

策聽 LISTENING



▲ 館長、生活家、創作人正在訴說和聆聽——過程繼續進行。
Curators, "Life Artists" and creative people are having dialogue — this process will keep going.

由香港藝術館開始的實驗 The experiment begins at HKMoA

既然我們的博物館將逐一進行蛻變，現在正好是啟動一連串實驗的時刻。實驗的假設是：經歷過深度參與、感受和期望都得到聆聽的觀眾，日後參觀博物館，會有更深刻的觀賞體驗。實驗之後：假設將被證實或被推翻。團隊將調校處理，改變狀況。第一個樣本：香港藝術館。

為何聽

- 「策聽」是一個流動、共創的工程。蛻變中的藝術館是這個新嘗試的一部分。
- 策展人與來自各方的人（我們稱之為「生活家」）連結，一起理解、欣賞、詮釋館藏中的作品。共創過程是螺旋式的：觀眾聆聽策展人回應作品的聲音→策展人聆聽觀眾回應策展人及作品的聲音→策展人回應觀眾的聲音……如此這般，每一把聲音都得到回應。
- 想法與知識會互為影響。對藝術的渴望將會形形式式地得到表達。夢想被聽見。固有思維被挑戰。
- 我們在過程中收集到意見和想望，然後會千方百計讓當中的價值得以昇華並發揮影響力。
- 結果將會讓博物館與觀眾更明白、欣賞和接近彼此。
- 觀眾在投入不同程度的參與之後，進藝術館細味每件作品時，感受可會更切身？觀展體驗可會加深層次、帶來更大滿足？

如何聽

- 變身：藝術館旁的透明小屋將換上新裝，成為我們聆聽、交流、共創的「策聽實驗室」。
- 細聽：透過一系列觀眾參與活動——訪問對談、工作坊、設計思維實戰、心聲泡泡大召集——擷取普羅大眾的觀點和意見。
- 深聽：邀請一群來自各方的12位生活家，訴說自己的關懷，分享他們對館藏作品的見解，與策展人同創故事。
- 研究：學術團隊帶來支援、指導、合作。我們將利用設計思維建立觀眾歷程的原型。研究小組將進行田野資料搜集，部署日後影響評估的工作。
- 呈現：我們會把收集到的心聲與更多觀眾分享——生活家演繹藝術與生活的短片、受作品啟迪的表演、親手寫下的便條、一段段錄音、自拍他拍的相片、紙本的實體書……
- 深思與反饋：既然我們相信，博物館與觀眾攜手可以共創更美好的東西，聆聽過程完畢，我們將帶著「變新」了的長闊高深，亦步亦趨，為這城市做得比昨天更好。

由策展到策聽，這不單是博物館節的「待續」，反而是一個拉闊博物館文化的手段。值得你特別關注，需要你特別支持。

The LCSD museums will undergo transformation one after one, we believe now is the prime time to kick start a series of experiments. Hypothesis: Audiences who were engaged deeply, with their feelings and wishes listened to, would experience a more profound customer journey when they visit museums later on. The first research specimen: Hong Kong Museum of Art (HKMoA).

Listening, the why

- "Listening" is a fluid co-creation project. The evolving HKMoA is the pilot.
- The curators will connect with the "Life Artists" from all walks of life to exchange on a series of signature collections of HKMoA. It works as in a spiral process: the voices of our curators responding to the collections are being heard→the voices of the audience responding to the curators and the collections are being heard→the voices of curators responding to the audience... One voice will invite a sequence of responses, and so on so forth.
- Views and knowledge will be communicated. Artistic desires will be expressed. Dreams will be heard. Paradigms will be shifted. Hypotheses will be proved or disproved.
- The valuable voices of our curators and the audience will be collected and recorded throughout this sustainable process of listening. We will try every possible way to distill the quintessential and create value from it.
- Our museums and potential audience would thence understand, appreciate and get closer to each other.
- The audience would be engaged in various levels. Would they discover their taste in art then? Would they derive greater satisfaction from the next museum visits?

Listening, the how

- The Outpost: Located next to the HKMoA, the little glass box will be transformed into a "Listening Lab" for co-creation.
- Tune-in: Engaging activities for the audience will be organised — interviews, chit-chat, workshops, design-thinking exercises and creation of speech bubbles.
- Deep listening: "Life Artists" will be invited to share their stories and work out new texts with the curators.
- Research: Academic teams will support, advise and collaborate with us on this project. One may adopt design

thinking and map out the customer journey that works best; while another will conduct field research and prepare the environment for impact studies.

- Manifestation: The "collected voices" will be presented to mass audience in various forms, ranging from a video series of "Life Artists", performances inspired by the collections, written notes, audio recordings, photos to printed matters.
- Reflection: We strive with a faith that museums can co-create something beautiful together with our audience. After listening, we will continue to embrace the "transformed" perspectives, for the betterment of this city, taking baby steps one at a time.

From curating exhibition to curating listening, we are experimenting with something new. While this is driven by a humble attitude, this is also a bold attempt for stretching the museum culture. We are all ears and what we need now, is your attention and support.

策聽 密切期待你的參與和共享

- 館長專訪
- 欣賞香港藝術館四大館藏
- 12生活家的故事
- 共創呈現（公眾參與活動、現場演出、工作坊等）
- 還有……

Listening is looking forward to your participation

- Interviews with curators
- Appreciation of the signature collections of HKMoA
- Feature stories about 12 "Life Artists"
- Co-creation (activities, live performances, workshops, etc.)
- Coming soon...

- 📍 香港藝術館旁「策聽實驗室」及城中其餘角落
- 📅 由2019年7月7日（星期日）展開
- 📍 The Listening Lab, next to HKMoA & elsewhere
- 📅 Starting from Jul 7, 2019 (Sun)
- 🌐 www.museums.gov.hk/mf2019_listening