營造領域中的精彩故事。

本展覽由香港故宮文化博物館與列支敦士登王室收藏聯合主辦。LGT 皇家銀行私人銀行為主要贊助機構。

This exhibition is the HKPM's first special exhibition featuring European masterpieces. The collections of the Prince of Liechtenstein rank among the largest and most important private art collections in the world. Shaped by the distinct interests and tastes of individual princes, the Princely Collections began to form in the sixteenth century and continue to grow today. With more than 100 of the Collections' finest artworks on view, the exhibition revisits the key moments, from the seventeenth century to the present, when the princes amassed this panoply of masterpieces and commissioned palaces and gardens.

This exhibition is jointly organised by the Hong Kong Palace Museum and the Liechtenstein Princely Collections with LGT Private Banking as Principal Sponsor.



瑪利亞·德·塔西斯像

安東尼·凡·戴克（法蘭德斯，1599-1641年）

約 1629-1630 年

布面油畫

1710 年由約翰·亞當·安德烈亞斯一世親王收藏

© LIECHTENSTEIN. The Princely Collections, Vaduz-Vienna

Portrait of Maria de Tassis

Anthony van Dyck (Flemish, 1599-1641)

About 1629-1630

Oil on canvas

Acquired in 1710 by Prince Johann Adam Andreas I

© LIECHTENSTEIN. The Princely Collections, Vaduz-Vienna

金彰華彩——香港故宮文化博物館與夢蝶軒藏古代金器
Radiance: Ancient Gold from the Hong Kong Palace Museum Collection and
the Mengdiexuan Collection

22.2.2023 – 3.10.2023

本展覽展示來自北方草原、中原和青藏高原的金器，述說過去 3,000 多年中國黃金工藝的演變與成就，以及不同民族通過草原和絲綢之路，進行政治、文化和經濟的交流活動，展現中華民族的一體多元。200 多套展品來自夢蝶軒主人盧茵茵與朱偉基對本館的慷慨捐贈，以及兩位的珍貴收藏，部分更是首次向公眾展示。

本展覽由香港故宮文化博物館主辦。

This exhibition features ancient gold objects from the steppe, the Central Plains, and the Qinghai-Tibet Plateau. They not only demonstrate the evolution of and achievements in gold-working techniques in ancient China, but also illustrate the dynamic nature of cross-regional connections in politics, culture, and commerce through the Steppe Roads and Silk Roads over the past 3,000 years. More than 200 exhibits have been selected from generous donations to the HKPM and the Mengdiexuan Collection, both from Betty Lo and Kenneth Chu. Some of these objects are on view to the public for the first time.

This exhibition is organised by the Hong Kong Palace Museum.



百樣玲瓏——卡地亞與女性
Cartier and Women

14.4.2023 – 14.8.2023

本展覽是首個以女性在卡地亞發展史中的地位與影響為主題的大型展覽，透過約 300 件十九世紀至今的卡地亞珠寶、鐘錶、珍寶及文獻，彰顯女性的生活方式、創造力和影響力。展覽分為四個單元，通過精美的展品和引人入勝的故事，探討女性、珠寶和時尚之間的緊密關聯。同時，也展現了中國和世界藝術對卡地亞的深遠影響，體現香港故宮文化博物館促進世界文明之間對話的使命。

本展覽由香港故宮文化博物館主辦，並由卡地亞支持。展品由卡地亞典藏以及收藏家與機構慷慨提供。

This is the first major exhibition that foregrounds women's role and presence in the history of Cartier. Featuring about 300 stunning items of Cartier jewellery, timepieces, precious objects, and archival records from the nineteenth century to the present day, the exhibition celebrates women's lifestyles, creativity, and influence. Through these exquisite works and fascinating stories, the exhibition's four thematic sections explore the close relationship between women, jewellery, and fashion. This exhibition also highlights the profound impact of art from China and other parts of the world on Cartier, a testament to the Museum's mission to facilitate dialogue among world civilisations.

This exhibition is organised by the Hong Kong Palace Museum with the support of Cartier. The loans are generously provided by the Cartier Collection and other collectors and collections.





展廳
Gallery

8

凝視三星堆——四川考古新發現
Gazing at Sanxingdui: New Archaeological Discoveries in Sichuan

27.9.2023 – 8.1.2024

以四川廣漢三星堆遺址為代表的古蜀文明，展現了長江上游同時期古代文化的傑出成就，是中華文明多元一體發展歷程中的重要組成部分。本展覽呈現成都平原地區的三星堆、金沙和寶墩等遺址出土的 120 件珍貴文物，分四個單元講述三星堆的藝術世界、城市生活、精神信仰和來龍去脈，聚焦距今 2,600 至 4,500 年前成都平原地區的物質文化與精神生活、藝術造詣與技術成就。

1986 年，考古學家在三星堆遺址的兩座祭祀坑內發掘出前所未見的青銅器、玉器和金器等，轟動全球。2019 年秋至 2020 年春，再發現另外六座祭祀坑，三星堆遺址考古發掘成為國家文物局「考古中國」的重大項目之一。2020 至 2022 年的最新發掘揭示出更大範圍的祭祀區域和更多奇異的器物，再次震驚世界。本展覽的近半數展品為三星堆的最新發現，亦有不少為首次在四川省外展出。

三星堆的考古發現和研究歷程，也是現代中國考古學百年發展的縮影。穿透土層、打破時空界限，考古學家帶您回到數千年前，凝視三星堆和四川地區燦爛的古代文明。

本展覽由香港故宮文化博物館、四川廣漢三星堆博物館和成都金沙遺址博物館主辦，四川省文物考古研究院、成都文物考古研究院協辦，並由中國銀行（香港）（中銀香港）獨家贊助。

Represented by the Sanxingdui site in Guanghan, Sichuan province, the ancient Shu civilisation demonstrates the splendid achievements of cultures in the upper Yangtze River valley at the time, and exemplifies the “diversity in unity” developmental pattern of Chinese civilisation. This exhibition features 120 treasures unearthed from the Sanxingdui, Jinsha, and Baodun sites on the Chengdu Plain. Organised into four sections, the exhibition presents the art, urban life, belief systems, and origins and continuation of Sanxingdui, and explores achievements in art and technology across the Chengdu Plain some 2,600 to 4,500 years ago.

Unprecedented discoveries of bronze, jade, and gold objects in two sacrificial pits at Sanxingdui in 1986 astounded the world. From autumn 2019 to spring 2020, six more pits were found, and the archaeological work on this site became one of the key initiatives of the “Archaeological China” project launched by the National Cultural Heritage Administration. Excavations conducted from 2020 to 2022 yielded even more astonishing revelations, including a larger sacrificial area and additional archaeological treasures. Nearly half the objects on display are from the latest excavations; many of them are shown here for the first time in a major exhibition outside Sichuan province.

The discovery and study of Sanxingdui epitomise a century of modern Chinese archaeology. Revealing what has been hidden in the soil, this exhibition transports the visitors back thousands of years to marvel at the exceptional civilisation of Sanxingdui and ancient Sichuan.

This exhibition is organised by the Hong Kong Palace Museum, the Sanxingdui Museum, and the Jinsha Site Museum, with support from the Sichuan Provincial Institute of Cultural Relics and Archaeology and the Chengdu Institute of Cultural Relics and Archaeology. The Bank of China (Hong Kong) is the Sole Sponsor of the exhibition.



大面具

青銅 春秋
長 30 厘米
寬 25 厘米

藏地
上海博物館

此面具為春秋時期青銅鑄造，其造型與楚國出土的「大面」相似，但更為寬大。面具表面有明顯的綠銅病，顯示其年代久遠。目前尚無確切的使用功能說明，可能與宗教祭祀或戲劇表演有關。



從波提切利到梵高：英國國家美術館珍藏展
Botticelli to Van Gogh: Masterpieces from The National Gallery, London

22.11.2023 – 11.4.2024

本展覽呈獻了 52 幅十五世紀至十九世紀的藝術名作，從文藝復興、印象派到後印象派時期，橫跨西方藝術史上最重要的關捩點。展覽按主題分為宗教、神話、日常生活、肖像、風景及現代生活六個單元，將畫作與 50 位畫家的故事娓娓道出。英國國家美術館對部分畫作展開的科學研究，為展覽提供了獨特視角，揭開了畫作背後的層層秘密。

本展覽由香港故宮文化博物館與英國國家美術館聯合主辦。展覽獲香港特別行政區政府（「特區政府」）「文化藝術盛事基金」的資助。友邦香港及澳門為是次特別展覽的首席贊助，美國運通 Centurion 為主要贊助。

This exhibition presents 52 paintings produced between the fifteenth and the nineteenth centuries, years that encompass the most significant turning points in the history of Western art, from the Renaissance to impressionism and post-impressionism. In this exhibition, stories of these masterpieces and the 50 artists who created them are told in six thematic sections: sacred images, mythological stories, everyday scenes, portraits, landscapes, and modern life. Scientific research conducted at the National Gallery offers a rare point of view on some of the paintings: layers of secrets hidden beneath the surface were uncovered and are now revealed.

This exhibition is organised by the Hong Kong Palace Museum and the National Gallery, London. It is financially supported by the Mega Arts and Cultural Events Fund of the Government of the Hong Kong Special Administrative Region (“HKSAR Government”). AIA Hong Kong & Macau is the Lead Sponsor of this special exhibition, and Centurion from American Express is the Major Sponsor.



查里斯·威廉·蘭姆頓肖像（紅衣男孩）
湯瑪斯·羅蘭士爵士（1769–1830 年）
1825 年
布面油畫
英國國家美術館，2021 年通過英國國家美術館美國之友，
吉利恩·克利弗小姐遺產，藝術基金（通過沃夫森基金會撥款），
阿勒薩尼收藏基金會，曼尼·布麗吉塔·戴維森慈善基金會，
以及私人贊助購入
NG 6692
© 英國國家美術館

Portrait of Charles William Lambton (“The Red Boy”)
Sir Thomas Lawrence (1769–1830)
1825
Oil on canvas
The National Gallery, London. Bought with the support of the
American Friends of the National Gallery, the Estate of Miss
Gillian Cleaver, Art Fund (with a contribution from the
Wolfson Foundation), the Al Thani Collection Foundation,
The Manny and Brigitta Davidson Charitable Foundation and
through private appeal, 2021
NG 6692
© The National Gallery, London



捐贈人與捐贈藏品

List of Donors and Donations

在2022年5月至2023年12月期間，香港故宮文化博物館獲12家捐贈方（藝術收藏家和藝術家）慷慨捐贈共1,171件藏品。這些藝術品在整體上拓展了本館的展覽、研究、文物保護和教育活動，為本館建立和豐富其世界級館藏奠定了良好基礎，並使公眾、學生及學者受益。

From May 2022 to December 2023, the Museum received 1,171 works generously donated by 12 donating parties, including art collectors and artists. These works together play an important role in expanding the Museum's exhibition, research, conservation, and learning programmes, laying the foundation for the Museum's growing world-class collection and benefitting the general public as well as students and scholars.

