

PRESS RELEASE



FOR IMMEDIATE RELEASE

Opening of the Swire Marine Discovery Centre at Hong Kong Maritime Museum Featuring a New Permanent Marine Science Gallery Set to Open to the Public on February 22, 2025 Enhancing Public Awareness of Protecting Hong Kong's Marine Biodiversity

Hong Kong, February 21, 2025 – The Hong Kong Maritime Museum (HKMM), with the support of the Swire Group Charitable Trust, announces the upcoming launch of the Swire Marine Discovery Centre at the museum, featuring a new permanent gallery dedicated to marine science. The Marine Science Gallery will officially open to the public tomorrow (February 22). Featuring an immersive space, interactive installations, marine life photographs, and informative research programmes, the gallery aims to raise awareness of the human impact on the underwater world, highlight the potential loss of Hong Kong's rich marine life in the absence of conservation efforts, and to educate visitors about the ongoing initiatives to sustain and conserve the local marine environment and biodiversity. The opening of this new gallery is a key event amongst the celebrations marking the 20th Anniversary of the Hong Kong Maritime Museum.

HKMM today (February 21) invited guests to inaugurate this important moment. The ribbon-cutting ceremony was officiated by Miss Wong Shuk Han, Diane, JP, Under Secretary for Environment and Ecology Bureau; Mr Richard Sell, Chair of the Swire Group Philanthropy Council and Mr Richard Hext, Chairman of HKMM.

Miss Wong Shuk Han, Diane, JP, Under Secretary for Environment and Ecology Bureau said, “With a long coastline of more than 1,100 kilometres, over 200 offshore islands, and diverse coastal and marine habitats, Hong Kong’s marine environment is home to nearly 6,000 marine species. Hong Kong is also home to over 80 species of hard corals here, more than the total found in the Caribbean Sea. The Government is dedicated to the protection of our precious marine environment and resources and raising public awareness on their conservation.”

Mr Richard Sell, Chair of the Swire Group Philanthropy Council, said, “Marine conservation has long been important to Swire. Healthy marine environments are vital if Hong Kong’s businesses and communities are to thrive. That’s why we are delighted to partner with the Hong Kong Maritime Museum in establishing the Swire Marine Discovery Centre. It will serve as a hub for crucial marine science and conservation dialogue, as well as for public outreach and engagement.”

Mr Richard Hext, Chairman of HKMM said, “The Hong Kong Maritime Museum, which focuses on Hong Kong’s relationship with the oceans, celebrates its 20th birthday in 2025. As a private-public partnership which enjoys close links with Hong Kong’s government, business, academic and other sectors, the Hong Kong Maritime Museum is thus perfectly positioned to further public education about - and engagement with - the vital topic of marine conservation. We share a passion, alongside the Government, Swire and the many other organisations represented here today, to raise public awareness of the critical importance of a sustainable marine environment.”

香港海事博物館有限公司 HONG KONG MARITIME MUSEUM LIMITED

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Encouraging Public Engagement in Marine Conservation

A diverse array of marine animals and plants live in various habitats in Hong Kong, including the estuaries and coral communities. However, human exploitation has broken the delicate balance between the many different forms of life living in the sea, and the health of the ocean is now under real threat. Upsetting the balance of the marine ecosystem is bad for our own cultural, social, and economic well-being.

By uncovering this hidden truth and committing to proper management and conservation, we can work together to restore balance and create a sustainable environment for future generations. Every individual's actions are vital to protecting the ocean.

Two Distinct Narratives: "Under Threat" and "Hope for Tomorrow"

The exhibition space unfolds into two distinct narratives: "Under Threat" and "Hope for Tomorrow". Following the enchanting journey into the marine wonders of Hong Kong, visitors will confront the harsh realities of the human impact on this delicate ecosystem. From the pressures of the fishing industry to the implications of seafood consumption patterns, the exhibition will shed light on the myriad ways in which human activities are challenging the marine environment.

The subsequent section will highlight current marine conservation initiatives in Hong Kong, including projects led by the government and NGOs, and current policies aimed at safeguarding and enhancing the marine environment. The overall aim is to motivate the public to commit to marine conservation and empower them with actionable ways to contribute. Complementing the exhibition's theme of advocating for a sustainable maritime world, a diverse array of talks, workshops and public programmes will be curated alongside the exhibition to enrich the visitor experience and foster a community of marine stewards dedicated to preserving our oceans.

A Memorable Exhibition with Immersive and Interactive Installations

By incorporating interactive installations and engaging props, the museum hopes to attract more visitors, particularly the younger audience, this will enhance their overall experience by immersing them in the narratives through hands-on and tactile interactions. These elements not only foster a deeper understanding of the subject matter but will leave a lasting impression, making the gallery truly memorable.

The exhibition includes several installations, such as the "Immersive Space – Our Ocean", which makes visitors feel as if they are underwater; touching the "Seafood Dish" with chopsticks reveals the hidden negative impacts behind the cuisine; the "Coral Table" showcases how corals are affected by climate change and how carbon reduction actions can promote protection; through the "View-Master," audiences can learn about the impact of human activities on the great creatures of the sea; finally, the initiative "Pledge - What can we do?" encourages individual actions aimed at restoring the balance and making the marine environment healthy again.

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The Support of the Swire Group Charitable Trust

The Hong Kong Maritime Museum opened the Swire Marine Discovery Centre (the Centre) in phases, starting with its adjoining hall and the Learning Centre on D Deck in 2023, and completing with the gallery in 2025. The Centre is a learning platform covering Hong Kong's marine environment, and was made possible thanks to the support of the Swire Group Charitable Trust (the Swire Trust).

Since the Centre's opening, more than 200 educational events have been held, and an online resource platform has been launched to serve students and the general public.

