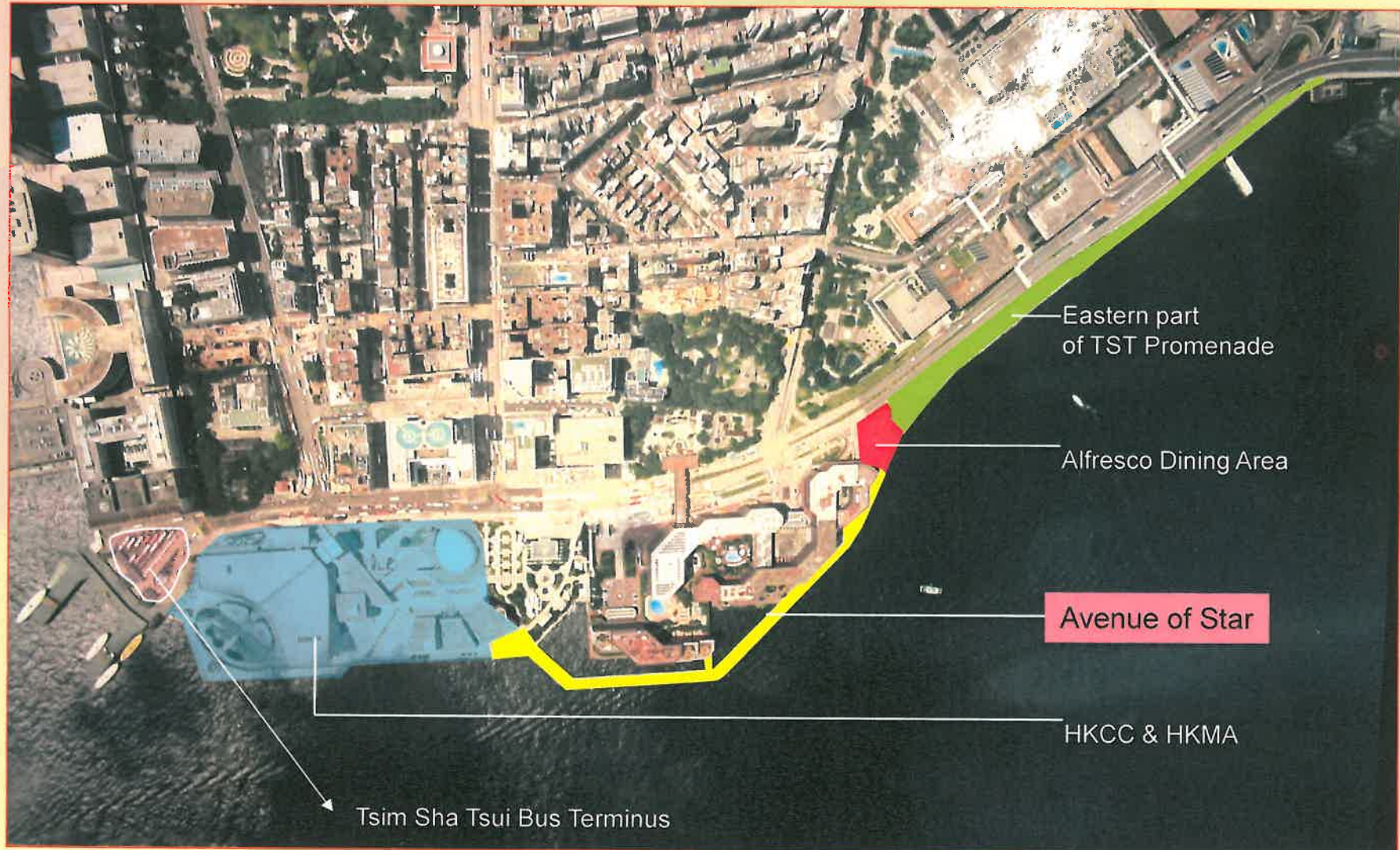


Management Mode of Avenue of Stars



Management Mode of Avenue of Stars

Location



Management Mode of Avenue of Stars

Background of AoS Project

- ✦ **AoS was initiated by Hong Kong Tourism Board (HKTB) to create a new icon attraction in Hong Kong in response to visitors' interest in Hong Kong movies, and also to recognize the contribution of the film industry to the tourism and economic development of Hong Kong.**

