

Museum Craze in China

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Challenges of the Covid-19 Pandemic on Museums



Closure of Physical Spaces

- Financial Loss
- Cultural Accessibility



Shift to Digital Engagement

- Rapid Digital Transformation
- Digital Divide



Changing Visitor Expectations

- Health and Safety Protocols
- Evolving Engagement Strategies

Museums Go Digital

Virtual Tours



The Louvre Museum

Offering visitors free virtual tours of on-site galleries and rooms



British Museum

Interactive online tour that featured 3D models of artifacts, enabling viewers to examine objects in detail

Online Exhibitions



Metropolitan Museum of Art

Curated special online exhibitions with high-resolution images and rich descriptions, transforming its collections into a digital format



Smithsonian Institution

Creating digital archives and interactive exhibits that brought its collections to life

Revolutionising Visitor Experience

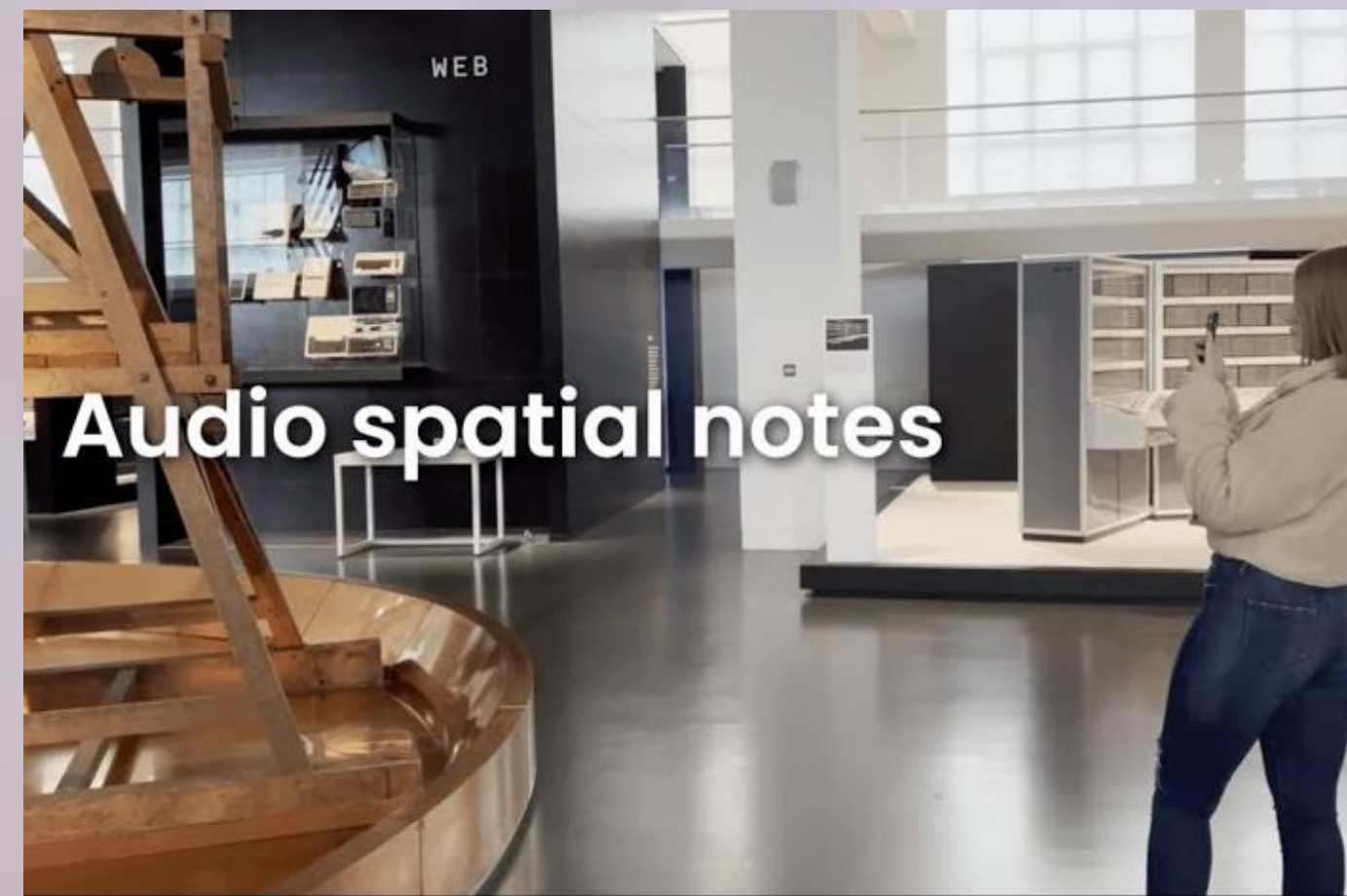
Artificial Intelligence



Musée D'Orsay

Created an AI programme called "Bonjour Vincent" that features a lifelike replica of Vincent van Gogh. The AI was trained on van Gogh's over 900 letters and biographies to offer insights into his life and death.

