

## ***Appendix 6***

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### **Qualitative Insights on Conversion for Residential Use at Victoria Dockside**

## Synopsis

# The in-situ repurposing of K11 ARTUS can better anchor the Arts and Culture Ecosystem, attract longer-term investment, and enhance soft power for Hong Kong

## Background

"**Arts and Culture**" hold immense value, **enriching lives and enhancing the community's well-being**. People invest their time and resources in artistic and cultural experiences, recognising their utility and joy. Hong Kong boasts a **diverse array of arts and cultural venues that host a variety of events and activities**, making it a vibrant hub for creativity. As a second-largest auction market and a key gateway to China, the world's second-largest art market, the city is strategically positioned to leverage its cultural assets. The **Hong Kong Government is a strong advocate for the arts and cultural sector**, acknowledging its **significant economic potential and the high demand from the community**.

## Features of this Project

Nestled in a vibrant neighborhood teeming with artistic inspiration, K11 ARTUS boasts a **proximity to a number of cultural venues**, including the Cultural Center, Museum of Arts, the West Kowloon Cultural District, and the museum-retail mall next door. Its location not only **captures the essence of the city** and offers an **iconic view of the Victoria Harbour**, but also positions it as a prime destination for art lovers and enthusiasts.

The architecture and design of K11 ARTUS are thoughtfully **infused with elements of arts and culture**, featuring decorations that celebrate creativity and innovation, making it a masterpiece in its own right.

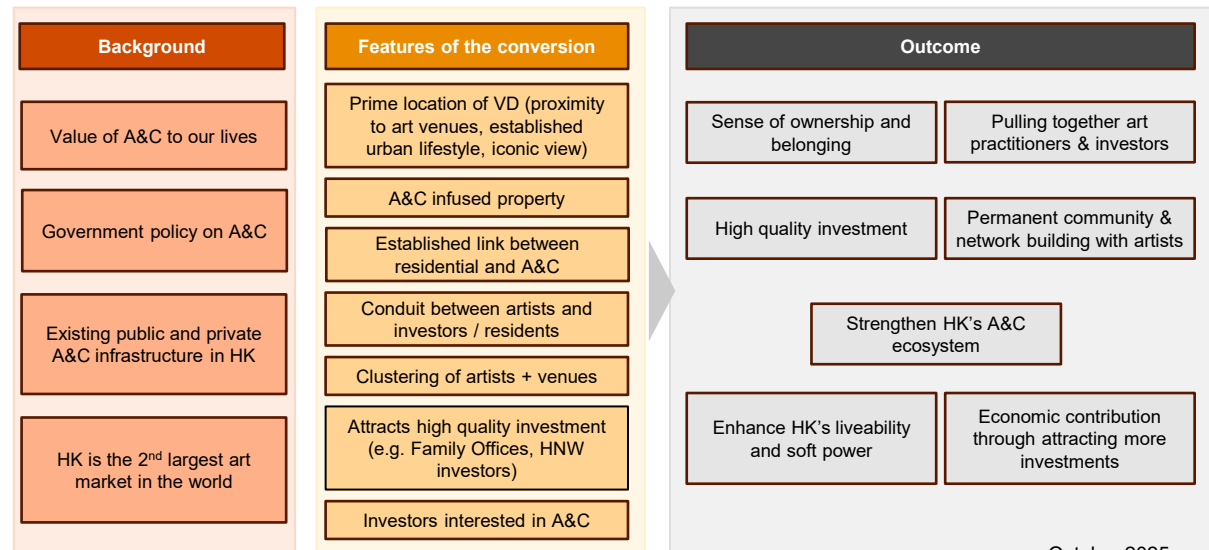
K11 ARTUS also provides **space for a permanent community of art enthusiasts**, fostering a collaborative environment where creativity thrives. It presents **unique investment opportunities** for those with a passion for art, allowing high net worth individuals, Family Offices, and other investors to align their interests with the burgeoning cultural scene.

**With its strategic location and commitment to the arts, K11 ARTUS is not just a place to live or work; it is a vibrant hub that embodies the spirit of artistic expression and community engagement.**

## Intended Outcome of the Repurposed K11 ARTUS

The re-purposed K11 ARTUS can foster a **permanent sense of ownership and belonging** among art enthusiasts, creating a vibrant community where creativity can flourish. By bringing together art practitioners and investors, K11 ARTUS aims to **cultivate a dynamic ecosystem** that encourages collaboration and innovation. This clustering of the art community will not only strengthen the cultural fabric of Hong Kong but also **enhance the overall liveability** of the city, making it a desirable destination for both residents and visitors, **bolstering Hong Kong's soft power** by elevating its status as a cultural hub.

By **attracting high-quality investors** who share a passion for the arts, the property will **contribute to the local economy**. This investment will not only support the arts and cultural sector but also generates new opportunities and enriches the community as a whole. Ultimately, the K11 ARTUS is envisioned as a **cornerstone of a thriving arts ecosystem, reinforcing Hong Kong's reputation as a leading destination for creativity and cultural expression**.



# Executive Summary

## Introduction

The Applicant plans to convert part of the serviced apartments at Victoria Dockside in Tsim Sha Tsui into **hotel-like domestic use for investment and more permanent accommodation, emphasising Arts and Culture (“A&C”) to support Hong Kong’s broader A&C agenda**. Key features include:

- Prime city location with easy access to commercial and recreational activities
- Proximity to major A&C hubs and tourist attractions
- Iconic views and state-of-the-art design

This **re-purposed premise can more effectively leverage these features through the offer of permanent community and investment of the property units** will help build a robust A&C ecosystem, benefiting Hong Kong by improving liveability, boosting soft power, and attracting talent and investment.

The K11 complex currently includes hotel-like serviced apartment units, a museum-retail complex, luxury shops, dining, hotels, and offices. It has pioneered A&C initiatives like the Artist in Residence program, which invites creatives to inspire new art, and the KULTURE 11 program, showcasing films, music, performances, and art exhibits.

- The complex hosts immersive experiences in world-class A&C, nature, and commerce;
- K11 is highlighted by the Hong Kong Tourism Board as an unmissable A&C experience.

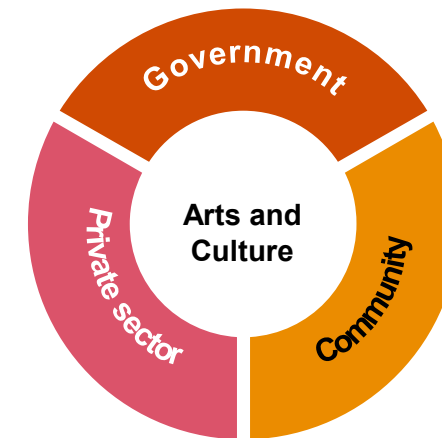
The re-purposed residence properties for permanent community and ownership will offer more than what has already existed.

## Private sector participation can anchor the A&C ecosystem in Hong Kong

A vibrant A&C ecosystem requires active participation from the Government, community, and private sector. While the Government and communities in Hong Kong support A&C development, a robust ecosystem needs more involvement from the private sector.

Private property’s direct and indirect sponsorship to various programmes can support Government policies of promoting A&C and facilitate artists and community participation, and in the case of K11, **through the permanent provision of physical space for community development**.

For example, the property can offer a *convergence point* for artists as workshops, studios, and residential space, who would be inspired from the synergies of ideas that arise from clustering of like-minded people. It can also provide *exhibition and performance space* for artists and content creators to showcase their work, making the place an attraction to overseas and local visitors.



# Executive Summary

## Developing Hong Kong's liveability and soft power

A&C-themed development can enhance Hong Kong's liveability, vibrancy, and economy. Surveys indicate that "culture and environment" are vital for making cities attractive to global talent. K11's A&C-themed projects can create a vibrant, aesthetic environment, fostering pride and social capital.

These developments can attract talent and capital, boosting Hong Kong's soft power. Residence's A&C focus at K11 makes the city appealing to professionals and executives with an artistic lifestyle, bringing knowledge and investment that reinforce Hong Kong's status as a global metropolis.

## Creating a sense of belonging

Permanent communities at K11 facilitate a sense of belonging among residents and artists, which is often lacking in temporary rentals. This sense of belonging encourages greater investment in Hong Kong.

## A landmark residential building at a prime location with special theme can generate wider socio-economic benefits

Residence will likely generate socio-economic benefits that are commonly found for other landmark residential buildings worldwide:

**Economic growth:** it can attract investment, increase property values, boost local economies, and generate tax revenues;

**Attract investment:** landmark residential buildings can attract the fast growing, affluent populations who look for more opulent lifestyle, such as senior executives, professionals, and decision-makers of family offices;

**Cultural and aesthetic value:** an iconic building with architectural significance and promote cultural tourism;

**Social cohesion and identity:** a place for permanent community can enhance the residents' sense of place identity. When residents stay in the place longer, they are more likely to create a shared identity and belonging, which in turn contributes to the development of distinct characteristics of the city.

**Urban development:** landmark residences can improve its urban surroundings by providing quality social space and an aesthetic environment. Improvement of socio-economic attributes and neighbourhood satisfaction can benefit social networks, community cohesion, and urban development.

**Tourism and branding:** iconic landmarks can enable the sense of community and presence of a distinct identity. These creates a heterogeneity which are appealing to tourists.

**Enhanced quality of life:** luxury residential buildings often offer high-quality amenities and services. If these are offered at publicly accessible space, the general quality of life in the neighbourhood could be enhanced.

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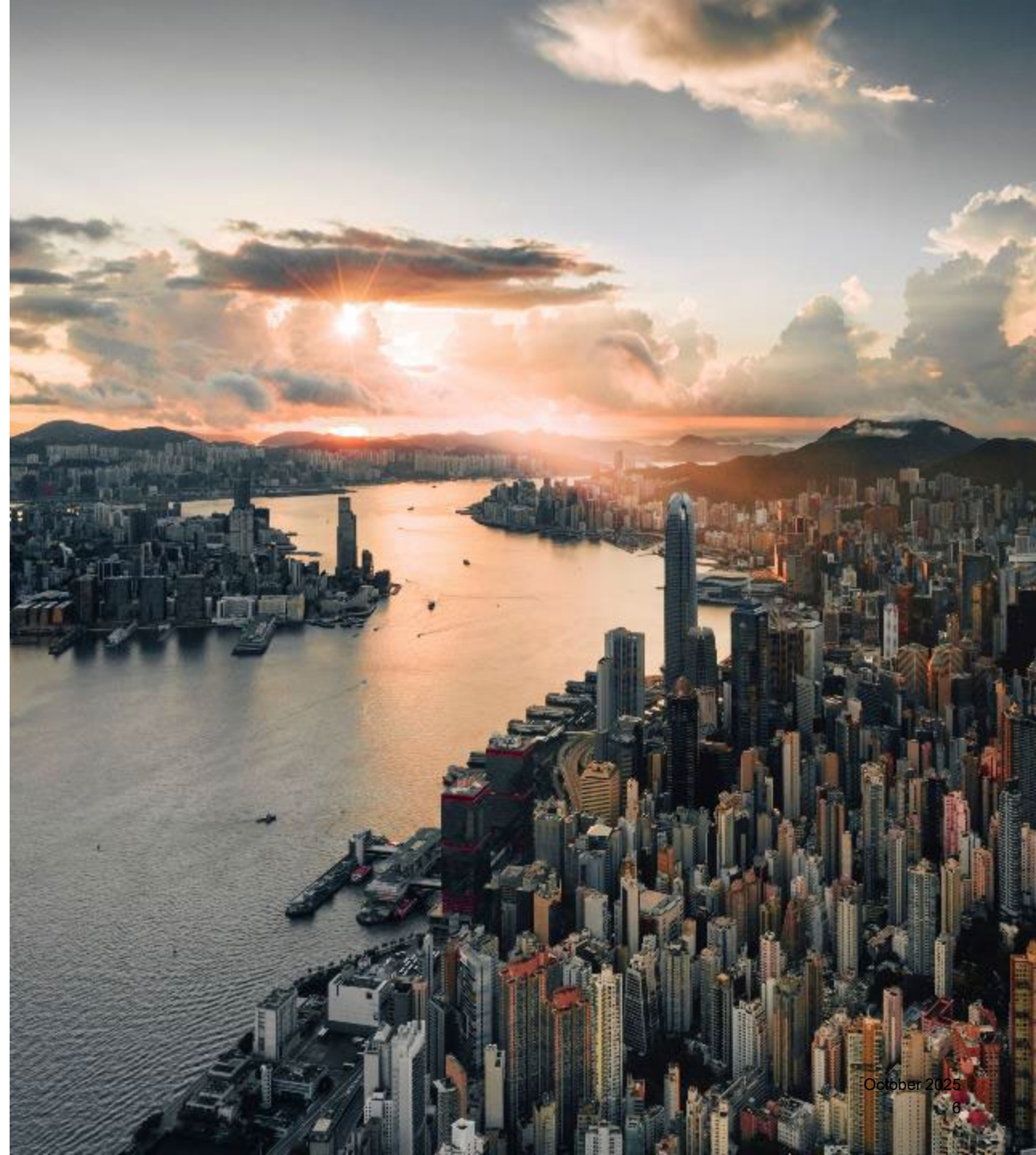


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# Introduction

Brief project description and purpose of this paper



# The Applicant intends to re-purpose (in-situ) part of Victoria Dockside from hotel-like serviced apartments to longer-term residential use



The Applicant intends to convert (part of) the serviced apartments at Victoria Dockside into longer-term residential use. The hotel, offices, and shopping mall are not part of the conversion plan.



Intended outcomes:

- Promotion of the Arts and Cultural (A&C) ecosystem in Hong Kong
- Strengthen the synergy with A&C industries by completing the ecosystem
- Reinforce Hong Kong's position as an A&C hub and international asset / family wealth leading hub by cohering with international examples

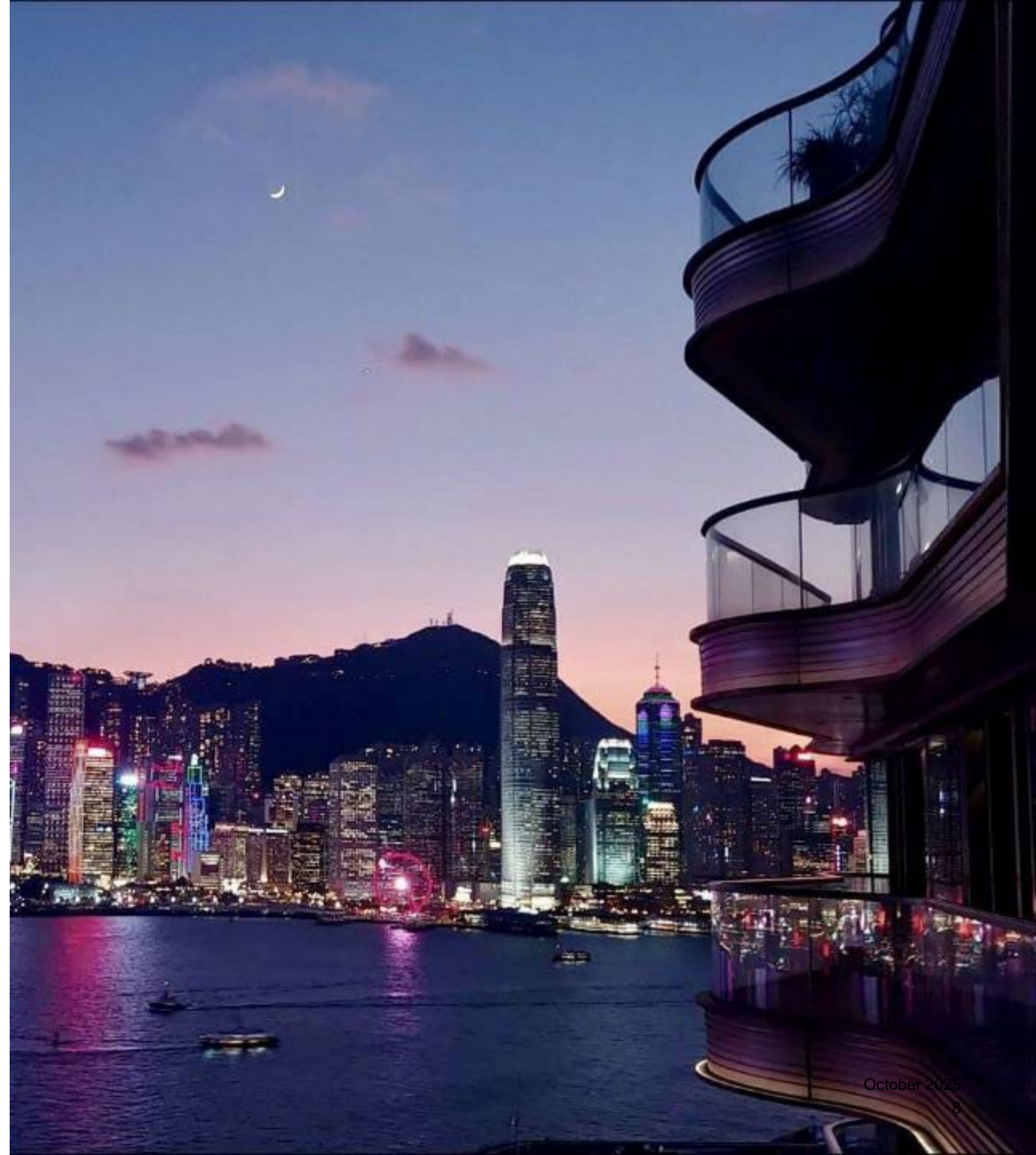


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## Background of Arts and Culture (“A&C”) in Hong Kong

- a) Overview of the value of A&C; HK’s current status as an A&C hub
- b) Current Government policies and existing infrastructure for A&C in HK
- c) Private sector-led A&C economy and venues in HK
- d) Strong community interest in A&C activities



# Overview of the value of arts and culture: how arts and culture enhances our lives (1/4)

“Arts and Culture” has economic significance which brings happiness to people which creates utility for the community and has economic value

## Why Arts and Culture?

According to the Hong Kong Blueprint for Arts and Culture and Creative Industries Development...

- ✓ The value added of the cultural and creative industries in HK increased from \$52.3 billion in 2005 to \$122.1 billion in 2022, **showing a growth rate of over 100%**.
- ✓ In the last ten years, total annual Government spending in HK on A&C has increased from \$4.15 billion to \$7.31 billion, **representing a growth of 76%**.

