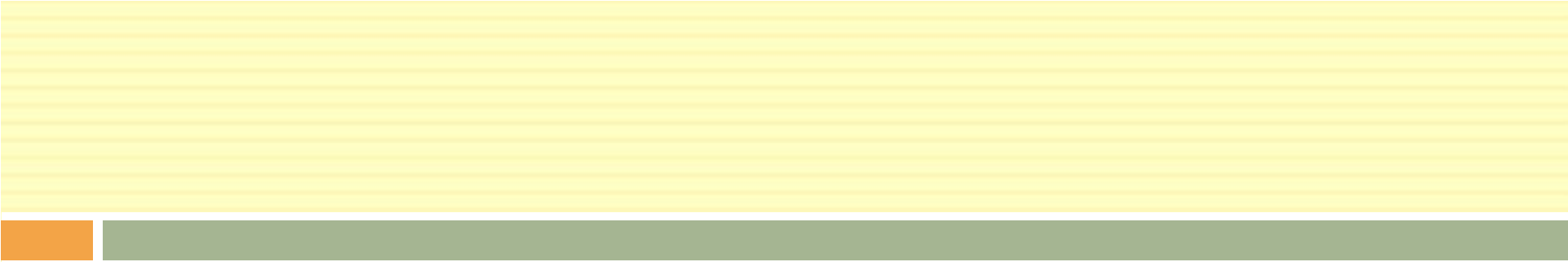# PRESENTATION TO HARBOURFRONT COMMISSION
15 JUNE 2015

Mark Taylor - MSc(FM)