入藏時間
Period of Acquisitions

5/2022 - 12/2023

捐贈方
Number of Donating Parties

12

捐贈人及捐贈藏品
List of Donors and
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Ancient gold and silver objects 946

鍾棋偉先生 懷海堂主人
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Owner of the Huaihaitang Collection

Ming and Qing porcelains 38

馮永基教授
水墨畫作（一組）

Professor Raymond FUNG Wing-kee
A set of ink paintings 24

陳永達先生 達文堂主人
明永樂瓷器

Mr Lawrence CHAN Wing-tat
Master of the Dawentang Collection

Porcelains from the Yongle period of the Ming dynasty 2

胡始康先生
父親胡藻斌先生遺作

Mr WU Chie-hong
Works created by his father Mr WU Cho Bun 30

伍嘉恩女士 嘉木堂主人
明式家具

Ms Grace WU
Founder of Grace Wu Bruce Gallery

Ming *huanghuali* furniture 3

黑國強先生（以父母黑洪祿及張秉雯伉儷名義）
明代家具及宋代石羊（一對）

Mr Andy HEI Kao-chiang (with credit to his parents
HEI Hung-lu and CHANG Ping-wen)

Ming dynasty furniture
A pair of Song dynasty stone rams 4

利張錫齡女士
商周青銅器

Mrs Nancy Maria LEE CHANG
Bronze vessels from the Shang and Zhou dynasties 3

吳鎮科先生
二十世紀初法國時鐘

Mr Henry NG Chun-for
A French clock from the early twentieth century 1

鄭維揚先生
早期陶器

Mr Warren CHENG Wei-yang
Early ceramics 102

葉承耀醫生 攻玉山房主人
二十世紀《班禪源流》織錦唐卡（一組）

Dr YIP Shing-yiu
Owner of the Dr S. Y. Yip Collection
A set of twentieth-century brocade thangkas
entitled “The Origin of the Panchen Lineage” 17

李佳小姐
清初掐絲琺瑯如意

Ms Carrie LI Kai
An early Qing dynasty cloisonné *ruyi* sceptre 1



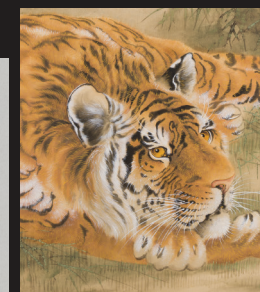
樂與共 藏共

香港故宮文化博物館
首批受贈藏品展

PASSION FOR
COLLECTING

Founding Donations to
the Hong Kong Palace Museum

15.03.2024-31.03.2025



研究 Research

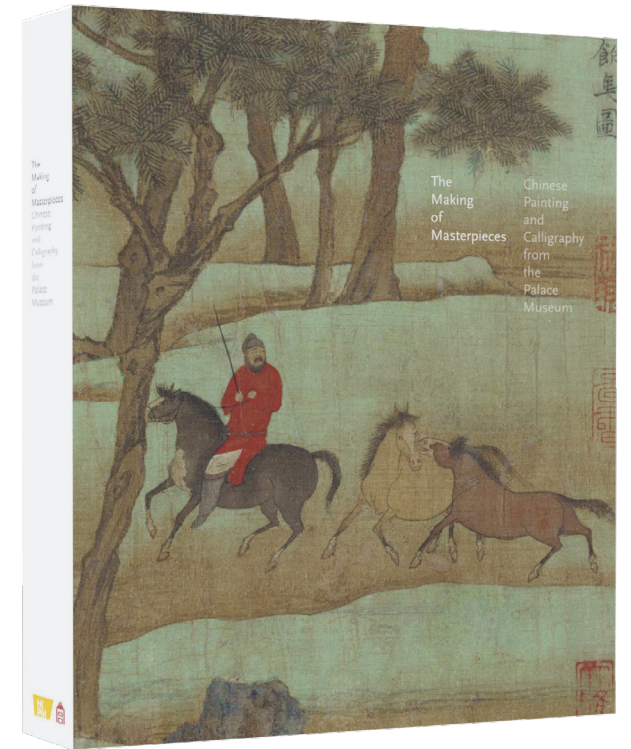
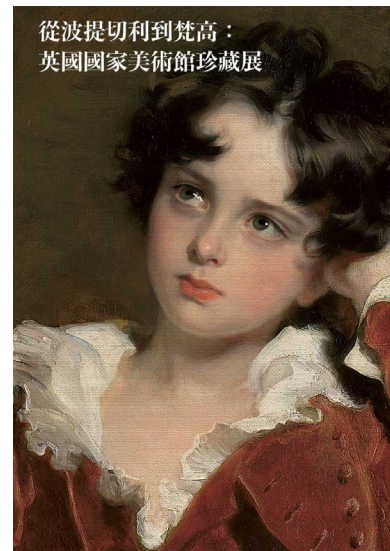
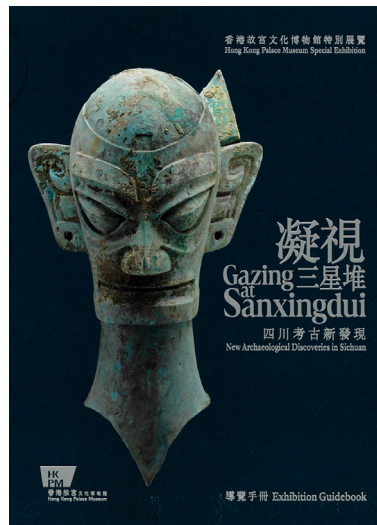
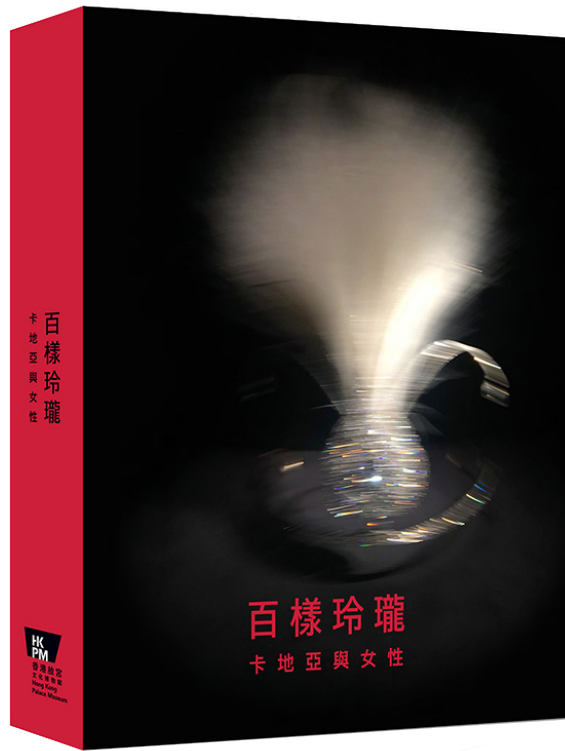
學術研究是本館眾多項目的基礎與核心。研究策展團隊在籌備展覽和出版物的過程中，以出色的策展和創新為宗旨，進行原創性研究，引領內容發展。自開幕以來，研究策展團隊已為 16 個異彩紛呈的專題和特別展覽、11 本出版物，以及學術項目，提供了豐富的內容。該團隊在建立、發展和研究本館的藏品方面扮演了引領者的角色。從 2022 年 7 月至 2023 年 12 月，研究策展團隊聯同學習和參與部、修復及藏品管理部及其他研究人員，舉辦了 150 多場講座，並帶領或組織了 2,200 多個團體參觀本館展覽或文物保護設施，分享他們的研究成果和專業知識。

Scholarly research lies at the heart of the HKPM's programmes. The Curatorial Affairs team champions curatorial excellence and innovation by conducting original research and leading content development in preparation for exhibitions and publications. Since the opening, the Curatorial Affairs team has developed rich content for a dynamic mix of 16 thematic and special exhibitions, 11 publications, and scholarly programmes. The team has taken the lead in building, growing, and researching the Museum's collection. From July 2022 to December 2023, the Curatorial Affairs team, along with Learning and Engagement and Conservation and Collection teams and other staffers, gave over 150 talks, and led or organised more than 2,200 tours of HKPM exhibitions or conservation facilities, disseminating their research findings and expertise.

出版 Publication

研究策展團隊成員及本館其他研究人員，與故宮博物院團隊和世界其他頂尖學者合作，編寫了 11 本由本館出版或聯合出版的書籍，並在 *Arts of Asia*、《美術家》、*Orientalism* 等期刊上共發表了 50 多篇文章。由本館出版及編輯團隊負責出版的書籍當中，《紫禁萬象——故宮文物的故事》向讀者介紹 90 件故宮文物的故事；開幕展圖錄 *The Making of Masterpieces: Chinese Painting and Calligraphy from the Palace Museum* 為首本深入探討故宮博物院古代書畫藏品的英文圖錄，聚焦 35 件晉、唐、宋、元書畫名作，其出版得到北山堂基金的資助，而中文版則由故宮出版社出版，並獲得 2022 年「金牛盃」裝幀設計獎（銀獎）；《馳騁天下——馬文化藝術》介紹多件來自故宮博物院與羅浮宮的馬文化藝術藏品，並獲得 2023 年第四屆「香港出版雙年獎」——「藝術及設計」類別出版獎；《百樣玲瓏——卡地亞與女性》為首本從女性地位與影響的角度，深入探討卡地亞精品的展覽圖錄；《凝視三星堆——四川考古新發現》是首部詳細及有系統地介紹三星堆最新考古發現的學術圖錄；《從波提切利到梵高：英國國家美術館珍藏展》介紹了 52 幅十五世紀至二十世紀初的藝術名作，橫跨文藝復興、印象派到後印象派時期。

In collaboration with the Palace Museum team and leading scholars around the world, members of the Curatorial Affairs team and other researchers on staff have authored essays and entries for 11 books, which were published or co-published by the Museum, and published more than 50 papers and articles in periodicals, including *Arts of Asia*, *Artist*, and *Orientalism*. Among the book projects managed by the Museum Publishing and Editorial team, *Tales of the Forbidden City: 1644–1911* features the fascinating stories of 90 objects in the Palace Museum collection. With sponsorship from the Bei Shan Tang Foundation, *The Making of Masterpieces: Chinese Painting and Calligraphy from the Palace Museum* is the first major English-language publication to explore the crown jewels of the Palace Museum collection of paintings and calligraphy. Its Chinese edition produced by the Palace Museum Press was merited with a “Jin Niu Bei” Binding and Design Silver Award in 2022. *Grand Gallop: Art and Culture of the Horse*, which accompanied the opening exhibition of horse art from the Palace Museum and the Louvre Museum, won the Publishing Award in the “Arts and Design” category of the Hong Kong Publishing Biennial Awards 2023. *Cartier and Women* breaks new ground as the first major museum publication to provide an in-depth exploration of the Cartier creations from the perspective of women's role and influence. *Gazing at Sanxingdui: New Archaeological Discoveries in Sichuan* is the first scholarly catalogue to offer an in-depth and systematic exploration of the latest archaeological discoveries at Sanxingdui. *Botticelli to Van Gogh: Masterpieces from The National Gallery, London* introduces 52 paintings produced between the fifteenth and the early twentieth centuries, from the Renaissance to impressionism and post-impressionism.



