

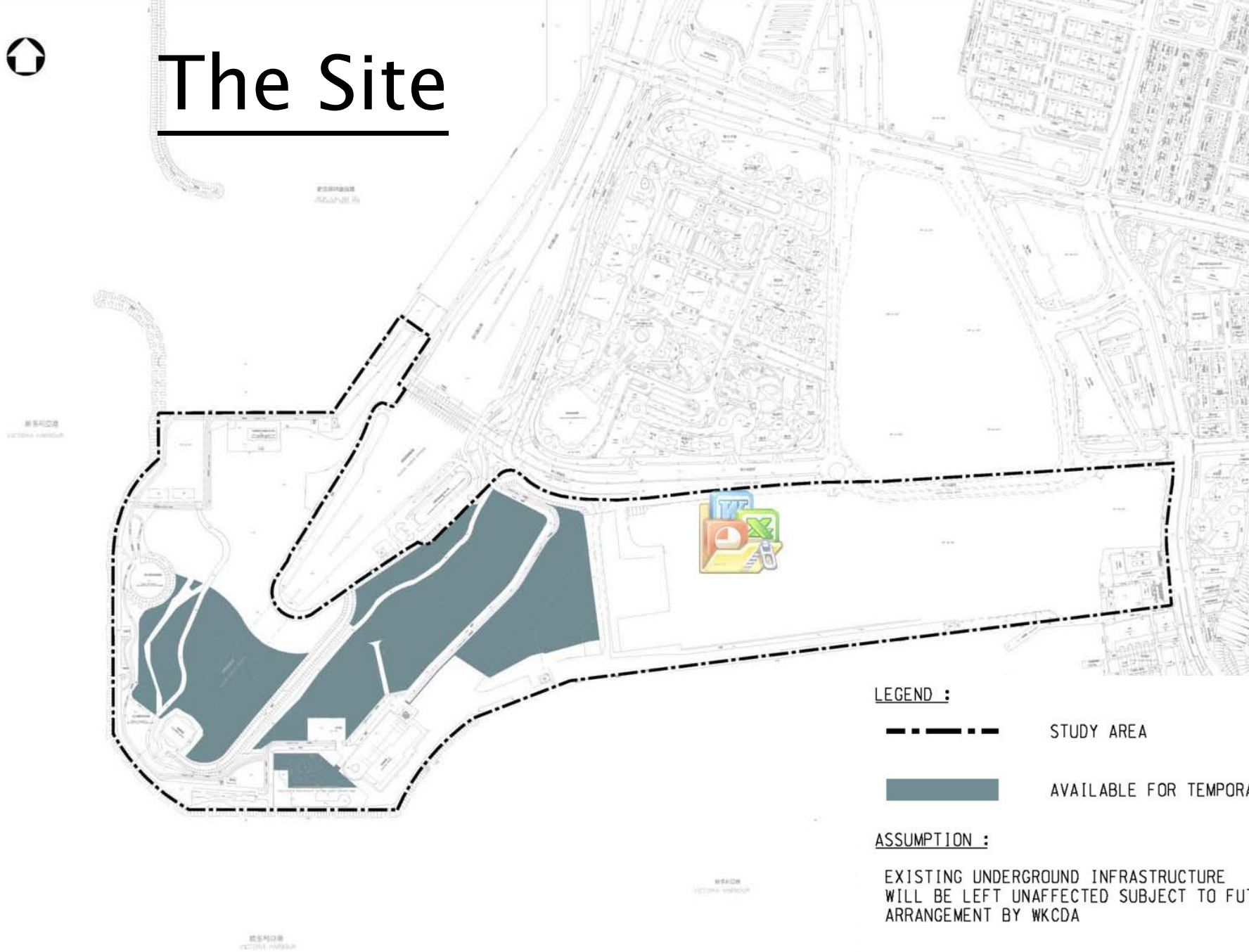
TEMPORARY USE OF THE WEST KOWLOON CULTURAL DISTRICT SITE

Task Force on Harbourfront Developments in
Kowloon, Tsuen Wan and Kwai Tsing

31 May 2011



The Site



LEGEND :