EVENTS IN A WATERFRONT ENVIRONMENT

Southport

Hong Kong
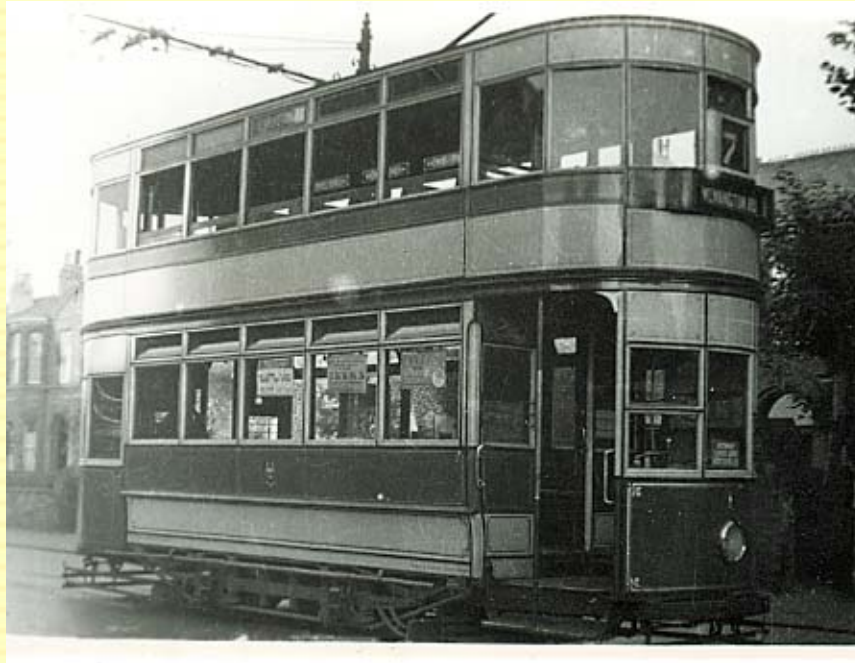
Southport   Hong Kong

Southport   Hong Kong

Southport   Hong Kong

Attraction

- Attraction – a place which draws visitors by providing something of interest or pleasure
  - Disneyland
  - Ocean Park
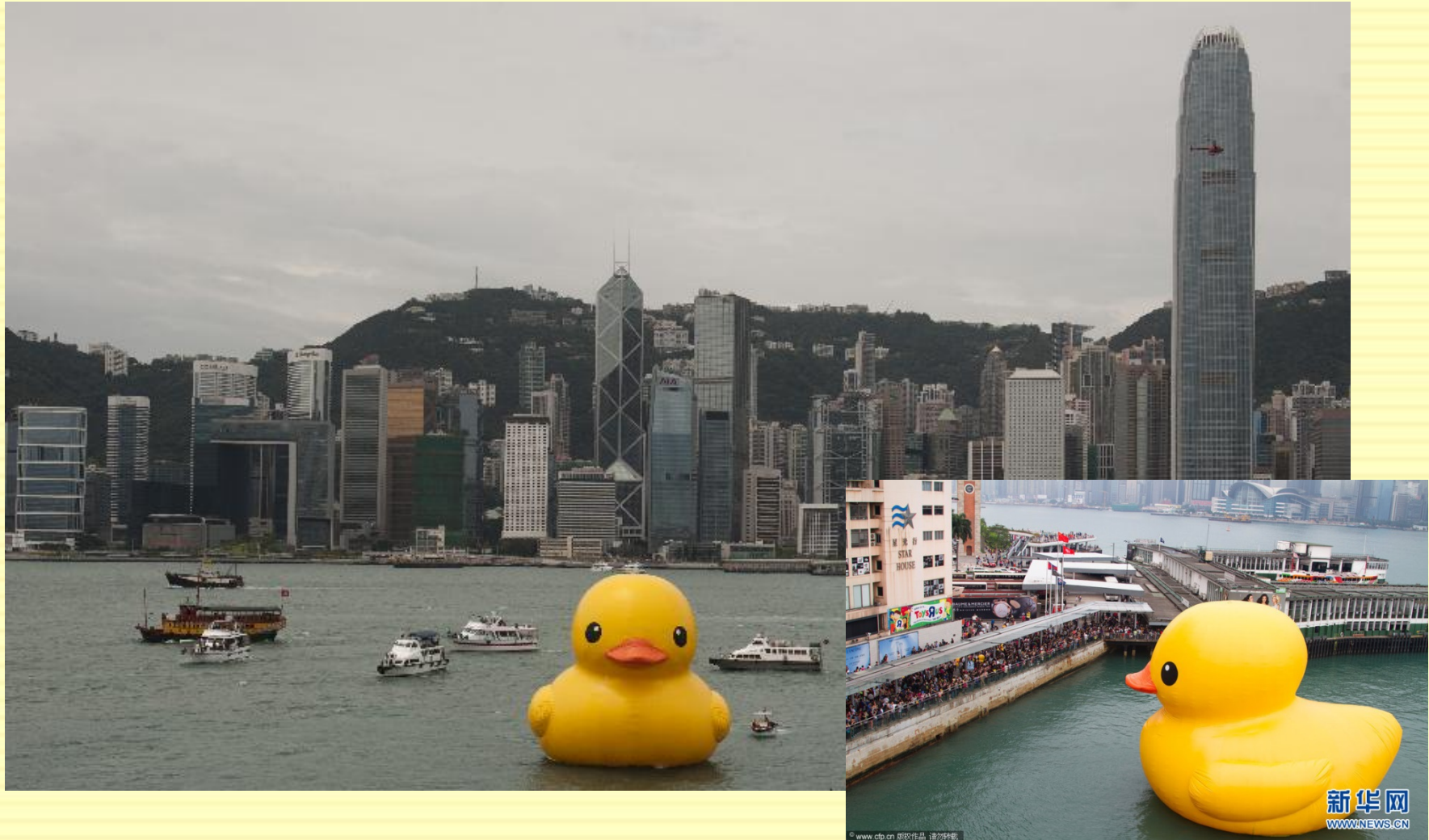 - Harbour Lighting Show

Attraction and Special Event

Event

- Attraction – a place which draws visitors by providing something of interest or pleasure
  - Disneyland
  - Ocean Park
  - Harbour Lighting Show
- Event - something that occurs in a certain place during a particular interval of time
  - Fireworks display
  - Lunar New Year Parade

Event - Chinese New Year Parade

Event - Star Ferry

Attraction vs. Event

- Attraction – a place which draws visitors by providing something of interest or pleasure
  - Disneyland **CONTINUOUS**
  - Ocean Park
  - Harbour Lighting Show
- Event - something that occurs in a certain place during a particular interval of time
  - Fireworks display **OCCASIONAL**
  - Lunar New Year Parade

Core Waterfront Needs

Connectivity

Identity

A, B, C, D

- Authority / Audit
- Boundaries
- Co-operation
- Design

Waterfront Event Sites

- Sites for waterfront events to encourage <u>inclusive</u> social interaction and <u>promote</u> visitor engagement

- Sites for a variety of public activities on permanent and temporary stages to create <u>unique destination experiences</u>

- Attractive and affordable entertainment that appeals to a wide range of users and <u>increase waterfront use</u>

Core Event Considerations

- ☐ **Style** of events required
- ☐ **Scale** of events possible

- ☐ **Site** conditions
- ☐ **Service** provisions

Event Style Options

- Entertainment events
- Sporting events
- Trade events

Entertainment Event

Entertainment Event

Sporting Event

Trade Event

Event Scale Options

- Soloist
  - Musician / Performer

Event Scale Options

- Soloist
  - Musician / Performer
- Small Group
  - Acoustic / Amplified

Event Scale Options

Event Scale Options

Event Scale Options

Event Site Conditions

Event Services - Audience

- Knowledge of event

- Directions to the event

- Shade

- Water

- Toilets

- Food

Event Services - Technical

- Ample distributed power
- Good water pressure
- Foul water connections
- IT connectivity

Concluding Thoughts!

- Existing waterfront areas need to be evaluated and suitable event sites identified

- Identify missing audience and technical needs at existing locations that could be upgraded

- An integrated event site masterplan should be developed for waterfront areas

- Plans should be made to fill perceived gaps in existing provision with new event sites

- New event sites would be purpose-designed for required style and scale of events

Thank You