According to the UK Parliament, the importance of A&C industries extend beyond economic benefits.

- ✓ They help **shape cities and the content and performances that enrich lives and strengthen a city's global image**.
- ✓ They are an essential positive drive for society that **brings joy, inspiration and opportunity to our lives**.  
“Creative industries form the national conversation through which we define our shared values”.

# Overview of the value of arts and culture: how arts and culture enhances our lives (2/4)

“Arts and Culture” can also generate socio-economic impacts

## Socio-economic impacts of A&C

- **Creative placemaking through A&C provides triple-bottom line benefits**—financial, social, and environmental—for all stakeholders. ULI research reports benefits for the following stakeholders...
  - ✓ **Developers and partners:** Higher market values, lower turnover rates, demonstration of firm commitment to community (which leads to faster approval cycles) and lease-ups, greater community buy-in, and better branding and market recognition.
  - ✓ **Local governments:** Job growth, greater public safety, and increased tax revenues that pay for more resident services.
  - ✓ **Community:** Benefits from cohesion, creative energy and aesthetics of vibrant new places infused with A&C.
- **Opportunities for cross-sector partnerships:** A&C can encourage more collaborations between various stakeholders such as artists, community, government, foundations in project planning and development, according to the ULI research.
- Many Americans (91% surveyed) believe A&C improves quality of life; most believe it is important to local businesses and the economy.
  - Those with higher education / younger generations **strongly consider arts when moving to a new location for a job.**
  - The **A&C sector contributed over US\$804 billion to US GDP** in 2016, US\$60 billion more than construction's contribution.



# Overview of the value of arts and culture: how arts and culture enhances our lives (3/4)

## Arts and culture enhances liveability and social cohesion

According to The Economist, In 2024, the world's top 3 most liveable cities are...

1. Vienna
2. Copenhagen
3. Zurich



- Assessed on 5 categories: stability, healthcare, **culture and environment**, education, and infrastructure.
  - Within culture and environment, the following components are assessed: Cultural availability, sporting availability, F&B, consumer goods and services, humidity/temperature rating, discomfort of climate to travellers, level of corruption, social or religious restrictions, and level of censorship
- **Western Europe remains the best-performing region for liveability**, coming top in four categories, while second-placed North America is best for education.



A&C creates a vibrant and aesthetic environment, encouraging a **sense of place** and pride while developing social capital through **social cohesion between residents and other visitors**, contributing to the sustainability of communities.



Melbourne was the most liveable city in 2015 as it **scored well among residents for culture, environment, and education** despite poor affordability and public transport.

# Overview of the value of arts and culture: Hong Kong's status (4/4)

- Hong Kong has jumped from 61 (2023) to 50 (2024) on The Economist's Global Liveability Index due to improvements in stability and healthcare. **Investment in culture and environment can likely further boost Hong Kong's liveability index.**

According to the **Global Power City Index (2024)**...

- Hong Kong ranks **18/48 overall** (a fall from 7<sup>th</sup> place in 2015):
  - #27 in Economy
  - #10 in R&D
  - **#26 in Cultural Interaction**
  - #23 in Liveability
  - #29 in Environment
  - #13 in Accessibility
- The world's top 4 power cities are:
  1. London
  2. New York
  3. Tokyo
  4. Paris

All cities in the global top 4 rank within the **top 4 in the Cultural Interaction category**



## Components of the Cultural Interaction (Global Power City Index)

|                                                                                                                    |                           |                                                                                                                                 |
|--------------------------------------------------------------------------------------------------------------------|---------------------------|---------------------------------------------------------------------------------------------------------------------------------|
| <br><b>Cultural Interaction</b> | Trendsetting Potential    | Number of International Conferences<br>Number of Cultural Events<br>Cultural Content Export Value<br>Art Market Environment     |
|                                                                                                                    | Tourism Resources         | Tourist Attractions<br>Proximity to World Heritage Sites<br>Nightlife Options                                                   |
|                                                                                                                    | Cultural Facilities       | Number of Theaters<br>Number of Museums<br>Number of Stadiums                                                                   |
|                                                                                                                    | Visitor Amenities         | Number of Hotel Rooms<br>Number of Luxury Hotel Rooms<br>Attractiveness of Shopping Options<br>Attractiveness of Dining Options |
|                                                                                                                    | International Interaction | Number of Foreign Residents<br>Number of Foreign Visitors                                                                       |



Hong Kong has been active in cultivating a lively and inclusive A&C sector, initiated/supported by public and private events and institutions. Section 2 will expand on the current A&C developments in Hong Kong.



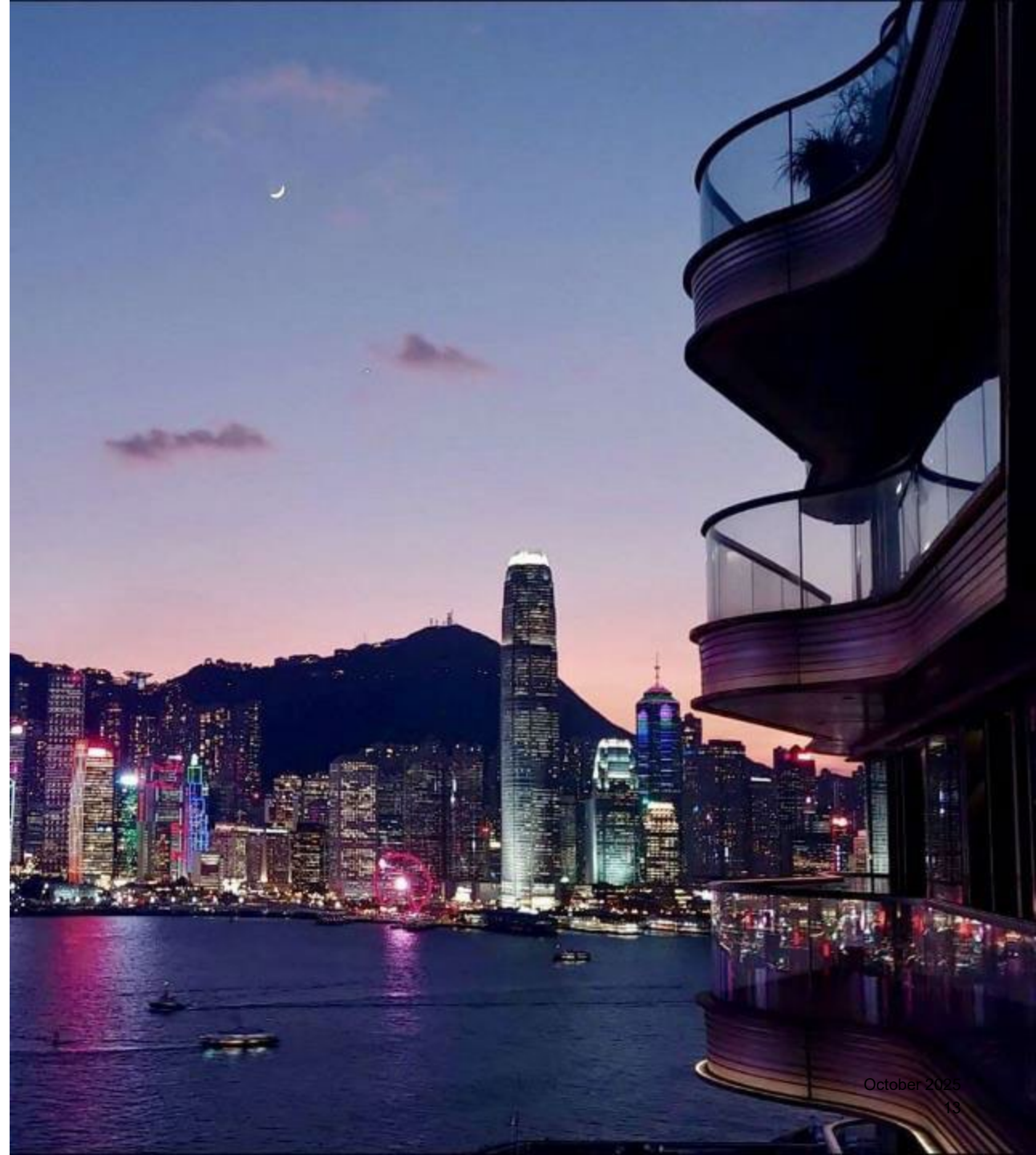
***Hong Kong needs to further enhance its A&C sector (incl. more cross-sector collaborations) to improve scores in cultural interaction and environment, leading to a more attractive, liveable, and powerful city.***

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## Background of Arts and Culture (“A&C”) in Hong Kong

- a) Overview of the value of A&C; HK’s current status as an A&C hub
- b) Current Government policies and existing infrastructure for A&C**
- c) Private sector-led A&C economy and venues in HK
- d) Strong community interest in A&C activities



# The Government has clearly indicated its intention to develop Hong Kong into an international A&C hub

The Government emphasises leveraging market forces to promote the A&C industry to an international scale, and to foster economic diversification. Provision of A&C hardware by the private sector can complement the Government's vision.

## The Chief Executive's 2024 Policy Address (October 2024)



- Integrated development of culture, sports and tourism and foster economic diversification
- Promote diverse development of the arts and culture and creative industries with an international perspective, and release the Blueprint for Arts and Culture and Creative Industries Development

## Blueprint for Arts and Culture and Creative Industries Development (November 2024)



- Draws up a vision, principles and strategic directions to promote the development of the arts, culture and creative industries
- Leverage the market to enhance our cultural appeal to other parts of the world
- Enhance the social cultural atmosphere and to boost the citizen's sense of achievement and happiness
- Build an ecosystem that is conducive to the sustainable development of the arts, culture, and creative industries through improving infrastructure etc.

# Government policies to develop the A&C sector are clearly set (1/2)

The 2024 Policy Address indicates “Promoting Integrated Development of Culture, Sports and Tourism and Foster Economic Diversification” is one of the key policies for Hong Kong.

## Policy Address 2024

- Current-term Government set up the **Culture, Sports and Tourism Bureau** to enhance HK’s role as the East-meets-West centre for boosting international cultural exchange and cultural confidence. The organisation released the Blueprint for Arts and Culture and Creative Industries Development in November 2024.
- the Cultural and Creative Industries Development Agency adopts an industry-oriented approach to promote the development of the cultural and creative industries. Relevant measures include (not exhaustive):
  - Strengthening cross-sectoral collaboration and **leveraging market resources, facilitating the [creative] industries to explore business opportunities.**
  - The new flagship Hong Kong Fashion Design Week is set to be an annual signature event to develop HK into a fashion design hub



# Government policies to develop the A&C sector is clearly set out (2/2)

The Government fully recognises the value of A&C and has published the “Blueprint for Arts and Culture and Creative Industries Development” to strategise for its development.



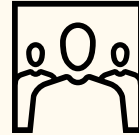
## Objectives overview:

- ✓ **latest A&C development** in HK
- ✓ Provides a **clear vision, principles and strategic directions** to promote A&C and creative industries
- ✓ **Leverage the market** to enhance HK's **cultural appeal to the world**, enhance social cultural atmosphere, and boost the citizen's sense of achievement and happiness.



## **Encouraging cross-sector collaborations:**

- Cross-sector collaboration is essential for the success of the A&C sectors: alignment among government, community, and business stakeholders.
- The Blueprint encourages A&C partnerships with private enterprises to diversify income sources, reduce dependence on government funding, and foster a supportive culture for the arts.



## **“Audience building” for A&C:**

- Audience building is enhanced through the interplay between traditional arts and the more commercialised creative industries, which help attract and engage the public's interest.



## **Support local A&C industries and ecosystem:**

- Leverage market force and **encourage private developers to incorporate more A&C facilities into projects.**
- With the **public as the core of the development of A&C industries**, A&C in turn reflects the values of the public.
- Cultural policies should prioritise the development of the “people”, which include cultivating and attracting talents, expanding audience base, and enhancing Hong Kong's cultural literacy through cultural and artistic endeavours.
- Display A&C (esp. local artists) in government offices and encourage public and private enterprises to follow, **cultivating an A&C atmosphere in Hong Kong** and providing more market opportunities for local artists to showcase their work.

# Hong Kong Government has been providing venues to show support to various A&C activities in the city

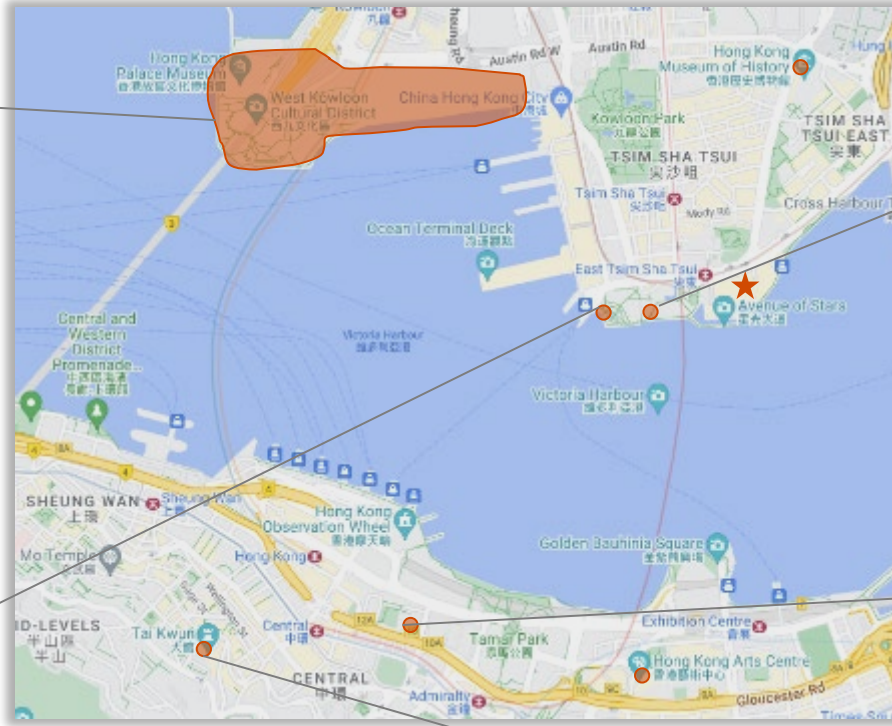
Victoria Dockside is strategically located in the city's A&C activity venues, and is within walking distance from at least three of these venues.

## West Kowloon Cultural District (40ha)

- 4 facilities in operation: M+, Hong Kong Palace Museum, Performing Arts (Freespace and Xiqu Centre), WKCD Tower (office space)
- One of the **largest cultural projects in the world**
- Quality **culture, entertainment and tourism programmes** that appeals to both locals and tourists. Helps meet the long-term infrastructure needs of HK's arts and cultural development, and envisions to be a **hub for attracting and nurturing creative talent**
- WKCD has contributed approximately **HK\$6.8bn** to Hong Kong's total GDP in 2023
- Government supported A&C initiative

## Hong Kong Cultural Centre

- 7 facilities: Concert hall, grand theatre, studio theatre, exhibition gallery, foyer exhibition areas, rehearsal / practice / function rooms, piazza
- Total revenue 2023/24: HK\$50.4mn
- Occupies a **prime site on the Kowloon waterfront** and exhibits advanced facilities for performing arts
- Attracts the **widest range of first-class performances** including concerts, operas, large-scale dance and drama productions, experimental theatre and sophisticated musicals
- Ideal for film screenings, conventions, conferences and exhibitions



★ Location of Victoria Dockside

## Hong Kong Museum of Art

- Collection contains over 19,500 items
- Total revenue 2023/24: HK\$6.4mn
- Total number of visitors 2023/24: 1.5mn
- Established in 1962 and is the **city's first public art museum**
- 4 main areas of interest: Chinese antiquities, modern and local Hong Kong art, Chinese painting and calligraphy, and China trade art
- Includes rotating exhibitions and international showcases of modern installations and other Western art

## Hong Kong City Hall

- Over 10 facilities: Concert hall, theatre, exhibition hall, recital hall, exhibition gallery, committee rooms, memorial garden, barrier free facilities, public library, marriage registry
- The first multi-purpose cultural complex built in HK
- Landmark of the Central district
- Hosted thousands of outstanding local and overseas artists/arts groups, including world-renowned cellist Yo-Yo Ma, the late violinist Isaac Stern, the New York Philharmonic Orchestra etc.

## Tai Kwun

- A small compound, converted from Central Police Station, Central Magistracy and Victoria Prison to an A&C space with several exhibitions, galleries, programmes, public installations, dining, and rentable venues for A&C related activity
- Partnership between **Hong Kong Jockey Club and the Government**
- Award of Excellence in the 2019 UNESCO Asia-Pacific Awards for Cultural Heritage Conservation
- **Mission:** amplify HK's role as a thriving A&C hub in the region and the global arena

# The metropolitan, cultural lifestyle can contribute to strengthening Hong Kong's image as Asia's World City and hence retain and support new investment



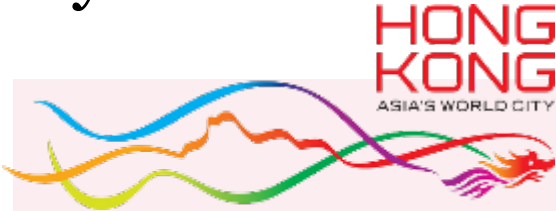
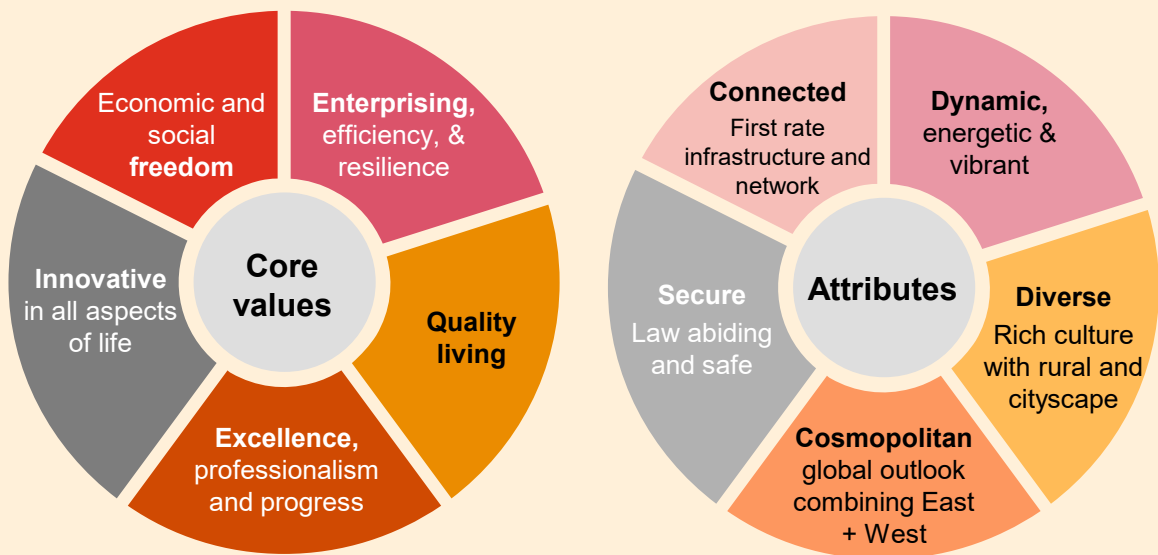
The Government has a strategic communications programme (BrandHK) to promote Hong Kong as **Asia's World City**.

