



Submission for Site 3

Open Call for Planning Strategies



ARE YOU AWARE THAT



There is an internationally renowned
Maritime Museum at Pier 8?

This wonderful cultural institution connects
Site 3 with the waterfront?

The museum's extensive, high-quality collection
tells the centuries-old story of the development
of Hong Kong into a global port city?

Since 2013, the Hong Kong Maritime Museum (HKMM) is located at Central Pier No. 8. Our mission is to be the Hong Kong-based centre of excellence for exploring local and regional maritime interests. We have 15 galleries displaying over 1,000 objects. We offer a wide range of educational programmes for students and public throughout the year, and tailor learning experiences with tertiary institutions. The HKMM operates on a private-public-partnership model with partial funding from the Government and revenue streams from admission tickets, venue hire, fundraising, the museum shop, and a social enterprise café.

Access and Physical Connectivity

The HKMM is a meeting place, where visitors feel safe, welcomed, comfortable and entertained. For a meeting place, access and connectivity are key. Pier 8 is a transportation hub – all land transports including the MTR, bus, minibus, and taxi are within a 10-minute walk. The adjacent roundabout also serves as a hop on/hop off tour bus stop. In addition to the current ferry services, sea transport accessibility is further improved by the arrival of the water taxi. The Central Business District is only a bridge away.

Civic Programs in Public Spaces

The HKMM is more than a museum – with a plethora of activities ranging from dance and music, conferences, food and beverages, to exhibitions. The HKMM is very much community-based and provides free events all year round in the peripheral area of Pier 8. In other words, the museum has been very much involved in organising civic programs in public spaces. On land, there have been exhibitions and educational programmes, themed islands culture, biodiversity, rowing heritage and outdoor sculpture installations on shark conservation. On sea, we have hosted various international vessels – a 1927 Norwegian Three-mast tall ship, a French ocean research schooner and a clean-energy run *Race for Water*.

Over the past half year, the museum entered a new phase with the appointments of a new Chairman, a new Museum Director, and a new focus on a long-term ocean conservation educational programme for students and the green NGO community. The HKMM is proud to announce the upcoming installation of the Swire Marine Discovery Centre, to be opened in 2022. This newly designed Centre will enable the Museum to roll three museums into one – focusing on History, Arts and Science. Looking into the future, as part of Site 3 we propose an impressive Maritime Plaza to the Hong Kong community, with the world's largest anchor as its centerpiece.

The museum has been supportive in the New Central Harbourfront discussions by co-organising “The Harbourfront Forum – How to Plan a Harbourfront for the People” (2018) and hosting an ULI discussion event “Shaping Hong Kong New Central Harbourfront” (2017). We welcome interested parties to continue the dialogue and reach out to the Museum for possible future partnerships.

Heritage and Cultural Resources

The very nature and objectives of the museum mean that, the involvement of the HKMM in future development plans brings invaluable resources to Site 3. The Museum is THE cultural institution *par excellence* where people from Hong Kong, mainland China and the rest of the world will be informed about and connected with the past, present and future of Hong Kong's waterfront and harbour. Including the museum in this exciting Central Waterfront development will create unmeasurable added value.

We would be delighted to present our ideas and discuss inspirations for Site 3 with other participants when there is opportunity to meet.



HONG KONG
maritime
museum
香港海事博物館

HKMM@Pier8





HKMM's 3rd Decade

as Site 3 arrives

OUR MUSEUM

- The Hong Kong Maritime Museum (HKMM) is founded by members of the Hong Kong Shipowners Association to help Hong Kong residents and visitors to the City explore its unique maritime heritage.
- HKMM is an independent, non-profit registered charity supported by the shipping industry, the business community, private individuals and the Hong Kong SAR Government.
- HKMM is a cultural institution that tells the stories of Hong Kong's relationship with the sea, including the trades between Hong Kong and the Pearl River Delta and the World, and the vital roles played by so many ships in those stories.



OUR OBJECTIVES

At the very Centre of the Waterfront - @Pier8



We provide a **World Class Museum** to the Hong Kong Community and visitors to the City.



We are **More than a Museum** – a Multi-Themed Community Hub (Education, Events, Food & Beverage, Leisure & Entertainment).



We bring **People to the Harbour**, and bring the Harbour to the People.

