

香港故宮文化博物館
Hong Kong Palace Museum



二〇二四
年度報告

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Annual Review 2024

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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，建立全球合作夥伴關係，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 WestK, the Hong Kong Palace Museum (“HKPM” or “Museum”) 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 (“WKCD”) 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 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.

2024年是香港故宮文化博物館成果豐碩的一年。我們成功舉辦了九個全新展覽，展出皇室肖像、瓷器、琺瑯、黃金、玉器、陶瓷及珍稀瑰寶等文物，部分展品更是首次在香港公開亮相。這些展覽吸引了逾90萬名本地及海外觀眾，並獲得專家與公眾的高度讚譽。

為了把中華文化敘述得趣味盎然，同時展現中華文明發展歷程中的跨文化交流，我們與內地及法國頂尖博物館和文化機構緊密合作，善用數碼科技和創意展示展覽內容。本館利用高質素的影片和動畫，呈現豐富的視覺效果，並結合互動式資訊站和沉浸式多媒體裝置，讓觀眾更深入探索、學習和參與。

展覽之外，我們舉辦了豐富多元的教育活動，如公開講座、親子工作坊及大師班等，致力激發公眾對中華文化的熱忱。我們於2024年8月舉辦的首個「博物館歷奇親子夜」留宿體驗，透過多元且融合古今的親子體驗項目，讓參加者置身於古代科舉、狩獵及日常生活等故事場景之中。從日落到日出，讓博物館化身能居能玩的空間，一起沉浸式體驗古人生活的一日。

截至2024年底，本館已獲贈近3,000件跨越2,300年的珍貴藏品。與此同時，本館與香港理工大學合作的中國紡織藝術中心亦已宣佈成立。本館將繼續推進中國文化遺產的保護，和推動全球紡織文物的研究。

在此，我謹向本館董事局成員、捐贈者、贊助機構、贊助人、「香港故宮之友」及全體同仁致以衷心感謝，感謝你們的鼎力支持與付出。讓我們繼續攜手探索中華文化瑰寶，以古鑒今，啟迪未來！

孔令成先生，GBS，JP
香港故宮文化博物館董事局主席



2024 was a fruitful year for the Hong Kong Palace Museum. We unveiled nine new exhibitions showcasing imperial portraits, porcelain, enamel, gold, jade, ceramics, and rare artefacts, some of which made their debut in Hong Kong. These exhibitions attracted over 900,000 local and international visitors and were met with widespread acclaim from experts and the public alike.

To present the narrative of Chinese culture in an engaging manner and highlight its cross-cultural exchanges throughout history, we collaborated closely with leading museums and cultural institutions in Mainland China and France, pioneering fresh perspectives in Chinese art. By integrating high-quality films, animations, and immersive multimedia with interactive kiosks, we created rich visual experiences that deepened visitors' exploration and learning.

Beyond exhibitions, we organised a vibrant array of educational programmes, including public lectures, family workshops, and masterclasses, to ignite passion for Chinese art and culture. In August 2024, we launched our inaugural "Adventure Night @HKPM" sleepover event, offering parent-child activities that transported participants into the world of ancient imperial examinations, hunts, and daily life. From dusk till dawn, the Museum became a playful, immersive space where families could experience "a day in the life" of ancients.

By the end of 2024, the museum had received generous donations of nearly 3,000 precious works spanning 2,300 years. Additionally, the establishment of The Hong Kong Palace Museum — The Hong Kong Polytechnic University Joint Chinese Textile Centre was announced. We will further advance our goal of preserving Chinese heritage and fostering global research on historical textiles.

I extend my deepest gratitude to the HKPM Board, donors, sponsors, patrons, HKPM Friends, and our dedicated team for their unwavering support. Together, let us continue to uncover the brilliance of Chinese culture, drawing wisdom from the past to inspire the future!

Mr Leo KUNG Lin-cheng, GBS, JP
Board Chairman, Hong Kong Palace Museum

邁進第三載春秋，香港故宮文化博物館繼續攜手故宮博物院及全球頂尖文化機構，至今已舉辦超過20場專題及特別展覽，呈現了悠久燦爛的中華文明、多元瑰麗的世界文明以及本館最新館藏。承蒙各界藏家的慷慨支持，今年本館館藏再添多組珍品，朝着構建世界頂級收藏的目標闊步前行。

博物館致力與海內外不同文化機構合作，向公眾呈現多元而精彩的中外文化展覽。在2024年，我們與故宮博物院和法國凡爾賽宮聯合主辦了特別展覽「當紫禁城遇上凡爾賽宮——十七、十八世紀中法文化交流」，展現中法文化交流的璀璨歷史。與中國文物交流中心合辦的特別展覽中國銀行（香港）呈獻：「中華文明溯源」也獲得極大迴響，博物館更會於2025年支持復旦大學與國家文物局於在復旦大學博物館合辦的「多元一體：中華文明溯源」展覽。博物館與香港理工大學攜手成立香港故宮文化博物館－香港理工大學聯合中國紡織藝術中心，充分運用並研究著名中國紡織藝術收藏家賀祈思先生捐贈的「香港故宮文化博物館賀祈思收藏」，2025年更會舉辦大型中國絲綢通史及文化交流展覽，展出其中的珍貴藏品。

作為香港的重要文化地標，香港故宮文化博物館一直以跨越時空的視野構築文明互鑒的虹橋；在全球科技迅速發展的背景下，以創新策展手法將文化瑰寶與當代生活巧妙結合，讓文物在現代社會中綻放嶄新光芒。未來，本館將繼續肩負弘揚五千年中華傳統文化的使命，透過別具一格的文物展陳，讓中外的歷史文化在新時代交相輝映，為全球觀眾編織一條連接過去與未來、溝通華夏與世界的文化紐帶。

吳志華博士
香港故宮文化博物館館長



As the Hong Kong Palace Museum enters its third year, it has presented over 20 thematic and special exhibitions to display treasures from the Palace Museum, the HKPM, and other important cultural institutions from around the world. This year, thanks to the generous support of donors, the Museum has received numerous rare donations, enhancing its collection and moving closer to achieving its goal of establishing a world-class collection.

HKPM is committed to fostering collaborations with institutions both across China and around the globe. In 2024, the Museum jointly hosted the special exhibition, “The Forbidden City and the Palace of Versailles: China-France Cultural Encounters in the Seventeenth and Eighteenth Centuries” with the Palace Museum and the Palace of Versailles from 2024 to 2025. This exhibition highlights the rich history and deep heritage of Sino-French cultural exchanges. Moreover, the special exhibition Bank of China (Hong Kong) Presents: “The Origins of Chinese Civilisation” is also highly acclaimed, the Museum will collaborate with Fudan University in 2025 on supporting the exhibition “Unity in Diversity: Tracing the Origins of Chinese Civilisation”, which is co-organised by Fudan University and the National Cultural Heritage Administration. The Museum is partnering with The Hong Kong Polytechnic University to establish The Hong Kong Palace Museum — The Hong Kong Polytechnic University Joint Chinese Textile Centre, making full use of the Chris Hall Collection at the Hong Kong Palace Museum, generously provided by esteemed art collector Chris Hall. Featuring the Collection, the HKPM will present a large-scale survey exhibition in 2025 with the themes of the history of Chinese silk culture and the cross-cultural exchanges exemplified through textiles.

As an essential cultural landmark in Hong Kong, the HKPM serves as a bridge for mutual understanding among civilisations, with a vision that spans time and space. In an era of rapid global technological advancements, the Museum is focusing not only on showcasing the allure of historical artefacts, but also the skilfully integrating cultural treasures with contemporary life. Looking ahead, the Museum will remain committed to promoting 5,000 years of Chinese traditional culture. Through innovative curatorial techniques, it also aims to facilitate a harmonious relationship between China and the rest of the world’s historical and cultural heritage, creating a cultural bond that connects the past with the future and links the Chinese community to a global audience.

Dr Louis Ng
Museum Director, Hong Kong Palace Museum

概覽 Overview

到訪 Visitation

人次
Visitors

911,600

展覽 Exhibitions

專題展覽
Thematic exhibitions

2

特別展覽
Special exhibitions

4

參與 Engagement

學習計劃參加者人數
Learning programme
participants

859,000

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

50,000

贊助人及會員人數
Patrons and members

7,300

本館網頁 HKPM on the Web

總瀏覽次數
Total
pageviews

9,610,000

本館的媒體報道 HKPM in the Press

印刷品及廣播
Media print and
broadcast coverage

4,400

本館的社交媒體 HKPM on Social Media

追蹤人數
Followers

288,000

報告期為 2024 年 1 月 1 日至 12 月 31 日。
The reporting period is from 1 January to 31 December 2024.

獎 項 與 嘉 許

Awards and Recognitions

2024 榮 譽 大 獎 Grand Award

香港測量師學會大獎 2024 —
建築（樓宇）工程
HKIS Awards 2024 —
Construction (Building) Category

優 質 建 築 大 獎 及 優 質 卓 越 大 獎 Quality Excellence Award and Grand Award

優質建築大獎2024 — 香港非住宅項目
（新建築物 — 政府，機構或社區）
Quality Building Award 2024 — Hong Kong
Non-Residential (New Building — Government,
Institution or Community)

銅 獎 Bronze Award

DFA 亞洲最具影響力設計獎2024 — 傳訊設計
DFAA 2024 — Communication Design

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香港瑰麗酒店與香港故宮文化博物館
聯手推出「明月：傳承」月餅禮盒

由八萬四千溝通事務所設計

FULL MOON PAST : PRESENT : FUTURE
mooncake gift box created by
Rosewood Hong Kong in collaboration with
the Hong Kong Palace Museum

Designed by 84000 Communications Limited



研究策展、藏品及節目 Curatorial, Collection and Programming

研究策展、藏品及節目

Curatorial, Collection and Programming

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Curatorial, Collection and Programming

研究策展、藏品及節目

Curatorial, Collection and Programming

研究策展、藏品及節目

Curatorial, Collection and Programming



展覽 Exhibition Programme

博物館共設有九個展廳，舉辦常設專題展覽和特別展覽。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。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。

2024 年的展覽共展示了近 1,500 件故宮博物院藏品中最為重要的文物。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.

Nearly 1,500 priceless treasures from the Palace Museum were selected for the Museum's exhibitions in 2024. Many of these treasures are being exhibited in Hong Kong for the first time, while some 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

1.7.2024 – 30.3.2026

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——清代宮廷生活與藝術
From Dawn to Dusk: Life and Art in the Forbidden City

14.8.2024 – 13.8.2026

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.

流光彰色——故宮博物院藏明代陶瓷珍品
Brilliance: Ming Dynasty Ceramic Treasures from the Palace Museum, 1368–1644

10.7.2024 – 9.5.2026

故宮博物院所藏中國歷代陶瓷主要繼承明、清兩代的宮廷典藏，量大質精，品類蔚然大觀。本展覽精選100多件來自故宮博物院具代表性的明代陶瓷珍品，分三個單元，從造型、釉色、紋飾等方面，展現明代早、中、晚期陶瓷工藝的發展演變和所取得的傑出成就。

展覽由香港故宮文化博物館與故宮博物院聯合主辦。展覽亦獲本館捐贈人達文堂主人陳永達先生和懷海堂主人鍾棋偉先生支持。

The Chinese ceramics housed in the Palace Museum—unparalleled in volume, quality, and variety—are mainly inherited from the imperial collections of the Ming and Qing dynasties. This exhibition features over 100 representative Ming ceramic treasures from the collection of the Palace Museum. It is organised in three sections and explores the development and the outstanding achievements of ceramic production in form, glaze, and design in the early, mid-, and late Ming dynasty.

This exhibition is jointly organised by the Hong Kong Palace Museum and the Palace Museum. The Hong Kong Palace Museum donors Mr Lawrence Chan Wing-tat, master of the Dawentang Collection, and Mr Anthony Cheung Kee-wee, owner of the Huaihaitang Collection, provided generous support to this exhibition.

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。人物畫在唐代迎來了鼎盛時期；隨着主題、技法的日益豐富，人物畫在明代有了新的發展和特色。

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。

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, figure painting had already reached a pinnacle. Themes and techniques continued to develop and the Ming dynasty saw a new wave of innovation in the genre.

This exhibition features more than 80 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.