This conversion project **can tie in and support this government initiative**.



Aligning the conversion with BrandHK's core values and attributes helps make an appealing case.

## BrandHK core values and attributes



## BrandHK activities

Strengthening the A&C ecosystem in TST may appeal to one of the areas supported by BrandHK is **Cosmopolitan Lifestyle** which encompass Arts & Culture, Customs & Heritage, and The Great Outdoors.

### Arts & Culture:

| Government organisations involved (not exhaustive)                                                                                                                                                                              | Examples listed (not exhaustive)                                                                                                                                                   |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>Leisure and Cultural Services Department</li><li>Hong Kong Arts Development Council</li><li>Cultural and Creative Industries Development Agency</li><li>Hong Kong Design Centre</li></ul> | <ul style="list-style-type: none"><li><b>WKCD</b> (incl. M+, Palace Museum)</li><li>LCSD museums</li><li>Central Market, Tai Kwun, PMQ</li><li>Hong Kong Maritime Museum</li></ul> |

### Customs & Heritage government organisations include:

- Hong Kong Tourism Board
- Intangible Culture Heritage Office



BrandHK also runs a few **promotional campaigns** (e.g., GBA, ASEAN, Where the World Looks Ahead). Activities include exhibitions, interviews, positioning, and other media for promotion like video, print ads, highlights, and news.

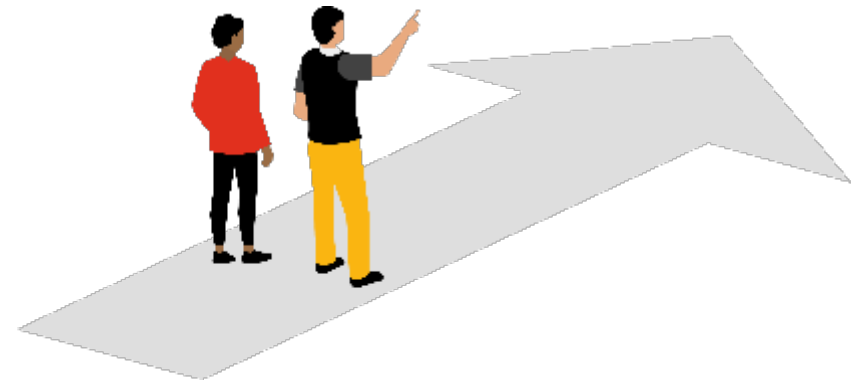
# Current policies for improving A&C infrastructure in Hong Kong

The Hong Kong SAR Government has a number of initiatives to develop hardware and software which support the development of the A&C sector

- ✓ Developing **world class cultural facilities** by focusing on creating top-tier cultural venues and a diverse cultural environment.
- ✓ Building up the **West Kowloon Cultural District** to blend local and international cultures, showcasing Hong Kong's unique identity.
- ✓ Bolstering initiatives to strengthen **training for A&C talents** through internship programmes and support for recent graduates.
- ✓ Increase **collaborations with cultural and museum institutions locally and internationally** to enhance the cultural landscape.
- ✓ Dedicate more funding to support arts activities and collaborations that promote cultural exchange.



**These policies aim to position Hong Kong as an East-meets-West centre for international cultural exchange**



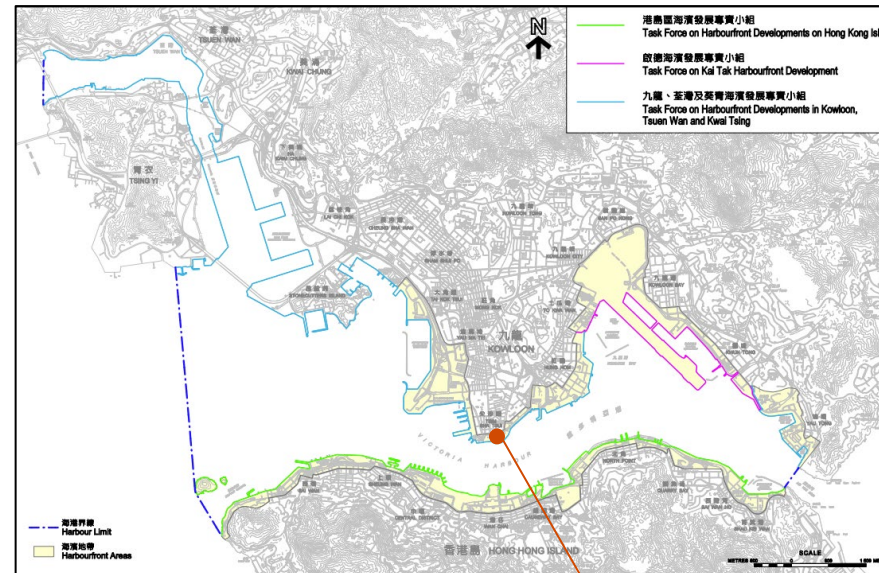
# The Government is committed to upgrading the Victoria Harbourfront

The Harbourfront Commission was set up in 2010 to foster and facilitate the development and enhancement of the Victoria Harbourfront.

## The Harbourfront Commission is a well-structured organisation, with:

- A chairperson appointed by the Government
- Members comprising representatives from the Development Bureau and other government departments (e.g. LCSD, Tourism Commission, Transport Department, CEDD, Marine Department, and Planning Department), professional bodies, and individuals from various backgrounds
- Task forces to implement specific activities, formed by region (Hong Kong Island; Kai Tak Waterfront; and Kowloon, Tsuen Wan, and Kwai Tsing) or by function (Water-land Interface and Harbourfront Activation)

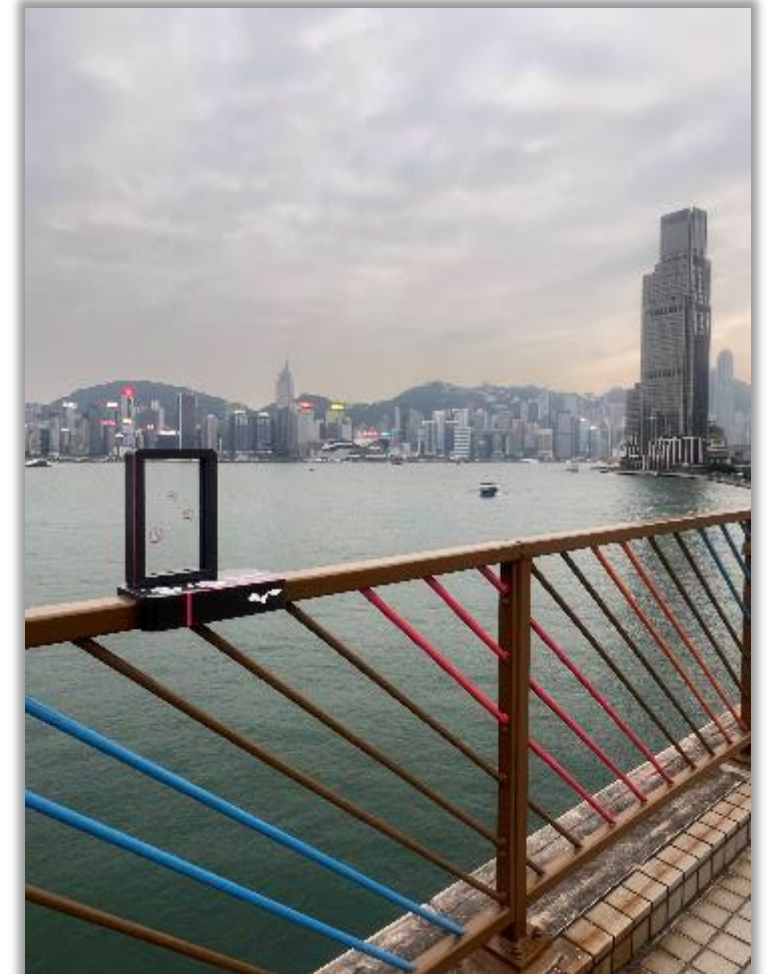
## Areas of Responsibility of the Harbourfront Commission Task Force



Victoria Dockside is located within the area of responsibility of the "Task Force on Harbourfront Developments in Kowloon, Tsuen Wan and Kwai Tsing"



An enhanced Tsim Sha Tsui waterfront enhanced by the repurposed A&C themed Victoria Dockside and permanent community could further complement the Government's initiative to activate the Victoria harbourfront.



# The Harbourfront Commission has organised a number of activities by the Victoria harbourfront through its Committee and Task Forces

## Committee activity

- Harbourfront Shared Spaces is an initiative to make the harbourfront more vibrant and attractive.
  - Follows open management mode of public spaces with a “vision-driven” approach to allow the public to unleash their creativity and enjoy the harbourfront spaces in their own ways harmoniously with mutual respect, contributing to a more vibrant and diverse experience for visitors.
- Uses an “incremental approach” aims to connect different parts of the promenade as quickly as possible for **public walkability and enjoyment**. Previous projects include:
  - Belcher Bay Promenade, Kennedy Town
  - HarbourChill, Wan Chai
  - Water Sports and Recreation Precinct, Wan Chai
  - The Revitalised Typhoon Shelter Precinct, Causeway Bay
  - East Coast Park Precinct, North Point
  - Tsuen Wan Promenade

## Task Forces

- 1) **Harbourfront Developments on Hong Kong Island;**
- 2) **Kai Tak Harbourfront Development;**
- 3) **Harbourfront Developments in Kowloon, Tsuen Wan, and Kwai Tsing; and**
- 4) **Water-land Interface and Harbourfront Activation**

- Oversees / monitors / advises on harbourfront **development planning**, land/marine use, urban design, and implementation of development proposals.
- **Fosters partnerships with various stakeholders** (e.g., district councils, commercial enterprises, social enterprises, community trusts, Harbour Office, government departments etc.).
- Promotes the Harbourfront through marketing efforts and leading studies to guide effective implementation and community engagement.

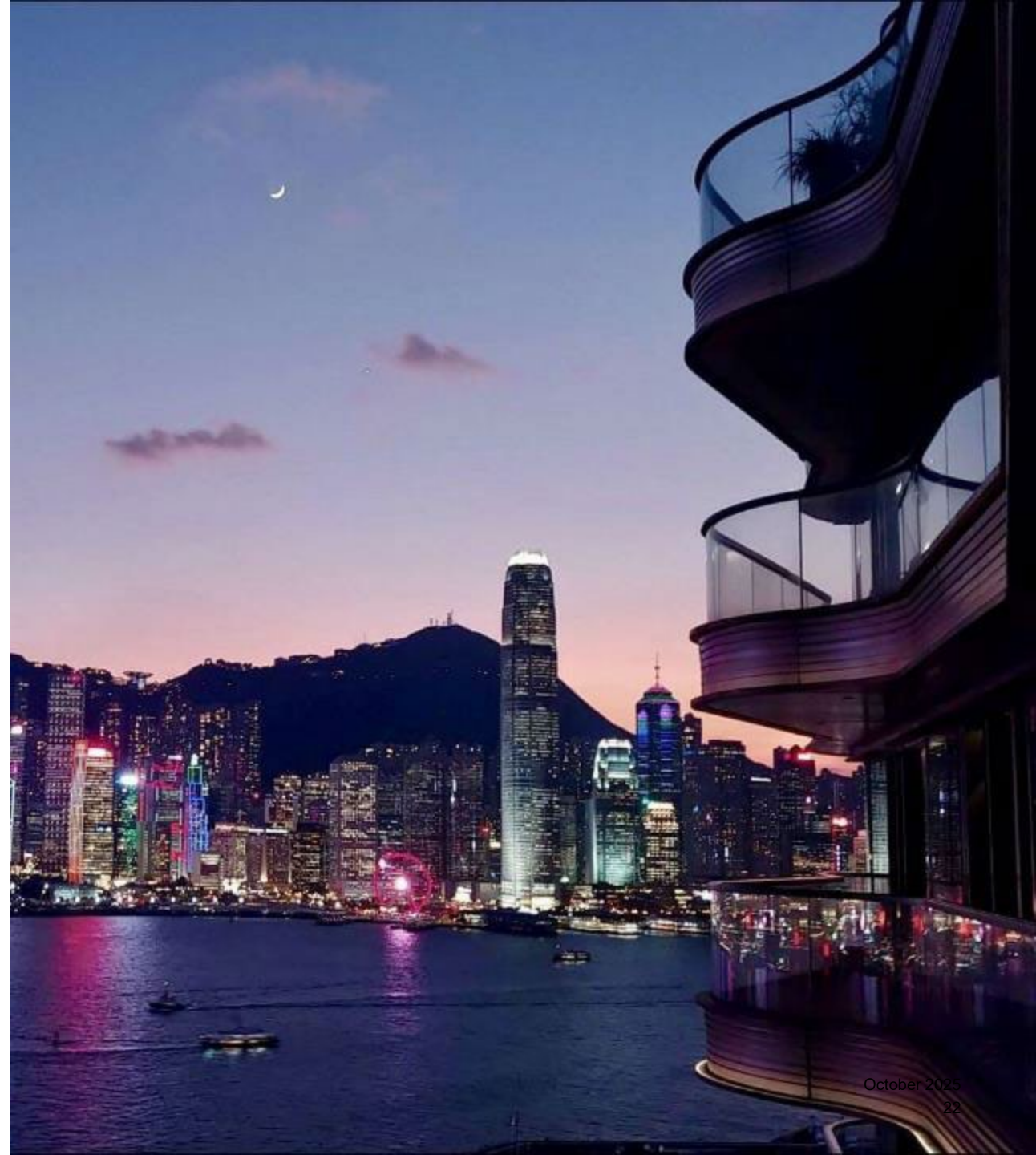
- Reviews water-land interfaces and assesses water-dependent uses of the harbourfront and adjacent waters to develop a comprehensive plan that **balances operational functions with tourism, recreation, and leisure activities**.
- Identifies development opportunities, advises on water transportation to **enhance accessibility and tourism**.
- **Guides stakeholders on cultural branding and event organisation**.
- Leads studies for effective design and management of the harbourfront areas.

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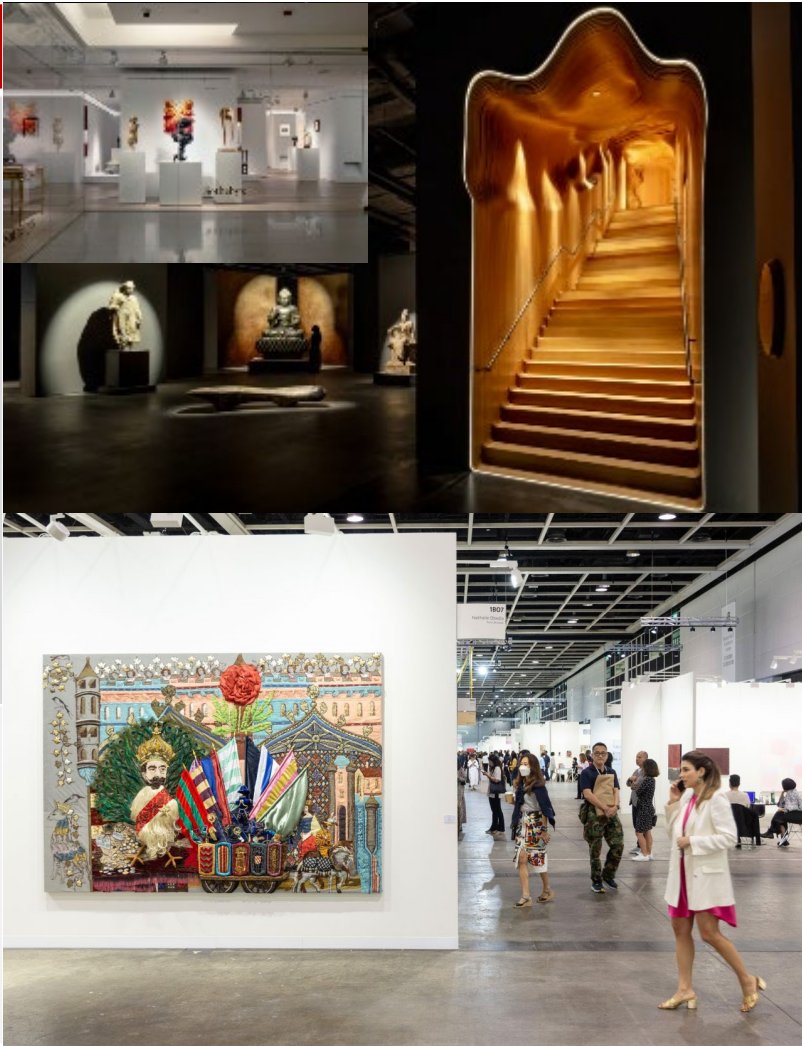
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# Hong Kong has vibrant A&C activities led by the private sector (1/2)