Management Mode of Avenue of Stars

Private Sector Involvement

- ✚ Design, Build & Operate by New World Development (NWD)



Management Mode of Avenue of Stars

Two Deeds signed with NWD

- ✦ **NWD agreed to donate funds and to execute the AoS project**
- ✦ **Management and operation entrusted to NWD for 20 years at a nominal fee of \$1**
- ✦ **Ultimate Management authority of AoS still rests with LCSD**



Management Mode of Avenue of Stars

Management Committee

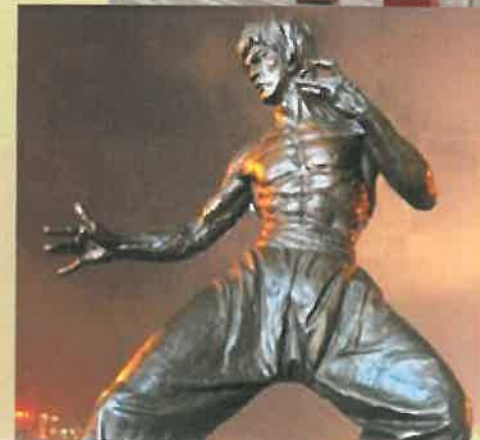
- ✦ A Management Committee has been set up to oversee the management, operation and performance of the AoS
- ✦ The Committee comprises representatives from LCSD, NWD, HK Tourism Board, Tourism Commission, ArchSD, HAD and HK Film Awards Association Ltd.



Management Mode of Avenue of Stars

Facilities in AoS

- ✦ AoS is a landmark paving feature along a central section of the promenade to showcase the history and stars of the Hong Kong movie industry. The facilities include:-
 - ❖ Star-shaped paving patterns at the entrance and along the promenade
 - ❖ Sculptures
 - ❖ Milestones portraying the local movie history
 - ❖ Floor plaques with handprints and autographs of movie stars and workers



Management Mode of Avenue of Stars

Facilities in AoS

- ❖ Souvenirs kiosks and mobile carts
- ❖ Seating with shelter and planter
- ❖ A stage with a video wall
- ❖ Special lighting effect creating a galaxy along the promenade



Management Mode of Avenue of Stars

Facilities in AoS's nearby area

- ✦ The shape of the lamp post provided at AoS & Tsim Sha Tsui Promenade is similar to those used in film-production industry
- ✦ Alfresco Dining Area at Tsim Sha Tsui Promenade



Management Mode of Avenue of Stars

Programming in AoS

Major Regular Programmes

- ✦ **Symphony of Lights organized by Tourism Commission.**
- ✦ **Fireworks displays on Chinese New Year, National Day and New Year Countdown.**



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Management Mode of Avenue of Stars

Programming in AoS

Designated Uses

- ✦ Public Open Space
- ✦ Stage Performances organized by the AoS Management Limited
 - ✦ Live band shows
 - ✦ Western Musical performances
 - ✦ Chinese Opera performances
 - ✦ Dance performances, etc.
- ✦ More than 350 events were organized annually

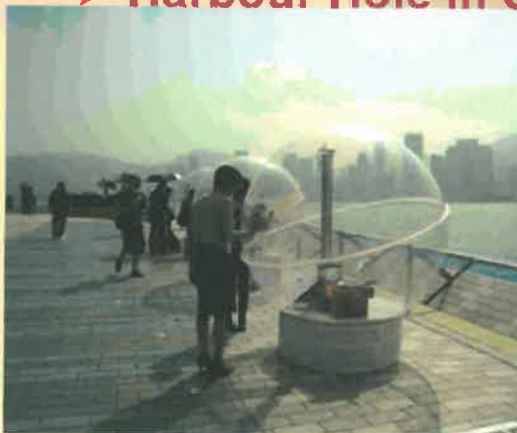


Management Mode of Avenue of Stars

Non-designated Use Events held at AoS & TSTP

In order to bring in more vibrancy to the promenade, LCSD facilitates reputable organisation to hold various non-designated activities at AoS and TSTP. In 2011, there were 26 nos. of Non-designated Use events held at AoS and TSTP including

- ✚ Walkathon
- ✚ Exhibits Display
- ✚ International event, such as
 - Hong Kong Dragon Boat Carnival
 - Harbour Hole in One