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.



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

14.8.2024 – 13.8.2026

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.



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 – 28.02.2025

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.



樂藏與共——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

15.3.2024 – 18.8.2025

在香港故宮文化博物館 2022 年開幕前後，眾多香港收藏家和藝術家慷慨捐贈了個人收藏，助力博物館建立了首批收藏，以示對本館推廣中華文化使命的支持。兩年期間，本館接受捐贈的藏品數量已超過 1,600 件。

香港故宮文化博物館透過嚴謹的入藏程序，以及展覽、研究、保護和教育工作，讓公眾得以欣賞這些捐贈文物之美，了解其歷史和文化價值，亦弘揚 14 家捐贈方樂藏與共的精神，表彰他們對傳承中華文化的重大貢獻。慨贈文物不但體現出捐贈方獨特的鑒藏能力和創作活力，也彰顯了香港豐厚的文化底蘊，以及作為中國藝術文物收藏與研究中心的獨特地位。

從數千年前新石器時期的彩陶，到象徵永恆的黃金飾物和青銅器、清麗絕美的明清瓷器、典雅精緻的古典家具、華麗多彩的琺瑯器，再到精美雋永的鐘錶和書畫，讓我們一同遊歷於捐贈人和文物的精彩故事，體會他們如何發展收藏事業、進行藝術創作，並感受他們在收藏、創作與分享過程中的喜悅。

To commemorate the grand opening of the Hong Kong Palace Museum in 2022, many Hong Kong collectors and artists generously supported the Museum's mission of promoting Chinese culture by donating important works of art. Their incredible generosity helped lay the foundation for the Museum's growing collection. Since the opening, we have received over 1,600 donated works.

All donations go through a rigorous acquisitions procedure, as well as robust research, conservation, exhibition, and education initiatives. Now we invite you to appreciate the aesthetic, historical, and cultural significance of the many outstanding works and celebrate our donors for their major contributions to advancing the understanding of Chinese art and culture. Their spectacular gifts to the Museum not only reflect their connoisseurship and creative energy but also highlight the rich cultural traditions of Hong Kong and its unique position as a centre for Chinese art collecting and research.

Explore these treasures on display ranging from the painted ceramics of the Neolithic period some thousand years ago to the gold ornaments and bronzes of later periods, from the exquisite porcelains, elegant furniture, and brilliantly hued cloisonné of the Ming and Qing dynasties to the timepiece, calligraphic works, and paintings of the modern era. We hope you enjoy the fascinating stories about our donors' art collecting and creative journeys and appreciate their generosity as you view this exhibition.



特別展覽 Special Exhibitions

展廳
Gallery

8

香港賽馬會呈獻系列：圓明園——清代皇家園居文化
The Hong Kong Jockey Club Series: YUAN MING YUAN — Art and Culture
of an Imperial Garden-Palace

20.3.2024 – 12.8.2024

展覽展出逾 190 件與圓明園相關的重要文物，涵蓋書畫、器物、燙樣（建築模型）等，重現這座清代著名皇家園林昔日的輝煌。圓明園是五代帝王園居理政的主要場所，亦是傳統造園藝術的巔峰之作。展覽呈現園林佈局的象徵涵義、時令節慶的豐富活動、造園藝術的經典傳承，以及皇室成員的園居故事。展覽全面展現圓明園的歷史風貌，讓觀眾對中國園林藝術有更深入的了解。

展覽由香港故宮文化博物館、故宮博物院及北京市海淀區圓明園管理處聯合主辦，由香港賽馬會慈善信託基金獨家贊助。

Shedding new light on Yuanming yuan (Garden of Perfect Brightness) by featuring over 190 spectacular paintings, architectural models, and other works associated with this once-magnificent Qing dynasty imperial garden-palace, which served as the principal residence of five Qing emperors. The exhibition highlights the garden's space and layout, festival activities, aesthetic tastes of the emperors, and the stories about the imperial family dwelling in the garden. In this exhibition, visitors will discover the crowning achievements of imperial garden-palace design, the stories about the garden's principal residents, and the history of the Qing imperial court.

The exhibition is jointly organised by the Hong Kong Palace Museum, the Palace Museum, and the Yuanmingyuan Administration Office of Haidian District of Beijing. It is solely sponsored by The Hong Kong Jockey Club Charities Trust.

展廳
Gallery

9

法國百年時尚——巴黎裝飾藝術博物館 服飾與珠寶珍藏，1770–1910 年
The Adorned Body: French Fashion and Jewellery 1770–1910 from the
Musée des Arts Décoratifs, Paris

26.6.2024 – 14.10.2024

展覽透過近 400 件華麗精美的法國服裝、珠寶與配飾，回顧十八世紀末至二十世紀初的法國時尚歷史，展現服飾如何塑造身體形態及體現身份地位。展覽分為五個單元：絢麗宮廷（1770–1790年）、理性與感性（1810–1830年）、傳統與創新（1850–1860年）、雍容華貴（1880年）、美好年代（1890–1910年），講述法國服裝與珠寶演變的精彩故事，彰顯文化交流對法國時尚之影響。

本展覽由巴黎裝飾藝術博物館與香港故宮文化博物館聯合主辦。國泰為本展覽的旅遊夥伴。

Spanning from the late eighteenth to the early twentieth century, nearly 400 stunning pieces of French costumes, jewellery, and fashion accessories demonstrate the power of clothing and adornment to transform the body and define social status. The exhibition is divided into five sections: Court Splendour (1770–1790), Sense and Sensibility (1810–1830), Tradition and Innovation (1850–1860), The Birth of Luxury (1880), and The Belle Époque (1890–1910). It highlights the fascinating stories about the evolution of fashion and jewellery in France and the interplay of cultures that shaped French fashion.

The exhibition is jointly organised by the Musée des Arts Décoratifs and the Hong Kong Palace Museum. Cathay is the Travel Partner of the exhibition.



中國銀行（香港）呈獻：
中華文明溯源
Bank of China (Hong Kong) Presents:
The Origins of Chinese Civilisation

25.9.2024 – 7.2.2025

中華文明是世界四大文明之一，博大精深，源遠流長，是世界上唯一自古延續至今、從未中斷的文明。近 20 多年來的考古工作取得了豐碩成果，透過豐富的考古發現和深入的調查和研究，揭示了中華文明起源、形成與早期發展的歷史脈絡，實證了我國 5,000 多年的文明史，展示了以中原地區（黃河中下游）為中心的中華文明多元一體格局的形成、演進過程。

展覽聚焦考古發掘以及 100 年以來中國考古的重要發現。100 多件展品來自內地及香港共 14 家機構，涵蓋九個主要考古遺址，展現中華文明所具有突出的連續性、創新性、統一性、包容性、和平性，彰顯中華文明的輝煌成就和對人類文明作出的偉大貢獻。

展覽由香港故宮文化博物館和中國文物交流中心聯合主辦。展覽由博物館戰略合作夥伴中國銀行（香港）贊助。

As one of the world's four great civilisations, Chinese civilisation is rich and profound, boasting a long history stretching back to antiquity. It remains the only ancient civilisation in the world that has continuously developed up to the present day. Archaeological work in China has yielded remarkable results over the past two decades. Through large-scale archaeological surveys and in-depth research, it has not only mapped out the historical trajectory of the origins, formation, and development of Chinese civilisation, but also substantiated a civilisation with more than 5,000 years of history in China. Such archaeological work has revealed how various regions and cultures in China have interacted with one another and eventually merged into a cohesive whole with the Central Plain (middle and lower reaches of the Yellow River) as its centre, forming a remarkable cultural continuum evincing the “diversity in unity” pattern in the formation and development of Chinese civilisation.

The exhibition features China's recent significant excavations, and archaeological discoveries made in the past hundred years. Over 100 objects from 14 archaeological institutions and museums in the Mainland and Hong Kong cover 9 ancient cultures and 9 major archaeological sites. The exhibition demonstrates the remarkable continuity, creativity, unity, inclusiveness and peacefulness of Chinese civilisation, as well as its significant achievements and contributions to human civilisations.

The exhibition is jointly organised by the Hong Kong Palace Museum and the Art Exhibitions China, and sponsored by the Hong Kong Palace Museum's strategic partner Bank of China (Hong Kong).





當紫禁城遇上凡爾賽宮——十七、十八世紀中法文化交流
The Forbidden City and The Palace of Versailles: China-France Cultural
Encounters in the Seventeenth and Eighteenth Centuries

18.12.2024 – 4.5.2025

十七、十八世紀，紫禁城和凡爾賽宮分別是中法兩國的政治、文化和藝術中心。兩座宮殿雖距離遙遠，卻對彼此充滿好奇。在兩國宮廷的主導下，以穿梭往來的法國傳教士為橋樑，中法展開了廣泛而深刻的交流。

本次展覽展出近 150 件來自故宮博物院、凡爾賽宮收藏的珍貴文物，展現十七至十八世紀中法在科學技術、工藝、文化藝術、哲學思想等領域的交流和互鑒。中法兩國相互尊重、相互學習，產生了新的技術、知識和藝術形式，共同書寫了兩國文化交流互鑒的精彩篇章。

展覽由香港故宮文化博物館、故宮博物院和凡爾賽宮聯合主辦，展品主要來自故宮博物院和凡爾賽宮，香港海事博物館和香港中文大學圖書館亦提供部分借展文物。展覽獲香港特別行政區政府文化體育及旅遊局轄下「文化藝術盛事基金」的資助。*

國泰為是次特別展覽的首席贊助，承乾基金會與美國運通 Centurion 為主要贊助。

* 節目／活動內容並不反映香港特別行政區政府的意見



In the seventeenth and eighteenth centuries, the Forbidden City in China and the Palace of Versailles in France each stood as the centre of their respective countries' political, cultural, and artistic life. Despite the vast geographic distance between them, the courts in Beijing and Versailles were keenly curious about one another. Led by a number of enlightened rulers and facilitated by travelling French missionaries, China and France embarked on extensive and impactful exchanges.

This special exhibition presents nearly 150 spectacular treasures from the Palace Museum and the Palace of Versailles, illuminating the fascinating encounters and exchanges between China and France in science, artisanship, arts, culture, and philosophy during the seventeenth and eighteenth centuries. The objects on display tell stories of the special bonds forged between China and France through mutual admiration and respect, which provided new incentives to expand skills and knowledge and create new art forms. Together, people in China and France created a splendid chapter in the history of world cultural exchange.

The exhibition is jointly organised by the Hong Kong Palace Museum, the Palace Museum, and the Palace of Versailles. The exhibits mainly come from the Palace Museum and the Palace of Versailles. The Hong Kong Maritime Museum and the Chinese University of Hong Kong Library have also provided a number of loans. The exhibition is financially supported by the Mega Arts and Cultural Events Fund under the Culture, Sports and Tourism Bureau of the Hong Kong Special Administrative Region Government.*

Cathay is the Lead Sponsor, and Tigillus Foundation and Centurion from American Express are the Major Sponsors of this special exhibition.

* The content of this programme does not reflect the views of the Government of the Hong Kong Special Administrative Region

科學與探索遠方
Science and Exploration
of the World

在歐洲15至17世紀的科學革命中，科學與探索遠方成為人類文明的重要里程碑。這段時期，人類開始以科學的方法探索自然，並發現了許多新的知識。這段時期，人類開始以科學的方法探索自然，並發現了許多新的知識。

With the advent of the Scientific Revolution in Europe, science and exploration became important milestones in human civilization. During this period, humans began to explore nature with scientific methods and discovered many new knowledge.



捐贈人與捐贈藏品

List of Donors and Donations

2022年5月至2023年12月期間，本館獲12家捐贈方（藝術收藏家和藝術家）慷慨捐贈共1,171件藏品；2024年1月至12月期間，再有7家捐贈方（藝術收藏家和藝術家）慷慨捐贈共432件藏品。這些藏品在拓展本館的展覽、研究、文物保護和教育活動方面，擔當了重要角色，為本館建立和豐富其世界級館藏奠定了穩健基礎，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. From January to December 2024, an additional 432 works were donated by 7 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 benefiting the general public as well as students and scholars.