These contribute to a substantial A&C economy and actively engage the community

| Stakeholders    | Location                       | Scale                                                                                                                                                                                                                                                                                                   | Stakeholder description                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |  |
|-----------------|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|--|
| Auction houses: |                                | World-wide presence with exhibition space in HK                                                                                                                                                                                                                                                         | <ul style="list-style-type: none"><li>Hong Kong has a <b>well established art economy</b> through auction houses, <b>attracting high net worth society</b> who can bring more business to the city and demonstrating the <b>positive outlook for Hong Kong's A&amp;C market</b></li><li><b>Global art sales in 2023 is an estimated US\$65 billion</b></li><li>The Chinese market (incl. HK) becomes the <b>second-largest art market in 2023</b>. Activity increased as post-lockdown buyers bought backlogged auction inventories and as <b>Hong Kong's major fairs and exhibitions returned to full-scale programming</b></li><li>Sales in China (incl. HK) increased by 9% to an estimated <b>US\$12.2bn</b> in 2023</li><li>Gallery walk-ins, gallery website, and referrals were more popular sources of new buyers than fairs in 2023</li></ul> |                                                                                      |  |
| ▪ Sotheby's     | Central                        | <b>Sotheby's global sales 2023: US\$8bn</b><br>Recently opened showhouses in Central                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                      |  |
| ▪ Christie's    | Central                        | <b>Christie's global sales 2023: US\$6.2bn</b><br>New office, galleries and exhibition / auction space in The Henderson                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                      |  |
| ▪ Phillips      | West Kowloon Cultural District | Offices and showrooms in WKCD                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                      |  |
| ▪ Bonhams       | Admiralty                      | Offices and showrooms in Admiralty                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                      |  |
| Art Basel       | Wan Chai                       | <ul style="list-style-type: none"><li>Annual event (3 days)</li><li>Located in Basel, Hong Kong, Miami, and Paris</li><li>Art Basel Hong Kong 2024 welcomed <b>over 75,000 visitors from around the world, 242 leading global galleries, and over 100 world-class museums and foundations</b></li></ul> | <ul style="list-style-type: none"><li>The fair features premier galleries from Asia and beyond. It provides an in-depth overview of Asia-Pacific's diversity and global artistic perspectives through Modern and contemporary works</li><li>Offers in depth insight into the art world and market on a global scale</li><li><b>Featuring a variety of prominent artists from the Asia-Pacific region and diaspora, international blue-chip artists, and emerging artists</b></li></ul>                                                                                                                                                                                                                                                                                                                                                                 |                                                                                      |  |

# Hong Kong has vibrant A&C activities led by the private sector (2/2)

Private developers have started to build and operate venues with arts theme to attract visitors

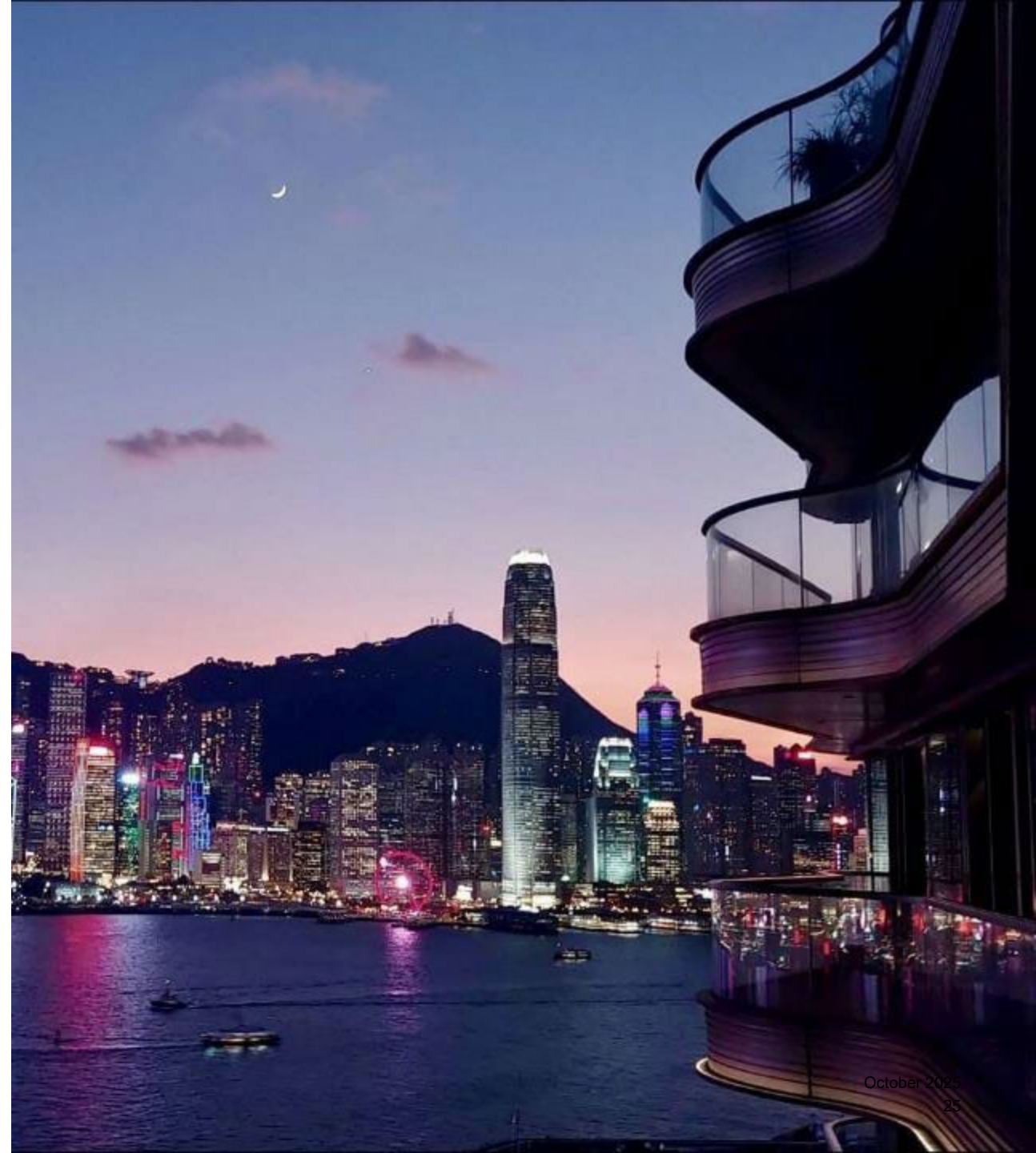
| Stakeholders | Location      | Scale                                                                                                                                                                                                            | Stakeholder description                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |     |  |
|--------------|---------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| K11 MUSEA    | Tsim Sha Tsui | <ul style="list-style-type: none"><li>Single building next to RDE + hotel cluster</li><li>Museum-retail complex</li><li>10 storeys of A&amp;C theme and facilities, luxury and trendy shops and dining</li></ul> | <ul style="list-style-type: none"><li>Highlighted by HK Tourism Board as an <b>unmissable A&amp;C experience</b></li><li><b>Hosts immersive experiences in world-class A&amp;C</b>, nature, and commerce</li><li>A&amp;C initiatives: <b>KULTURE 11</b> (movies, music, performances), K11 Original Masters webinar, artwork, architecture, and furniture exhibited throughout the building</li><li>Described by US media as “Hong Kong’s Hudson Yards”</li></ul> <p>(some recent events at K11 MUSEA / Victoria Dockside are described in Section 3a)</p> |   |  |
| The Mills    | Tsuen Wan     | <ul style="list-style-type: none"><li>Single complex (combining 3 former mills)</li><li>The 3 pillars: The Mills Fabrica, Centre for Heritage, Arts and Textile, and the Mills Shopfloor</li></ul>               | <ul style="list-style-type: none"><li>A destination consisting of a business incubator, experiential retail, and a <b>non-profit cultural institution</b>. Themes of textile and industry are embedded into experiences of innovation, culture, and learning</li><li>Includes events, programmes, exhibitions, tours, attractions, retail and dining</li></ul>                                                                                                                                                                                             |   |  |

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2

## Background of Arts and Culture (“A&C”) in Hong Kong

- a) Overview of the value of A&C; HK’s current status as an A&C hub
- b) Current Government policies and existing infrastructure for A&C
- c) Private sector-led A&C economy and venues in HK
- d) Strong community interest in A&C activities



# The Hong Kong community takes great interest in A&C activities, attracting around 900,000 people yearly

Non-exhaustive

| Event name                                    | Visitation             | Event description                                                                                                                                                           |
|-----------------------------------------------|------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Hong Kong Arts Festival                       | Over 300,000 (2024)    | A major event featuring drama, dance, music, and opera performances by local & int'l artists. Offers master classes, backstage visits, exhibitions, and film screenings.    |
| Art Central                                   | Over 41,000 (2024)     | This fair highlights innovative talents from Asia and beyond, featuring paintings, photography, sculptures, and installations, alongside talks and performance art.         |
| Hong Kong International Film Festival (HKIFF) | Over 138,700 (2023/24) | One of Asia's oldest film festivals, showcasing local, Chinese, and Asian films, including world premieres and screenings at various cultural venues.                       |
| HKwalls Street Art Festival                   | Info not available     | Celebrates street art with large-scale murals, exhibitions, workshops, guided tours, and lectures, bringing together local and international artists.                       |
| HK Pop Culture Festival                       | Over 520,000 (2023/24) | A tribute to the pop culture of the 1980s and 1990s in Hong Kong, featuring thematic exhibitions, film screenings, and performances.                                        |
| InnerGlow                                     | Info not available     | An arts program at Tai Kwun using 3D mapping technology to project animations onto historical buildings, showcasing local identity and intangible cultural heritage.        |
| French May Arts Festival                      | Info not available     | A cultural festival featuring visual arts, music, dance, cinema, and puppetry, promoting East-West cultural exchange through performances in various venues.                |
| Affordable Art Fair                           | Info not available     | Focuses on making art accessible, featuring works from galleries worldwide alongside workshops and tours for both art enthusiasts and casual visitors.                      |
| International Arts Carnival                   | Info not available     | A family-friendly festival featuring performances in dance, musicals, puppetry, and multimedia, along with workshops and interactive exhibitions for children.              |
| Chinese Culture Festival                      | Over 900,000 (2024)    | Celebrates Chinese cultural heritage with multi-arts programs, including traditional performances, films, exhibitions, and lectures.                                        |
| Digital Art Fair                              | Over 10,000 (2022)     | Emphasises multimedia art with interactive elements like AR and VR, aiming to engage the public in appreciating and creating digital art.                                   |
| Fine Art Asia                                 | Over 22,000 (2024)     | A premier art fair showcasing both Eastern and Western art, featuring museum-grade exhibits of antiques and modern artworks.                                                |
| Freespace Jazz Fest                           | Over 20,000 (2022)     | A jazz festival at the West Kowloon Cultural District, including live performances, cultural markets, and family-friendly activities.                                       |
| Symphony Under the Stars                      | Over 15,000 yearly     | An outdoor concert by the Hong Kong Philharmonic, featuring classical music under the night sky, often accompanied by pyrotechnics.                                         |
| Sai Kung Hoi Arts Festival                    | Info not available     | An art-focused event on four islands, promoting local culture and ecology through art installations and nature experiences.                                                 |
| Clockenflap Music and Arts Festival           | Over 80,000 (2023)     | The largest international outdoor music and arts festival in Hong Kong, featuring a mix of global stars and local acts, along with art installations and culinary delights. |
| JCCAC Festival                                | Info not available     | Promotes local culture through free activities like film screenings, exhibitions, and workshops, encouraging public engagement with art.                                    |
| Arts in the Park                              | Over 190,000 yearly    | An annual youth art festival featuring performances, puppet parades, and art stalls, designed for family enjoyment over two days.                                           |



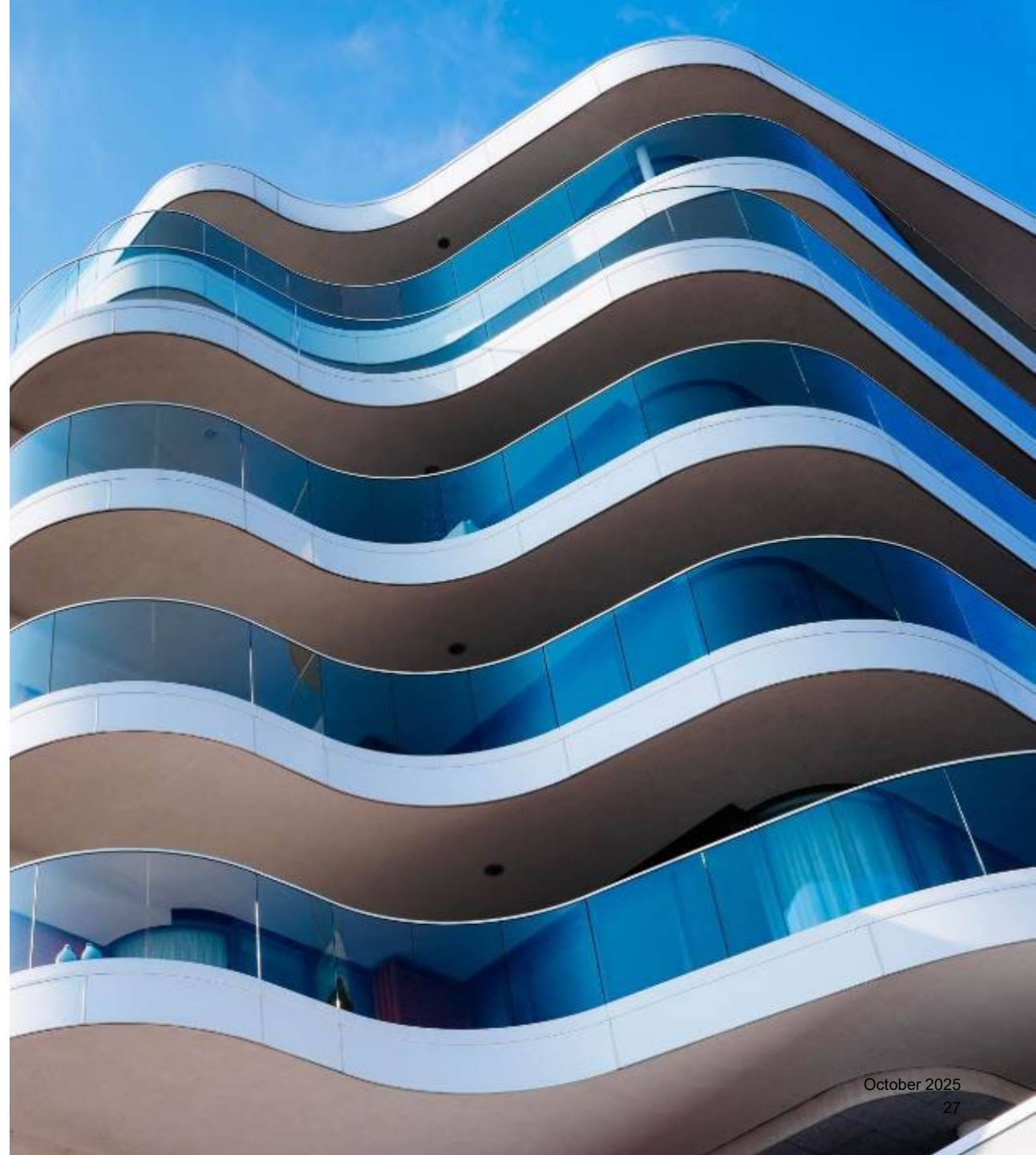
Many A&C activities take place in Hong Kong, with the involvement of various stakeholders and general public through various capacities

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3

## How does the conversion support the development of the A&C sector in Hong Kong?

- a) Bring together Government, private sector, community, and A&C; VD's current contribution to the A&C ecosystem
- b) Synergies between residential space and A&C: theory and examples
- c) Vision for Victoria Dockside after conversion: creating a physical space for the A&C community
- d) Wider benefits: attracts business people, potential investors, enhancing “soft power”



# Government policy intention in A&C development is clear, and community interest is strong. How can the conversion contribute?

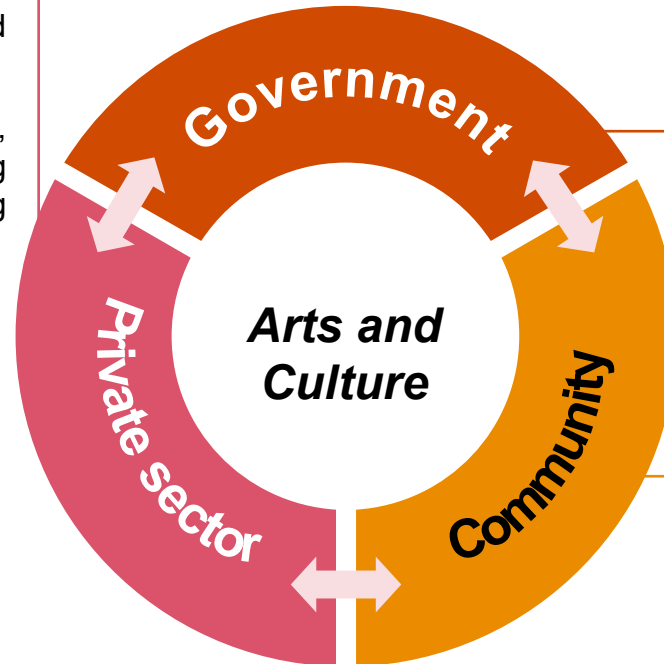
This private sector-led permanent community development with a strong A&C theme supports Government policies and will contribute to community cohesion.



- Governments can partner with private organisations to fund cultural projects, such as art installations or community events, leveraging resources and expertise from both sectors.
- Private companies often sponsor cultural events, exhibitions, and festivals, providing essential funding that allows these initiatives to thrive while enhancing their corporate social responsibility profiles.
- The private sector can provide platforms for local artists and cultural practitioners, helping them gain visibility and access to resources that promote their work.
- Private sector can initiate community building via their expertise, capitalising A&C as a resilient social asset that develops sense of place.



- Active support from the Government is imperative to the success of A&C industries in Hong Kong. The Blueprint and other initiatives / policies demonstrate the Government's commitment to accelerating the success of A&C industries.
- Collaborations between educational institutions, government, and private enterprises can provide training in the arts, enhancing skills and creating pathways for employment in A&C industries.



- A&C initiatives often engage community members in meaningful ways, encouraging participation in events, workshops, and exhibitions, which builds a sense of belonging and pride.
- A&C programmes can address social issues, bringing diverse community members together and promoting dialogue, understanding, and collaboration across different groups.

# Victoria Dockside is a go-to site for recent events, strengthening the A&C ecosystem. The proposed conversion aims to build this ecosystem.

Some prominent examples include...