圖書館 Library



本館設有專業圖書館作研究和教育工作之用途，面積 105 平方米，目標成為故宮文物、中國藝術史和考古研究的資源中心，主要供本館員工和導賞員使用。

圖書資源主要採購自各大重要出版社，包括各種中國文物圖錄、國際和國家一級博物館出版的圖錄、明清史研究、藝術史與考古專書，以及當代藝術和中國文物相關研究期刊等。圖書館亦積極尋求贈書來源，包括故宮博物院、瀋陽故宮博物院、特區政府康樂及文化事務署、香港中文大學文物館、廣東省博物館、鮑氏東方藝術館、上海博物館、南京博物院、華岡博物館等機構。截至 2023 年年底，圖書館已有藏書約 14,500 冊。

為提升圖書館管理效能，本館採用圖書管理系統搭配無線射頻辨識 (RFID) 技術，以簡化編目和管理工作，並採用圖書自助借還機，大幅減省管理人手。

The Museum's research library serves the purpose of facilitating research and educational programmes. With an area of 105 square metres, it aims to be a research resource centre for the study of the Palace Museum collection and Chinese art history and archaeology.

We have actively purchased publications from major publishers, including catalogues of Chinese cultural relics, catalogues published by top-tier national and international museums, specialised publications on Ming and Qing history, art history, and archaeology, and research journals on contemporary art and Chinese cultural relics. Efforts have been made to seek donations from institutions, such as the Palace Museum, the Leisure and Cultural Services Department of the HKSAR Government, the Art Museum of The Chinese University of Hong Kong, the Guangdong Provincial Museum, the Baur Foundation, the Shanghai Museum, the Nanjing Museum, and the Huagang Museum. As of the end of 2023, the library has approximately 14,500 titles.

To improve the operational efficiency of the library and simplify the cataloguing and management work, the library management system with RFID was deployed together with a self-checkout machine, saving a great deal of manpower.

文物保護與藏品管理

Conservation and Collection Management



本館的文物保護與藏品管理團隊負責規劃和實施新館的文物保護與藏品管理項目。在本館 16 個展覽及多次展品輪換的過程中，本館與故宮博物院、康樂及文化事務署文物修復辦事處、羅浮宮博物館等機構通力合作，確保大量珍貴文物的安全，並有效地監控文物展示、運輸和存儲環境。本館推動對中國古代藝術保護的研究和培訓，加強人員交流與專業知識分享，培養新一代文保與藏品管理專業人員；同時通過教育活動，增強公眾的文保意識。本館亦扮演香港、內地與國際之間文保交流合作平台的角色，鞏固香港作為中外文化交流中心的地位。

The Museum's conservation and collection management team leads the planning and implementation of the new Museum's conservation and collection management programme. For its 16 exhibitions and numerous rotations to date, the Museum has worked closely with the Palace Museum, the Conservation Office of the Leisure and Cultural Services Department in Hong Kong, the Louvre Museum, and other institutions to ensure the safety of a large number of precious artefacts, and effectively monitored the display, transportation, and storage environment. Through research and professional training programmes, the Museum contributes to the field of Chinese art conservation and promotes staff exchange and the sharing of professional knowledge to train the next generation of conservation and collection management specialists. Through innovative learning initiatives, the Museum strives to raise public awareness of conservation. Serving as a platform for collaboration between Hong Kong, the Mainland, and the international community, the Museum helps to strengthen the role of Hong Kong as a centre for cultural exchange between China and the world.

學習及參與

Learning and Engagement

本館目標是成為博物館教育的引領者，透過有關藏品和展覽的夥伴合作項目和創新公眾活動，讓大眾對中國藝術文化有更深的認識，同時創造一個友善的環境，服務不同觀眾。本館優先考慮以下三個範疇的資源、活動和計劃，包括：「故宮學堂」、「學校及青年項目」和「社區參與」。

故宮學堂是本館寶貴的博物館教育專用空間和設備。在此舉辦的各項創新節目，有助推動世界不同文明對話，為訪客營造愉快及有意義的學習體驗。本館同時致力與本地學校、政府機構及社區團體建立長久的合作關係，成為學界首選的文博機構，以培育學生對中國藝術文化的興趣。另外透過社區參與建立友善、公平及共融的環境，可使任何人士不論身處館內或館外，均可獲得別具意義的文化體驗。

The HKPM aspires to become a leader in museum education to foster a deeper understanding of Chinese art and culture through strategic partnerships and innovative public programmes related to the collections and exhibitions, while creating an environment that is welcoming to the diverse audiences served. The Museum prioritises its resources, activities, and programmes in three areas: Palace Academy, School and Youth, and Community Engagement.

Utilising the HKPM's dedicated museum learning space and equipment, aided by innovative programming, the Palace Academy promotes dialogue across world civilisations and creates an enjoyable and meaningful learning experience for our visitors. The School and Youth Programme aims to establish the HKPM as a top-tier institution for cultivating students' interest and supporting their learning of Chinese art and culture through long-term strategic partnerships with local schools, government agencies, and community groups. Through Community Engagement, the Museum aims to create a welcoming, equitable, and inclusive environment where everyone can participate in meaningful cultural experiences, both inside and outside the Museum.

故宮學堂 Palace Academy

故宮學堂面積1,600平方米，是本港最大的博物館教育專用空間，為不同年齡層及背景的訪客提供豐富多彩、充滿創意的教育活動，如講座、電影放映、藝術工作坊等。

At 1,600 square metres, the Palace Academy is the largest dedicated museum learning space in Hong Kong. The Academy welcomes visitors of all ages and backgrounds with innovative educational activities, ranging from lectures and movie screenings to art-making workshops as its regular programmes.



特別展覽「從波提切利到梵高：英國國家美術館珍藏展」的教育專區從科學的角度探索畫作的繪製過程。

The learning section of the special exhibition "Botticelli to Van Gogh: Masterpieces from the National Gallery, London" offers a scientific perspective on the making of the paintings.

香港故宮講座系列 HKPM Talk Series

故宮學堂舉辦一系列免費公開講座，由博物館的管理層、研究員以及其他權威專家主講，涵蓋不同範疇，包括香港故宮開幕展講座系列、香港故宮特展講座系列、中國故事講座，以及專家談中國藝術講座，令參加者對博物館的展覽、館藏及研究有新的體會。

The Palace Academy organises a range of free public talks delivered by the HKPM's management, curators, and other leading experts across different fields. Designed in different themes, including the HKPM Opening Exhibition Talk Series, HKPM Special Exhibition Talk Series, Stories of China Lecture, and Study Chinese Art with Experts, the talks provided new insights into the HKPM's exhibitions, collections, and research.



1

香港故宮電影放映 HKPM Movies

為配合本館的專題展覽、特別展覽以及其他重要文化議題，「香港故宮電影放映」帶來了豐富的放映節目，包括長片及罕見的紀錄片，並設有映後座談會，以促進觀眾與電影製作人之間的對話。伴隨着「從波提切利到梵高：英國國家美術館珍藏展」特別展覽的開幕，「香港故宮電影放映：情迷傑作」精心挑選了一系列六部紀錄片，重點介紹拉斐爾、梵高和莫奈等傳奇藝術家鮮為人知的故事。

Curated to resonate with the Museum's thematic and special exhibitions, and other important cultural topics, HKPM Movies presents a rich screening programme of feature movies and rare documentaries, paired with post-screening talks that aim to encourage dialogues between the audiences and movie makers. The series "Fall in Love with Masterpieces" consists of six carefully selected documentaries accompanying the special exhibition "Botticelli to Van Gogh: Masterpieces from the National Gallery, London". These documentaries highlight little-known stories of legendary artists such as Raphael, Van Gogh, and Monet.

香港故宮藝術實驗室 HKPM Art Lab

故宮學堂與本地藝術家、組織、本館藏品修復人員和其他專家合作，舉辦各種工作坊，主題圍繞中國書畫、陶瓷、修復、以及本館特別展覽。

The Palace Academy works with local artists, organisations, HKPM conservators, and other experts to offer a variety of workshops themed around Chinese painting and calligraphy, ceramics, conservation, and the special exhibitions.



2

學校與青年 School and Youth

本館致力於培養年輕一代對中國藝術、文化和歷史的欣賞能力，重視與本地學校和教育界建立持久的夥伴關係，以及提供各種教育機會，例如學校團體參觀、工作坊、外展計劃和能激發年輕人好奇心並引發思考的學習資源等。

With a commitment to fostering an appreciation for Chinese art, culture, and history among the younger generation, the Museum places a strong emphasis on forging enduring partnerships with local schools and the educational community, providing educational opportunities such as school group visits, workshops, flagship outreach programmes, and learning resources that ignite curiosity and inspire young minds.

1 「中國故事講座：故宮的幾個側面」。
"Stories of China Lecture: Different Facets of the Palace Museum".

2 參加者在版畫工作坊中製作木版畫。
A participant creating a woodblock print in the printmaking workshop.

旗艦項目 Flagship Programmes

「雙城青年文化人才交流計劃」和「香港故宮學生文化大使計劃」兩個旗艦項目，在鼓勵學生積極參與文博機構活動上發揮着重要作用。這些計畫旨在培育新一代對中國文化藝術的興趣，為有志文博事業的青年人才提供專業培訓和實踐機會。

The flagship programmes “Bi-city Youth Cultural Leadership Programme” and “HKPM Student Ambassador Programme” play a vital role in nurturing students’ active involvement in cultural institutions and museums. These programmes are specifically designed to cultivate an interest in Chinese culture and art among the new generations and provide professional training and practice opportunities for young people who aspire to pursue a career in the cultural and museum sectors.