入藏時間	1/2024 – 12/2024
Period of Acquisitions	
捐贈方	7
Number of Donating Parties	

捐贈人及捐贈藏品
List of Donors and
Donated Works

鍾棋偉先生 懷海堂主人	
明代瓷器	
Mr Anthony CHEUNG Kee-wee	
Owner of the Huaihaitang Collection	
Ming porcelain	1
馮永基教授	
畫作（一組）	
Professor Raymond FUNG Wing-kee	
A set of paintings	8

盧茵茵女士和朱偉基先生 夢蝶軒主人	
古代金銀器	
Ms Betty LO Yan-yan and Mr Kenneth CHU Wai-kee	
Owners of the Mengdiexuan Collection	
Ancient gold and silver objects	417

陳永達先生 達文堂主人	
明代瓷器	
Mr Lawrence CHAN Wing-tat	
Master of the Dawentang Collection	
Ming porcelains	2

陳棣光教授 光怡志堂主人	
明代瓷器	
Professor CHAN Tai Kwong, Frederick Stephen	
Owner of the Kwong Yee Che Tong Collection	
Ming porcelain	1

伍嘉恩女士 嘉木堂主人	
明式家具	
Ms Grace WU	
Founder of Grace Wu Bruce Gallery	
Ming furniture	1

林漢武先生	
中國書畫	
Mr Frederick H M LAM	
Chinese Paintings and Calligraphy	2

博物館館藏 Museum Collection

香港故宮文化博物館夢蝶軒收藏

The Mengdiexuan Collection of the Hong Kong Palace Museum

本館開幕兩周年之際，獲夢蝶軒主人盧茵茵女士與朱偉基先生再度捐贈第二批計 417 件中國古代金銀飾物。連同夢蝶軒於 2022 年開幕前所捐贈的 946 件金銀飾物，總數近 1,400 件，時間橫跨 3,000 年，彰顯了中國古代金屬工藝的高超水平，包括草原、高原與中原文物，涵蓋戰國、漢、六朝、唐、吐蕃、宋、元及明等時代的飾品，當中，遼代飾物特色鮮明，尤為重要，為最全面的遼代金銀器博物館收藏之一。

The HKPM received the a second major donation of 417 ancient Chinese gold and silver objects from Ms Betty Lo and Mr Kenneth Chu, owners of the Mengdiexuan Collection, on the occasion of the Museum's second anniversary, bringing their total donation to nearly 1,400 pieces. Spanning over 3,000 years, this collection showcases the crowning achievements of Chinese goldsmithing. The artefacts come from the steppes, the plateaus, and the Central Plains. Their dates range from the Warring States period to the Han dynasty, the Six Dynasties, the Tang, Song, Yuan, and Ming dynasties, as well as the Tubo Kingdom, and the Liao dynasty. The Liao ornaments are among the most distinctive and significant, forming one of the most comprehensive collections of gold and silver objects of this period housed in any museum in the world.



香港故宮文化博物館賀祈思收藏

The Chris Hall Collection at the Hong Kong Palace Museum

香港知名中國紡織藝術收藏家賀祈思先生承諾將於 2034 年正式向香港故宮文化博物館捐贈其中國紡織藝術收藏，並同意博物館從 2024 年起將其部分藏品轉移至館內使用及展出。香港故宮文化博物館賀祈思收藏是中國紡織品最全面、最重要的收藏之一。藏品包括近 3,000 件從戰國時期至 21 世紀的織繡，涵蓋中國紡織藝術的主要門類。2024 年香港故宮文化博物館與香港理工大學，合作成立香港故宮文化博物館—香港理工大學聯合中國紡織藝術中心，以善用香港故宮文化博物館賀祈思收藏，推動全球對中國古代紡織藝術、歷史和科技的研究、傳承和創新。

The renowned Hong Kong-based Chinese textile collector, Mr Chris Hall, has offered the HKPM his promised gifts as “The Chris Hall Collection at the Hong Kong Palace Museum”, and will formally donate the Collection to HKPM in 2034. Starting from December 2024, part of the Collection will be transferred to the Museum's premises. The Chris Hall Collection at the Hong Kong Palace Museum is one of the world's most comprehensive and significant collections of historical Chinese textiles. It includes nearly 3,000 works spanning from the Warring States period to the 21st century and encompasses examples of all major categories in Chinese textiles with unique areas of strength. In 2024, the Hong Kong Palace Museum and the Hong Kong Polytechnic University established The Hong Kong Palace Museum — The Hong Kong Polytechnic University Joint Chinese Textile Centre. Drawing on the unparalleled strength of the Chris Hall Collection at the Hong Kong Palace Museum, the Centre is committed to advancing global understanding and innovative application of Chinese historical textiles from different perspectives, ranging from art, history, to science and technology.

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 24 個異彩紛呈的專題和特別展覽，以及多個出版及學術項目，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 2024 年 1 月至 12 月，研究策展團隊聯同學習和參與部、修復及藏品管理部以及其他研究人員，舉辦了多場講座並帶領或組織了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 24 thematic and special exhibitions, various publications and scholarly programmes. The team has taken the lead in building, growing, and researching the Museum's collection. From January to December 2024, the Curatorial Affairs team, along with Learning and Engagement and Conservation and Collection teams and other staffers, organised various talks and tours of the HKPM exhibitions or conservation facilities, disseminating their research findings and expertise.

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、香港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 2024 年年底，圖書館已有藏書約 20,000 冊。

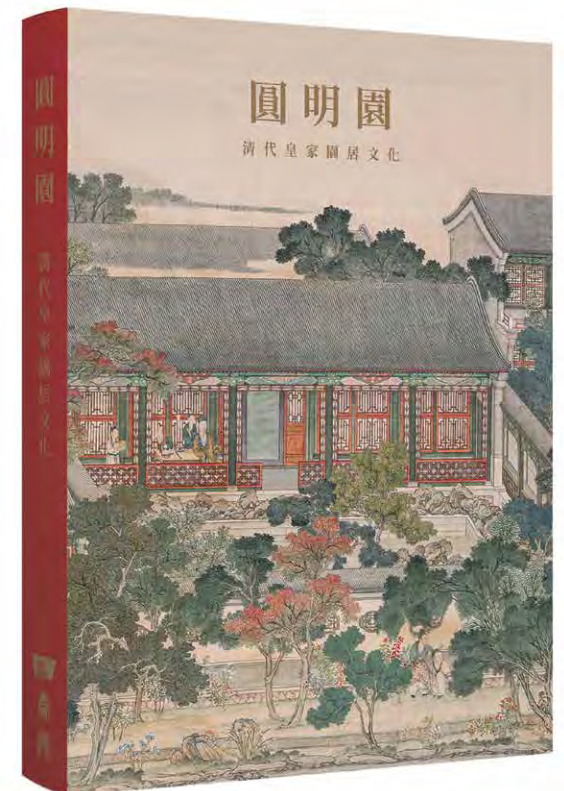
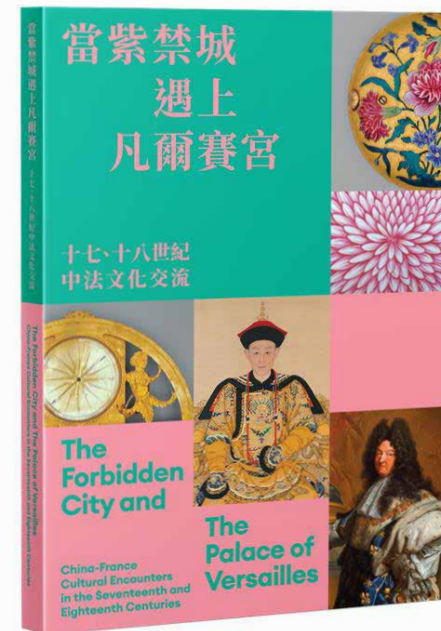
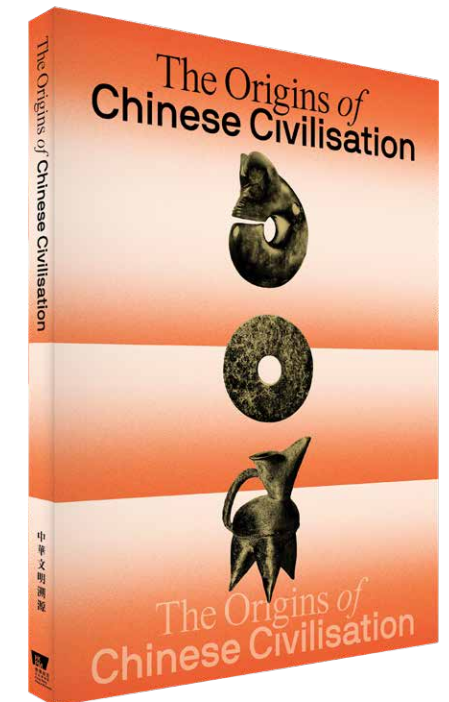
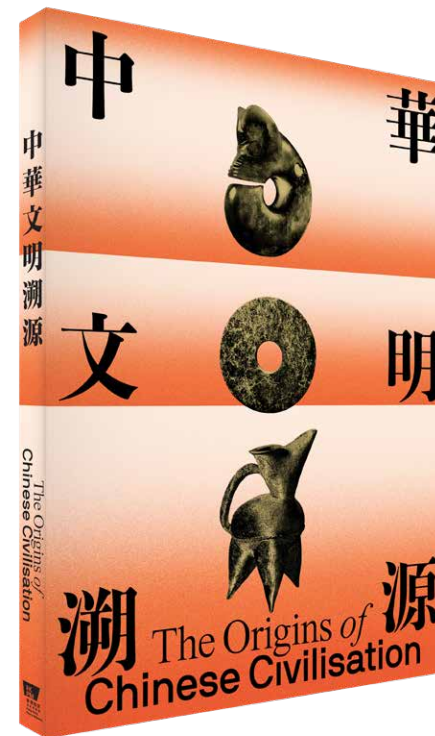
The Museum's research library serves the purpose of facilitating research and educational programmes. With an area of 105 square metres, it aims to be a research resource centre for the study of the Palace Museum collection and Chinese art history and archaeology.

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 2024, the library has approximately 20,000 titles.

出版 Publication

2023 至 2024 年期間，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學者合作，編寫了 7 本由本館出版或聯合出版的書籍與電子出版物，並在 *Arts of Asia*、《美術家》、*Orientalism* 等期刊上發表了多篇文章。由本館出版及編輯團隊負責出版的書籍當中，《圓明園——清代皇家園居文化》展示圓明園的最新學術研究與詮釋；《法國百年時尚——巴黎裝飾藝術博物館服飾與珠寶珍藏，1770–1910 年》電子導賞小冊子介紹同名展覽的精選展品，演繹法國時尚的精彩故事；《中華文明溯源》聚焦探索過去 20 年間中國考古的重要發現，追溯並梳理源遠流長的中華文明；《當紫禁城遇上凡爾賽宮——十七、十八世紀中法文化交流》深入探討十七、十八世紀中法文化在兩個國家、兩座宮殿之間的交流融合。

From 2023 to 2024, in collaboration with the Palace Museum and leading scholars around the world, the Curatorial Affairs team and other researchers on staff have authored essays and entries for seven catalogues and e-pamphlets published or co-published by the Museum. They also contributed papers to periodicals such as *Arts of Asia*, *Artist*, and *Orientalism*. Among the book projects managed by the Museum Publishing and Editorial team, *YUANMING YUAN: Art and Culture of an Imperial Garden-Palace* presents the latest research and interpretations from scholars worldwide. The e-pamphlet, *The Adorned Body: French Fashion and Jewellery 1770–1910 from the Musée des Arts Décoratifs, Paris*, introduces selected exhibits and narrates the remarkable story of French fashion. *The Origins of Chinese Civilisation* explores significant archaeological discoveries in China over the past two decades, mapping the rich and profound history of Chinese civilisation. Lastly, *The Forbidden City and The Palace of Versailles: China-France Cultural Encounters in the Seventeenth and Eighteenth Centuries* delves into the cultural exchanges and integrations between the two palaces during the period.