## Louis Vuitton ("LV") Fashion Show on the Avenue of Stars - 2023

- Major celebrity and men's creative director for LV Pharrell Williams hosted the highly anticipated pre-fall menswear show along Victoria Dockside, attracting local and international celebrities such as Chow Yun-fat and Karena Lam, Felix from a major K-pop group, prominent Chinese and Japanese actors, and Bernard Arnault's (CEO of LVMH) wife Helene Mercier-Arnault.
- According to Vogue Business, the show was a declaration of Hong Kong's importance to LV, citing the city skyline as the ideal backdrop.
- Victoria Dockside's prime location at the Victoria Harbour makes it favourable for a star studded fashion show that has nautical style codes and maritime imagery.
- **K11 MUSEA and VD were key partners of the fashion show.**

## 100% DORAEMON & FRIENDS Exhibition at K11 MUSEA and Avenue of Stars - 2024

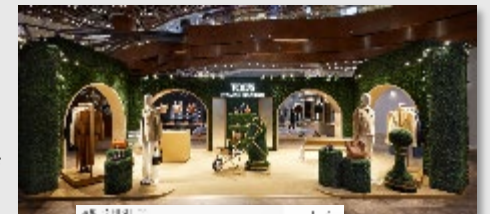
- Avenue of Stars exhibited the world's tallest inflatable Doraemon figure while K11 MUSEA hosted the "100% Doraemon Manga Art Exhibition Hall" and pop-up themed cafe.
- The district had **driven a 30% increase in footfall and 60% increase in tourist sales at K11 MUSEA** during opening weekend, reaching 5 million visitors total.
- According to the Hong Kong Tourism Board, VD has staged various large-scale A&C events, raising the district's ranking to **become the top must-visit landmark in Hong Kong for overnight visitors.**



## Other recent A&C events at VD

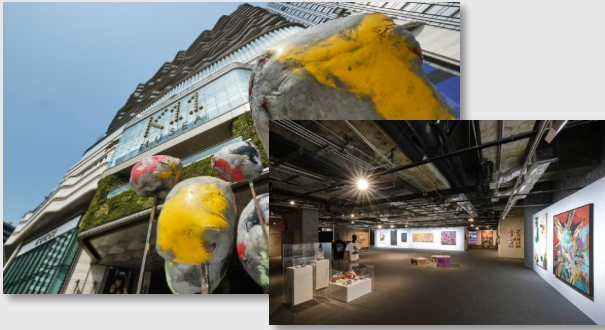
K11 MUSEA offers **various experiences for different audiences including families, A&C lovers and the younger generation.** Examples include:

- Asia debut of Chloé's "The Beginning" pop-up
- Hong Kong exclusive "Italian Garden" pop-up from Tod's
- "Journey with Minerals" exhibition and edu-taining programmes presented by L'ÉCOLE, School of Jewellery Arts, supported by Van Cleef & Arpels
- Petit Bazaar DIY Summer Crown Workshop
- LEGOLAND® Discovery Centre Hong Kong's LEGO® creative workshop "Z-Blob Rescue Rush"
- Amazing Toy Show
- TooMore Exhibition – a trendy twist on HK art/film classics



# Victoria Dockside is a go-to site for recent events, strengthening the A&C ecosystem. The proposed conversion aims to build this ecosystem.

Some prominent examples include...



## K11 MUSEA'S Art Karnival - 2024

- Featuring a 6.8-metre sculpture to elevate Hong Kong's skyline with artistic grandeur.
- Global Masterpieces include Human-AI Co-creation of Us in Another Form by Sougwen 懷君Chung, Visionary Mind Peter Yee's First Solo Phygital Exhibition
- Art Karnival honours the remarkable fusion of tradition and innovation by bridging humanity and technology, East and West, and inspiring those who appreciate diverse cultural narratives, with each artwork offering its own story that challenges our perceptions and beliefs.

## Artisan's Kitchen at K11 MUSEA - 2024

- Culinary is an art and K11 MUSEA's mission to propagate the food culture in a joint effort with its restaurants.
- The aim is to share the stories of dedicated individual who invests time and effort in culinary creation and exploration, ultimately preserving the story and history of a dish passed down through generations.
- The videos were artistically produced in rap music style with a digital content creator aiming to translate these culinary culture in a resonating, memorable and entertaining way.



## Block Party by the Sea - 2024

- Organised by AOSM(HK)L and supported K11 MUSEA, Mercedes-Benz, the event will offer a unique blend of gourmet delights, artisanal markets, live performances, and cultural workshops. This celebration aims to create an immersive experience that showcases Hong Kong's inclusive culture and creativity on a global platform.
- Richard Cheung, Executive Vice President of K11 Group, highlighted a diverse lineup aimed at providing an extraordinary cultural experience for both local and international visitors.



# In line with Government policies, Victoria Dockside (“VD”) has been actively contributing to HK’s A&C ecosystem as a private operator

VD provides a creative heart for Hong Kong. It is a place where art, culture, and craftsmanship is encouraged and amplified.

## #MakeWaves in Design

## #MakeWaves in Arts and Culture



Two core principles that VD was founded upon were to “make waves” - create a significant impression - in Design and Arts and Culture.



NWD has been committed to ensuring VD embodied **sophisticated yet simple designs from local and international designers**, while intending to have VD **serve the public as open space** for artistic installations, performances, open-air concerts and other cultural events.



VD has mobilised the private sector and A&C to bring joy to the general public.

## K11 ARTUS – Artist in Residence



Where talented creatives from different A&C sectors live-in and create works of art (see section 3d for more details).



K11 ARTUS aims to provide homes for select artists with the wider intention of providing a space where they can feel at peace, build a community, and inspire each other.



This programme is a key example of private sector-led initiatives in driving A&C development in Hong Kong.

## K11 MUSEA

Is committed to incubating the local cultural scene with a **world-class rotation of art events**, collaborations, experiences, and workshops throughout the year.

A&C initiatives include **KULTURE 11** (movies, music, performances), K11 Original Masters webinar, artwork, architecture, and furniture exhibited throughout the building.

## K11 Atelier

As an office space provider, K11 Atelier aims to facilitate **interdisciplinary exchange among different traditional and new businesses** including those in the A&C sectors.

The goal is to create a community of high-profile tenants that value sharing, sparking creativity, and support new economies.

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3

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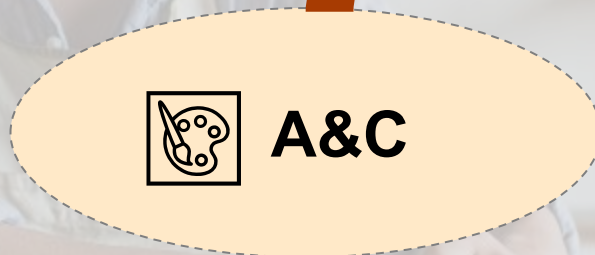


# Synergies between residential space and A&C activities concept



**Permanent communities at the site are an integral part of the A&C ecosystem.** Space created from permanent residential use enables long term stakeholder engagement and lasting partnership / commitment in the A&C ecosystem.

A&C holds communities together by creating a sense of place and identity



★ Resilient  
attractiveness for  
investment



Homes serve as a permanent immersive space for A&C, contributing to cohesion, branding, and further catalytic impacts

# How can the creation of community via residential use generate catalytic impacts for A&C?

## Key principles for consideration



### 1. Art adds a cultural layer to grandiose goods and buyers can acquire “culture capital” as a status symbol:

*Sotheby's Institute of Art states that “many luxury brands are embracing the art world through innovative collaborations that merge high-end fashion and art. These unique partnerships allow brands to connect with art enthusiasts while solidifying their status as the cultural stewards of high society”.*

### 2. Infusing A&C in homes heightens the perceived value of art:

*Art is integral in the design and décor of luxury homes as it is a testament to the owner's **sophistication, cultural appreciation, and legacy**. The antiquity of art also plays a role in that they increase in value with time, usually carry historical significance and are scarce in number, thus highly sought after by the super-wealthy.*



*Enhanced branding boosts the appeal for investment, sparking greater enthusiasm for art philanthropy and ensuring the long-term viability and sustainability of the A&C industries. This, in turn, creates a richer and more diverse A&C ecosystem, further solidifying Hong Kong's and Tsim Sha Tsui's reputation as a vibrant A&C hub.*



*While A&C enhances aesthetics and liveliness of residential space, residential space provides a permanent community for A&C sectors to thrive and expand.*

# Similar synergies between the promotion of A&C and residential development are evidenced in London

## General description

- One of the UK's architectural treasures, founded and principally funded by City of London.
- A city within a city above street level that references ancient Roman fortresses and French Modernism to Mediterranean holidays and Scandinavian design; located next to an artificial lake.

## Residential + A&C synergies

- Houses 4,000 residents across 2,000 flats
- **The estate was originally intended to house young art professionals to enrich the community.**
- Organised around schools, a library, conservatory and **arts centre and gallery, basement theatre and cinemas.**
- Features many public spaces, cafes and restaurants, high-walks, and estate gardens.
- Management offers Architecture Tours by expert guides to facilitate public and residential appreciation for the Barbican.

## The Barbican – Designated performing arts centre within an estate for community enrichment



## Socio-economic benefits and prominent tenants

- Contributed **£90 million** to London's economy, supporting over **1,100 jobs** in 2023-24.
- In 2023-24, The Barbican worked with **1,300 artists and companies, 32 artistic partners and associates**, and delivered **103 community projects**, garnering voluntary participation from 7,045 people.
- **Noteworthy tenants include:** former chairman of the Conservative party (Baron Tebbit), a famous film and theatre director (Sir Peter Hall), prominent broadcaster and journalist (Clive James) etc.

## General description

- In the last 20 years, KX was transformed from an unused industrial site to a lively 67 acre district and iconic tourist destination with new streets, squares and gardens, **galleries, homes**, world-class retail, offices, dining, and highly esteemed A&C institutions like UAL - Central Saint Martins.

## Residential + A&C synergies

- **KX is a creative hub: housing galleries (e.g., Lethaby Gallery), theatres, museums, music and dance venues (e.g., Lafayette) and an Everyman cinema; KX is one of the largest outdoor gallery spaces in London.**
- By 2024, there will be around 1,700 new homes and 4,000 residents at KX; 40,000 residents when KX is fully completed.

## Example landmark residential building at KX: Cadence

- Mixed-use building (residential, commercial, social, service space)
- Unique position on the axis of Lewis Cubitt Park and unique architecture **reinforcing KX's sense of place**
- **Recognised as one of KX's most memorable buildings and a demonstration project for offsite manufacturing techniques**
- Acts as a civic frame for adjacent public spaces

## King's Cross ("KX") – Successful redevelopment into a creative and commercial hub that enabled a thriving community



Image: Cadence

Image: KX

## Socio-economic benefits of King's Cross

- Its prime location, highly connected neighbourhoods, canal-side setting, heritage, vibrant A&C scene, exceptional cuisine, and thriving business community all make for a **strong sense of local community.**
- In 2021, KX station (St Pancras) had higher per sqm property values than other stations (112% growth compared to under 70%), demonstrating that it has become a strengthened market.
- The 26 acres of public space is a **major contribution to resident / public enjoyment and exposure to A&C.**
- Several **A&C activities are free and A&C installations are out in the open** which both greatly increases accessibility; anyone can enjoy A&C.



**Close access to A&C enables more community participation, enhancing the lives of residents and the general public. Meanwhile, hosting A&C activities entails job provision and a creative outlet for the A&C sector, generating economic benefits for London.**

# Similar synergies between the promotion of A&C and residential development are evidenced in New York City

## Hudson Yards – Built and continues to be curated with art lovers in mind

### General description

- Over 18 million sqft. of commercial and residential space and includes over 100 shops, a variety of restaurants, a public school, and boutique hotel.
- Largest private real estate development in US history.

### Residential + A&C synergies

- Approximately 4,000 residential units.
- **Hudson yards was built for art lovers; Notable A&C facilities include:** The Shed (a prominent NY multi-arts centre), Avant Gallery, prominent installations by artists such as Jonathan Borofsky, Jaume Plensa, and Frank Stella, and HYxOffTheWall (art exhibition).

### Socio-economic impact and prominent tenants at Hudson Yards

- When fully operational, will contribute nearly **US\$19 billion annually to NYC's GDP** and nearly US\$500 million in city taxes.
- Over 23,000 construction jobs; 55,752 direct jobs in the West Side neighborhood.
- Offers 14 acres of public open space for public enjoyment, better aesthetics of the surrounding environment thus leading to an enhanced quality of life.
- Hudson Yards expects around 125,000 people daily (live, work, dine, shop, sight-see etc.)
- **Prominent tenants include:** Meta, Warner Bros, HBO, CNN, L'Oreal, Coach, Kate Spade, Boston Consulting Group, Wells Fargo, BlackRock etc.



## Waterline Square – luxury living near one of NYC's most prominent A&C neighbourhoods

### General description

- A three-tower residential complex overlooking the Hudson River and borders Central Park and Riverside Park
- Features contemporary architecture and an exclusive residents club.

### Residential + A&C synergies

- Located in the **Upper West Side, a major A&C district in Manhattan**. Institutions include Lincoln Center (mainly for performing arts: Metropolitan Opera and NY Ballet), American Museum of Natural History, and high-class restaurants.
- Apart from luxury facilities, residents can enjoy the rich architecture of their living space while having **easy access to a major A&C neighbourhood**.

### Success of Waterline Square

- Recognised by Forbes and the National Association of Home Builders as a premiere urban living community due to its unique architecture, high class amenities, and location in an A&C neighbourhood.



**Strategic location and well articulated A&C themes combined to serve a permanent community can generate socio-economic impacts for the area**

# Synergies between residential space and A&C – Paris

## Canal de l'Ourcq ("the Canal")– urban transformation driven by A&C and real estate development

### General description

- Spatial concentration of 130 cultural venues and artistic activities along the Canal
- According to a scientific journal article, A&C has fostered local vitality and social cohesion, attracting real estate and tourism development, but also led to some gentrification in the area.
- **A&C institutions include:** Centre National de la Danse, Parc de La Villette, Magasins Generaux, Thadaeus Ropac gallery, other intermediary cultural / festive places and other informal artist-run spaces.

### Residential + A&C synergies

- Local cultural vitality also comes from cultural projects **involving residents from the area** (i.e. socially-engaged art or community-based art)
- **Urban regeneration and real estate development by local government and private operators were key drivers of the concentration of A&C venues along the canal.**
  1. This led to urban projects **designed to attract new businesses and wealthier populations** (e.g. Zone d'Aménagement Concret du Port, and l'Horloge), in turn increasing real estate prices.
  2. Real estate developments flourished as a result.
  3. For example, new residential buildings and a shopping centre were developed by real estate group Fiminco in the early 2000s, **transforming the area into a cultural hub** that brought together contemporary art foundations, private galleries, and other public cultural venues.

### Socio-economic benefits of Canal de l'Ourcq

- Major outcomes include **city branding for Paris, real estate development, tourism, A&C development and exposure for public appreciation.**
- **Marketing and branding strategy:** "a cultural and creative district where the Paris of the future is coming into being"; a rich social and cultural hub along the peripheries of Paris.
- The **emergence of a collaborative artistic and cultural network** situated in the perimeter around the Canal where artists, gallery owners, theatre crew and other cultural organisations **develop diverse cooperative relationships** with one another.
  - By working together, cultural venues along the canal have increased their attraction to the public and tourists by creating a more visible and welcoming image for this cultural and festive hub on the outskirts of Paris.
  - Their common objective of enhancing the space enables **common feelings of belonging to the area.**



*The demand for real estate development and urban regeneration created the opportunity for strategic application of A&C to improve the culture, perception, and branding of Canal de l'Ourcq.*

# Synergies between residential space and A&C – HK Parkview (1/2)

## General description:

- Houses one of the more prolific and eclectic private art collections in Hong Kong **spanning from the Bronze Age sculptures to contemporary Chinese and international art works, including a focus on Salvador Dali sculptures.**
- The collection is on display for Parkview residents, members, and visitors and has been collected by over three generations of Parkview's owning family.

## The art collection is fully integrated into the design and environment of Parkview.

- ✓ There is no door that marks the entrance to the gallery, it is **displayed out in the open which is more inviting to visitors and makes for a better immersive experience.**
- ✓ Although the gallery is on the second floor, visitors are given a **preview from the ground floor** where they dine (image 1).
- ✓ Image 2 is only one part of the gallery. Visitors can explore the entirety of the gallery when they arrive to the second floor.



# Synergies between residential space and A&C – HK Parkview (2/2)

## Residential + A&C synergies; elements for successful placemaking through A&C:

- The presence of a significant art collection enhances the aesthetic appeal of Parkview.
- Curated art can elevate the everyday living experience to something inspiring and enjoyable.
- The eclectic collection reflects a rich cultural narrative, strengthening a sense of identity among residents.
- A&C serves as a unifying theme that connects diverse residents through shared appreciation of the arts.
- The presence of residents fosters a vibrant environment, while the gallery's accessibility enhances visitor engagement and interest in the arts.
- Residents of Parkview contribute to the A&C sector by providing a dedicated and permanent community that actively appreciates the gallery.



# Synergies between Government, Private sector, Community, and Arts & Culture at Victoria Dockside



The residential property's Arts and Culture ("A&C") theme is situated in one of Hong Kong's prominent A&C districts, thereby making it an **aesthetic and desirable place to live**.

+



The property's appeal is enhanced by its **prime location** next to the vibrant waterfront and a major shopping and A&C district.

+



The A&C immersed property **contributes towards government initiatives** to boost community interest and engagement with A&C.

=



The residential presence enabled by the conversion would create a **more permanent community for Hong Kong's most prominent A&C district...**

- thereby enhancing cultural vibrancy, long-term connections among residents and artists;
- contributing to the overall sustainability, dynamism, sense of place, and liveability of the area; and
- enhancing the soft power for Hong Kong, particularly with respect to the identity and lasting impact creation by A&C.

“

3

## How does the conversion support the development of the A&C sector in Hong Kong?

- a) Bring together Government, private sector, community, and A&C; VD's current contribution to the A&C ecosystem
- b) Synergies between residential space and A&C: theory and examples
- c) Vision for Victoria Dockside after conversion: creating a physical space for the A&C community
- d) Wider benefits: attracts business people, potential investors, enhancing “soft power”



# The applicant's Artist in Residence (“AiR”) programme demonstrates commitment to the A&C ecosystem by building micro connections

The AiR programme invites talented creatives from various facets of A&C to its Artisanal Home to not only create art, but build connections that make up **A&C microcosms within the wider ecosystem.**



K11 ARTUS aims to provide homes for select artists with the wider intention of providing a space where they can feel at peace, build a community, and inspire each other.



