

## West Kowloon Cultural District

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**Location:** Hong Kong, China

**Scope of Work:** Master Planning



In 2004, MMC worked with an international team of architects and consultants to prepare a detailed Master Plan for four new museums and an exhibition center as part of a competition to develop the West Kowloon Cultural District of Hong Kong. The MMC scope of work included conceptualizing the themes and content for each museum; determining collection strategies; developing education programs; analyzing the resident and tourist markets; creating a business plan for each museum with 30-year budget projections and staffing plans; determining a governance structure; and, establishing operational plans with specific implementation strategies. In addition, MMC proposed a Museum Studies Institute to train Hong Kong residents in museum best practices using local university faculty, as well as exchange programs with museums and universities around the world.