3

- 3 本館的旗艦青年項目「雙城青年文化人才交流計劃」。
The Museum’s flagship youth programme “Bi-city Youth Cultural Leadership Programme”.
- 4 香港故宮文化博物館義工為訪客提供協助。
A Hong Kong Palace Museum volunteer helping visitors.

支持學校教學 Supporting School Teaching

為使學校能善加利用博物館作為學習資源，本館為教育工作者提供多元的原創教學材料。這些精心策劃與製作的資源，配合本館的展覽和學校課程，為教育工作者提供了寶貴工具以鼓勵學生參與。《細賞文物——中國歷史教學資源冊》和《細說文物——中國歷史教學資源冊》是本館和特區政府教育局合作編製的首批中國歷史教學資源冊，並已派發至全港中學。此外，本館與教育局合作，為教師和校長提供專業發展機會。

To facilitate the use of the HKPM as a learning resource for schools, we offer a wide range of original teaching materials for educators. These resources are carefully curated to align with the HKPM’s exhibitions and school curricula and provide educators with valuable tools to engage their students. Our two published resources, *The Stories Behind: Teaching Chinese History Through Objects* and *The Stories Within: Teaching Chinese History Through Objects*, have been distributed to all secondary schools in Hong Kong. These are the first teaching resource books for Chinese history that are co-developed with the Education Bureau (“EDB”) of the HKSAR Government. In addition, the Museum works with the EDB to provide professional development opportunities for teachers and principals.

社區參與 Community Engagement

本館堅信多元共融的價值觀以及藝術的變革力量，致力讓博物館內外的社區成員共同參與。

Firmly believing in the values of diversity and inclusion, and the transformative power of the arts, the HKPM is committed to engaging community members both inside and outside the Museum.



4

合作項目 Collaborative Programmes

透過合作項目，如與大華銀行「藝·坊」合辦的水墨藝術節、由中銀香港贊助的「香港故宮演藝節目」和「香港故宮演藝嘉年華」，本館為本地藝術家、組織和社區團體提供一個展示才華和故事的平台。這些計劃還透過不同活動和小型展覽，為社區成員創造參與機會。

Through collaborative programmes such as the “Art-in-Ink Festival” (in partnership with the UOB Art Academy), “HKPM SHOWTIME!”, and “HKPM Showtime Carnival” (both sponsored by BOCHK), the Museum provides a platform for local artists, organisations and community groups to showcase local talent and stories. These programmes also create participatory opportunities, through events and mini exhibitions, for community members.

導賞員和義工計劃 Docent and Volunteer Programmes

本館的導賞員計劃和義工計劃持續穩健發展，鼓勵社區成員參與博物館營運。導賞員和義工為導賞團、學習及參與活動、訪客服務、訪客調查及圖書館的運作提供各類支援。他們為讓訪客獲得充滿意義的博物館體驗，貢獻良多。

The HKPM runs a robust docent programme and a volunteer programme, encouraging members of the community to participate in the Museum’s operation. The docents and volunteers provide various forms of support for the operation of guided tours, learning and engagement activities, visitor services, visitor surveys, and the library. They contribute significantly to meaningful experiences for visitors at the Museum.



香港舞蹈團的舞者於「香港故宮演藝節目」中獻藝。
Dancers of the Hong Kong Dance Company performing a Chinese dance for “HKPM SHOWTIME!”.

博物館服務及營運
Museum Services and Operations

服務及營運

Services and Operations

本館奉行訪客為本的方針，務求以完善訪客服務、場地營運、設施服務及保安措施，為訪客提供非凡的參觀體驗。本館亦提供場地租賃服務，可供租用人士舉辦各類型活動。

自開館以來，本館一直為訪客精心設計參觀行程，並就門票銷售、語音導賞、公眾導賞服務、工作坊及節目體驗，加強產品及服務多元化。在保安措施方面，本館制定嚴謹的保安程序，並定期監督及檢討措施成效，確保文物展品及環境安全，讓訪客盡情探索和參與文化活動；聘用專業設施管理團隊保養設施，以保證場內環境舒適整潔。在場地租賃方面，營運團隊過去已成功協助不同場地租用人士舉辦多元化活動，包括講座、開幕儀式、雞尾酒會及晚宴，並配合完善的後勤規劃、場地佈置程序及專業舞台管理，為訪客、活動參加者及租用人士帶來圓滿的體驗。

展望未來，本館將推陳出新以豐富訪客的體驗，包括為營運團隊提供全面的培訓課程，重點講授客戶服務、文化觸覺及解難技巧；亦會定期進行問卷調查，積極收集訪客的意見及改善建議。本館將以開館至今累積的成果和經驗為基石，繼續提升服務與營運質素，為訪客提供最佳的博物館體驗。



1



2

3

As a visitor-centric museum, the Museum places paramount importance on service and operational excellence. We are committed to delivering an exceptional visitor experience through our visitor services, venue operations, facility services, and safety and security measures. We also aim to provide a welcoming experience for our venue hirers with a diverse range of events.

Since the Museum's opening, we have carefully designed the visitor journey, with an ongoing focus on diversifying and enhancing the experience through various ticketing products, audio guides, guided tours, workshops, and programmes. In terms of security, we have implemented stringent protocols that are regularly monitored and reviewed to ensure the safety of our cultural artefacts and the overall environment. This allows visitors to explore and enjoy the cultural offerings with peace of mind. Our professional facilities management team is dedicated to maintaining a clean, comfortable, and pleasant environment. Additionally, our operations team has supported venue hirers in hosting a variety of events, from talks and opening ceremonies to cocktail events and gala dinners. Our comprehensive logistical planning, well-coordinated event setup processes, and professional stage operations all ensure smooth and fulfilling experiences for visitors, event participants, and venue hirers.

Looking forward, the Museum is committed to continuous improvement and innovation in the provision of enriching experiences for our visitors. This includes comprehensive training sessions for our operations teams, with a focus on customer service, cultural sensitivity, and problem solving. We will also proactively seek feedback and suggestions for improvement from our visitors through regular surveys. Building upon the accomplishments and lessons learnt since the opening, the Museum is dedicated to enhancing its services and operations, in its endeavour to offer the ultimate museum experience for our visitors.

- 1 嚴謹的保安檢查，確保文物展品及訪客安全。
Stringent security checks ensure the safety of cultural artefacts and visitors.
- 2 訪客服務團隊致力為訪客提供最佳的博物館體驗。
The Visitor Services team is committed to providing visitors with the best possible museum experience.
- 3 專業舞台影音、燈光控制。
Professional stage audio-visual and lighting control.

文創禮品 Cultural Merchandise



1

本館的博物館商店是博物館體驗不可或缺的一部分，可謂小型的藏寶庫。店內出售超過 2,000 件精心搜羅、與展品及藏品相關的文創禮品，呼應本館推廣中國藝術及文化知識的理念。展覽出版物不但記錄本館的重點展覽，還詳細闡釋背後的歷史知識及文化意識。禮品店不僅是零售空間，亦延伸博物館的教育使命，無論是書籍、印刷品、飾物還是益智玩具，每件禮品都充分體現本館的理念及使命，讓訪客在參觀展覽後可延續文化探索的旅程，為觀展體驗錦上添花。

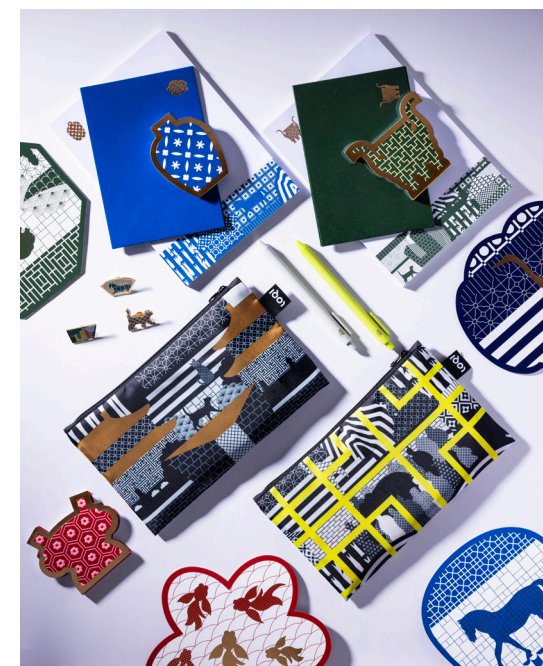
自開館以來，本館致力支持本地藝術工作者，展出一系列由本地藝術家、設計師及工匠製作的禮品。至今，本館已跟四位本地藝術家合作，並與 14 家品牌聯手開發文創禮品；為慶祝開館一周年，與香港瑰麗酒店、本地藝術家「又一山人」黃炳培及黃宏達合作，推出「明月：傳承」中秋月餅禮盒；2023 年下旬，與中國三星堆及中式茶館「下江南」聯手，推出三星堆造型的特製雪條和朱古力棒棒糖，透過美食呈現四川三星堆遺址的考古發現。

這些計劃展現本館推廣中國文化藝術的不懈追求。展望未來，博物館將繼續推出內容豐富的教育出版物，深入介紹重點展覽；與本地藝術家合作研發新產品，繼續回饋本地社區，鼓勵訪客認識本地藝術與文化潮流，並鞏固本館作為學習及賞析中國藝術中心的地位。

The Museum Shop serves as a vital component of the visitor experience. A miniature treasure trove, it offers more than 2,000 items that are carefully selected to reflect the Museum's values and passion for promoting Chinese art and cultural knowledge. Our exhibition publications not only chronicle the highlighted exhibitions but also provide insights into the historical and cultural narratives behind them. The gift shop serves not only as a retail space but also as an extension of the Museum's educational mission. From books and prints to ornaments and educational toys, each item embodies the Museum's vision and mission, enriching the post-visit cultural journey of our visitors.

Since the grand opening, the HKPM Museum Shop has prided itself on supporting local artisans by featuring merchandise that showcases their creativity and craftsmanship. To date, we have engaged four local artists and reached out to 14 brands for product development collaborations. To celebrate its first anniversary, the Museum collaborated with Rosewood Hong Kong and joined hands with local artists Stanley Wong, known as "another mountain man", and Victor Wong to introduce the "Full Moon — past: present: future" mid-autumn mooncake gift box. Late in 2023, we collaborated with Sanxingdui Museum and the Chinese teahouse XIA to develop special Sanxingdui-inspired ice-pops and chocolate lollipops, presenting the astounding archaeological discoveries at Sanxingdui in a food experience.