Management Mode of Avenue of Stars

Proposed improvement works at AoS

- ✦ **Additional provision of new handprints.**



Management Mode of Avenue of Stars

Proposed improvement works near AoS

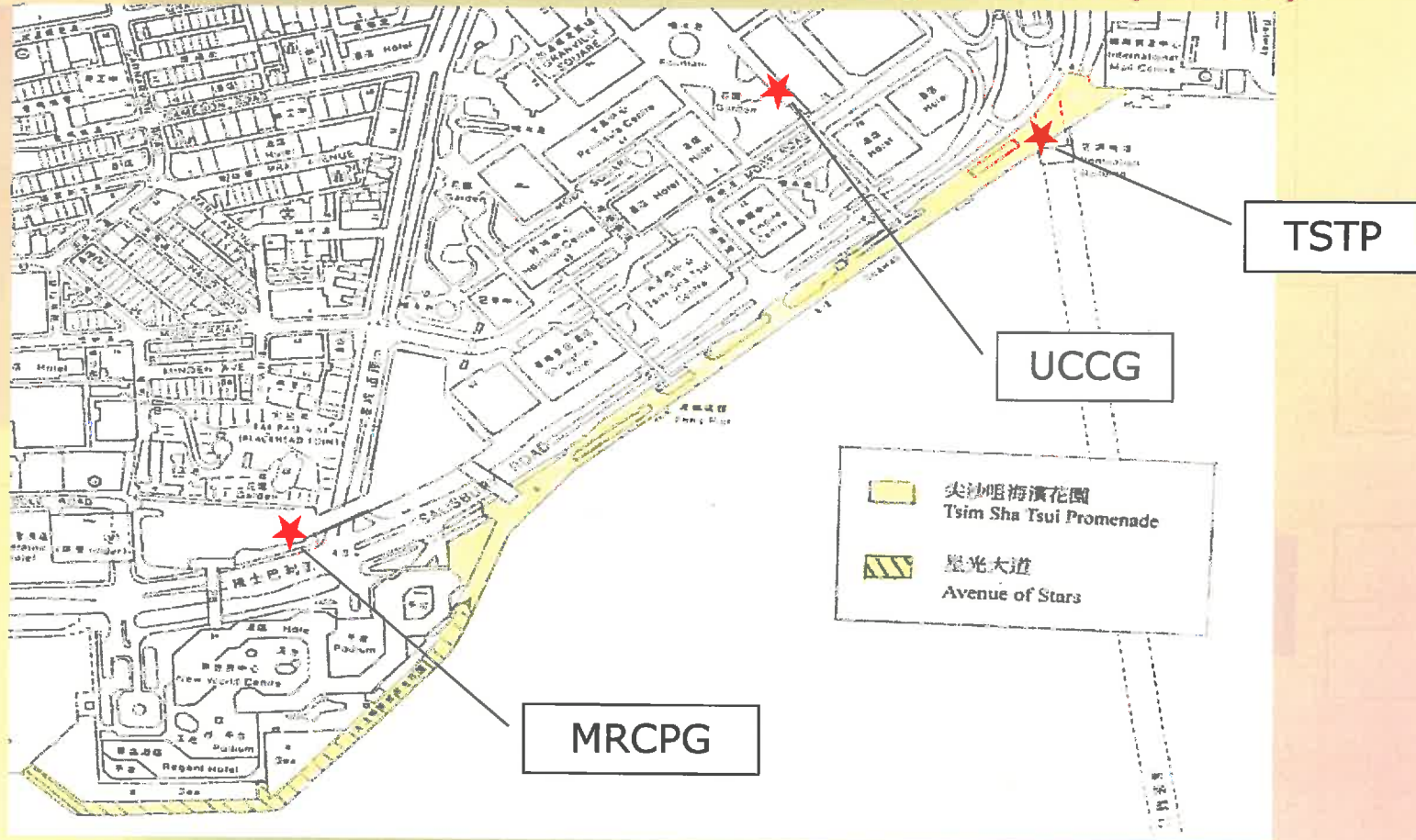
- ✚ There are 230 seating spaces at AoS
- ✚ Additional Resting Facilities to be installed at TSTP



Management Mode of Avenue of Stars

Proposed improvement works near AoS

- ✦ Additional Directional Sign for Avenue of Stars at Tsim Sha Tsui Promenade (TSTP), Middle Road Children's Playground (MRCPG) and Urban Council Centenary Garden (UCCG).





The End