

West Kowloon Cultural District

Location: Hong Kong, China

Scope of Work: Master Planning



In 2004, working with a team of architects and consultants, MMC prepared a detailed Master Plan and schematic design of four new art museums as part of a competition to develop the West Kowloon Cultural District of Hong Kong. The MMC scope of work includes conceptualizing the themes and content for each museum, developing complimentary education programs, determining and analyzing the resident and tourist markets for the museums, creating a business plan for each museum with budget projections and staffing plans, determining a governance structure, and establishing operational plans with implementation strategies.