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本館的文物保護與藏品管理項目。在本館 20 多個展覽及多次展品輪換的過程中，本館與故宮博物院、北京市海淀區圓明園管理處、巴黎裝飾藝術博物館、凡爾賽宮等機構通力合作，確保大量珍貴文物的安全，並有效地監控文物展示、運輸和儲存環境。本館推動中國古代藝術保護的研究和培訓，並透過與故宮博物院的文保科技部等機構合作，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 Museum's conservation and collection management programme. For its over 20 exhibitions and numerous rotations to date, the Museum has worked closely with the Palace Museum, the Yuanmingyuan Administration Office of Haidian District of Beijing, the Musée des Arts Décoratifs, the Palace of Versailles in France, 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。本館將資源、活動和計劃的重點放在三大範疇：「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，舉辦的各項創新節目，旨在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遠的合作關係，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 that fosters 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 in 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，並設有學習資源中心予公眾使用。

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 to movie screenings and art-making workshops. It also houses a Learning Resource Centre open to the public.



1

1 博物館歷奇親子夜活動的家庭參加者在展廳中度過難忘的一夜。
Family participants spending an unforgettable night inside the gallery during the "Adventure Night @HKPM" event.

香港故宮講座系列 HKPM Talk Series

故宮學堂舉辦了一系列免費公開講座，由博物館的管理團隊、研究員以及來自不同領域的專家主講，內容涵蓋不同範疇，包括香港故宮文化博物館藏品與收藏名家講座系列、香港故宮文化博物館名家講座系列、香港故宮特展講座系列等，令參加者深入認識博物館的展覽、館藏及研究成果。

The Palace Academy organises a range of free public talks delivered by the HKPM's management, curators, and other leading experts across different fields. These talks are designed around different themes, including the Hong Kong Palace Museum Collections and Collectors Talk Series, the HKPM Master Talk Series, and the HKPM Special Exhibition Talk Series. They provided new insights into the HKPM's exhibitions, collections, and research.



2

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，故宮學堂特別舉辦豐富精彩的電影放映節目和映後座談會，讓觀眾從不同角度加深對本館的展覽和相關文化藝術領域的理解。

Crafted to align with the Museum's thematic and special exhibitions and other important cultural subjects, the Palace Academy offers a diverse movie screening programme complemented by post-screening discussions. This initiative aims to inspire audiences to enhance their understanding of our exhibitions and the associated cultural and artistic realms from various perspectives.

香港故宮藝術實驗室 HKPM Art Lab

故宮學堂舉辦各類型公眾工作坊，主題包括中國書畫、陶瓷、版畫、首飾工藝製作等。其中，「小小考古學家」工作坊系列吸引了不少家庭參加者，讓小朋友體驗考古學家的發掘工作，學習愛惜文物。首次舉辦的「博物館歷奇親子夜」為故宮學堂的重點活動，讓參加者以別開生面的方式夜探博物館，參與以古代宮廷人物生活為主題的創意工作坊、小遊戲和睡前故事等一系列親子活動。

The Palace Academy offers a variety of workshops for the public, themed around Chinese painting and calligraphy, ceramics, printmaking, jewellery-making and other artistic disciplines. Notably, the "Little Archaeologists Family Workshop" series has been well received by family participants. This series offers children a hands-on experience of archaeological work, and fosters an appreciation for cultural artefacts. Another notable programme offered by the Palace Academy is the inaugural "Adventure Night @HKPM", a sleepover event that invites families to discover the Museum in a novel evening setting, engaging in a variety of family-friendly activities inspired by the lives of ancient imperial officials. These activities include interactive workshops, games and bedtime storytelling.



3

- 2 中國銀行（香港）呈獻：「中華文明溯源」特展講座 | 中華文明的起源與形成。
Bank of China (Hong Kong) Presents: "The Origins of Chinese Civilisation"
Special Exhibition Talk | The Origins and Formation of Chinese Civilisation.
- 3 參加者在小小考古學家工作坊中發掘仿文物。
Participants excavating replicas in the Little Archaeologists Family Workshop.

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，亦重視與本地學校和教育界建立持久的夥伴關係，提供各種教育機會，例如學校團體參觀、工作坊、外展計劃和學習資源等，以激發年輕人好奇心並引發思考。

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. The Museum provides educational opportunities such as school group visits, workshops, flagship outreach programmes, and learning resources that ignite curiosity and inspire young minds.

旗艦項目
Flagship Programmes

「雙城青年文化人才交流計劃」為香港和北京兩地大學生提供為期兩個月的文化交流與實習機會，讓他們聚首香港、北京、成都三地，深入了解文化產業的最新發展。

另一項目「香港故宮學生文化大使計劃」為中學及大專生提供為期八個月的專業培訓。學員有機會深入學習展覽導賞、體驗藝術創作和文物保護工作，以及前往內地實地考察。在 2024 年，本館更首辦「香港故宮學生文化大使日」，讓學員學以致用，擔任導賞員、訪客服務及文創推廣大使等崗位，與訪客互動交流。

The “Bi-city Youth Cultural Leadership Programme” provides a valuable opportunity for university students in Hong Kong and Beijing to engage in a two-month cultural exchange and internship experience. Participants gather in Hong Kong, Beijing, and Chengdu to delve into the latest advancements in the cultural industry.

Another flagship programme, the “Hong Kong Palace Museum Student Ambassador” offers local secondary and university students an intensive eight-month training opportunity. Students develop docent skills, explored artistic creation, experienced artefact conservation and museum frontline work, as well as participate in educational trips in the Mainland. In 2024, the museum also inaugurated the “Hong Kong Palace Museum Student Ambassadors Day”, providing a platform for students to apply their knowledge by serving as docents, visitor service representatives, and cultural merchandise ambassadors, fostering meaningful interactions with museum visitors.

除此之外，本館也為基層中、小學生提供探索北京文化瑰寶的機會。「孩子，圓你故宮夢」是本館與故宮博物院攜手合作的學習旅程，讓基層學生的夢想變為現實，親身踏足北京，近距離感受當地的深厚文化底蘊。

In addition to these flagship initiatives, our commitment extends to under-privileged students, offering them the opportunity to immerse themselves in Beijing’s cultural wealth. Through a collaborative effort with The Palace Museum, the “Palace Museum Dreamscapes” project was launched this year, fulfilling the dreams of disadvantaged students eager to uncover the cultural wonders of Beijing.



4

社區參與
Community
Engagement

本館堅信多元共融的價值觀以及藝術的轉化力量，致力凝聚博物館內外的社區成員，共同參與推廣中國藝術及文化。

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, to promote Chinese art and culture.

4 香港及北京兩地大學生於「雙城青年文化人才交流計劃」交流活動上與嘉賓分享他們在香港的學習成果。
Student participants from Beijing and Hong Kong shared the highlights of their learning experiences in Hong Kong during an sharing session of the “Bi-city Youth Cultural Leadership Programme”.

導賞員和義工計劃

Docent and Volunteer Programmes

本館鼓勵社區成員參與博物館的日常運作，透過導賞員和義工計劃，他們為導賞團、學習及參與活動、訪客服務、訪客調查及圖書館等項目提供各類支援，以提升訪客的博物館體驗。

Through the docent and volunteer programmes, the HKPM invites community members to actively partake in the Museum's activities. These dedicated individuals provide invaluable assistance in various areas such as conducting guided tours, facilitating learning and engagement activities, providing visitor services, conducting visitor surveys, and serving in the library, thereby enriching visitors' experiences at the Museum.

多元化節目

Diverse Programmes

本館的多元化節目為本地藝術家和藝團提供了一個展示才華的平台，同時透過不同藝術範疇，為觀眾帶來豐富的博物館體驗。「香港故宮演藝嘉年華」與本地頂尖表演藝術團體和藝術家合作，推出不同主題的表演藝術活動、工作坊和自學活動等，吸引不少本地、內地，以及海外訪客參加。

The HKPM's diverse array of programmes serves as a valuable platform for local artists and arts organisations to showcase their talents, while enhancing the museum experience for audiences through various art forms. The "HKPM Showtime Carnival" collaborated with esteemed performing arts organisations and artists to deliver a series of performances, workshops, and self-learning activities. These offerings attracted audiences locally, from the Mainland, and abroad.

走出博物館

Beyond the Museum

本館積極推動社區外展計劃。在不同地區的社區中心，透過工作坊和導賞員的講解，推廣中國文化及藝術。此計劃旨在提升公眾對中國文化及藝術的興趣，吸引他們參觀本館，也為無法參觀本館的人士，提供接觸本館展覽的機會。

The HKPM runs a community outreach programme, offering workshops and docent-led discussions at community centres. The programme aims to foster an appreciation for Chinese culture and arts, stimulating public interest in Chinese art and culture, and inspiring visits to the Museum. Furthermore, it offers an avenue for those who, for various reasons, are unable to physically visit the Museum to partake in the essence of our exhibitions.

展覽詮釋

Exhibition Interpretation

本館致力提供優質、具意義的觀展體驗，透過精心策劃的展覽詮釋資源和多元化的學習內容，配合語音導賞，服務不同的觀眾群。為配合特別展覽，展廳內外亦提供一系列「自助共學」活動，包括手作體驗活動、明信片 and 流動圖書車。

The Museum seeks to provide a rich and meaningful visitor experience through a range of thoughtfully curated exhibition interpretation tools and diverse learning materials, including audio guides, for different audience segments. The Museum also offers an interactive learning opportunities to complement special exhibitions, along with a selection of self-learning activities, such as craft experience, postcard activity, and the HKPM Mobile Book Cart.



5

5 香港舞蹈團的舞者於「香港故宮演藝嘉年華」中獻藝。
Dancers of the Hong Kong Dance Company performing a dance for the "HKPM Showtime Carnival".

展覽規劃及管理

Exhibition Planning and Management

展覽規劃及管理團隊負責規劃、管理及實施本館所舉辦的專題和特別展覽，以及其他館外巡迴展覽。在 2024 年，團隊成功規劃並管理了四個特別展覽及兩個全新專題展覽，亦統籌了 15 次展品輪換工作。團隊主要職責包括協調館內外不同團隊、監督展覽籌劃進度、安排簽訂展覽合約，以及管理借展展品，包括：安排藝術品保險、運輸包裝、安排隨展人員，以及佈展、撤展規劃等。團隊亦制定及管理展覽預算，並依照最佳做法制定及執行展覽程序與政策。此外，團隊積極促進本館與本地、區域及國際不同持份者和機構的合作。

The Exhibition Planning and Management team is responsible for planning, managing, and implementing key aspects for both in-house thematic and special exhibitions, and also travelling exhibitions. In 2024, the team successfully planned and managed four special exhibitions and two new thematic exhibitions. Furthermore, the team oversaw the planning and management of 15 rotations for various exhibitions. Their duties include overall coordination with internal and external teams, maintaining master exhibition schedules, contracting, loan management, which includes arranging fine arts insurance, packing and shipping, courier management, as well as the planning of object installation and de-installation. The team also sets aside and manages exhibition budgets. They formulate and implement procedures and policies for exhibitions in line with best practices. Moreover, the team actively fosters partnerships with local, regional, and international stakeholders and organisations.

設計及技術支援

Design and Technical Support

自 2022 年博物館開幕以來，設計與技術團隊透過創新的空間與視覺設計，致力提升訪客體驗，同時憑藉高效的展廳搭建管理，完成了 25 個專題與特別展覽。團隊始終恪守專業最高標準，確保每個展覽不僅在設計上引人入勝，技術上也安全穩定。

團隊職責亦涵蓋多媒體元素的設計與製作，迄今已為展覽創作了超過 150 件多媒體展品，同時為展覽相關設備提供技術支援和日常維護，包括展廳燈光、多媒體設備、展示櫃、標籤及圖像設計。此外，團隊亦為博物館出版物、告示、陳設與教育資源的設計與製作提供專業意見。在博物館攝影管理方面，團隊也為文物拍攝高品質影像並建立文物圖片資料庫。團隊注重設計工作的整體性和高水平，以體現本館使命。

The Design and Technical team is integral to enhancing the visitor experience through innovative spatial and graphic design development, along with effective fabrication management for a total of 25 thematic and special exhibitions since the Museum's grand opening in 2022. By adhering to best practices, the team ensures that each exhibition is not only visually captivating but also technically sound. They collaborate closely with the conservation team to deliver the optimal presentation of artefacts while prioritising their safety.