OUR JOURNEY

Chapter 1 - 2003-2012 at Stanley



5,400 square ft

288,387 people

1,000 items

2

Size

Visitors

Collections

Galleries

Chapter 2 - 2013-2021 at Central Pier 8



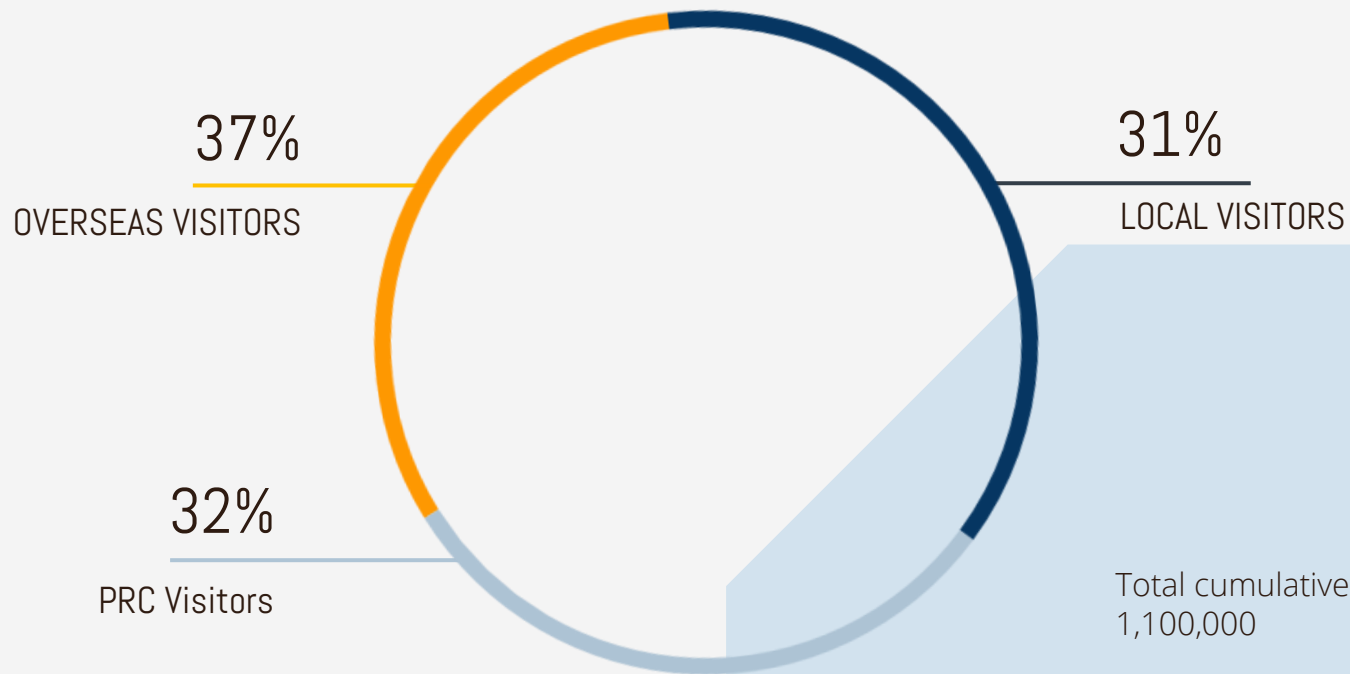
47,000 square ft

833,256 people

More than 5,000 items

15

OUR COMMUNITY



Total cumulative visitation:
1,100,000

Annual pre-COVID visitation:
130,000-180,000

OUR FUTURE: CHAPTER 3 MILESTONES



Swire Marine Discovery Centre construction starts

Major exhibition on Maritime Hong Kong since 1945 to mark the HKSAR 25th anniversary

Swire Marine Discovery Centre opening

Permanent galleries makeover phase 1

Major exhibition on world-famous Tang Dynasty Belitung shipwreck and treasures from National Heritage Board Singapore

Permanent galleries makeover phase 2

Major “ Lord McCartney” Exhibition (from the UK’s Royal Collection and Science Museum; Beijing Collection)

2021

2022

2023

2024

SWIRE MARINE DISCOVERY CENTRE

In 2022, HKMM will open its new Marine Discovery Centre in partnership with



INCLUSION OF ECOLOGY

Broaden perspectives and widen narratives by linking history, heritage, industry with the future of our oceans and planet.



COMMUNITY PARTNERSHIP

The Centre provides a platform for Green NGOs to showcase their work to the public.



ENVIRONMENTAL, SOCIAL & CORPORATE GOVERNANCE (ESG)

Enable Corporates with a strong ESG Agenda to contribute to Ocean conservation, which is so critical to preserving our Environment.

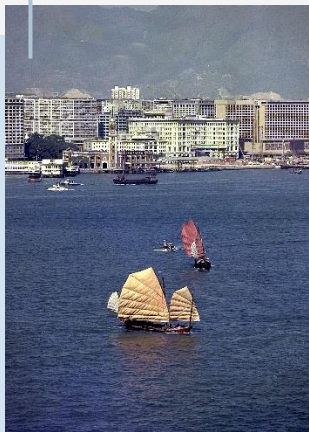


FUTURE GENERATION

Primary and secondary school students, as well as families, can visit our Marine Discovery Centre to attend classes on overfishing, pollution and marine bio-diversity.

THREE MUSEUMS ROLLED INTO ONE

HISTORY



ARTS

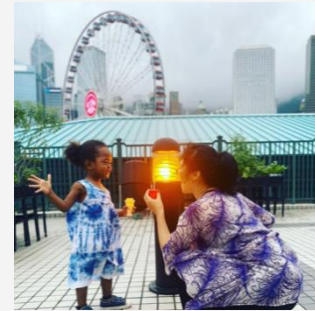


SCIENCE



HKMM **HAS** it all

OUR ROOFTOP VENUE IN THE HEART OF THE CENTRAL HARBOURFRONT



- VISTA POINT
- ROOFTOP FARM
- INSTANTLY INSTAGRAM-ABLE
- COMMUNITY ACTIVITIES WITH A VIEW

WE ARE MORE THAN A MUSEUM @PIER8



CONFERENCE@PIER8



MUSIC@PIER8



FASHION@PIER8



KIDS@PIER8



COCKTAIL@PIER8

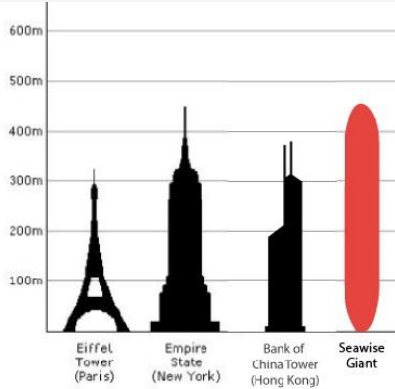


CAFE@PIER8

WE ARE A PLACEMAKER @PIER8



OUR IDEA FOR THE FUTURE: ANCHOR PLAZA REIMAGINED



The Hong Kong-owned Seawise Giant is the world's largest ship ever built, and we own its anchor.

Our idea is to create a new maritime plaza between Pier 8 and Site 3, with the anchor as the centerpiece. A dedication to the Hong Kong community.





hkmaritimemuseum.org

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