These initiatives are a testament to the Museum's dedicated efforts to advance the appreciation of Chinese cultural art. Looking ahead, we will continue to offer enriching educational publications that delve deeper into our highlighted exhibitions. And through further collaborations with local artists, we invite visitors to engage with and appreciate the local art and cultural scene. Through these endeavours, we aim to reinforce our role as a centre for studying and appreciating Chinese art.



- 1 御園尋寶琺瑯扣針。
Treasure of Imperial Garden enamel pins.
- 2 御園尋寶文創禮品。
Treasure of Imperial Garden cultural merchandise.

2

博物館商店及餐飲 Museum Shop and Dining



ART EXPRESS by 商務印書館 ART EXPRESS by The Commercial Press

博物館商店 ART EXPRESS by 商務印書館位於地面樓層，鄰近正門入口，面積約 259 平方米。禮品店以「皇帝的多寶格」為設計理念，設六個分區，提供不同類型的文創產品，其中逾 2,000 件精品、紀念品及出版物，均與故宮博物院及本館展覽相關，並涵蓋生活方方面面，包括衣、食、住、學習及玩樂。訪客瀏覽店內陳列的商品和出版物時，既可體驗皇帝收藏及欣賞古玩和異國奇珍時的樂趣，又可穿梭古今，探索博大精深的中華文化。

The HKPM Museum Shop, ART EXPRESS by The Commercial Press, is located on the ground floor near the Museum's main entrance. Drawing on a "Curio Cabinets of the Emperor" design concept, the 259-square-metre retail space is divided into six zones that offer a variety of cultural and creative products. These products include over 2,000 fine items, from gadgets and souvenirs to publications associated with the Palace Museum and HKPM exhibitions. They encompass various aspects of life — clothing, eating, living, studying, learning, and playing. While browsing through the products and publications on display, visitors can have a sense of the pleasure an emperor might have felt when appreciating precious art collection, while embarking on a timeless journey to explore the vastness of Chinese culture.



Cupping Room

於 2011 年創立的 Cupping Room Coffee Roasters 是本地一家屢獲殊榮的精品咖啡烘焙店，咖啡店的設計風格休閒寫意，為訪客提供輕鬆且舒適的餐飲環境。於本館開設的分店推出獨家飲品，如冰滴咖啡及冷泡茶、以及一系列的手工茶，同時提供非咖啡和牛奶替代品的選擇。分店亦供應極受歡迎的招牌意粉菜式及全日早餐系列，讓客人享受輕鬆寫意滋味時刻。

Founded in 2011, Cupping Room Coffee Roasters is an award-winning, small batch speciality coffee roastery located in Hong Kong. Designed with a casual setting, the Cupping Room at the HKPM is a delightful, welcoming space for visitors. It offers exclusive drinks including ice drip coffee, cold brewed iced tea, and an array of artisanal teas. Non-coffee options and milk alternatives are available. Visitors can also enjoy its signature pasta dishes and an all-day breakfast series with a relaxing vibe.



金玢居 Jin Ya Ju Noodle Bar

金玢居是上海遠近聞名的飲食品牌，主要提供多款大眾化的中式麵食。主打菜式包括花雕雞湯麵和紅燒酸菜牛肉麵，同時也提供受到港人歡迎的特色小食，如鹽酥雞、蝦醬雞翼和蔥爆牛肉等。特式飲品如珍珠奶茶和冰黑珍珠花生燕麥奶，同樣深受歡迎。

A well-known brand in Shanghai, Jin Ya Ju Noodle Bar specialises in a variety of popular Chinese noodles. Highlights include Huadiao chicken noodle soup and braised beef noodle soup, as well as local favourites such as fried chicken nuggets, chicken wings with shrimp paste, and stir-fried beef with scallions. It also serves delicious beverages like bubble milk tea, and peanut butter and oat ice shakes with black tapioca pearls.



Crepes & Bakes

Crepes & Bakes 是一家創新的法式可麗餅餐廳，提供全日堂食和外賣服務。餐廳提供鹹食及甜食薄餅，包括法式經典的火腿乳酪薄餅等。

Crepes & Bakes is an innovative French eatery that provides all-day dine-in and takeaway services. Its signature buckwheat (savoury) and “froment” (sweet) crepes come with a range of classic and fusion fillings, such as ham and cheese.



環瓏軒
King Lung Heen

環瓏軒位於本館四樓，嚴選高級食材，竭力提供精緻粵式點心及佳餚，以嶄新的手法向賓客呈現傳統手工菜。賓客在飽覽維港美景同時，亦能品嚐特色中菜佳餚美酒。環瓏軒所有酒席菜餚均由名廚主理，華麗宴會廳可以筵開共 40 席，禮堂更設有特大高清 LED 螢幕及先進的燈光音響視聽設備，盡顯不凡氣派。環瓏軒設有專業的宴會團隊，用心提供完善的宴會及婚宴服務，務求為貴賓締造難忘的婚宴回憶。

Located on the forth floor of the Museum, King Lung Heen offers exquisite Cantonese dim sum and delicacies made from the finest selected ingredients, presenting traditional handmade dishes in a contemporary way. Guests can savour delectable dishes and fine wines while enjoying the stunning view of Victoria Harbour. The magnificent banquet hall, equipped with high-definition LED screens and advanced lighting, can accommodate a total of forty tables. The professional team provides banquet services to create unforgettable memories for all special guests.



下江南
XIA

下江南是一間結合宮廷飲食文化和創意的特色茶館，以康熙帝、乾隆帝六次巡幸江南，沿路考察民情及品嚐各地美食作為命名靈感，呈獻價格親民的美味佳餚。宮廷菜式包括慈禧太后最愛的糕點豌豆黃、清宮御膳養生的火薰玉蓮鴨子，以及乾隆帝早上會享用的冰糖燉燕窩等；民間特色美食則有重慶小麵及山西肉夾饅。遊客到訪博物館，除了可在展廳飽覽宮廷珍品，獲得視覺上的享受外，更可於下江南以味蕾領略宮廷飲食文化。

XIA is a Chinese teahouse that adds creativity to palace food culture. The Kangxi and Qianlong emperors made six visits to the region south of the Yangtze River, during which they observed local customs and tasted regional delicacies. Inspired by history, XIA presents classic palace and folk dishes at affordable prices. Besides enjoying the sight of palace treasures in the galleries, visitors can also taste the delectable cuisines once beloved by the imperial family — from Empress Dowager Cixi's favourite sweet pea cake and braised duck with lotus seeds, to the Qianlong Emperor's best-loved stewed bird's nest, and local specialities such as Chongqing noodles and Chinese-style pita bread filled with pork meat.



數碼發展

Digital Development



1

博物館於 2023 年 10 月推出「虛擬博物館」，提供高解像度的 360 度全景映像，把博物館的各個展廳、演講廳、活動室，以及包括中庭、博物館廣場等公共區域呈現公眾眼前，讓瀏覽網站的人士如臨現場，並可在彈指之間切換場景。可供線上遊覽的各個展覽當中，包括現正於博物館展出的專題展覽，以及過往曾舉辦的部分展覽。本港市民及世界各地的旅客可透過網站，打破時空界限，隨時隨地觀賞博物館的珍貴展品，或回顧博物館以往的精彩節目。

博物館一直致力應用多媒體科技，豐富公眾觀賞中華文化藝術的體驗。除了「虛擬博物館」網站以外，博物館地下低層亦設置了超過 18 米長的「數碼藝廊」，展示不同經典中國書畫名作，帶領訪客賞析這些傳世珍寶。

- 1 設於博物館地下低層的「數碼藝廊」。
Digital Art Wall on LG/F of the HKPM.
- 2 「虛擬博物館」提供高解像度的 360 度全景映像。
The Virtual Museum offers a realistic museum experience with high-resolution, 360-degree panoramic images.

The HKPM launched the Virtual Museum in October 2023. It offers a realistic museum experience with high-resolution, 360-degree panoramic images of various galleries, the auditorium, activity rooms, and common areas such as the atriums and museum plaza. With just a few clicks, visitors can navigate through different exhibitions, including the current thematic exhibitions and several past exhibitions at the HKPM. Visitors from Hong Kong and around the world can immerse themselves in the Museum's treasured exhibits through this rich and seamless experience that transcends physical boundaries.

The HKPM strives to enrich the public's appreciation for Chinese art and culture using multimedia technologies. In addition to the Virtual Museum website, the Digital Art Wall on LG/F of the HKPM reinterprets timeless masterpieces of Chinese painting and calligraphy. With a width of over 18 metres, it introduces visitors to legendary artworks and their salient qualities.



2

市場推廣 Marketing

本館通過一系列創新的市場推廣策略，為開館進行宣傳，展開弘揚中國藝術文化的旅程。為此，本館在開幕首年推出以「遊古今·歷無界」為題的大型市場推廣計劃，透過引人注目的廣告及大規模的網上宣傳，提高本館在本港及內地的知名度。

本館盛大開幕引起全城期待，首三個月的門票早於開館前搶購一空，訪客人數創下新高，可見宣傳計劃成效顯著。為慶祝博物館開幕，香港郵政亦隆重其事，發行一套特別紀念郵票，展示故宮博物院的精品珍藏；而三場開幕特別展覽的市場推廣企劃，進一步增強博物館的品牌認知，其中包括大型廣告牌、期間限定展示活動及網紅宣傳等。本館致力製作有趣的社交媒體內容，在不足年半內進駐五大社交媒體平台，分別於 Facebook、Instagram、LinkedIn、小紅書及微信引起網上用戶的關注，成功獲得極高的曝光率，追蹤人數合共 177,870 人。本館亦與藝術直播平台「在藝直播」展開戰略合作，舉辦網上深度導賞團及講座，向廣大觀眾推廣中華文化。本館於 2023 年舉行了九場網上活動，吸引 650,000 人次收看。

本館將繼續專注於向內地及海外旅客宣傳。自香港恢復通關以來，本館一直與香港旅遊發展局（「旅發局」）及多個旅遊業夥伴緊密合作，向內地及海外旅客介紹本館。作為旅發局「你好，香港！」活動的宣傳重點，在 2023 年有來自 21 個國家、超過 650 間旅行社及業界夥伴參與本館考察團，加強國際對本館的展覽和文化活動的興趣。