The team oversees the design and production of multimedia elements, having created over 150 multimedia items for the exhibitions. They also provide essential technical support and daily maintenance for exhibition-related hardware, including lighting, multimedia tools, showcases, labels, and graphics in the galleries. In addition, their expertise extends to advising on the design and production of museum publications, signage, furniture, and educational materials. The team also plays a vital role in museum photography, and managing collection image database. The Design and Technical team ensures that all aspects of the Museum's presentations are cohesive, engaging, and reflective of our mission.

博物館服務及營運 Museum Services and Operations

博物館服務及營運

Museum Services and Operations

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服務及營運 Services and Operations

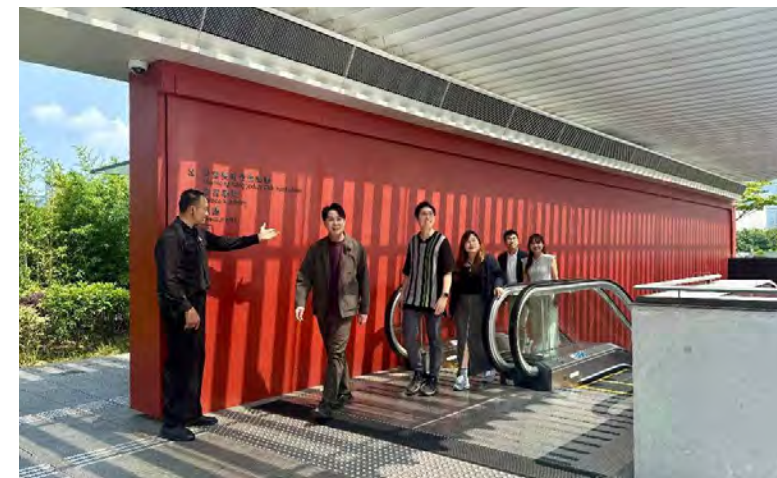
作為中國文化愛好者首選到訪之地，博物館致力在訪客服務和場地營運方面精益求精，首要責任是確保訪客得到富啟發性而且難忘的旅程。本館致力追求卓越，團隊不斷創新和提升訪客體驗，採用尖端科技提高效率、效能及整體服務質素。

今年，本館在擴展服務和提升訪客便利方面，邁出重要一步。博物館導覽地圖新增了日語和韓語版本，為不同訪客提供更佳協助。此外，本館為高端訪客和會展團體提供全新專屬的導賞服務，包括各種禮遇和度身訂造行程，深入探索博物館獨一無二的地標式建築設計、可持續發展理念，並細訴背後精彩故事。同時，為保持館內環境清潔舒適，設施管理團隊採用了物聯網技術，以監測洗手間和育嬰室的使用情況，大大提升設施的整潔度，為訪客帶來更舒適的體驗。為確保訪客和文物的安全，博物館一直以安全為上，通過穩健的保安程序有效保護文物，同時向場地租用人士提供活動後勤支援及技術諮詢，以履行本館對安全和專業的承諾。

展望未來，博物館將繼續秉持不斷改進和創新精神，致力為訪客提供豐富多元的體驗。無論是首次到訪還是再度光臨，本館都會透過完善的訪客服務、場地和活動營運，以及專業的設施和保安管理，為訪客締造難忘旅程。



1



2

As a premier destination for Chinese cultural enthusiasts, the Museum is dedicated to delivering exceptional quality in visitor services and venue operations. Our core responsibility is to ensure that every aspect of the visitor journey is engaging and enriching. Guided by an unwavering commitment to excellence, our team continually innovates and enhances the visitor experience, utilising cutting-edge technologies to improve efficiency, effectiveness and overall service quality.

This year, the Museum has made significant strides in expanding its offerings and accessibility. The museum guide maps are now available in Japanese and Korean to better serve our diverse audience. For high-end visitors and MICE groups, we launched an exclusive tour guide product featuring a range of privileges and bespoke itineraries, highlighting in-depth explorations of the Museum's unique architecture, sustainable efforts, and the captivating stories behind them. Additionally, the Facilities Management team has implemented IoT technology to monitor the usage of toilets and baby care rooms, greatly enhanced the cleanliness and visitor comfort. Robust security protocols that effectively protect our artefacts, as well as responsive support for event logistics and technical advisory, further demonstrate our commitment to providing a safe and professional environment for all.

Looking ahead, the Museum is committed to continuous improvement and innovation, and providing enriching experiences. Whether for first-time or returning visitors, we are dedicated to creating an unforgettable journey through our comprehensive visitor services, venue and event operations, as well as our facility and security services.

- 1 博物館導覽地圖新增了日語和韓語版本，為不同訪客提供更佳協助。
The museum guide maps are now available in Japanese and Korean to better serve our diverse audience.
- 2 前線人員致力提供優質訪客服務。
Frontline staff are committed to providing high-quality visitor services.

文創禮品 Cultural Merchandise



1

- 1 「十二月令花」系列琺瑯扣針
Flowers of the Twelve Months enamel pins
- 2 「香港故宮特『宮』隊」系列文創產品
HKPM Palace Pals merchandise

作為訪客體驗的重要一環，博物館商店提供逾 2,000 種中國藝術和文創產品，其中 300 多件為博物館獨家設計產品，每件產品都體現了本館對弘揚和保護中國藝術和文化遺產的承諾。博物館商店除了作為零售空間，亦會精心搜羅展覽出版物、書籍、手工藝品、裝飾品和益智玩具，進一步實踐教育使命，增強訪客對中國文化藝術的理解和欣賞。

2024 年，博物館於產品開發取得重大突破。我們推出了獨家開發的知識產權系列，例如「香港故宮特『宮』隊」系列文創產品，其中包括茶包禮盒和琺瑯別針等熱門商品，而「十二月令花」系列則成為年內的標誌性暢銷品。我們亦與 ART EXPRESS BY 商務印書館合作，為四項特別展覽帶來了獨特的藏品，包括「法國百年時尚——巴黎裝飾藝術博物館服飾與珠寶珍藏，1770–1910 年」及「當紫禁城遇上凡爾賽宮——十七、十八世紀中法文化交流」。

我們亦與 4 位本地藝術家和 17 個知名品牌合作，培育本地創意產業，合作夥伴包括鎮金店、香港瑰麗酒店和 DALLOYAU 等知名品牌。共同合作的商品不但展現了本地卓越的工藝，也有助將傳統和當代藝術連繫起來。

展望 2025 年及將來，我們會繼續致力透過創新和富教育意義的商品，弘揚中國藝術和文化遺產。我們會繼續開發新的教育商品，並加強與本地藝術家合作，亦會探索企業銷售和知識財產權授權合作的機會。透過悉心策劃，我們希望接觸更多受眾，在宣揚文化遺產的同時，也能維持博物館商店的藝術品質和教育價值。



2

As a vital extension of the Museum experience, our Museum Shop features over 2,000 Chinese art and cultural products, including more than 300 exclusive HKPM-curated merchandise items. Each item reflects our commitment to celebrating and preserving Chinese art and cultural heritage. Beyond its role as a retail space, the shop advances our educational mission by offering a thoughtfully curated selection of exhibition publications, books, artisanal crafts, ornaments, and educational toys, all designed to enhance visitors' understanding and appreciation of Chinese art and culture.

The year 2024 has been particularly transformative for HKPM merchandise development. We introduced own Intellectual Property ("IP") collections such as the "HKPM Palace Pals" collection, featuring sought-after items such as the tea bag gift set and enamel pins, while the "Flowers of the Twelve Months" collection has emerged as a signature bestseller during the year. Throughout the year, our collaboration with ART EXPRESS BY The Commercial Press has also resulted in distinctive collections for four special exhibitions, including "The Adorned Body: French Fashion and Jewellery 1770–1910" and "The Forbidden City and The Palace of Versailles: China–France Cultural Encounters in the Seventeenth and Eighteenth Centuries".

Moreover, our dedication to fostering local creativity has led to collaborations with four local artists and 17 distinguished brands, including renowned names like Justgold, Rosewood, and DALLOYAU. These partnerships not only showcase exceptional local craftsmanship, but also create meaningful connections between traditional and contemporary artistic expressions.

Looking ahead to 2025 and beyond, we remain committed to advancing our vision of promoting Chinese art and cultural heritage through innovative and educational merchandise. We will continue to expand our educational merchandise offerings and strengthen our engagement with local artists, while also exploring new opportunities through corporate sales and IP licensing collaborations. These carefully curated initiatives will enable us to share our cultural heritage with an increasingly diverse audience, while maintaining the artistic integrity and educational excellence that define our Museum Shop.



3



4

- 3 本館與香港瑰麗酒店合作推出中秋禮盒「樂頌秋月」。
HKPM × Rosewood Hong Kong "In Celebration of the Moon" mooncake gift box.

© 2025 香港瑰麗酒店 | © 2025 ROSEWOOD HONG KONG

- 4 本館與 DALLOYAU 攜手推出「中法文化盛會」下午茶。
HKPM × DALLOYAU "A China–France Cultural Soirée" afternoon tea set.

圖片由 ÉPURE 提供 | Courtesy of the ÉPURE

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

本館的禮品店 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，並涵蓋生活各個方面，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，既可體驗皇帝收藏並欣賞古玩和異國奇珍的樂趣，又可穿梭古今，探索博大精深的中華文化。

The HKPM gift shop, ART EXPRESS by The Commercial Press, is located on the G/F 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 the HKPM exhibitions. They encompass various aspects of life – clothing, living, eating, studying, learning, and having fun. While browsing through the products and publications on display, visitors can have a sense of the pleasure an emperor might have felt when appreciating his 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，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的替代選擇。分店亦供應極受歡迎的招牌意大利麵及全日早餐系列，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. Its exclusive drinks include ice drip coffee, cold brew iced tea, and an array of artisanal teas. Non-coffee options and milk alternatives are available. Visitors could also enjoy its signature pasta dishes and an all-day breakfast series with a relaxing vibe.



食尚館 Shi Shang House

「食尚館」，象徵着對美食、精緻烹製、健康飲食和優質食材的關注和追求，更代表着年輕、時尚和創新。

“Shi Shang House” symbolises the pursuit of delicacies, exquisite cooking, healthy diet and quality ingredients. It also represents youthfulness, trendiness and innovation.



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芝士薄餅等。

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，以嶄新的手法將傳統手工菜式呈現於賓客面前。賓客飽覽維港美景的同時，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 4/F 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 40 tables. The professional team provides banquet services to create unforgettable memories for all special guests.



數碼發展

Digital Development



1

數碼發展團隊致力管理並加強數碼應用，確保訪客享受到全方位的博物館體驗。團隊負責管理博物館的官方網站，提供最新和完善的內容，並創作引人入勝的數碼展示方式。團隊亦開發互動工具和平台，連繫多元化的觀眾，提升其線上線下的互動體驗。

2024年，團隊在提升博物館的數碼服務上取得重要進展。為了向訪客（尤其內地訪客）提供更好的服務，團隊開發微信小程序，提供重要訊息和服務，包括互動內容，以及展覽、購物、餐飲等實用資訊。團隊於2024年6月推出老少咸宜的手機互動遊戲「智遊博物館！」，以輕鬆有趣的方式，向家庭和年輕訪客介紹本館的建築特色和其他有趣小知識，截至2024年12月已有超過25,000名訪客參與遊戲。團隊又設計和開發沉浸式擴增實境（AR）互動遊戲、及虛擬現實（VR）體驗，讓訪客耳目一新。2024年12月推出的博物館AR體驗應用程式「相影·趣拍」，訪客可以跟故宮特「宮」隊成員的3D模型互動、合照和錄製影片。

此外，團隊於網上「虛擬博物館」平台以虛擬實境方式，展示八個全新專題和特別展覽，而互動博物館指南、以及經整合的活動與會籍登記系統，再進一步提升整體訪客體驗。數碼藝廊亦於2024年6月推出新作《明宣宗朱瞻基行樂圖》，透過數碼化方式，令這幅描繪明朝皇帝觀賞並參與競技表演的名作，變得栩栩如生。

團隊將繼續推動實現「智慧博物館」願景。在未來數年，團隊計劃不斷改良數碼平台，包括網上和博物館現場情景系統，並透過整合人工智能（AI）、混合現實（MR）和數據分析等新技術，進一步提升訪客互動體驗，鞏固本館以創新數碼科技連結中國文化藝術的領導地位。

The Digital Development team is dedicated to managing and enhancing the Museum's digital presence, ensuring a seamless and enriching experience for visitors throughout their journey. This includes managing the HKPM official website to deliver updated and optimised content, as well as creating captivating digital displays. The team is committed to developing engaging tools and platforms that connect with diverse audiences and elevate their experience, both online and onsite.