Testimonials include emphasis on refined craftsmanship at K11 ARTUS, ample artistic visions, and how art can define everyday interactions. It is a place where **artists feel at home.**



To complement the macro clustering at West Kowloon between A&C and the public, K11 ARTUS provides residents and artists the space to make meaningful connections and personal networks, ultimately forming a sense of belonging.



# An enhanced AiR programme can flourish with the presence of a *permanent* community to support and engage with artists

The AiR programme is positioned as a facility to share, communicate experiences and showcase artworks, and engage the other permanent residents / visitors in more A&C activity to strengthen VD's status as a cultural hub.

## ***Vision of the experiential artist residence concept:***

*A development with an inspiring view and a destination with artists in residence, bringing artists and art lovers together to live, work and engage as a community.*



### ***Immersive art meets retail, dining and entertainment***

*Gallery restaurant*

*Multi-sensorial dinner theatre performance concepts*

*Contemporary culinary arts and innovative cuisine*



### ***Creative co-working hub and vibrant artist hangout –***

*Artist-in-residence programmes*

*Co-working spaces for local community of creative and artistic freelancers*

*Promoting artist collaborations and collectives*

*Artist rooftop cocktail networking events*



### ***Purpose-built performance and exhibition spaces for intimate house shows –***

*Artist studios, workshops and rehearsal rooms*

*Community gallery to display resident artists' masterpieces*

*Communal spaces (lobby, library, clubhouse) that enhance interactions*

# The re-purposed VD will integrate a permanent residential audience to facilitate ongoing support, engagement and visibility for A&C

This vision will build on the success of AiR for artist community building. Regular AiR programmes are not for permanent residency, however **the rotation of diverse artists brands the residence as an artistic hub with lasting connections. This is evidenced by the following examples.**

## Almost Perfect - Tokyo

### ✓ Prime location

- Prime location in Asakusabashi - Kuramae, which many refer to as the **“Brooklyn of Tokyo”**. Situated close to 10 different train stations (approx. 13 min walk)

### ✓ Infused with Arts and Culture

- Once a 100 year old rice shop, the building was converted into a retreat space for creative individuals. The **aim is to provide a place where creatives can get inspired and make art, but also get to showcase their work and meet like minded locals.**
- The building has a **gallery** for exhibitions, along with a piano and a changing mix of prints / originals for sale. **The gallery also hosts events and workshops.** The building also has work studios, bedrooms, and living rooms that **stay true to traditional Japanese design.**



## Collingwood Yards - Melbourne

### ✓ Prime location

- The site includes three buildings and a green central courtyard and is located in **one of Australia's most diverse, rapidly transforming and dense inner city neighbourhoods.**
- Consists of three buildings and a garden-like courtyard.



### ✓ Infused with Arts and Culture

- A **permanent home for artists and independent arts organisations** ranging across music, visual arts, performance, digital media, creative industries and more.
- Provides an **exciting convergence point** for diverse creative communities of artists and organisations.
- The site has a rich history of **First People's cultural and creative practice.** Collingwood Yards emphasises art and community as a vital arm of society.



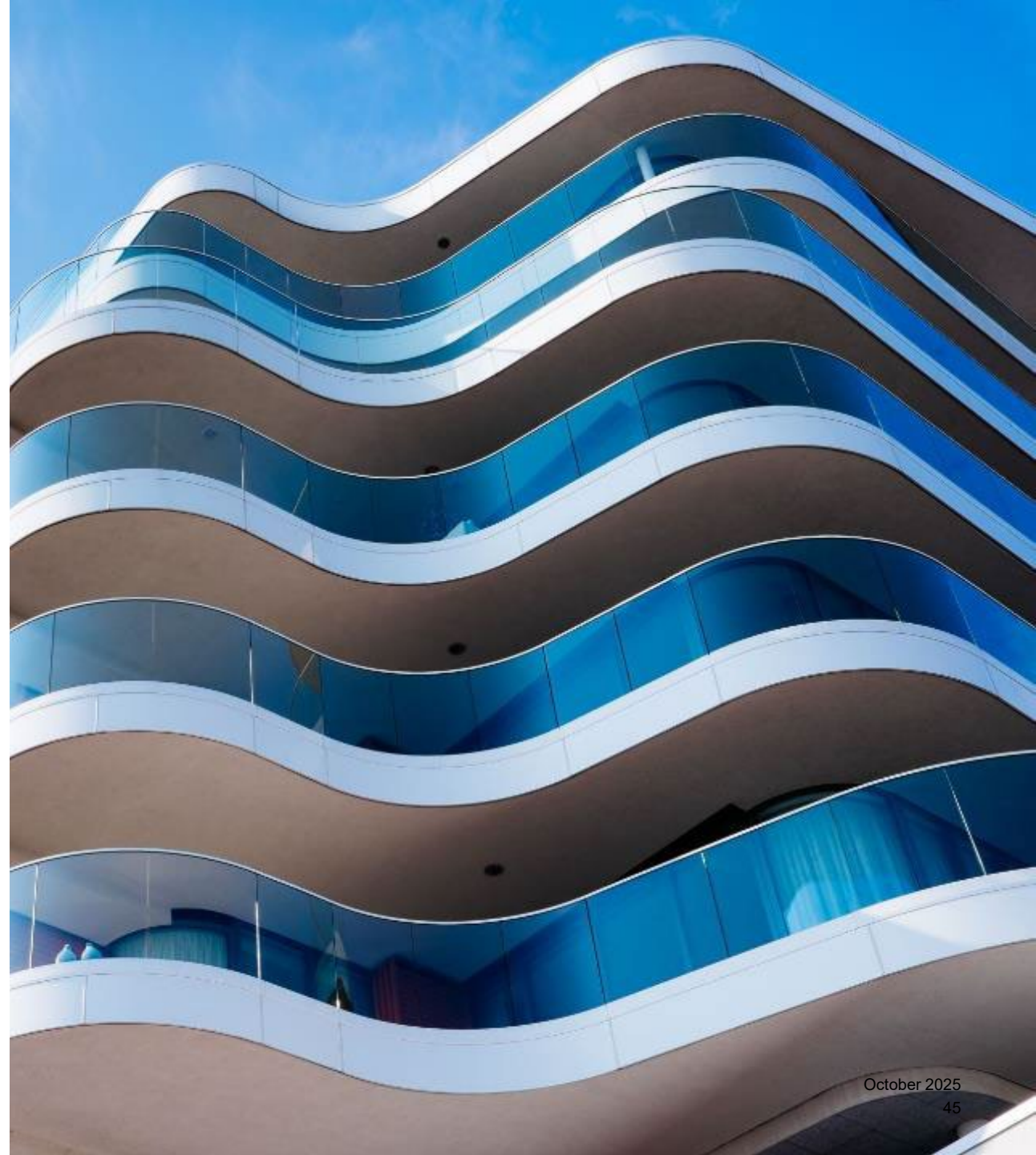
Other global artist in residence institutions: **Matadero Madrid** (Madrid); **Casa Lü** (Mexico City); **3 bis f** (France); **Rome Art Residencies** (Rome); **Callie's** (Berlin); **Grand Central Art Center** (Los Angeles); **Arsenal Contemporary Art** (Montreal); **De Ateliers** (Amsterdam)

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3

## How does the conversion support the development of the A&C sector in Hong Kong?

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# The re-purposed property can potentially attract professionals and business people with high demand for A&C lifestyle

Permanent residences can create a sense of belonging



## Metropolitan

Metropolitan individuals prefer the convenience offered by the city, including connectivity with the workplace, F&B, retail, and entertainment facilities



## Lifestyle

Individuals with habits and tastes for special interests (e.g. A&C), and do not mind splurging on high quality products and services



## High net worth

A piece of designer architecture built with high quality materials, the property is catered for the high net worth group



## Belonging

Longer term residence can generate a sense of belonging to the place, in turn giving more incentives for the resident to stay in the city for longer



***This could bring new investment to Hong Kong that would otherwise not have occurred.***

# What makes London so attractive for creatives and company headquarters?

London's **soft power** and primary allure is its rich tapestry of **iconic and emerging prestigious** A&C institutions, galleries, and museums.

## Pull factors that make London liveable



- ✓ London's **global city status** entails a diverse community with different lived experiences, facilitating many opportunities for artistic / cultural expression and exchange.
- ✓ **Localised cultural hubs** make for an art scene that feels organically integrated into society; London is a cluster of small villages with its own art scene and therefore does not have one particular art centre.
- ✓ The **abundant availability of artistic workspaces** (e.g. studio and co-working space) is a major pull factor for creatives when deciding where to live.
- ✓ A&C has a **high level of public accessibility**, with permanent art collections at major institutions free of charge,
- ✓ The **availability of apprenticeships and paid internships at leading A&C institutions** like the Royal Opera House and the National Theatre.
- ✓ **The Government is active in supporting all types of A&C.**
- ✓ The **wide access to talent** is the most influential factor for companies for deciding its HQ (includes homegrown talent, openness to international talent, and free-flow of business visitors).

PwC analysis



**Lesson for Hong Kong: cultural hubs – often with private sector involvement – can enhance the liveability of the city, drawing in international talents who have a strong desire to live in a vibrant city**

Source: PwC analysis; [London gov](#); [Frieze article \(2023\)](#); [East Bank official website](#); [Centre for London 1](#); [Centre for London 2](#); [Mayor of London](#)

## Noteworthy A&C district: East Bank



A new cultural district at the centre of Queen Elizabeth Olympic Park, officially deemed to be one of the most significant cultural projects in modern London.

Opening from Autumn 2023, East Bank is envisioned to become a “powerhouse of innovation, creativity, and learning”, and will be **rooted in the diverse communities of East London**.

## Quick facts



- ❖ The UK's creative industries contributed approximately **£115.9 billion to the UK economy annually** (as of 2019).
- ❖ Cultural engagement is linked to increased physical and mental health and **overall quality of life**.
- ❖ 1/5 of working Londoners are employed in the A&C sector, and the **creative industries comprise the third largest sector of London's economy**.

# What makes New York City (“NYC”) so attractive for creatives and company headquarters?

Although A&C is prominent in communities like Manhattan, A&C activity is happening everywhere and all the time, ultimately strengthening NYC’s **soft power and strong cultural influence globally**.

## Pull factors that make NYC liveable



- ✓ NYC’s **global city status** means it is a place to find different communities, facilitating many opportunities for artistic / cultural expression and exchange.
- ✓ Similar to London, there is **abundant availability of dedicated artistic workspaces** (e.g. studio and co-working space) and **prestigious educational A&C institutions**.
- ✓ NYC’s **world-class art galleries, museums, and art spaces** (e.g., MoMA, Hauser & Wirth, Gagosian Gallery, Neue Galerie etc.) provides ample inspiration for prospective talent.
- ✓ The **relatively easy access to talent, clients, partners, and capital markets** make NYC ideal for company HQs.
- ✓ **Expansive variety in field of expertise available** (e.g., entrepreneurs, tech start ups, architecture, finance, A&C etc) provides opportunities for prospective talent.
- ✓ **Historical record of renowned residents** such as Andy Warhol, The Velvet Underground, Stanley Kubrick.
- ✓ NYC possesses a **supportive environment for peripheral A&C businesses** that cater to the needs of the creative sector (e.g., costume making, cosmetics, other BTS technical expertise).
- ✓ The presence of philanthropic **support from private donors**.
- ✓ NYC possesses the historical advantage of being one of the earliest cities to emerge skyscrapers in the US.

## Noteworthy A&C Museum: MoMA



The Museum of Modern Art, founded in 1929, focuses on American and European art from the late 19th century to the present. Art forms exhibited include architecture and design, prints, film, performing arts, painting and sculpture, and photography. **Total actual visitation in 2022-2023 was nearly 2.7 million, proving itself to be a popular destination in NYC.**

## Quick facts



- ❖ A&C industries in NYC contributed an estimated **US\$155 billion** to the city’s GDP in 2022.
- ❖ A&C enhances liveability and social cohesion in NYC by creating shared experiences that connect the community, reduce isolation, and celebrate diversity, while also encouraging public participation in events and projects that strengthen ties between artists and residents.



**Lesson for Hong Kong: a visible artistic co-working infrastructure would facilitate the building of overall soft power that comes from cultural dissemination**

# Who are the targets?

High net worth individuals and institutions with special affinity to A&C could be attracted to invest in this high end residence with artistic design. Family Offices would be an example.



## What is a Family Office and what are its impacts?

- ✓ FOs manage the financial needs of a specific family, including wealth transfer across generations.
- ✓ Can be standalone entities or part of a family business.
- ✓ **Multiplier effect:** Brings business opportunities to the financial and related professional services and also through funnelling funds into local IPO markets, venture capital investments, and private charitable activities



## Family Office and A&C

- ✓ Art investment has become an attractive alternative investment avenue for FOs looking to **diversify their portfolios due to the potential for appreciation over time and the opportunity for asset diversification.**
- ✓ Art collections and art financing are major priorities for FOs as **they strive for authenticity and to develop / protect their legacy.**
- ✓ A survey done by Knight Frank revealed that **art investment is the most popular passion amongst their clients**, taking the lead at 48% (global average) compared to the #2 spot (Classic cars) at 38%.



## Why Hong Kong?

- ✓ Aligning with global trends, Hong Kong FOs increasingly view **selective philanthropy as powerful tool for integrating family values into impact investments** and wider legacy building.
- ✓ New generation of Middle Eastern billionaires are taking interest in I&T investments in the GBA. Some researchers observed that Middle Eastern investors are also keen to capture undervalued assets in Hong Kong.

# The conversion could target Family Offices which align with Government efforts to bolster the presence of High Net Worth Individuals (“HNWIs”) in Hong Kong

The Government has been active in developing FO in Hong Kong through its initiative: FamilyOfficeHK



## Background of FamilyOfficeHK

- ✓ Run by InvestHK (Government Department responsible for Foreign Direct Investment)
- ✓ The Government has been collaborating closely with partners and stakeholders **to create an environment that safeguards wealth and promotes continuous growth and social welfare of Family Offices.**



## Key initiatives

- ✓ Capital Investment Entrant Scheme
- ✓ Tax concessions
- ✓ Hong Kong Academy for Wealth Legacy



## Why Hong Kong?

- ✓ World's freest economy with no capital control
- ✓ One country two systems
- ✓ Simple and low tax system
- ✓ World-class professional services and globally experienced workforce
- ✓ Robust legal system
- ✓ Sophisticated financial hub
- ✓ Strategic location

FamilyOfficeHK

# Global Family Office trends in 2022-24

Key insights from UBS, JP Morgan, Forbes, Knight Frank, and Citi Bank



## Asset Allocation and Portfolio Diversification

- **Shift in allocations:** FOs are increasing their investments in developed market fixed income. This marks the highest allocation in five years, rising from 12% in 2022 to 16% in 2023.
  - According to Barings, investors are looking to build and maintain higher residential weights to compensate for reduced retail/office opportunities
- **Geographical preferences:** FOs maintain a strong home bias, with the majority favouring North America (50% of portfolios), followed by Western Europe (27%) and Asia-Pacific (9%).
  - According to Knight Frank, HK and SG are leading the competition to host Asia's new HNWIs. Despite SG being a favourable choice for FOs in SEA, **HK will always be the dominant hub for wealth created in Mainland China.**



## Asset Allocation Breakdown (on average)

**Average portfolio allocations include 42-45% in alternative assets** and the other ~50% in tradition assets

| Traditional assets                                                                                                 | Alternative assets                                                                                                                      |
|--------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>• Equities: 26-28%</li><li>• Fixed Income: 19%</li><li>• Cash: 10%</li></ul> | <ul style="list-style-type: none"><li>• Private Equity: 18-22%</li><li>• <b>Real Estate:</b> 10-14%</li><li>• Hedge Funds: 5%</li></ul> |

- FOs with connected real estate businesses have lower allocations to fixed income (14%) than those without (23%). This could be due to real estate also being a source of income: **FOs with businesses in the real estate sector allocate significantly more to real estate (22%)** in their investment portfolios than those without (7%).



## Investment Themes

- I&T (incl. Generative AI) is identified as the most popular investment theme, with **78%** of family offices likely to invest in it over the next two to three years. Other emerging themes include healthtech (70%) and automation and robotics (67%)
- ESG/tech office, core logistics and operational “other” properties could potentially generate enhanced returns (Barings).
- The allocation to art and antiques is noted to be **1%** of the overall portfolio.

# Key Family Office insights from RSM, CBRE, Goldman Sachs, SCMP etc. for 2023-24



## Rise of multifamily residential property investment

- ✓ Real estate is **historically proven to be an effective hedge against inflation** because when property value/rental income increases with rise in cost of living, the real value of investments are preserved.
- ✓ Real estate in desirable locations appreciates significantly in value over time. These investments are also **tangible and can span family generations** due to consistent income generation and capital appreciation.
- ✓ **Multifamily residential property comprise 36% of all FO real estate investments** (from a FINTRX 2024 study). Meanwhile office and retail amount to 42% altogether.
- ✓ The M360 Advisors firm who work primarily in office, multifamily, industrial, retail and hospitality **are always favouring multifamily as it is a very attractive asset class**. Class-A multifamily is highly valued and trade at a high premium.
- ✓ Goldman Sachs reports 30% of FOs plan on increasing exposure to the residential sub-sector over the next 12 months, with another 30% looking to maintain their exposure. The growing appeal come from multifamily residenceals providing consistent strong rental growth across various market cycles.



## On luxury real estate

- The Head of Capital Markets Hong Kong at JLL states that the poor performance of financial products like bonds and stocks have prompted FOs to seek out real estate for portfolio diversification. **He expects luxury real estate market to grow 5-10% in 2024** (SCMP).