1



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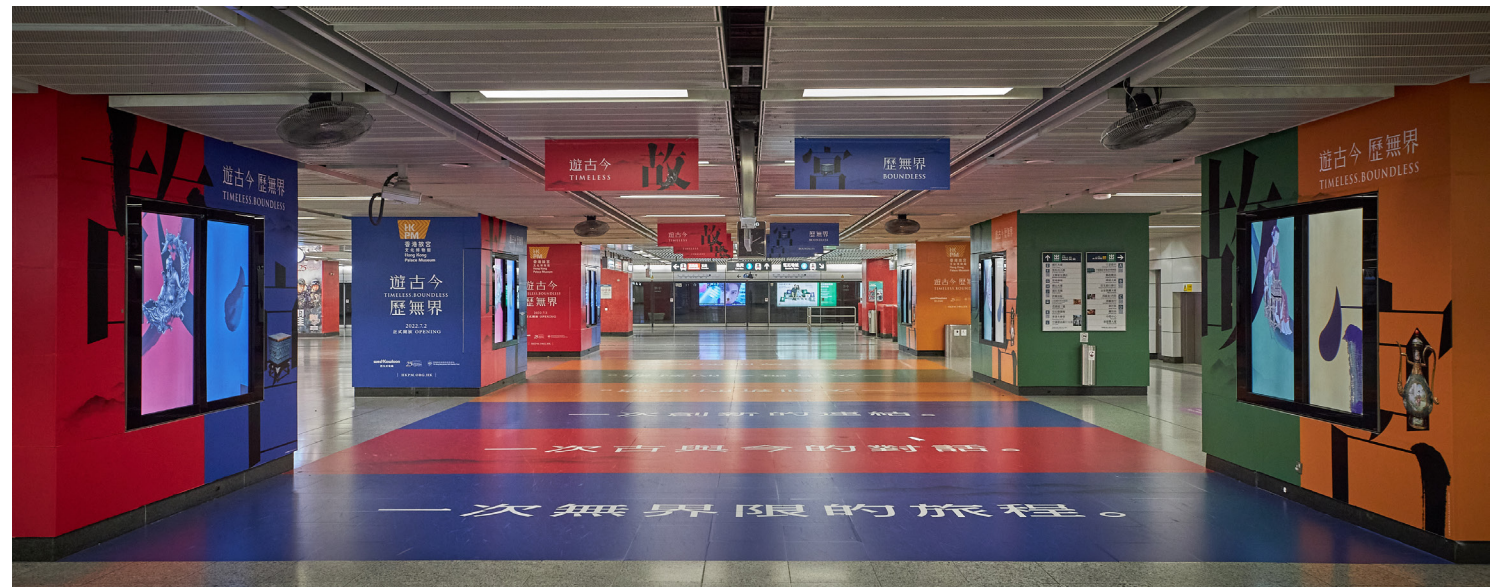
3

The HKPM embarked on its journey to promote Chinese art and culture with remarkable success through a series of innovative marketing strategies for its announcement of inauguration. We initiated a large-scale marketing campaign, titled “Timeless · Boundless”, deploying eye-catching advertising visuals and extensive online promotion that increased our visibility significantly across Hong Kong and the Mainland. The palpable anticipation across the city surrounding the Museum’s opening served as a testament to the successful reach and impact of our promotional activities.

The effectiveness of our marketing was evident in exceptional ticket sales, with tickets for July, August, and September 2022 being sold out even before the official opening. To mark the opening of this important cultural landmark, Hongkong Post issued a set of special stamps featuring some of the finest artefacts from the Palace Museum. Our marketing initiatives for the three opening special exhibitions further bolstered the Museum’s brand awareness through diverse channels such as huge billboards, pop-up displays, and viral content by influencers. Additionally, the Museum made efforts to engage online audiences through compelling social media content. In less than a year and a half, it successfully built a strong social media presence, with a total of 177,870 followers across five major platforms—Facebook, Instagram, LinkedIn, Xiaohongshu, and WeChat. The Museum also formed a strategic partnership with Zai Art, an art-focused livestream platform, to host in-depth online tours and talks aimed at promoting Chinese culture extensively. In 2023, nine online events were launched, attracting an online viewership of 650,000.

Looking ahead, we will continue with our focus on attracting tourists from the Mainland and international destinations. Since the reopening of Hong Kong’s borders, we have continued our close collaboration with the Hong Kong Tourism Board (“HKTb”) and various travel industry partners to present the Museum to global audiences. As a prominent component of the HKTb’s “Hello, Hong Kong” campaign, we facilitated familiarisation tours for over 650 travel agencies and industry partners from 21 countries throughout 2023, securing sustained global interest in our exhibitions and cultural offerings.

- 1 「從波提切利到梵高」的廣告活動，向國際遊客推廣這次展覽。
The “Botticelli to Van Gogh” advertising campaign attracting international tourists upon their arrival at the airport.
- 2 「香港故宮文化博物館」特別郵票及相關郵品。
“Hong Kong Palace Museum” special stamps and associated philatelic products.
- 3 小訪客佩戴三星堆面具拍照。
A little visitor posing with a free paper Sanxingdui mask.



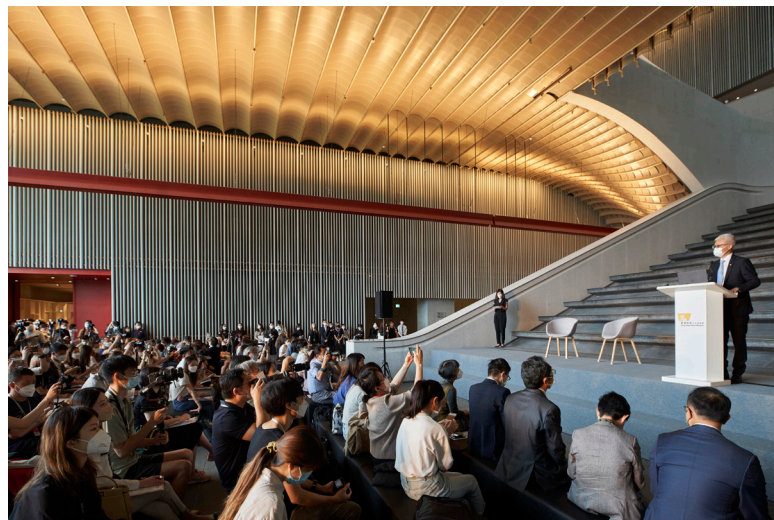
以「遊古今·歷無界」為題的市場推廣計劃，宣傳本館開幕。
The "Timeless · Boundless" marketing campaign to celebrate the opening of the HKPM.

公共關係 Public Relations

本館一直精心安排不同的媒體活動，如記者招待會、傳媒簡報會、優先預覽及開幕典禮，期望藉此加強公眾參與；借助環球及本地媒體的網絡，吸引國際及本地觀眾關注本館的開幕盛事，建立博物館獨特的品牌形象並維持曝光率。

由 2022 年 7 月開館至 2023 年年底，博物館合共舉辦了 45 場大型傳媒活動，於全球範圍帶來逾 7,200 篇不同類型的傳媒報道，其中逾 3,500 篇來自香港傳媒、約 3,200 篇來自內地傳媒、超過 500 篇來自國際傳媒，媒體種類涵蓋印刷媒體、電視新聞及專輯、以本館為題的紀錄片、社交媒體及網絡帖文等。本館更安排逾 200 場專訪，對象有西九管理局及本館主要管理層成員及策展團隊，包括西九管理局行政總裁、本館董事局主席、館長、副館長、研究員、藏品修復主任、一眾參與的設計師和藝術家等，以不同角度詳細介紹建館理念、豐富的展覽內容、節目及亮點。逾 200 場專訪當中，包括多次小組專訪，各涉及多家本地、內地及國際傳媒。另外，博物館亦與多家電視台合作，直播展覽、國際研討會、專家訪問等，吸引合共逾 315 萬人即時觀看。

本館開幕短短九個月已錄得 100 萬入場人次，令本館不足一年便登上國際知名藝術報刊 *The Art Newspaper* 公布的 2022 年度全球百大「博物館及展覽」人氣排行榜，與全球各大美術館與展覽並列。未來，本館將延續成功的公關策略，確保國際聲譽得以繼續提升，同時拉近中國藝術文化與公眾的距離。



1



2

The Museum meticulously organised a broad array of media activities, including press conferences, media briefings and preview tours, as well as ceremonies to build the public's anticipation towards its opening. By leveraging both global and local media networks, the grand opening of the Museum successfully garnered attention from international and local audiences, establishing a distinctive brand image and ensuring sustained visibility.

From July 2022 to the end of 2023, we organised 45 media events, resulting in over 7,200 items of organic coverage worldwide. This included more than 3,500 extensive coverage from Hong Kong media, approximately 3,200 from Mainland China, and over 500 from international media, comprising print articles, TV news and features, HKPM-themed documentary programmes, and online stories. We also facilitated more than 200 interviews and coverage opportunities that involved key figures from both the Museum and the WKCD, including the CEO of WKCD, the Chairman of the HKPM Board, the Museum Director, Deputy Directors, curators, conservators, and participating designers and artists, who presented the vision of the Museum's establishment, as well as the diverse exhibition contents, programmes and highlights from different perspectives. These included group interviews involving numerous local, Mainland China, and international media outlets. In addition, the Museum also partnered with TV stations to live broadcast exhibition tours, international symposia, and expert interviews, attracting a remarkable total of more than 3.15 million instant views.

In just nine months following its opening, the HKPM had recorded one million visitors, a milestone that placed it on the 2022 annual list of the 100 most popular art museums in the world, as reported by the internationally renowned *The Art Newspaper*. This swift ascent in popularity underscored the Museum's profound impact on the global art scene. Looking ahead, the Museum is committed to continuing its successful public relations strategies to further enhance its international standing and bring Chinese art and culture closer to the global public.

- 1 本館館長吳志華博士於博物館開幕傳媒簡介會上致辭。
Dr Louis Ng, Museum Director of the HKPM, delivering a speech during the press briefing for the opening of the HKPM.
- 2 本館副館長（研究策展及節目）王伊悠博士帶領傳媒參觀展廳。
Media preview hosted by Dr Daisy Wang, Deputy Director (Curatorial and Programming) of the HKPM.