In 2024, the team achieved significant milestones in advancing the HKPM's digital offerings. The HKPM WeChat Mini Programme, launched to cater to audiences, especially those from Mainland, provided seamless access to key visitor information and services, including interactive tools as well as details about exhibitions, shopping and dining options. The Museum Quest! mobile game, launched in June 2024, successfully engaged over 25,000 visitors with its family-friendly exploration of the HKPM's architecture and history. Additionally, the team designed and developed the immersive augmented reality (AR) and virtual reality (VR) experience, providing unique and engaging interactions for users. The HKPM AR Experience web app Clicks & Flicks, launched in December 2024, allowed visitors to interact with and take photos and videos alongside 3D models of the HKPM Palace Pals.

In addition, the team developed solutions such as the online Virtual Museum, which included the introduction of eight thematic and special exhibitions with 360° Virtual Tours. The Interactive Museum Guide and integrated Events and Membership registration systems further enhanced the overall visitor experience. Other notable achievements included the debut of a new *masterpiece Amusements in the Xuande Emperor's Palace* on the digital art wall in June 2024, depicting the Ming Emperor enjoying and participating in competitive performances and brought to life through digital technologies.

Looking ahead, the team remains committed to advancing the HKPM's vision of becoming a "Smart Museum". In the coming year, we will explore enhancements to our existing digital platforms, including online and onsite systems. We will integrate new technologies such as artificial intelligence (AI), mixed reality (MR), and data analysis to further elevate visitor experience, positioning the HKPM as a leader in connecting audiences with Chinese art and culture through cutting-edge digital experience.



2

1 設於本館低層地下的「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.

市場推廣 Marketing



本館致力應用全方位的市場推廣策略，提升品牌影響力，向世界弘揚中國文化藝術的深厚底蘊。作為連結本地與國際觀眾的重要平台，我們肩負起擴大博物館知名度，以及推動多元文化交流的重任。我們採取線上線下、雙管齊下的策略，持續提升觀眾的參與度，並向全球推廣本館。

2024 年，本館於六大社交媒體平台（包括 Facebook、Instagram、LinkedIn、微信、微信影音號及小紅書）積極宣傳，吸納了一共 294,147 位追蹤用戶，按年增長 65%，其中內地社交媒體帳戶的追蹤人數更增長了 99%。此外，本館在本港主流公共場所及重點交通工具投放大型戶外廣告，涵蓋香港國際機場、西九龍高鐵站、尖沙咀天星小輪碼頭、崇光銅鑼灣店巨型螢幕、灣仔燈柱，以及地鐵、巴士和小巴等，形成全方位的宣傳網絡。同時，本館積極與重點線上票務平台合作，包括購票通、攜

程旅行、Trip.com、飛豬旅行、Klook 客路、中國旅行社和 KKday 等，以開拓多元化的票務銷售渠道，並參與這些平台的營銷活動，例如攜程「寶藏計劃」為本館設下專場推廣。本館亦積極參與旅遊相關展會和宣傳活動，以開拓內地及東南亞市場。本館善用網紅（KOL）宣傳，針對特別展覽及精選活動，共邀請 167 名 KOL 參與推廣，觸及逾 480 萬追蹤者，成功建立良好的口碑與號召力。此外，本館定期舉辦講座及策展人導覽直播，跨國界地推廣中華文化，七場活動共獲得近 20 萬觀看量和逾 52,000 次點讚互動，展示了觀眾的高度參與度。

特別展覽的市場營銷活動方面，我們設計了多樣化的趣味活動，延續訪客的參觀體驗。例如，在「當紫禁城遇上凡爾賽宮——十七、十八世紀中法文化交流」特別展覽中，博物館延續了法國國王路易十四寄給康熙帝的親筆信這一歷史佳話，推出免費郵寄明信片活動，邀請訪客向親友寄送祝福，短短兩周成功收集到 5,189 封明信片寄往全球，共 30 名 KOL 參與宣傳，觸及逾 130 萬追蹤者。此外，在中國銀行（香港）呈獻：「中華文明溯源」特別展覽中，本館設計的線上心理測試小遊戲吸引了逾 5,000 名參與者，而透過派發近 12,000 份趣味文物閃卡，更成功吸引 6,860 名新用戶追蹤博物館社交媒體。本館還專注於針對在內地及海外的目標市場營銷推廣，積極與香港旅遊發展局合作，共接待 20 個旅遊業考察團，向 484 名來自八個不同國家及地區的旅遊業夥伴介紹本館。這些有效的策略，不僅提升博物館的知名度，更為中華文化的傳承與發展作出了重要貢獻。

展望未來，博物館將繼續秉承弘揚中華文化的使命，深化與本地及國際市場的合作，透過多元化的營銷策略與文化交流活動，加上運用新興媒體平台及數碼技術，吸引更多內地與海外觀眾，進一步鞏固本館作為推動中華文化傳承與發展重要橋樑的地位。

The Museum is committed to adopting an all-rounded marketing strategy to enhance brand visibility and impact, and to promote Chinese art and culture globally. To bridge local and international audiences while fostering cross-cultural exchange, we integrate online and offline initiatives to keep reinforcing audience's engagement and promote the Museum around the world.

In 2024, the Museum actively promoted its presence across six social media platforms (Facebook, Instagram, LinkedIn, WeChat, WeChat Channels, and Xiaohongshu), recruiting a total of 294,147 followers, which marked an annual growth of 65%, while the Mainland platforms saw an even higher growth rate of 99%. In addition, we created a comprehensive local advertising network through the launch of large-scale outdoor campaigns at high-traffic locations and key public transport, including the Hong Kong International Airport, Hong Kong West Kowloon Station ("High Speed Rail"), Star Ferry Pier at Tsim Sha Tsui, the giant LED screen at SOGO Causeway Bay, Wanchai lampposts, as well as the Mass Transit Railway network, buses, and minibuses. We also partnered with various major online ticketing platforms such as Cityline, Ctrip, Trip.com, Fliggy, Klook, China Travel Service and KKday for diversified sales channels, and joined their marketing campaigns (e.g. Ctrip's "Treasure Hunt") for targeted promotions. The Museum also actively participated in tourism-related conventions and exhibitions and promotional activities to develop Mainland and Southeast Asian markets. The Museum engaged a total of 167 key opinion readers (KOLs) to promote our exhibitions

and selected events to more than 4.8 million followers, establishing a good reputation and awareness for the Museum. We also livestreamed public talks and curator-led tours regularly to promote Chinese culture across borders. Seven livestreaming sessions had been organised, which received nearly 200,000 views and generated over 52,000 likes or interactions, showcasing audience's active engagement.

On marketing campaigns of special exhibitions, the Museum has designed a variety of engaging activities to make a lasting impact on the visitors. For example, during the special exhibition “The Forbidden City and The Palace of Versailles: China-France Cultural Encounters in the Seventeenth and Eighteenth Centuries”, the Museum launched a free postcard campaign, inviting our visitors to pen heartfelt messages to their family and friends, as a continuation of the historical anecdote that King Louis XIV of France wrote letters to Kangxi Emperor. In just two weeks, 5,189 postcards were collected and mailed worldwide. A total of 30 KOLs participated in the promotion campaign, reaching more than 1.3 million followers. In addition, an online psychological quiz designed for promoting the special exhibition Bank of China (Hong Kong) Presents: “The Origins of Chinese Civilisation” attracted over 5,000 participants, and the distribution of nearly 12,000 artefact collectible cards led to 6,860 new followers on the Museum's social media accounts. The Museum also conducts targeted marketing campaigns for Mainland and overseas markets, and collaborated with the Hong Kong Tourism Board to receive 20 MICE groups from the travel industry, introducing the Museum to 484 industry partners from eight different countries and regions. The success of these strategies would not only raise the profile of the Museum, but also greatly contribute to the inheritance and development of Chinese culture.

In the future, to further reinforce its position as an important bridge for promoting the inheritance and development of Chinese culture, the Museum will continue to further its mission of promoting Chinese culture, strengthen partnerships in the local market and the international arena, and attract more Mainland and overseas audiences through diversified marketing strategies and cultural exchange activities, as well as by leveraging new media platforms and digital technologies.



公共關係 Public Relations

本館一直精心安排不同的媒體活動，如記者會、傳媒簡報會、展覽預覽及開幕典禮，加強公眾參與。本館借助本地、內地及海外的媒體網絡，吸引國內外觀眾關注本館的展覽開幕盛事及旗艦青年學習項目，建立博物館獨特的品牌形象，並確保持續的曝光率。

2024年，博物館的公共關係工作取得了卓越成績。2024年1月至12月期間，博物館合共舉辦了38場大型傳媒活動，在全球帶來近4,500篇不同類型的報道，按年增長約10%。其中逾1,600篇來自本港傳媒、約2,600篇來自內地傳媒、超過260篇來自國際傳媒，涵蓋了印刷媒體、電視新聞及專題節目、以本館為題的紀錄片、社交媒體及網絡帖文等。本館更促成多達250場訪問、拍攝及參觀，逾130場專訪涉及西九管理局、本館管理層及策展團隊，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、設計師和藝術家、捐贈人等。他們分別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，當中包括多次小組專訪，有多家本地、內地及國際傳媒參與。亮點之一是2024年9月的直播拍攝和訪問，「中華文明探源工程」首席專家、河南省文物考古研究院院長王巍教授，以及本館館長吳志華博士，於在展廳為觀眾介紹中國銀行（香港）呈獻：「中華文明溯源」特別展覽。直播片段於多個線上社交平台播放，錄得近140萬觀看次數。

本館今年的對外宣傳的成功，體現於一系列嶄新策略，包括邀請藝人莫文蔚和張智霖等參與錄製特別展覽「星」音導賞，迴響甚廣。此外，博物館與法國糕點品牌DALLOYAU攜手合作，推出「中法文化盛薈」下午茶，擴大了本館的知名度，廣泛吸納新的觀眾群。博物館亦安排了國際媒體訪問團，接待來自法國和德國的媒體代表參觀採訪，有效增加國際上的曝光率。

展望未來，博物館的傳訊策略將圍繞幾個重點展開，包括與故宮博物院的長期合作夥伴關係、發掘獨特的故事、與頂尖文化機構的國際合作，以及推動香港作為全球文化旅遊目的地。本館計劃以創意項目和戰略合作，進一步加強這些敘事方式，提升知名度和影響力。



著名歌手及演員張智霖為中國銀行（香港）呈獻：「中華文明溯源」特別展覽獻聲，並親身來到博物館參觀展覽。
Acclaimed singer and actor Julian Cheung Chi-lam, who narrated the audio guide for Bank of China (Hong Kong) Presents: "The Origins of Chinese Civilisation", visited the special exhibition at the Museum.



樂壇及時尚天后莫文蔚親臨博物館，欣賞「法國百年時尚——巴黎裝飾藝術博物館服飾與珠寶珍藏，1770-1910 年」特別展覽中她最喜愛的展品。
 Acclaimed singer and fashion icon Karen Mok viewed her favourite exhibits in "The Adorned Body: French Fashion and Jewellery 1770-1910 from the Musée des Arts Décoratifs, Paris", a special exhibition at the Museum.

The Museum meticulously organised a broad array of media activities, including press conferences, media briefings, preview tours and ceremonies, to build public anticipation for its exhibition openings and the launch of its flagship education programmes. By leveraging local, Mainland and overseas media networks, the Museum successfully garnered attention from both local and international audiences, establishing a distinctive brand image, and ensuring sustained visibility.

