



PMQ Management Co. Ltd.

## Appendix 3

### **“PMQ: Co-creation” Press Conference**

**6 Dec 2012 (Thursday)**

**Opening Speech by Mr. Stanley Chu,  
Chairman of PMQ Management Co. Ltd.**

Dear media friends:

It's been two years since the Development Bureau announced the transformation of the former Police Married Quarters on Hollywood Road into an iconic hub for the creative industries in November 2011. The venue, named PMQ, is operated by the Musketeers Education and Culture Charitable Foundation Ltd., in collaboration with Hong Kong Design Centre, the Hong Kong Polytechnic University, and Hong Kong Design Institute of the Vocational Training Council (VTC).

#### **New Partnership Model**

The revitalisation of PMQ has been in full swing in the past two years. Unlike other projects under the “Revitalising Historic Buildings Through Partnership Scheme”, the revitalisation of PMQ has been carried out through a new partnership model. The government will finance the essential structural and building services works; we, the operator, are responsible for the capital costs for renovation and interior decoration beyond the Government works, as well as the operating expenditure for management, operation and maintenance of the revitalised site.

With the support of the Development Bureau, the Commerce and Economic Development Bureau, the Architectural Services Department, the Antiquities and Monuments Office and PMQ, our revitalisation plan was approved by the Town Planning Board, the Advisory Committee on Revitalisation of Historic Buildings and the Central and Western District Council. In July 2011, the Finance Committee of Legislative Council approved the funding for the site's revitalisation. The works commenced at the start of this year, and it is expected to be completed by the end of 2013. From statutory and advisory approval to the actual renovation, our project has progressed smoothly, thanks to the outstanding work of a team of efficient and dedicated civil servants.

PMQ Management Company Limited

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## **Industry Participation**

We also maintain close communication with industry associations and practitioners, from young to established and from different fields. This allows us to learn more about their expectations of PMQ and their needs in daily operation, and to explore different modes of cooperation with these creative talents. Our commitment to diverse collaboration is reflected in the many facets of our project. They range from the hoarding for the works and our brand design, to the “PMQ: Co-creation” exhibition held at the Inspiration Hall of the HKTDC Inno Tech Design Expo for three days from today.

## **PMQ's Positioning**

We believe PMQ is a place of excitement and opportunities. Located in SoHo and connected to the central business district, PMQ will be a hub for creatives from different fields and their studios. It will provide more opportunities for creatives to have further exchanges and multi-disciplinary collaboration, which makes their dream come true.

PMQ is situated in SoHo in Central and Sheung Wan, and the area represents the interchange of old culture and innovation. Throughout the year, there will be different events, exhibitions, international conferences and exchanges, training courses, and exchange tours with overseas institutions. By bringing local and international creatives together, these activities will inspire and nurture the talents of Hong Kong's creative industries as the city emerges as Asia's creative hub.

More than a historic building, PMQ will be an all-round venue for shopping, dining, and inspiration. It will be a popular venue for exhibitions and discovering local trends, and a platform for designers to showcase their products to the public and to create new business opportunities. In addition to the dedication of industry practitioners and institutions, it takes collective efforts to unearth the potential of Hong Kong's creative ecology.

All this is only the start of co-creating PMQ. PMQ is a place built for designers and creative talents. It is a place for everyone, a platform we must co-create.

## **Closing remarks**

Through partnerships with other organizations and design advocates, PMQ will nurture the new generation of creative talents, as it contributes to the structures, resources and talent pool in the field. We hope to bring together a growing array of local and international creatives, who will co-create PMQ and promote the growth of Hong Kong's creative industries! See you at PMQ at the end of 2013.