場地租用 Venue Hire

本館是著名的文化機構，建築設計以現代手法重新演繹中國傳統美學，體現濃厚的中國文化氣息。本館除展廳以外，亦設有六個主要活動場地，分佈不同樓層，包括有 400 座位的香港賽馬會演講廳、以及面向維多利亞港的特色中庭和觀景台，有着得天獨厚的地理位置及景觀，為各界提供舉辦各類型活動的理想場地。

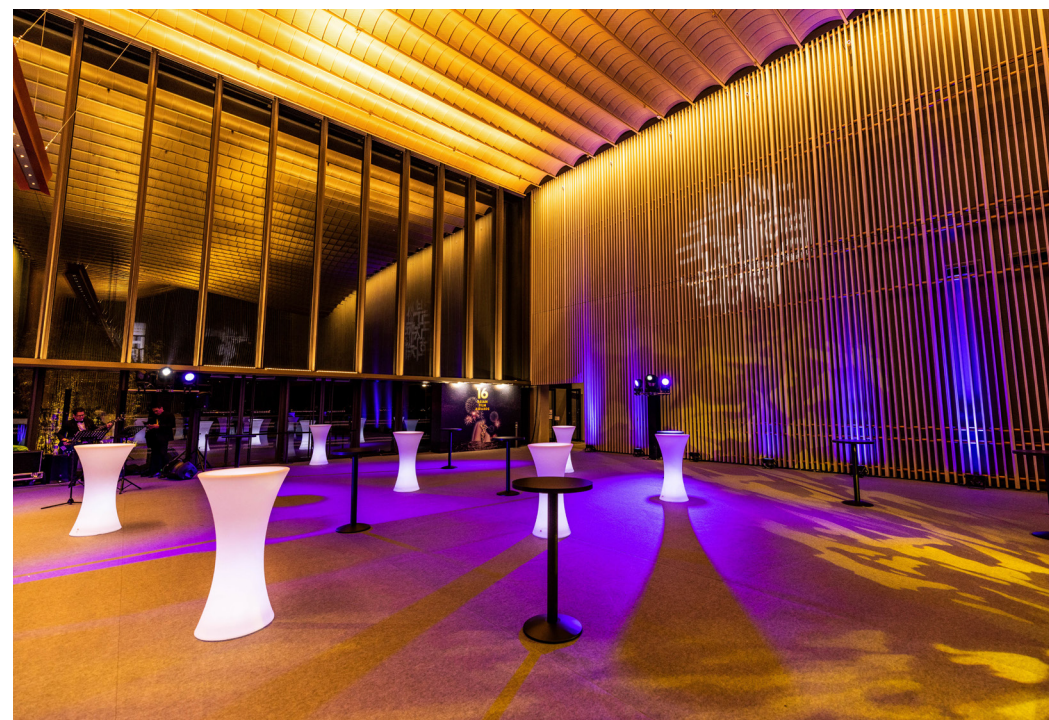
在過去的 18 個月，多項盛大活動、國際峰會及頒獎典禮假座本館舉行，吸引超過 18,000 名本地及國際賓客出席。由策展人或導賞員提供的私人導賞服務，也成為活動的特色環節，讓不同業界及尊貴賓客加深認識中國豐富的文化與歷史。本館透過與國際夥伴合作促進不同文化的對話，致力為推廣中國文化產業出一分力。

本館將繼續開放活動場地予各界租用，這不僅與弘揚中華文化的工作相輔相成，更可拉近傳統藝術與公眾的距離。努力擴大國際夥伴合作關係，有望進一步鞏固本館作為文化交流中心的角色。

As a renowned cultural institution, the Museum possesses an architectural design that embodies a contemporary interpretation of traditional Chinese aesthetics and exudes a strong Chinese cultural ambience. Beyond our galleries, the Museum also features six main event venues spread across different levels. These include the 400-seat Hong Kong Jockey Club Auditorium, our distinctive atriums, and a viewing deck that overlooks the spectacular Victoria Harbour. These facilities offer unmatched geographical and scenic advantages, providing a unique venue for a variety of events.

In the past 18 months, we have been proud to accommodate numerous prestigious events, including international summits and awards ceremonies, attracting more than 18,000 local and international guests. Noteworthy among these have been the private guided tours led by our curators or guides, which have become a key highlight of our events. These tours have been especially well received, offering guests from various sectors a deeper understanding of China's extensive cultural and historical legacy. The Museum has also fostered cultural dialogue through collaborations with international partners, contributing to the promotion of Chinese cultural heritage.

Looking forward, the Museum will continue to offer its event venues for hire across various industries. This strategy not only supports our mission to promote Chinese culture but also serves to bridge the gap between traditional art and the broader public. By expanding our international partnerships, we aim to reinforce the Museum's role as a pivotal centre of cultural exchange.



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- 1 第 16 屆亞洲電影大獎頒獎典禮，四樓西中庭。
16th Asian Film Awards ceremony, 4/F West Atrium.
- 2 第 16 屆亞洲電影大獎頒獎典禮，地下低層香港賽馬會演奏廳。
16th Asian Film Awards ceremony, LG/F Hong Kong Jockey Club Auditorium.



2022 年香港故宮文化博物館感謝晚宴·四樓西中庭。
2022 Hong Kong Palace Museum Appreciation Dinner, 4/F West Atrium.

贊助 Sponsorship

本館致力向本地及全球弘揚中華文化，除了展出故宮博物院的藏品，亦展覽來自世界各地重要文化機構的珍藏。博物館成立得到香港賽馬會慈善信託基金的35億港元慷慨捐助，不僅用以維持基礎設施，也支持本館於2023年至2031年的年度展覽及教育項目。2022年6月，中銀香港成為本館首個戰略合作夥伴，標誌着雙方在大型展覽、門票及教學計劃方面展開長期合作。

自開館至今，本館有賴各贊助方的慷慨捐助，得以達成多項里程碑，成功籌辦多個精彩的展覽和學習項目。2022年7月起，本館在中銀香港支持下舉辦一系列藝文活動，包括「凝視三星堆——四川考古新發現」展覽、「香港故宮演藝節目」及「香港故宮演藝嘉年華」。在特區政府「文化藝術盛事基金」資助、友邦香港及澳門首席贊助，以及美國運通 Centurion 主要贊助下，博物館成功舉辦特別展覽「從波提切利到梵高：英國國家美術館珍藏展」，展出共52幅來自拉斐爾、提香、梵高等藝術巨匠的不朽傑作，橫跨400多年西方藝術歷史。國泰贊助了往返香港及北京的文物空運服務，以及工作人員機票，令多項展覽得以順利舉行，展出來自故宮博物院的珍品。

在學習及活動參與方面，本館藉此感謝贊助機構的支持，為培育本港年輕的藝術文化及博物館專才不遺餘力。太古地產支持超過95名來自京港兩地的大學生，透過多元藝文體驗展開文化交流；招商局慈善基金會支持100名本地大專生及中學生，參與一系列認識故宮博物院文化的學習及實踐活動；黃廷方慈善基金及大灣區共同家園青年公益基金慷慨贊助本港中小學50,000張特別展覽門票；在香港政協青年聯會的支持下，18,000名本地學生得以參觀本館多個專題展覽，欣賞珍貴的中國文化遺產。

本館的義工計劃得到嘉華國際集團有限公司及呂志和獎聯合贊助，以支援博物館的多項計劃與營運工作，包括學習項目、圖書館管理和訪客服務等。本館於2022年7月開幕後推出「弱勢社群門票計劃」，首一年半內得到多家企業、機構及個人贊助約200,000張標準門票（佔預計參觀人次的10%），轉贈予不同的弱勢社群，讓弱勢家庭、學生、長者及特殊需要人士得到進場參觀的機會。

展望未來，本館將繼續致力成為具有領導地位的文化機構。在香港賽馬會慈善信託基金贊助下，以及與中銀香港的長期合作基礎上，將會籌辦更多大型展覽及教育項目。本館衷心感謝各贊助方的鼎力支持，未來會繼續促進公眾對中國文化遺產的認識，同時推動全球文化交流。

The Museum is dedicated to the promotion of Chinese culture both locally and internationally, as well as to presenting outstanding artefacts from the Palace Museum and other renowned cultural institutions around the world. Our establishment has been made possible by a generous donation of HK\$3.5 billion from The Hong Kong Jockey Club Charities Trust, which underpins our foundational infrastructure and supports the funding of our annual exhibition and educational programmes from 2023 to 2031. BOCHK joined us as our inaugural Strategic Partner in June 2022, marking the beginning of a long-term collaboration in major exhibitions, ticketing, and learning programmes.

Since our establishment, we have achieved numerous milestones, made possible by the philanthropy of our sponsors. Supported by BOCHK since July 2022, we have hosted a series of art and cultural activities, including the special exhibition “Gazing at Sanxingdui: New Archaeological Discoveries in Sichuan”, “HKPM SHOWTIME!”, and “HKPM Showtime Carnival”. Our special exhibition “Botticelli to Van Gogh: Masterpieces from the National Gallery, London”, supported by the Mega Arts and Cultural Events Fund of the HKSAR Government, Lead Sponsor AIA Hong Kong & Macau, and Major Sponsor Centurion from American Express, showcased 52 masterpieces by eminent artists such as Raphael, Titian, and Van Gogh, spanning more than 400 years of Western art history. In addition, Cathay provided critical assistance with the transportation of artefacts and staff between Hong Kong and Beijing. Their support has enabled us to organise a series of extremely successful exhibitions shining a spotlight on invaluable cultural treasures from the Palace Museum.

In the realm of learning and community engagement, our gratitude extends to our sponsors for their commitment to nurturing young art and cultural talents and museum professionals in Hong Kong. Swire Properties has supported over 95 university students from Beijing and Hong Kong, facilitating cultural exchange through diverse art and cultural experiences. The China Merchants Foundation has provided support for 100 local tertiary and secondary students to immerse themselves in the Palace Museum culture through a series of learning workshops and practical sessions. The Ng Teng Fong Charitable Foundation and the Greater Bay Area Homeland Youth Community Foundation have generously sponsored 50,000 Special Exhibition tickets for local primary and secondary schools. Additionally, with the support of the Hong Kong CPPCC Youth Association, 18,000 local students have been afforded the opportunity to visit our thematic exhibitions and appreciate China's precious cultural heritage.

The HKPM Volunteer Programme has benefitted from the collaborative sponsorship of K. Wah International Holdings Limited and the Lui Che Woo Prize. This support has been instrumental in enhancing our museum operations, encompassing learning programmes, library management, and visitor services. To create opportunities for the community, we have launched a “Ticketing Scheme for the Underprivileged” following our opening in July 2022. In the first 18 months, about 200,000 General Admission tickets — accounting for 10% of our anticipated visitor numbers — were sponsored by a range of corporates, organisations, and benevolent individuals. These tickets were allocated to various underprivileged groups, including families, students, senior citizens, and people with special needs.

The Museum will continue to strive to be a leading cultural institution. With the ongoing support of The Hong Kong Jockey Club Charities Trust and our enduring collaboration with BOCHK, we are planning to organise more extensive exhibitions and educational projects. We sincerely thank all our sponsors for their robust support and remain committed to enhancing public understanding of Chinese cultural heritage and promoting global cultural exchanges.