In 2024, the Museum made significant accomplishments in its public relations efforts. From January to December 2024, we organised a total of 38 media events, generating nearly 4,500 items of coverage worldwide, an approximately 10% increase from the previous year. This included more than 1,600 pieces of extensive coverage from Hong Kong media, approximately 2,600 from the Mainland, and over 260 from international media, comprising print articles, TV news and features, the HKPM-themed documentary programmes, and online stories. We also facilitated 250 media interviews, photoshoots and visits, with more than 130 interviews and coverage opportunities involving key figures from both the Museum and WKCD. These included the Chief Executive Officer of WKCD, the HKPM Board Chairman, the Museum Director, Deputy Directors, curators, conservators, participating designers and artists, and donors, who shared the vision of the Museum's establishment, as well as the diverse exhibition contents, programmes and highlights from different perspectives. Notably, these included group interviews with numerous local, Mainland, and international media outlets. One standout highlight is the live video interview and special preview of the special exhibition Bank of China (Hong Kong) Presents: "The Origins of Chinese Civilisation" in September 2024, featuring Professor Wang Wei, Chief Advisor of the "Origins of Chinese Civilisation Project" and Director of Henan Provincial Institute of Cultural Relics and Archaeology, alongside Dr Louis Ng, Museum Director of the HKPM. The live interview garnered approximately 1.4 million views on various social media platforms.

The success of our public relations efforts this year was further underscored by a range of new initiatives. The Museum's innovative strategies to promote special exhibitions, such as inviting celebrities like Karen Mok and Julian Cheung as audio guide narrators, generated significant buzz. Additionally, our brand partnership with the French patisserie DALLOYAU to create "A China-France Cultural Soirée" afternoon tea set further enhanced the Museum's outreach and engagement. The Museum also hosted international press trips for French and German media, effectively expanding our global visibility.

Looking ahead, the Museum's communication strategies will focus on its continued long-term partnership with The Palace Museum, unique storytelling approaches, international collaborations with leading cultural institutions, and contributions to promoting Hong Kong as a global cultural tourism destination. These narratives will be amplified through creative initiatives and strategic partnerships, further enhancing our outreach and impact.

場地租用 Venue Hire

本館繼續致力成為舉辦各種盛事活動的首選場地之一，為服務社區和促進文化交流，提供多元空間舉辦各類型活動，包括頒獎典禮、晚宴、電影放映會和國際會議。這些活動表明本館有能力滿足客戶不同需要，是充滿活力的文化場地。

2024 年，博物館成功舉辦 70 多場活動，充分展現本館作為活動場地的吸引力。香港賽馬會慈善信託基金再次租用場地，連續第二年於博物館舉辦「香港國際慈善論壇」，其開幕典禮、晚宴和閉幕典禮，盛況空前。博物館亦有幸成為香港貿易發展局首個時裝表演的場地，把大堂化身為華麗的走秀舞台，吸引超過 300 多位嘉賓，可見博物館具備靈活多變的多功能活動空間。

過去一年，場地租用是博物館收入的重要來源，並鞏固了本館作為重要活動舉辦場地的聲譽。展望未來，本館將繼續致力成為世界級博物館，以及為創新活動提供具有有彈性的場地。



1

- 1 「人文與文化國際研討會：數字未來的願景」，由香港浸會大學文學及社會科學院主辦。
“The 2nd International Symposium on Humanities and Culture: Visions of a Digital Future”, organised by The Faculty of Arts and Social Sciences, Hong Kong Baptist University.
- 2 「香港國際慈善論壇 2024 晚宴」，由香港賽馬會慈善信託基金主辦。
“Philanthropy for Better Cities Forum 2024 — Gala Dinner”, organised by The Hong Kong Jockey Club Charities Trust.



2

The Museum continued to establish itself as a premier venue for hosting a wide variety of prestigious events. As part of our commitment to serving the community and fostering cultural exchange, our versatile spaces accommodate diverse activities, including award ceremonies, gala dinners, movie screenings, and international conferences. These events reflect our dedication to meeting the unique needs of our clients while enhancing the Museum's role as a dynamic cultural hub.

In 2024, over 70 events were organised at the Museum, demonstrating the Museum's growing appeal as an event venue. Notable highlights include the return of The Hong Kong Jockey Club Charities Trust, which selected the HKPM for “Philanthropy for Better Cities Forum” for the second consecutive year. This prestigious event included the opening ceremony, the gala dinner, and the closing ceremony. In addition, the HKPM had the honour of hosting its first fashion show, which was organised by the Hong Kong Trade Development Council, and transformed our main lobby into a stunning runway for the show. The event hosted over 300 guests, showcasing the remarkable versatility and diversity of our space.

The venue bookings over the past year have significantly contributed to the HKPM's revenue, further solidifying our reputation as a sought-after location for high-profile events. Looking ahead, the HKPM remains committed to its vision of being both a world-class museum and a dynamic venue for innovative events.



CENTRESTAGE ELITES 時裝秀，由香港貿易發展局主辦。
"Fashion Show - CENTRESTAGE ELITES", organised by the Hong Kong Trade Development Council.

贊助 Sponsorship



1

本館積極與不同類型的贊助機構和合作夥伴聯手，推廣中國文化藝術，令博物館除舉辦展覽以外，還可繼續推廣教育和社區參與。

由香港賽馬會慈善信託基金獨家贊助，「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」特別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。此外，第三個香港賽馬會呈獻系列展覽「圓明園——清代皇家園居文化」，展出逾 190 件重要文物，重現這座清代皇家園林的昔日輝煌；就香港賽馬會呈獻系列的展覽，以及香港賽馬會教育項目，本館舉辦了 25 場相關的公眾學習活動，包括講座、電影放映、工作坊等。戰略合作夥伴中國銀行（香港）繼續與本館緊密合作，贊助了中國銀行（香港）呈獻：「中華文明溯源」特別展覽及「香港故宮演藝嘉年華」。

特別展覽「當紫禁城遇上凡爾賽宮——十七、十八世紀中法文化交流」，除了得到香港特別行政區政府文化體育及旅遊局轄下「文化藝術盛事基金」的資助外，亦獲得國泰為首席贊助，承乾基金會、美國運通 Centurion 為主要贊助。國泰作為西九管理局指定旅遊夥伴，亦支持了另一特別展覽「法國百年時尚——巴黎裝飾藝術博物館服飾與珠寶珍藏，1770–1910 年」，協助本館展出近 400 件來自法國巴黎裝飾藝術博物館的華美展品。

教育方面，旭日慈善基金承諾資助本館為期五年的「香港故宮文化博物館文化傳承計劃」，推動博物館學術研究及教育工作、舉辦展覽和支持出版計劃。博物館亦與周大福珠寶集團合作，推出為期五年的「古往『金』來」中國黃金工藝與文化傳承教育項目。另外，「中國文物研究培訓計劃」亦很榮幸得到陳淑貞慈善基金會的贊助，培訓大中華地區的新一代藝術及文物專家，彰顯本館推動中國文化藝術的研究和欣賞的使命。

太古地產連續三年贊助「雙城青年文化人才交流計劃」，為來自北京、香港的學生提供暑期培訓和實習，通過藝術文化交流，培育新一代文化人才。招商局慈善基金會亦是第三年支持「香港故宮學生文化大使計劃」，超過 100 名本地大專生及中學生透過一系列學習及實踐活動，加深了對文物及博物館專業的認識和興趣。承蒙黃廷方慈善基金與大灣區共同家園青年公益基金共同贊助，「青年藝遊故宮——學校團體參觀計劃」為合共 40,000 名基層青少年和教師於 2024 學年提供免費參觀博物館的機會。

自開館以來，本館便一直推動「弱勢社群門票計劃」。本館於 2024 年獲得中國銀行（香港）在內的多間企業及機構慷慨贊助，向不同的慈善機構及社福團體，轉贈超過 30,000 張門票，讓弱勢社群、學生、長者及特殊需要人士有機會入場參觀。

本館衷心感謝各贊助機構合作夥伴於 2024 年給予的慷慨支持。展望未來，博物館在贊助機構與合作夥伴的支持下，將繼續致力匯聚更多來自故宮博物院及其他世界重要文化機構的珍藏，以舉辦大型展覽，鞏固作為國際文化交流及發展世界級教育項目的平台的地位，為香港增添更多精彩的文化藝術活動。



2

- 1 特別展覽「當紫禁城遇上凡爾賽宮——十七、十八世紀中法文化交流」獲得多個贊助機構支持。
The special exhibition "The Forbidden City and The Palace of Versailles: China-France Cultural Encounters in the Seventeenth and Eighteenth Centuries" received much support from our sponsors.
- 2 旭日慈善基金董事楊釗博士（左）與本館館長吳志華博士（右）簽署「香港故宮文化博物館文化傳承計劃」贊助協議。
Dr Charles Yeung (left), Director of GS Charity Foundation and Dr Louis Ng (right), Museum Director of the Hong Kong Palace Museum signed "The Hong Kong Palace Museum Cultural Inheritance Programme" sponsorship agreement.

The HKPM collaborates with a diverse range of sponsors and partners to promote Chinese art and culture through exhibitions. They also play a key role in supporting educational initiatives and community engagement, enabling the HKPM to make Chinese art and culture accessible to all while nurturing future talent in the arts and museum field.

Solely sponsored by The Hong Kong Jockey Club Charities Trust, “The Hong Kong Jockey Club Series: Stories Untold — Figure Paintings of the Ming Dynasty from the Palace Museum” features more than eighty masterpieces by notable Ming dynasty artists, each carefully selected from the Palace Museum collection. The third exhibition solely sponsored by The Hong Kong Jockey Club Charities Trust, “YUAN MING YUAN — Art and Culture of an Imperial Garden-Palace”, showcased over 190 spectacular works associated with this once-magnificent Qing dynasty imperial garden-palace. We organised 25 public learning activities in association with The Hong Kong Jockey Club Series exhibitions and the HKPM Jockey Club Education Programme, these activities included talks, movie screenings, and workshops. Strategic Partner, Bank of China (Hong Kong) continued its close collaboration with the Museum, sponsoring the special exhibition Bank of China (Hong Kong) Presents: “The Origins of Chinese Civilisation” and the “HKPM Showtime Carnival”.

The special exhibition “The Forbidden City and The Palace of Versailles: China-France Cultural Encounters in the Seventeenth and Eighteenth Centuries”, was financially supported by the Mega Arts and Cultural Events Fund under the Culture, Sports and Tourism Bureau of the Hong Kong Special Administrative Region Government with Cathay as the lead sponsor, and the Tigillus Foundation and Centurion from American Express as the major sponsors. As the travel partner of the WKCD, Cathay also supported another special exhibition “The Adorned Body: French Fashion and Jewellery 1770–1910 from the Musée des Arts Décoratifs, Paris” ensuring the seamless installation of nearly 400 stunning pieces from the Musée des Arts Décoratifs in Paris.

GS Charity Foundation pledged support for The Hong Kong Palace Museum Cultural Inheritance Programme”, a five-year initiative that contributes to the Museum’s academic research, educational programmes, exhibitions, and publications. The HKPM also launched a five-year collaboration with Chow Tai Fook Jewellery Group on the “Chinese Gold Craftsmanship Heritage Education Programme”. In addition, the “Chinese Object Study Training Programme”, supported by the Susan Chen Foundation, is a testimony to the Museum’s commitment to promoting the study and appreciation of Chinese art and culture by fostering a new generation of art and object specialists in Greater China area.

Swire Properties sponsored the “Bi-city Youth Cultural Leadership Programme” for the third consecutive year with an aim to encourage cultural exchange between young people in Hong Kong and Beijing. Outstanding university students from the two cities participated in a summer programme and internship to explore the creative concepts and operating models. The China Merchants Foundation continued its support for the third edition of “The Hong Kong Palace Museum Student Ambassador Programme”, engaging over 100 local university and secondary school students in learning and practice activities to deepen their understanding of artefacts and the Museum

profession. The Ng Teng Fong Charitable Foundation and the Greater Bay Area Homeland Youth Community Foundation sponsored the “Art Journey for Youth at the HKPM” School Visit Programme, enabled 40,000 local students and teachers to visit the Museum for free in 2024.

Since its opening, the HKPM has implemented the Ticketing Scheme for the Underprivileged. In 2024, with sponsorship from various companies and organisations such as Bank of China (Hong Kong), over 30,000 tickets were distributed through charities and social welfare groups. These tickets provided underprivileged groups, students, the elderly, and individuals with special needs the opportunity to visit the Museum.