Augmented Reality (AR)



London Science Museum

Through the museum's app, visitors can point their devices at exhibits to unlock additional content, such as 3D models and animations that explain complex scientific concepts

Virtual Reality (VR)



Taipei Palace Museum

Curated four selected routes, featuring 84 artifact introductions and 12 hidden secrets of the museum grounds. Visitors can freely navigate between the northern campus and various permanent exhibitions.

Museum Craze in China

Number of visitors in 2023



Museums nationwide

- 1.29 billion
- Record high



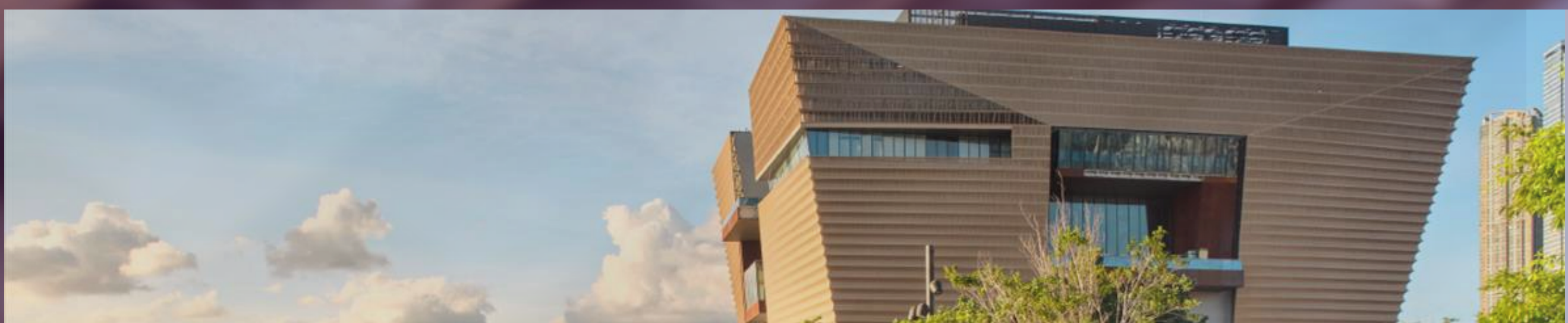
National Museum of China

- 6.75 million



Nanjing Museum

- 5 million



Hong Kong Palace Museum

- 1.5 million

New Trend of Museum Cultural Industries



Cultural and Technological Fusion



Development of Cultural Creative Products & IP Licensing



Immersive Experiences

Technologies such as virtual reality, big data, 5G, and the Internet of Things (IoT) have enriched cultural experiences.

Focusing on their collections, museums must engage in cross-sector innovation, allowing visitors to purchase cultural creative products and participate in the experience economy.

The concept of immersive cultural tourism spaces employs VR and AR technologies to construct visual scenes that create a more authentic exhibition experience.

The Growth of Cultural Tourism in China

Strengthening Cultural Heritage Protection

- In 2023, the Ministry of Culture and Tourism, along with the National Cultural Heritage Administration, advanced major projects such as “Project to Trace the Origins of Chinese Civilisation” and “Archaeology China”

Hanfu-themed Experiencescape

- Highlight in cultural promotion, allowing visitors to engage with traditional Chinese clothing and customs
- designed to attract younger audiences and encourage cultural appreciation through interactive engagement with history

Rising Engagement and Cultural Exchange

- Opening of new museums like the Sanxingdui Museum
- International collaborations in cultural heritage protection have expanded, leading to the formation of the Asian Cultural Heritage Protection Alliance



Cultural Tourism and Community Engagement

9,645

cultural institutions were established across China by the end of 2023

181,000+

professionals dedicated to preserving cultural heritage

6,833

registered museums throughout the country

30,000+

exhibitions were hosted by cultural institutions in 2023

International Museum Day & Cultural and Natural Heritage Day

key events aimed at elevating the visibility of cultural relics, supported by collaborative projects like "Seeking Ancient China" and "What is China."



香港故宮文化博物館
Hong Kong Palace Museum

A collaborative project between the WKCDA and The Palace Museum

HKPM has displayed more than 1,500 precious cultural relics from The Palace Museum since its opening, of which about 200 are first-class cultural relics

Open to the public on **3 July 2022**

Received 2.5 million+ visitors (up to 9 July 2024)

10,101+ HKPM Friends and 226+ sponsors (up to 30 June 2024)