## Hong Kong focus

- In HK, investment volume saw an increase q-o-q in Q3 2024 though on a low base. Local buyers like FOs and HNWIs are key purchasers now but tend to focus on smaller lump sum acquisitions. Full-year investment volume is expected to be on par with 2023's HKD\$40 billion but achieving this total depends on completion of a few large deals under negotiation (CBRE).
- According to RSM, FO capital remains the focus of fundraisers across all real estate markets. Real estate in a FO portfolio has long been regarded as a critical investment for maintaining generational wealth due to its tax-advantaged benefits, sustained cash flow and long-term appreciation. FO investment in real estate is poised to increase, with deal activity focused on mega-funds. However, opportunity awaits middle market funds looking to participate.

# As Asia's auction capital Hong Kong is the gateway to China, the second largest art market in 2023

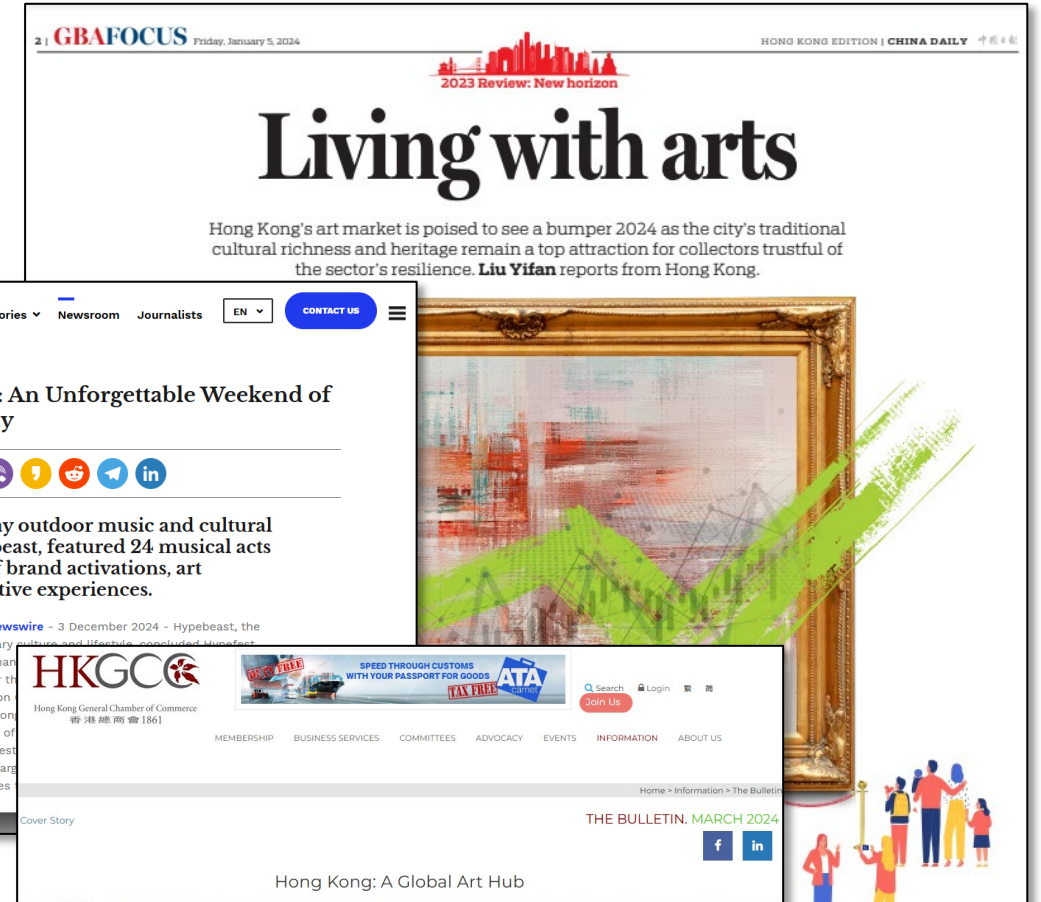
Since 2020, Hong Kong has become the world's second-largest contemporary art auction market, surpassing London. Its turnover grew from HK\$17.3 billion in 2017 to HK\$66.6 billion in 2021, nearly tripling – According to Betty Fung (WCKD CEO) and HKGCC

In 2022, Hong Kong accessed 7.1 million high net worth individuals (HNWIs) in Asia Pacific (World Wealth Report 2023, Capgemini). This growing pool of sophisticated collectors has led to record-breaking prices for Chinese contemporary and Western art, drawing many international galleries and auction houses to establish their businesses in Hong Kong.

In 2023, the Chinese art market, including Hong Kong, has emerged as the second-largest in the world. This growth was driven by post-lockdown buyers who purchased previously unsold auction items and the return of major fairs and exhibitions in Hong Kong.



- Hong Kong boasts a robust art economy, supported by auction houses that attract affluent individuals, which in turn boosts business in the city and highlights a positive future for its A&C market.
- Residing in K11 ARTUS would be attractive to artists and art enthusiasts who desire building connections and a sense of belonging close to Hong Kong's art hub.



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4

What do people look for  
in a landmark  
residential building?

- a) Landmark residential buildings around the world
- b) Socio-economic benefits of landmark residential buildings
- c) The case for K11 ARTUS



# Overview of landmark residential buildings around the world



## New York

### Central Park Tower and One57

- Both residential buildings are situated in Billionaire's Row, Manhattan: a group of ultra-luxury residential skyscrapers. The buildings feature a residential exclusive club and other luxury amenities.

### The Time Warner Center

- Luxury mixed-use building with RDE, world-class hotel, offices in addition to residences which all have impressive views of Central Park and NYC.

### The Dakota

- The Dakota is renowned for its artistic heritage and proximity to cultural landmarks such as Lincoln Center and the American Museum of Natural History.



## London

### Landmark Pinnacle

- Situated in Canary Wharf which is part of London's CBD with a variety of lifestyle and leisure attractions. The building features a residential exclusive club and sky-garden.

### The Shard

- Iconic for its architecture, The Shard houses offices, luxury dining experiences, a viewing gallery, world-class hotel, and the Shard Quarter which will also include the soon to be completed residential development – Shard Place.

### One Hyde Park

- Luxury residences next to Buckingham Palace with luxury amenities and sweeping views of Hyde Park, The Serpentine and Knightsbridge.



## Melbourne

### Abode318

- Located in the CBD allows for easy access to RDE facilities, iconic heritage buildings, contemporary architecture, and green spaces.

### Eureka Tower

- Situated in the city's arts districts, the building has a mixed-used purpose with high-class amenities and contemporary art and historical elements infused into the building itself. It also has a public observatory at the peak (over 300m tall) that draws in international and local tourists.

### Queen's Place

- A unique residential and lifestyle residential building that features striking architecture and superior amenities, positioned in the vibrant heart of Melbourne's CBD, close to attractions like Queen Victoria Markets and Flagstaff Gardens.



## China

### The Bayview – Guangzhou (滙浹台)

- Aiming to be an international community with a rich cultural life in Zhujiang New Town, The Bayview has an art gallery among other high class amenities. Residents can enjoy panoramic views of the Pearl River, near where The Bayview is located.

### MAHA Beijing (北京縵合)

- Located next to Chaoyang Park, MAHA Residential Park, and other A&C institutions, MAHA Beijing is a luxury residence that embodies nature, service, art, and design, even commissioning the Peking Art Associates for their collection. It also includes a private Club and Apartments / penthouse.

# Landmark residences in London, UK

## Landmark Pinnacle

### ✓ Prime location

- Highly prized residential address for its location in **Canary Wharf** (CBD area), with shopping malls, five-star hotels, national museums, river taxis, and public transport within close proximity to the apartments.

### ✓ Luxury experience

- The building includes a residential exclusive club, sky-garden, private cinema and other high-end amenities.



### Flat mix

| # of bedrooms    | Size range (sqft) |
|------------------|-------------------|
| 1 (6 floorplans) | 400 - 600         |
| 2 (6 floorplans) | 850 – 1,100       |
| 3 (2 floorplans) | >1,100            |



## Shard Place (under construction)

### ✓ Prime location

- Located in **the iconic London Bridge neighbourhood next to The Shard and within Shard Quarter**, Shard Place sits next to several A&C attractions (incl. Southwark Cathedral, City Hall, Shakespeare's Globe, White Cube, Borough Market, Design Museum), intentional public art, art galleries, viewing gallery, offices, and world-class dining and hotel.

- Shard Place is expected to significantly enhance the London Bridge Quarter, offering 13,000 sqft. of **public space**.

### ✓ Luxury experience

- When completed, Shard Place will offer 176 apartments, high-class amenities, and an exclusive roof garden and outdoor pool.



## One Hyde Park

### ✓ Prime location

- Located in Knightsbridge near Buckingham Palace.
- Easy walk from major attractions** such as Harrods, Victoria and Albert Museum, Natural History Museum, Royal College of Art, Imperial College London, and Kensington Gardens.

### ✓ Luxury experience

- Mixed-use luxury buildings** comprising 86 apartments/duplexes (incl. 4 penthouses) with a private cinema, sports courts/gyms, business suites and other luxury facilities; overlooks Hyde Park and connected to the Serpentine Walk.



# Landmark residences in New York City, USA

## Central Park Tower

✓ Prime location

- Situated in **Billionaire’s Row**, Manhattan: a group of ultra-luxury residential skyscrapers.
- Next to **Central Park**: the city’s greatest amenity with a National Historic Landmark, gardens, playgrounds, theatres, restaurants, and other attractions.

✓ Luxury experience

- Central Park Club – private sky club on 100<sup>th</sup> floor
- Strategical layouts to optimise best views of NYC and other high-end amenities
- Interior design by internationally renowned Rottet Studio (worked on The Langham, Hong Kong)

Flat mix

| # of bedrooms      | Size range (sqft.) |
|--------------------|--------------------|
| 1 (~1 floorplan)   | >1,500             |
| 2 (>10 floorplans) | 1,400 – 2,100      |
| 3 (>10 floorplans) | 2,600 – 3,400      |
| 4 (9 floorplans)   | 4,250 – 4,290      |
| 5 (9 floorplans)   | 4,800 – 7,600      |
| 6+ (3 floorplans)  | 11,500 – 17,600    |



## The Dakota

✓ Prime location

- Situated in the **Upper West Side** on Manhattan’s Central Park West, next to trendy eateries and major A&C institutions side as Lincoln Center and the American Museum of Natural History.

✓ Arts & Culture infused

- Dubbed "the most famous apartment building in New York City," The Dakota’s cultural history tied is to film, celebrities, and art. It has **long served as a haven for artists** and celebrities, contributing to its **reputation as a cultural landmark**.
- **Prominent tenants** include John Lennon, Yoko Ono, Judy Garland, Leonard Bernstein, and Rosemary Clooney, highlighting its status as a hub for artistic talent.
- It is the **first luxury apartment building in Manhattan**, setting a precedent for high-end urban living and influencing the city's architectural landscape.



# Landmark residences in Melbourne, Australia

## Abode318

### ✓ Prime location

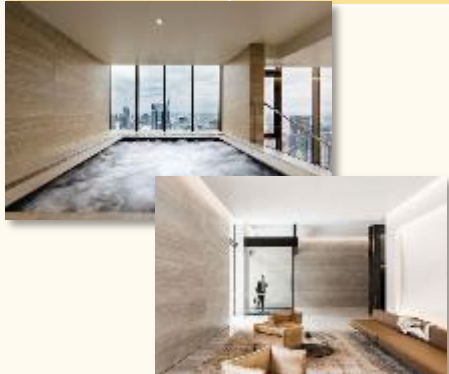
- In the CBD and **close to RDE facilities, iconic heritage buildings, contemporary architecture, and green spaces** such as the State Library of Victoria, Carlton Gardens and the Old Melbourne Gaol neighbours.

### ✓ Luxury experience

- The building is architecturally significant and became a **statement within Melbourne's skyline**. Luxury amenities include private dining salon and catering kitchens, fitness centre, meeting facilities, infinity pool, and best views of the city.

### Flat mix

| # of bedroom configurations | # of floorplans available |
|-----------------------------|---------------------------|
| 1, 2, 3                     | >80                       |



PwC analysis

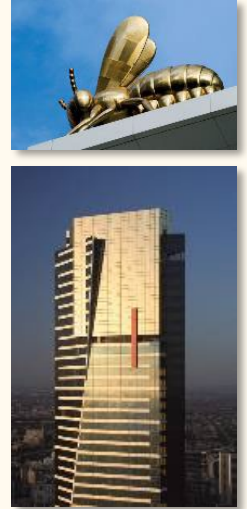
## Eureka Tower

### ✓ Prime location

- Situated in the **city's arts districts**, the building has a mixed-used purpose (hotel, boutique office space, commercial carparking, retail) with other high-class amenities for its residents.
- Includes a **public observatory at the peak** (over 300m tall) that draws in international and local tourists.
- Situated close to Arts Centre Melbourne, National Gallery of Victoria, and Melbourne Symphony Orchestra

### ✓ Infused with Arts and Culture

- Contemporary art and historical elements are infused into the building** itself, including a monumental Richard Stringer installation.
- The tower's facade is "informed by art and the ambition to create an ever-changing sculptural marker for Melbourne", "**reaffirming the sense of A&C as a focal point in contemporary Melbourne**".



## Queen's Place

### ✓ Prime location

- Situated in the **heart of the CBD**; a walk away from Queen Victoria Markets, Flagstaff Gardens, universities, and other arts and entertainment attractions including the Hellenic Museum, State Library Victoria, and the Old Melbourne Gaol.
- It is a prominent building in Melbourne's CBD skyline.

### ✓ Luxury experience

- The building includes pools with city views, gym, mahjong room, private garden terraces, private dining and cinema, wine cellar and karaoke suite.

### ✓ Community focus

- Communal spaces were designed to develop a sense of belonging and community** that focuses on well-being, knowledge and entertainment for its residents.



Source: PwC analysis; Abode318 official website; Arney Fender Katsalidis and Fender Katsalidis official website (Eureka Tower design architect); Queen's Place official website

RDE = retail, dining, entertainment.

October 2025

# Landmark residences in Mainland China

## MAHA Residence - Beijing

### ✓ Prime location

- Located next to **Chaoyang Park**, a multi-purpose park that has cultural, recreational, and sports facilities (incl. a 2008 Beijing Olympic court); the park is considered an elite park in Beijing that has **upgraded the city's "ecological environment and enhances the residents' cultural life"**.
- Nearby A&C institutions include the Chaoyang Planning Art Museum, Oriental Culture & Art Institute; World-class hotels and several embassies are also nearby.

### ✓ Luxury experience

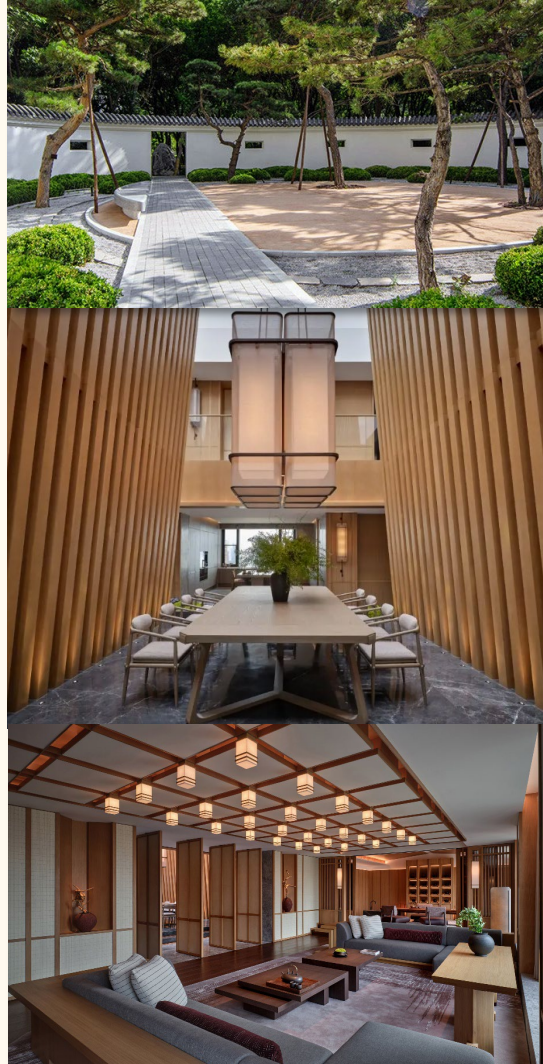
- MAHA Residence **targets high net-worth individuals** and includes apartments, penthouses, the MAHA Gardens, a sky courtyard, and a resident's club (incl. fitness centre and spa and health consultations), and other high-class amenities.

### ✓ Infused with Arts and Culture

- MAHA Beijing is a luxury residence that embodies nature, service, art, and design, even **commissioning the Peking Art Associates for their art collection displayed throughout**.
- The architecture **fuses Eastern and Western** elements to create contemporary serenity. Some Eastern elements include a banquet hall, tea room / bar, traditional mortise and tenon structures, Chinese sloping roofs, and palace lanterns.

#### Flat mix

| # of bedrooms           | Size (sqft) |
|-------------------------|-------------|
| 3                       | >4,800      |
| 4                       | >4,800      |
| Penthouse / sky mansion | >9,600      |



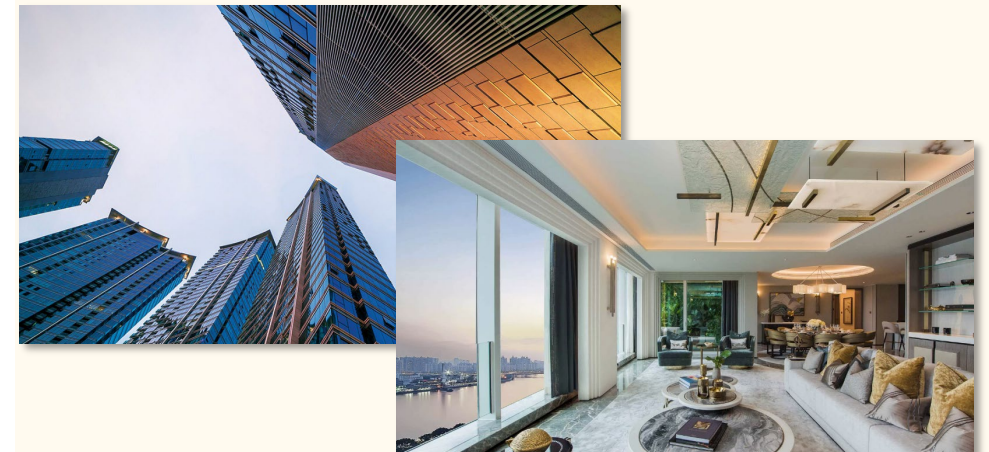
## The Bayview - Guangzhou

### ✓ Prime location

- Located near the **Pearl River** and in **Zhujiang New Town** which is a CBD and tourist attraction known for luxury shopping, and the Chow Tai Fook Financial Centre which houses a K11 museum / gallery / retail inside.