STUDY AREA



AVAILABLE FOR TEMPORARY USE

ASSUMPTION :

EXISTING UNDERGROUND INFRASTRUCTURE
WILL BE LEFT UNAFFECTED SUBJECT TO FUTURE
ARRANGEMENT BY WKCA

OBJECTIVES

- ▶ Temporary Use, before commencement of Phase 1 construction in 2013–2014
- ▶ Provide opportunities for outdoor (and indoor, if temporary structures were erected) events;
- ▶ Raise public awareness of the future uses of the site;
- ▶ Bring people to the site so that they will get used to attending events on the site and to reinforce the message that WKCD is developed for all the people of Hong Kong;

OBJECTIVES (Con't)

- ▶ Act as incubators for developing and nurturing talents in performing arts and visual culture;
- ▶ Pilot the integration of software building with hardware development;
- ▶ Provide WKCDA with a foretaste of running a site with mixed commercial and cultural activities / achieve a financially sustainable and viable operation for WKCD.



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World Carnival, Tamar



© Serious Staging Limited
Symphony Under the Stars, Happy Valley Racecourse



HK Wine & Dine Festival,
West Kowloon Harbourfront Promenade

Photo source:
HK Tourism Board

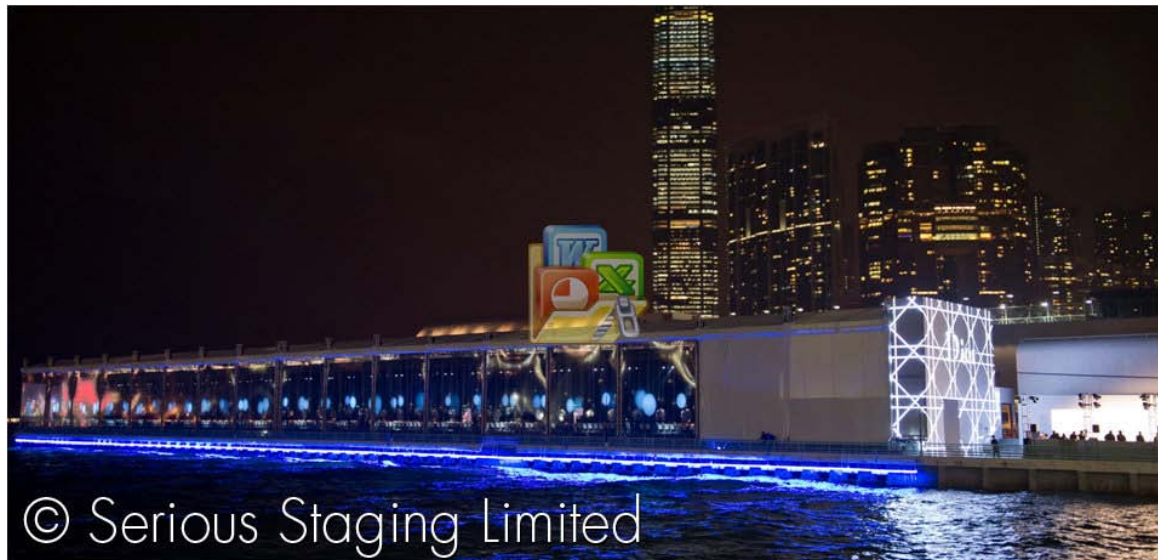


Standard Chartered Arts in the Park
Mardi Gras, Victoria Park

Photo courtesy: Hong Kong Youth Arts Foundation



Louis Vuitton event,
West Kowloon



Dior event,
Ocean Terminal

WAY FORWARD

- ▶ Short Term Tenancy (STT)
- ▶ Balanced Mix of Commercial / Cultural Activities
- ▶ How and where?
- ▶ Landscaped areas

West Kowloon Cultural District - Development Constraints