贊助機構	Sponsors
友邦香港及澳門	AIA Hong Kong & Macau
美國運通	American Express
Animoca Brands	Animoca Brands
美國銀行藝術品修復計劃	Bank of America Art Conservation Project
中國銀行（香港）有限公司	Bank of China (Hong Kong) Limited
北山堂基金	Bei Shan Tang Foundation
卡地亞	Cartier
國泰	Cathay
招商局慈善基金會	China Merchants Foundation
香港江蘇社團總會	Federation of HK Jiangsu Community Organisations
香港友好協進會	Friends of Hong Kong Association
同齡同心慈善基金	Golden Jubilee Charity Foundation
大灣區共同家園青年公益基金	Greater Bay Area Homeland Youth Community Foundation
香港福建社團聯會	HK Federation of Fujian Associations
香港政協青年聯會	Hong Kong CPPCC Youth Association
嘉華集團國際有限公司	K. Wah International Holdings Limited
嘉里建設有限公司	Kerry Properties Limited
LGT皇家銀行私人銀行	LGT Private Banking
呂志和獎	Lui Che Woo Prize
黃廷方慈善基金	Ng Teng Fong Charitable Foundation
香港瑰麗酒店	Rosewood Hong Kong
孫少文基金會	Simon Suen Foundation
太古地產	Swire Properties
香港賽馬會慈善信託基金	The Hong Kong Jockey Club Charities Trust
特區政府「文化藝術盛事基金」	The Mega Arts and Cultural Events Fund of the HKSAR Government
大華銀行	United Overseas Bank



有賴各贊助方支持，本館成功籌辦多個展覽和學習項目，其中包括由策展人帶領的展覽導賞團。
Thanks to our sponsors, we have successfully hosted a series of exhibitions and learning programmes, including guided tours led by our curators.

會籍 Membership

會籍制度是本館主要計劃之一。「香港故宮之友」全年會籍，可讓會員全年無限次參觀專題展覽、獲贈適用於特別展覽的進場碼，以及參加會員專屬參觀時段等；成為博物館贊助人，除可享上述禮遇，更可參與贊助人專享活動，如參加由策展人帶領的導覽團，有助本館連繫中國藝術愛好者。

開館至今，博物館累計有近 10,000 名「香港故宮之友」，當中包括眾多青年會員，屬於主要目標受眾之一。這與本館積極向下一代推廣中國傳統，力求成為區內中國藝術文化學習中心的使命相呼合。與年輕人互動亦帶來不少啟發，譬如數碼科技的應用，創造具新鮮感的協同效應，為欣賞中國藝術文化提供全新視點。贊助人的慷慨支持，使博物館得以獲取更多資源和專業知識，策劃更多卓越的展覽，開展創新的研究工作，並進一步加強訪客的參觀體驗。

本館藉此衷心感謝所有贊助人和「香港故宮之友」的鼎力支持，以維持博物館日常營運及項目發展。他們的寶貴貢獻和支持，加深公眾對數千年中國文化瑰寶的認識及欣賞，以及推進博物館未來的策展及研究工作。本館十分榮幸能與支持者攜手同行，共同保育及推廣中國藝術文化。

Membership is one of the Museum's key programmes. Through the HKPM Friends scheme, members enjoy unlimited access to our thematic exhibitions throughout the year, receive complimentary admission codes to visit the special exhibitions, member-exclusive viewing hours and many more privileges. As a further elevation of membership, patrons of the Museum receive all the benefits of HKPM Friends, supplemented by access to exclusive events reserved for patrons, such as curator-led tours, thereby enhancing our connection with Chinese art enthusiasts.

Since our opening, we have been delighted to welcome nearly 10,000 HKPM Friends, many of whom are youth members. This demographic is one of our key target audiences, echoing our mission to promote Chinese heritage among future generations, and actualising our vision of positioning the Museum as a regional hub for learning Chinese art and culture. The interactions with these young members inject innovative viewpoints, particularly through their contribution to digital elements. This generates a refreshing synergy and offers new perspectives on how we can appreciate cultural heritage. The invaluable support from our patrons has been instrumental in enabling us to acquire additional resources and expertise to curate exceptional programmes, conduct innovative research, and further improve the visitor experience.

We would like to take this opportunity to express our heartfelt gratitude to all patrons and HKPM Friends for their generous support, which helps us sustain our daily operations and programme development. Their contribution significantly deepens public understanding and appreciation of ancient Chinese treasures and is vital in supporting our world-class exhibitions, research, and programming. We are deeply honoured to undertake our mission to conserve and promote Chinese art and culture hand in hand with our supporters.



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1 「香港故宮之友」參加特別展覽「凝視三星堆——四川考古新發現」專屬參觀時段。HKPM Friends attending the exclusive viewing hour for the special exhibition "Gazing at Sanxingdui: New Archaeological Discoveries in Sichuan".

2 贊助人在特別展覽「從波提切利到梵高：英國國家美術館珍藏展」的專屬參觀時段，欣賞香港管弦樂團樂師梅麗芷的小提琴演奏。Patrons enjoying a violin performance by Rachael Mellado from the HK Philharmonic Orchestra during an exclusive event for the special exhibition "Botticelli to Van Gogh: Masterpieces from The National Gallery, London".

董事局和委員會

Board and Committee

本館董事局

本館董事局負責制訂博物館的願景和使命，及為博物館的策展事宜、專業水平和營運制訂策略、政策和指引。截至2024年4月1日，本館董事局成員如下：

HKPM Board of Directors

The HKPM Board of Directors is responsible for formulating the vision and mission of the Museum, as well as its strategies, policies, and guidelines in relation to curatorial matters, professional standards, and operation. As of 1 April 2024, the Members of the HKPM Board are:

主席 Chairman
副主席 Vice Chairman
成員 Members

譚允芝女士, SBS, SC, JP	Ms Winnie TAM Wan-chi, SBS, SC, JP
曾德成先生, GBS, JP	Mr TSANG Tak-sing, GBS, JP
鍾棋偉先生	Mr Anthony CHEUNG Kee-wee
程美寶教授	Professor CHING May-bo
程壽康先生	Mr Kevin CHING Sau-hong
黑國強先生	Mr Andy HEI Kao-chiang
葉傲冬先生, BBS, JP	Mr Chris IP Ngo-tung, BBS, JP
龔楊恩慈女士, BBS, JP	Mrs Ann KUNG YEUNG Yun-chi, BBS, JP
郭惠光女士	Ms KUOK Hui-kwong
劉靳麗娟女士, SBS, JP	Mrs Stella LAU KUN Lai-kuen, SBS, JP
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黃永光先生, SBS, JP	Mr Daryl NG Win-kong, SBS, JP
伍婉婷女士, MH	Ms Yolanda NG Yuen-ting, MH
蘇曉明女士	Ms Helen SO Hiu-ming
鄧楨先生,	The Honourable Robert TANG Ching, GBM, SBS, JP
大紫荊勳賢, SBS, JP	
阮偉文博士	Dr Andrew Stephen YUEN Wei-man
黃智祖先生, GBS, JP	Mr Joe WONG Chi-cho, GBS, JP
(候補成員: 郭黃穎琦女士, JP)	(Alternate Member: Mrs Vicki KWOK WONG Wing-ki, JP)
劉明光先生, JP	Mr Vincent LIU Ming-kwong, JP
(候補成員: 譚美兒女士)	(Alternate Member: Ms Eve TAM Mei-yee)
馮程淑儀女士, GBS	Mrs Betty FUNG CHING Suk-yee, GBS
吳志華博士	Dr Louis NG Chi-wa

下列本館董事局前成員曾於報告期內(2022年7月3日至2023年12月31日)出任成員,本館僅此向他們致謝:

The HKPM would like to express gratitude to the following former Members of the HKPM Board, whose terms of appointment were within the reporting period (3 July 2022 to 31 December 2023) of the Annual Review:

陳智思先生,	The Honourable Bernard
大紫荊勳賢, GBS, JP	Charnwut CHAN, GBM, GBS, JP
李焯芬教授,	Professor LEE Chack-fan,
大紫荊勳賢, GBS, JP	GBM, GBS, JP
馮永基教授, JP	Professor Raymond FUNG
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利張錫齡女士, JP	Mrs Nancy Maria LEE CHANG, JP
梁穎宇女士, MH, JP	Ms Nisa Bernice LEUNG Wing-yu,
	MH, JP
莫家良教授	Professor Harold MOK Kar-leung
丁新豹教授, BBS	Professor Joseph TING Sun-pao, BBS

本館入藏委員會

本館入藏委員會負責審核和核准入藏建議,以及/或向本館董事局/西九管理局董事局提呈入藏建議。截至2024年4月1日,本館入藏委員會成員如下:

HKPM Acquisitions Committee

The HKPM Acquisitions Committee is responsible for reviewing and approving acquisitions and/or making acquisition recommendations to the HKPM Board / WKCDA Board. As of 1 April 2024, the Members of the HKPM Acquisitions Committee are:

主席 Chairman
副主席 Vice Chairman
成員 Members

曾德成先生, GBS, JP	Mr TSANG Tak-sing, GBS, JP
鄧楨先生,	The Honourable Robert TANG Ching,
大紫荊勳賢, SBS, JP	GBM, SBS, JP
陳永達先生	Mr Lawrence CHAN Wing-tat
馮永基教授, JP	Professor Raymond FUNG
	Wing-kee, JP
黑國強先生	Mr Andy HEI Kao-chiang
莫家良教授	Professor Harold MOK Kar-leung
丁新豹教授, BBS	Professor Joseph TING Sun-pao, BBS

本館團隊

Our Team

本館是一個匯聚不同背景人才、共同探索、參與和互相啟發的地方。於2018年成立初期，團隊只有寥寥數人，及至2023年年底，已有超過140名同事於本館五樓的辦公室工作。

團隊分為「研究策展及節目」和「博物館營運」兩個主要部門，轄下再細分為共12支團隊，負責實現各項目標和關鍵績效指標：在穩健且可持續營運的博物館環境內，策劃優質展覽、提供卓越的訪客體驗、加深公眾對中國藝術文化的了解，以及促進不同文化之間的對話。

The HKPM is a place where people of all backgrounds come to explore, participate, and be inspired. Starting with a team of only a few people in 2018, by the end of 2023 we had over 140 colleagues working together on the fifth floor of the Museum.

Under two key departments — the Curatorial and Programming department and Museum Operations department — we have in total 12 teams to ensure our objectives and key performance indices are met: to curate quality exhibitions, provide excellent visitor experiences, foster a deeper understanding of Chinese art and culture, and promote dialogue across world civilisations, in a holistic and sustainable museum environment.



同事與三星堆「青銅面具」雪糕打卡（2023年10月）。
Staff members enjoyed Sanxingdui "Bronze mask" ice pops together (October 2023).



本館董事局成員與同事共慶新春（2024年1月）。
HKPM Board members and colleagues celebrated the Lunar New Year together (January 2024).

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