### ✓ Luxury experience with Arts and Culture

- One of the finest luxury properties in South China, with all 419 residences enjoying 270-degree views of the Pearl River. The building has basketball court, gym, among other luxury amenities, and **highlights its own art gallery**.
- The Bayview aims to create an "international community with a rich cultural life in Zhujiang New Town".



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# Socio-economic benefits of landmark residential buildings

Landmark residential buildings become a symbol of shared identity while attracting investment from increased property values.



**Economic growth:** Landmark / luxury residential buildings attract investment and boost local economies by increasing property values, leading to **higher tax revenues**.



**Investment attraction:** With the help of strong economies and government policies, landmark residential buildings (especially in the Asia-Pacific region) can attract the fast growing number of affluent populations who are looking for a more opulent lifestyle, boosting the local economy and encouraging further development. Target affluent demographics include Family Offices, senior executives and expatriates, and HNWIs which are becoming more prominent in Hong Kong. Family Offices in particular are a target segment by the HK Government.



**Cultural and aesthetic value:** Often, these landmark residential buildings have historical or architectural significance, preserving cultural heritage and/or promoting cultural tourism. On the other hand, expressing social and cultural identity through contemporary architecture is important for improving the cultural ecosystem of a place.



**Social cohesion and identity:** Landmark residences positively impact residents' construction of place identity. Cultural (and historical) importance of residences enhances the residents' sense of place identity, whereby the longer the duration of residence, the more meaningful the place becomes in creating a shared identity and belonging, which in turn also helps develop distinctive urban characteristics of the district.



**Urban development:** Landmark buildings should not just appeal to visual consumers but actual users of its facilities, stimulating further development and regeneration in their vicinity, leading to improved infrastructure and amenities especially for the public realm. Socio-demographic factors, neighbourhood satisfaction, and building characteristics are shown to benefit cohesion, social networks, and urban development, hence landmark residences can improve its urban surroundings by providing quality social space and an aesthetic environment.



**Tourism and branding:** The sense of community and presence of a distinct identity enabled by landmark residences can help attract tourists as these factors contribute to a heterogeneity that tourists find unique and appealing, drawing visitors and boosting local businesses, while helping to brand the city and make it more recognisable.



**Enhanced quality of life:** Luxury residential buildings often offer high-quality amenities and services, which are desired by the residents. This includes access to fitness centres and spas, swimming pools, private clubs, and concierge services. A&C and wider city attractions help improve general quality of life.

# A&C is one of four major investments made by Thames Estuary, UK's number one growth opportunity

Estimated benefits: **£3.7bn GVA** and **50,000 jobs by 2050** – through various investable propositions and opportunities throughout the supply chain.

## General description

The Thames Estuary Production Corridor aims to unite east London, North Kent, and South Essex into a premier hub A&C production, driving global innovation, job creation, and local talent development while focusing on investment in fashion and screen-based industries through targeted development sites.

## Highlights

- A regional scale development, with various components (incl. housing / residential) - it **highlights the integrated nature of A&C and residential synergies**
- Creative industries are among the four categories for investment alongside hydrogen, light freight, and ports, freeport and logistics.
- **Engagement of the private sector**
  - Creative Estuary promotes inward investment and inclusive development by providing tools for investors and businesses (e.g., a workspace search portal; a prospectus outlining sector opportunities; and Business Directory for connecting with local creative industries), while regularly updating available opportunities.



While the Thames Estuary Production Corridor is a regional development (as supposed to a single block development of VD), it highlights the following aspects in economic development:

- Synergies through integrated development, of which residential and A&C are important components;
- A&C can play a key role in economic development;
- Importance of private sector participation



### THAMES ESTUARY TAKES STEP CLOSER TO BECOMING EPICENTRE OF ARTS AND CULTURE

As part of its plans to be the UK's largest concentration of creative production, the Thames Estuary Production Corridor announces its new project...

NEWS / CREATIVE INDUSTRIES, LOCAL BUSINESS



### ESTUARY 2021 FESTIVAL SET TO CHAMPION CULTURE AND CREATIVITY IN THE REGION THIS SPRING



### CREATIVE PEOPLE AND PLACES FUNDS PROJECTS IN THE THAMES ESTUARY

Eight projects across the Estuary have been awarded a share of Arts Council England's Creative People and Places fund to make arts and culture more...

NEWS / CREATIVE INDUSTRIES



### CREATIVE WORKSPACES ADD REAL VALUE TO PROPERTY PRICES, RESEARCH FINDS

Creative Land Trust, in collaboration with Get Living and Creative Estuary, has published research that has found a positive association between the...

NEWS / CREATIVE INDUSTRIES

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What do people look for  
in a landmark  
residential building?

- a) Landmark residential buildings around the world
- b) Socio-economic benefits of landmark residential buildings
- c) The case for K11 ARTUS



# Key messages and application for K11 ARTUS conversion

The case studies show that landmark residential buildings have at least two of the three targets: prime location, luxury experience, and A&C elements. K11 ARTUS has all three.

 *The conversion can attract affluent individuals to Hong Kong that would not otherwise have arisen in the absence of such a differentiated proposition.*

## Common features that this site shares with international cases

### ✓ Prime location

- Located in the heart of **Victoria Dockside, the arts and design district of Tsim Sha Tsui**, a major shopping, A&C, and nightlife district in Hong Kong with prime access to the waterfront and business districts. Noteworthy nearby attractions include the Avenue of Stars, Hong Kong Museum of Art, K11 MUSEA, the iconic Peninsula Hotel, world-class shopping, and the West Kowloon Cultural District. In addition to the spectacular view, the site is highly convenient (connected to main roads, MTR, High Speed Rail, and Star Ferry).

### ✓ Luxury experience

- Luxury amenities include a library, living salon, pool, fitness centre, digital concierge, exclusive club access, high-class dining, and other exclusive services.

### ✓ Infused with Arts and Culture

- In addition to its **unique artisanal concept**, the residence offers a **museum / gallery experience** that preserves and displays craftsmanship from the Ming and Qing Dynasties, and will also continue to support the **Artist in Residence** programme, giving artists a place for collaboration, inspiration, and community.



## Socio-economic benefits for Hong Kong

### ✓ The conversion has the ability to attract super-wealthy individuals

- According to Knight Frank (2024), **the demand for Hong Kong's luxury residential property is surging**. Factors include growth of the affluent population and Family Offices, and the Government's easing of measures this year. There was a significant **rise in transactions for properties valued over US\$10million**, with 37 transactions in Q1 to 62 in Q2, showing the increasing demand.

- Sotheby's International Realty's 2024 Mid-Year Luxury Outlook revealed that the presence of A&C institutions (incl. museums, festivals, and murals) is **strongly correlates with an increase in property values in cities globally**.

### ✓ The conversion can enhance Hong Kong's A&C sector as well as overall well-being for residents and visitors

- The new community created by the conversion provides the Tsim Sha Tsui and waterfront area with a more permanent audience for the A&C space, leading to an even livelier cultural and shopping district.

*K11 ARTUS's commitment to A&C as seen through it's A&C theme and Artist in Residence Programme sets a new precedent for landmark residential properties. Luxury, location, and artistic allure converge to create a vibrant community, enhance creativity and cultural engagement among residents and visitors.*

October 2025

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## Summary



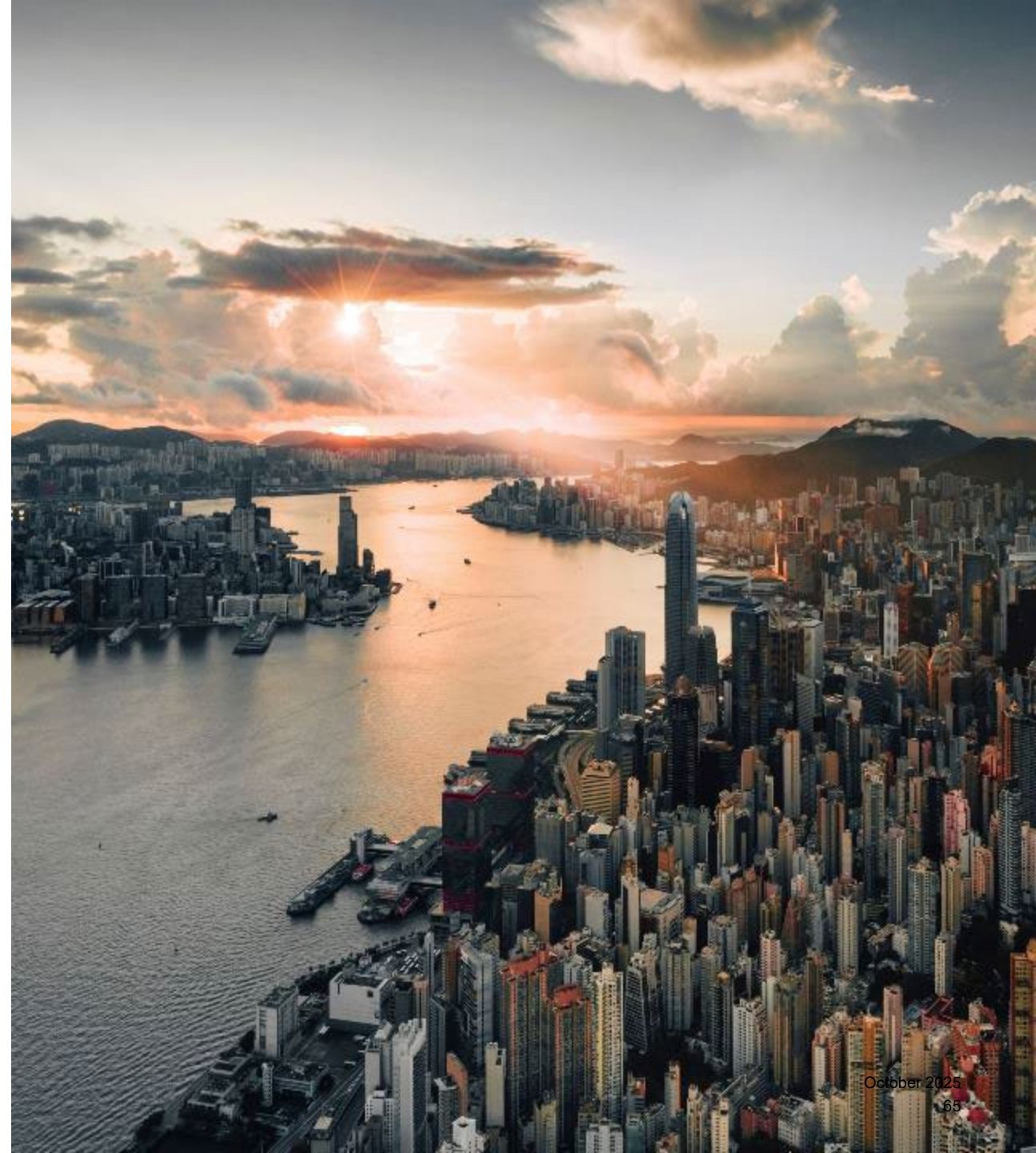
Aids the development of the **A&C ecosystem** in Hong Kong



Supports the **overall development of Hong Kong**: liveability, vibrancy, economy



**Wider impacts**: soft-power; talent attraction



# What makes K11 ARTUS a unique residential development?

## **Aids the development of the A&C ecosystem in Hong Kong**

- Clustering impacts of A&C practitioners

## **Supports the overall development of Hong Kong: liveability, vibrancy, economy**

- A&C enhances living standard and social cohesion
- Supports the existing HK Government policies for A&C
- Facilitates the active A&C economy and community, which
- Commitment to the A&C community

## **Wider impacts: soft-power; talent attraction; the potential to unlock opportunities to attract affluent individuals that would otherwise have not come to Hong Kong**

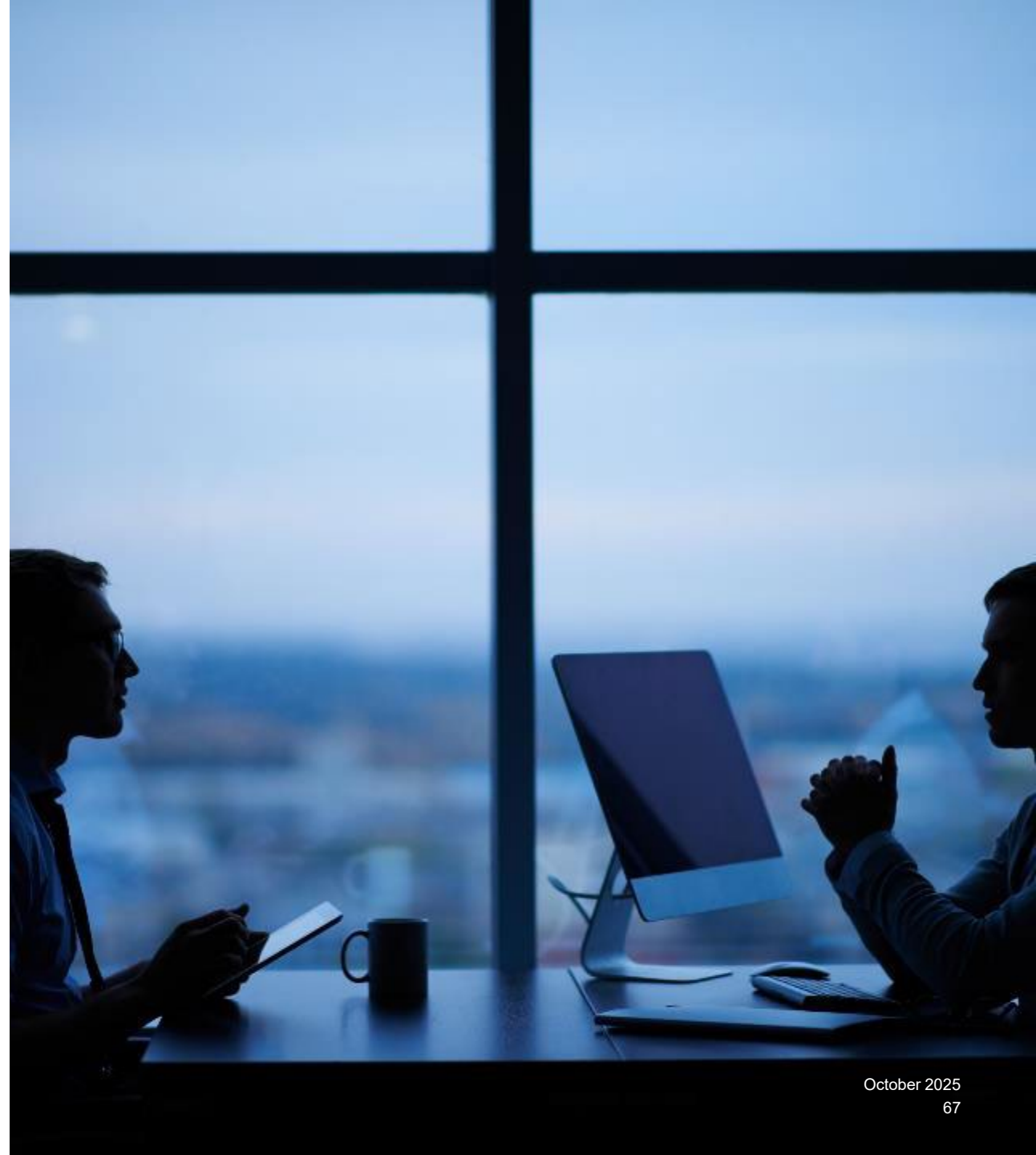
- Creates sense of ownership for potential investors through rooting in a more permanent residence
- Meet the need of “taste and style of living”



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# Appendix

Consultation findings



# Consultation findings

We have contacted the following organisations for to gain insights about

- Demand of arts and cultural (A&C) space and activities in Hong Kong
- Investment appetites for A&C-themed properties in Hong Kong



| Key topic                                                                              | Summary of findings                                                                                                                                                                                                                                                                                                   |
|----------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Demand for A&amp;C space and activities</b>                                         | <ul style="list-style-type: none"> <li>• There is high demand for A&amp;C activities of various nature, and that makes Hong Kong an attractive metropolis. Hong Kong is becoming a key A&amp;C hub of Asia. Private sector involvement is important to its vibrant development.</li> </ul>                            |
| <b>Types of properties that are attractive to High-net-worth individuals (“HNWIs”)</b> | <ul style="list-style-type: none"> <li>• HNWIs primarily desire in high-end residential properties, particularly large homes (10,000+ sq. ft.) in prestigious areas, often for personal use rather than as investment assets.</li> </ul>                                                                              |
| <b>Market trends</b>                                                                   | <ul style="list-style-type: none"> <li>• Family Offices are cautious about investing in office spaces due to declining market trends, focusing instead on residential properties that offer better stability and potential appreciation.</li> </ul>                                                                   |
| <b>Investment strategies</b>                                                           | <ul style="list-style-type: none"> <li>• While some residential properties can serve as investments, they can also be purchased for self-occupation or to enhance lifestyle, with investment decisions heavily influenced by property value potential.</li> </ul>                                                     |
| <b>Location significance</b>                                                           | <ul style="list-style-type: none"> <li>• Habitat decisions are heavily guided by location, favouring areas with established affluent communities, quality schools for children, and proximity to amenities.</li> </ul>                                                                                                |
| <b>Demand for personal taste and enjoyment</b>                                         | <ul style="list-style-type: none"> <li>• High-net-worth buyers highly value personal enjoyment. They are willing to renovate the properties to customise to their tastes.</li> </ul>                                                                                                                                  |
| <b>Market appeal of K11 ARTUS</b>                                                      | <ul style="list-style-type: none"> <li>• Properties such as K11 ARTUS may attract those looking to impress guests or enjoy a luxurious lifestyle. Family Offices may consider new, well-located apartments but often prioritise properties that are not heavily marketed, seeking exclusivity and quality.</li> </ul> |

Stakeholders consulted include: property advisors; operators of arts, cultural, and entertainment events; consultants to Family Offices / investors.