We sincerely thank all sponsors and partners for their generous support in 2024. Looking ahead, with the continued support of our sponsors and partners, the HKPM remains committed to showcasing the finest objects from the Palace Museum and other renowned cultural institutions through large-scale exhibitions, strengthening its role as a platform for cultural exchange and world-class educational programmes, and further contributing to the vibrant cultural and art scene of Hong Kong.

創 始 夥 伴	Founding Partner
香港賽馬會慈善信託基金	The Hong Kong Jockey Club Charities Trust
戰 略 合 作 夥 伴	Strategic Partner
中國銀行（香港）有限公司	Bank of China (Hong Kong) Limited
旅 遊 夥 伴	Travel Partner
國泰	Cathay
贊 助 機 構	Sponsors
美國運通	American Express
招商局慈善基金會	China Merchants Foundation
周大福珠寶集團	Chow Tai Fook Jewellery Group
恒基兆業地產集團主席 李家誠博士	Dr Martin Lee Ka Shing, Chairman of Henderson Land Group
大灣區共同家園青年公益基金	Greater Bay Area Homeland Youth Community Foundation
旭日慈善基金	GS Charity Foundation
香港特別行政區政府 文化體育及旅遊局轄下 「文化藝術盛事基金」	The Mega Arts and Cultural Events Fund under the Culture, Sports and Tourism Bureau of the Hong Kong Special Administrative Region Government
黃廷方慈善基金	Ng Teng Fong Charitable Foundation
陳淑貞慈善基金會	The Susan Chen Foundation
太古地產	Swire Properties
承乾基金會	Tigillus Foundation

會 籍 Membership

會籍制度是本館的連繫參與策略的基石，有助加強與訪客之間的聯繫。透過「香港故宮之友」計劃，會員可享多項獨家禮遇，包括全年無限次參觀專題展覽、獲贈適用於特別展覽的入場碼，以及專屬參觀時段等。成為本館贊助人，除可享上述禮遇外，更可參與贊助人專屬活動，如參加由策展人帶領的導賞團，有助本館連繫中國藝術愛好者。

2024年，本館提升了會員體驗，推出全新數碼互動體驗與工作坊，讓會員以創新和沉浸方式，探索中國藝術與本館藏品。開館至今，本館已吸納超過10,000名「香港故宮之友」，當中青年會員佔相當大比例，與本館積極培養年輕一代欣賞中國文化遺產的使命息息相關。他們積極投入不僅為社群注入活力，更為文化參與帶來全新視角，尤其於數碼平台上互動。今年，本館推出了多元化的線上互動內容及虛擬導賞，受到年輕會員熱烈歡迎，進一步鞏固博物館作為學習中國藝術文化的區域樞紐角色。贊助人繼續發揮重要作用，有助本館取得好成績。今年舉辦的數場贊助人專屬活動相當成功，讓贊助人與博物館策展團隊能夠深入交流，從中更深入了解策展理念及其背後故事。

除了為會員提供專屬福利外，博物館還向學校及地方組織推出新的社區外展計劃，旨在讓學生和家庭，透過工作坊和導賞團，有機會更深入探索中國藝術文化的魅力。這些教育項目，參與人數顯著增加，可見成效理想，更彰顯本館讓藝術融入更多人的生活、推動文化普及的承諾。

在此，本館衷心感謝所有贊助人和「香港故宮之友」的鼎力支持。他們的貢獻對於博物館維持日常運作和提升項目質素至關重要。今年，他們的慷慨捐助，使本館能夠擴展展覽和研究計劃，進一步豐富公眾對中國古代珍寶的理解和欣賞。本館有幸能夠繼續與支持者攜手，推動保育和傳承中國藝術文化的使命。

展望未來，館方將繼續致力於提供更佳會籍禮遇並提升訪客體驗，透過與忠實支持者攜手合作，本館致力繼續成為充滿活力的文化機構，惠及未來世代。

Membership remains a cornerstone of the Museum's engagement strategy, fostering a deeper connection between the Museum and its visitors. Through the HKPM Friends scheme, members enjoy a wide range of exclusive benefits, including unlimited access to thematic exhibitions, complimentary admission codes for special exhibitions, and exclusive viewing hours. As a further enhancement of membership scheme, 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.

In 2024, we enhanced our offerings by introducing new digital interactive experience and workshops, enabling members to explore Chinese art and our collections through innovative and immersive experiences. Since our opening, we have welcomed over 10,000 HKPM Friends, with a significant portion comprising youth members. This demographic is crucial to our mission of fostering an appreciation for Chinese heritage among younger generations. Through their active participation, these young members have enriched our community and brought fresh perspectives on cultural engagement, particularly on digital platforms. This year, we introduced interactive online content and virtual tours, which have proven popular among our younger audience, further solidifying our role as a regional hub for learning about Chinese art and culture. Our patrons, meanwhile, continue to play a vital role in our success. This year, several successful patron-only events were held, creating opportunities for deeper engagement with the Museum's curatorial team, fostering a greater understanding of the exhibitions and the stories behind the artefacts.



「香港故宮之友」參加特別展覽中國銀行（香港）呈獻：「中華文明溯源」的專屬參觀時段。
HKPM Friends attending the exclusive viewing hour for the special exhibition Bank of China (Hong Kong) Presents: "The Origins of Chinese Civilisation".

In addition to our membership benefits, we have launched new community outreach programmes aimed at schools and local organisations. These initiatives are designed to engage students and families, offering them opportunities to explore Chinese art and culture through workshops and guided tours. The success of these educational programmes is evident in the increased participation they have garnered, reflecting our commitment to making art accessible to all.

We would like to take this opportunity to extend our heartfelt gratitude to all our patrons and HKPM Friends for their unwavering support. Their contributions are essential in sustaining our operations and enhancing our programming. This year, their generosity has allowed us to expand our exhibitions and research initiatives, significantly enriching the public's understanding and appreciation of ancient Chinese treasures. We are honoured to continue our mission of conserving and promoting Chinese art and culture alongside our dedicated supporters.

As we look ahead, we remain committed to further innovating our membership offerings and enriching the visitor experience. Together with our dedicated supporters, we will ensure that the HKPM continues to be a vibrant cultural institution for generations to come.



本館董事局主席孔令成先生向香港故宫文化博物館酒會來賓致歡迎辭，感謝各位贊助機構、捐贈人、會員對博物館的支持。
Mr Leo Kung, Board Chairman of the HKPM, giving a welcoming speech at the Hong Kong Palace Museum Cocktail Reception, thanking our sponsors, donors, and members for their support to the HKPM.

董事局和委員會

Board and Committees

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 2025 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, as well as strategies, policies, and guidelines in relation to curatorial matters, professional standards, and operation of the Museum. As of 1 April 2025, the Members of the HKPM Board are:

主席 Chairman
副主席 Vice Chairman
成員 Members

孔令成先生，GBS，JP	Mr Leo KUNG Lin-cheng, GBS, 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
李平教授	Professor LI Ping
婁瑋先生	Mr LOU Wei
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
阮偉文博士	Dr Andrew Stephen YUEN Wei-man
沈鳳君女士，JP	Ms Vivian SUM Fong-kwang, JP
（候補成員：謝詠誼女士，JP	（Alternate Member: Ms Winnie TSE Wing-yee, JP)
陳詠雯女士，JP	Ms Manda CHAN Wing-man, 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（2024 年 1 月 1 日至 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 of the Annual Review (1 January to 31 December 2024):

譚允芝女士，SBS，SC，JP	Ms Winnie TAM Wan-chi, SBS, SC, JP
鄧楨先生，	The Honourable Robert TANG Ching,
大紫荊勳賢，SBS，JP	GBM, SBS, JP
黃智祖先生，GBS，JP	Mr Joe WONG Chi-cho, GBS, JP
劉明光先生，SBS，JP	Mr Vincent LIU Ming-kwong, SBS, JP
郭黃穎琦女士，JP（候補成員）	Mrs Vicki KWOK WONG Wing-ki, JP (Alternate Member)

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。入藏委員會亦協助為本館館藏尋求藏品捐贈及／或贊助。截至 2025 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. It also assists in securing donations and/or sponsorships for the HKPM collection. As of 1 April 2025, 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
鄧楨先生，
大紫荊勳賢，SBS，JP
陳永達先生
鍾棋偉先生
程美寶教授
黑國強先生
丁新豹教授，BBS
- Mr TSANG Tak-sing, GBS, JP
The Honourable Robert TANG Ching, GBM, SBS, JP
Mr Lawrence CHAN Wing-tat
Mr Anthony CHEUNG Kee-wee
Professor CHING May-bo
Mr Andy HEI Kao-chiang
Professor Joseph TING Sun-pao, BBS

下列本館入藏委員會前成員曾於報告期內（2024 年 1 月 1 日至 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 Acquisitions Committee, whose terms of appointment were within the reporting period of the Annual Review (1 January to 31 December 2024):

- 馮永基教授，JP
莫家良教授
- Professor Raymond FUNG Wing-kee, JP
Professor Harold MOK Kar-leung

本館業務與財務委員會

HKPM Business and Finance Committee

本館業務與財務委員會負責審閱本館的年度業務計劃及事務計劃、以及財務和業務表現及相關關鍵績效指標，亦審視並監督已識別的重大財務、業務、營運和其他風險，並就本館整體的業務和商業策略提出意見。截至 2025 年 4 月 1 日，本館業務與財務委員會成員如下：

The HKPM Business and Finance Committee is responsible for reviewing the annual Business Plan and Corporate Plan, as well as the financial and business performance and related key performance indicators of the HKPM. It also reviews and provides oversight of the identified significant financial, business, operational and other risks, and advises on the overall strategy for the HKPM's business and commerce. As of 1 April 2025, the Members of the HKPM Business and Finance Committee are:

- 主席Chairman
- 副主席Vice Chairman
- 成員Member
- 增選成員Co-opt Members
- 當然成員Ex-officio Members

- 龔楊恩慈女士，BBS，JP
黃永光先生，SBS，JP
程壽康先生
鄭維揚先生
蔡永忠先生，BBS，JP
吳志華博士
（本館館長）
李家文女士
（西九管理局首席財務總監）
- Mrs Ann KUNG YEUNG Yun-chi, BBS, JP
Mr Daryl NG Win-kong, SBS, JP
Mr Kevin CHING Sau-hong
Mr Warren CHENG Wei-yang
Mr Philip TSAI Wing-chung, BBS, JP
Dr Louis NG Chi-wa
（Museum Director, HKPM）
Ms Carmen LEE Kar-man
（Chief Financial Officer, WKCDA）

博物館團隊

HKPM Team

本館致力策劃嶄新而優質的展覽，並提供卓越的訪客體驗、加深公眾對中國藝術文化的了解，促進不同文化之間的對話。

截至 2024 年底，本館團隊約有 160 人，主要由「研究策展、藏品及節目」和「博物館營運」兩個部門組成。團隊匯聚了經驗豐富、不同背景的專業人才，攜手探索、互相啟發、協力執行和實現卓越成果。

本館重視持續的專業發展和跨部門協作，通過定期跨部門交流，分享知識、經驗和最佳工作流程，並且有系統地評估不同項目的成效。我們亦注重團隊間的凝聚力和良好關係，通過設計團隊建設和聯誼活動，促進同事之間的相互了解和信任，建立高效和諧的工作環境。

The HKPM is dedicated to curating exceptional and high-quality exhibitions and delivering unparalleled visitor experience, while fostering a profound appreciation of Chinese art and culture, and promoting intercultural dialogue across global civilisations.

By the end of 2024, the HKPM team consisted of approximately 160 staff members across two principal departments, namely the Curatorial, Collection and Programming Department, and the Museum Operations Department, comprising experienced professionals with diverse backgrounds to explore, participate, inspire one another, execute and deliver fruitful results.

The Museum places importance on continuous professional development and encourages cross-departmental collaboration through interdepartmental exchanges, as well as sharing of knowledge, experience and best practices, while also enabling systematic evaluation of various initiatives. Furthermore, the HKPM places significant emphasis on the solidity and close-knit relationship among the teams, fostering an efficient and harmonious environment where colleagues can build mutual trust and camaraderie through structured team-building activities and networking opportunities.



員工中秋活動（2024 年 9 月）
Mid-Autumn staff event (September 2024)



本館董事局成員與同事共慶新春（2025 年 2 月）
HKPM Board Members and colleagues celebrating the Lunar New Year (February 2025)

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