Ranked 51st in the world in 2023

Current Exhibitions



Gallery 1
Entering the
Forbidden City



Gallery 2
From Dawn to Dusk:
Life in the Forbidden
City



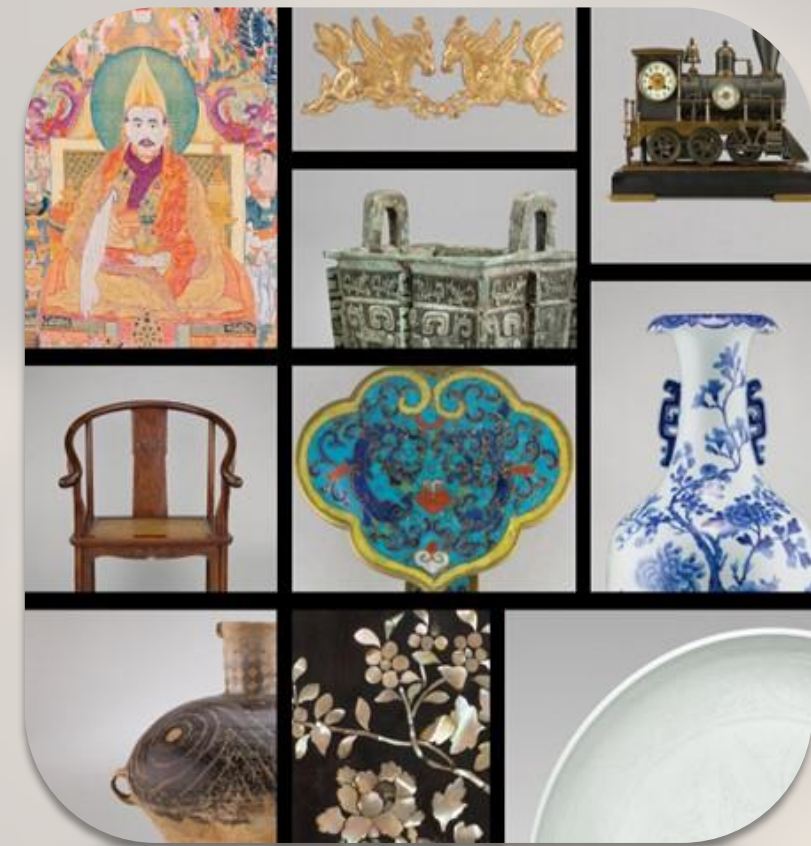
Gallery 3
Ming Dynasty Porcelain
Treasures from the Palace
Museum



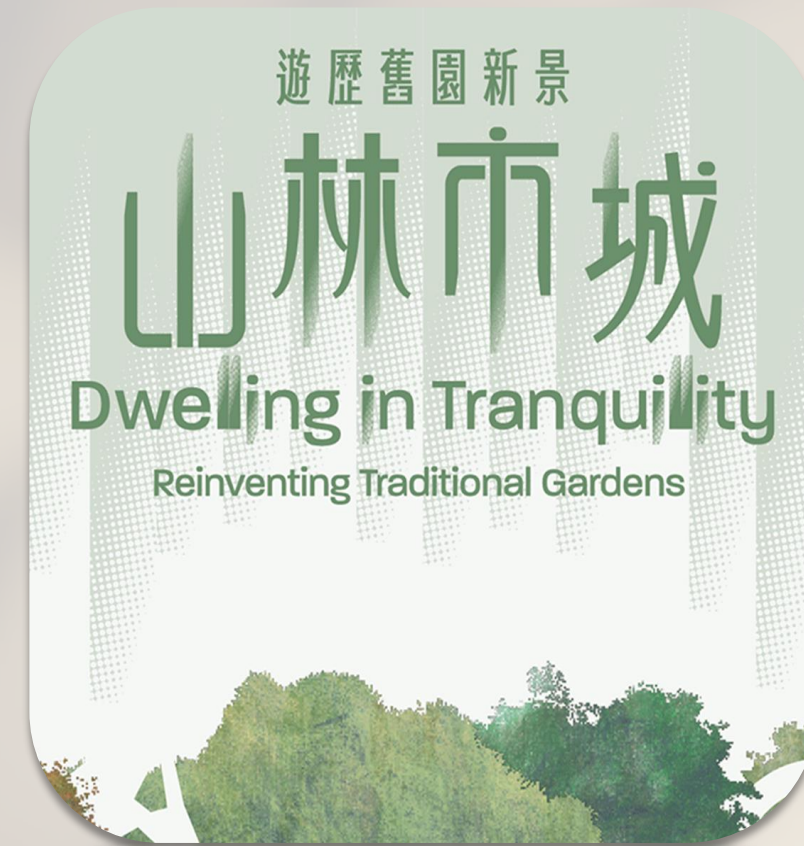
Gallery 4
Stories Untold — Figure
Paintings of the Ming
Dynasty from the Palace
Museum



Gallery 5
Contemporary Design
and Traditional Craft in
Dialogue



Gallery 6
Passion for Collecting: Founding
Donations to the Hong Kong Palace
Museum



Gallery 7
Dwelling in Tranquility —
Reinventing Traditional
Gardens



Gallery 8
The Origins of Chinese
Civilisation



Gallery 9
The Adorned Body: French
Fashion and Jewellery 1770–1910
from the Musée des Arts Décoratifs, 10
Paris

Learning and Educational Programmes





Hong Kong International Cultural Summit 24 -26.3.2024

- Brought Global museum leaders from France, UK, US, Spain, Japan and Mainland China to present keynotes and join panel discussion on *Presenting and Connecting World Cultures in the 21st Century*
- Attendees of 400 in person and 120,000+ online

Thank you