Also sponsored by the Swire Trust, Hong Kong Maritime Museum will organise the "Swire Family Fun Day" on March 22, 2025, with free admission. The public will have the opportunity to enjoy a variety of activities while learning about marine science in a fun and engaging way.

Celebrating the 20th Anniversary of the Hong Kong Maritime Museum

In 2025, the Hong Kong Maritime Museum (HKMM) will celebrate its 20th anniversary with the theme of "Anchoring the Past, Navigating the Future". Over the past 20 years, the museum has showcased Hong Kong's unique maritime culture and history and has become a bridge connecting the past with the future. As a platform for education, research, and cultural promotion, HKMM has significantly contributed to fostering public understanding and appreciation of maritime knowledge.

During the anniversary year, the museum will launch a series of exciting programmes and invite the public to join us to explore the captivating world of maritime culture. The opening of the new Marine Science Gallery (Swire Marine Discovery Centre) on A Deck is one of them.

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Press images are available for download at <https://bit.ly/4jW5Mjm>



The Marine Science Gallery (Swire Marine Discovery Centre) will officially open to the public tomorrow (22 February).



The officiating guests took photo in front of the “Marine Science Gallery (Swire Marine Discovery Centre)” panel.

(From left) Mr Richard Hext, Chairman of HKMM; Miss Wong Shuk Han, Diane, JP, Under Secretary for Environment and Ecology Bureau and Mr Richard Sell, Chair of the Swire Group Philanthropy Council



The guests participated in the opening ceremony.

(From left) Mr Richard Kendall, Chief Executive of HKMM; Mr Patrick Healy, Member of the Swire Group Philanthropy Council; Mr Yuan Weihai, Ivan, AS, Culture, Sports and Tourism Bureau; Mr Richard Hext, Chairman of HKMM; Miss Wong Shuk Han, Diane, JP, Under Secretary for Environment and Ecology Bureau; Mr Richard Sell, Chair of the Swire Group Philanthropy Council; Mr Tung Chee-chen, GBS, SBS, JP, Chairman of HKMM Trust; Mr Lai Chuen Chi, Patrick, Deputy Director of Agriculture, Fisheries and Conservation Department and Miss Tina Chan, Group Head of Philanthropy of John Swire & Sons (HK) Ltd.



The guests previewed the “Immersive Space - Our Ocean”.

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The guests participated in the guided tour to learn more about the highlights of the gallery.



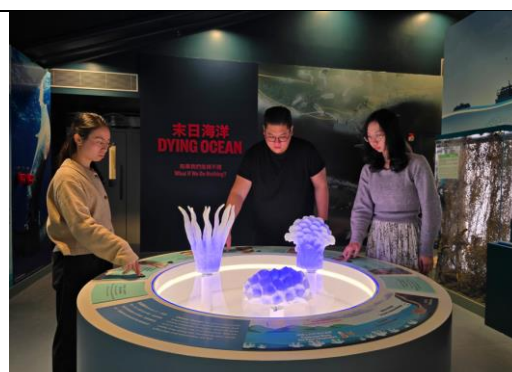
Immersive Space --- Our Ocean

Upon entering the central immersive space on A Deck, visitors will be transported to an underwater world where they can walk on a simulated seabed teeming with diverse marine life and corals unique to Hong Kong waters. This immersive experience will offer visitors a glimpse into a realm rarely accessible to most, engaging their senses in ways they have never encountered before.



Seafood Dish



In our pursuit of delicious cuisine, we seldom think about the impact behind its production. Touch these dishes with chopsticks to see how they are produced, what their hidden negative impacts are, and the sustainable choices we could make instead.



Coral Table

Climate change has led to rising water temperature, increasing sedimentation, and extreme freshwater discharges, which all cause coral to become sick and bleached. Marine wildlife living among and depending upon corals suffers when coral communities are lost. Take your first step on the path of carbon reduction to slow down global warming and return colour to the corals.

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<p><u>View-Master</u></p> <p>Larger marine animals, such as sharks, whales and dolphins, are crucial to the ocean, and the consequence of losing these giants will damage the working of the entire ecosystem. Look through these View-Masters and see our human impact on the great creatures of the sea.</p>	<p><u>Pledge --- What can we do?</u></p> <p>Restoring the balance and making the marine environment healthy again depends on our individual actions. Pledge to contribute and leave a better world for the next generation.</p>

NOTES TO EDITOR

About Hong Kong Maritime Museum

The Hong Kong Maritime Museum (HKMM) is an independent, non-profit registered charity founded by members of the Hong Kong shipping industry, supported by the shipping business community, individuals and the Hong Kong SAR Government. As a cultural institution, we are dedicated to showcasing and preserving the maritime heritage and contemporary marine environment of Hong Kong and the South China Sea. Rooted in China, but looking to the world, we aim to inspire people's appreciation of their relationship with the sea. By connecting East and West, maritime cultural heritage and sustainable ocean development, we delve into the profound ties between people and the sea. Through our rich exhibitions and educational programs, we hope to cultivate public passion and respect for maritime culture and promote the sustainable development of the marine environment.

www.hkmaritimemuseum.org

Ticketing information

Adults: HK\$30 Seniors (aged 60 or above), full-time students (with valid ID), children (under 18) and people with disabilities (accompanied by a carer): HK\$15

*Discounts are available for group visits of 10 or more.

For the latest update on ticketing, opening hours and social distancing information, please visit www.hkmaritimemuseum.org

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Venue

Marine Science Gallery (Swire Marine Discovery Centre), A Deck, Hong Kong Maritime Museum, Central Pier 8

Gallery Details

<https://bit.ly/4hGV2UH>

Follow us on [Facebook](#) and [Instagram](#) (@hongkongmaritimemuseum) for the latest updates on the exhibition.

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