

MORE THAN NOSTALGIA

Engaging a broader community through the archive

The Swire Archive Centre is very much a living entity where we continue to collect and preserve archival materials with the ultimate aim of supporting Swire companies in telling the Swire story, outlining the Company's development in Hong Kong and demonstrating our close bond with the city. This is helping our Group companies to engage a broader community, and over the last 12 months we have seen more business units in the Group organising events in the Centre for the purpose of building brand loyalty, highlighting Swire's Hong Kong commitment to their stakeholders and inspiring their staff through explorations of their archives.

Swire renews funding term for HK Phil

Among some 300 activities that were held in the Swire Archive Centre over the past year, the ceremony to announce the renewal of Swire's commitment as Principal Patron of the Hong Kong Philharmonic Orchestra (HK Phil) stands out as one of the most memorable.

On 9 April, HK Phil teamed up with Group Public Affairs and our Swire Archives team to co-organise

a very special event. It included a unique setup that could accommodate not just a ceremony, but also a string quartet performance by HK Phil musicians and a cocktail reception for more than 50 guests of the orchestra. What's more, as this event also celebrated the 50th anniversary of HK Phil, we reserved a prominent space in the repository to display a curated selection of items related to the orchestra's history, and in

particular the joint effort of Swire and HK Phil over nearly 20 years to bring classical music closer to the Hong Kong community.

Guests of HK Phil were invited to join a special tour of the repository, with Jimmy Shiu, former Head of RTHK Radio 4 and author of the HK Phil's 50th anniversary publication, acting as the key docent to share highlights of the orchestra's rich history. Our Head of Swire Archives, Bonnie Sze, was also on hand to present materials from the archives of Swire companies to enrich the experience of the guests and highlight the features of our carefully managed and environmentally controlled archival repository.

We were greatly encouraged that Swire and HK Phil chose the Swire Archive Centre as the venue for hosting their partnership renewal ceremony as well as HK

Phil's 50th anniversary celebration. As many people know, our archive sits on the site of the former Taikoo Sugar Refinery, where the story of Swire's industrial operations in Hong Kong began 140 years ago. This historical significance added weight to the Centre serving as the venue to celebrate the legacy of the enduring partnership between Swire and HK Phil.



Top
HK Phil musicians gave a stirring string quartet performance at the Swire Archive Centre. Image courtesy of Eric Hong / HK Phil

Bottom left
Raistlin Lau, Under Secretary for Culture, Sports and Tourism (centre) joined Guy Bradley, Chairman of Swire Pacific Limited (left), and David Cogman, in his role of Chairman of the HK Phil Board of Governors (right), to officiate the renewal ceremony at the Swire Archive Centre. Image courtesy of Eric Hong / HK Phil

Bottom right
An exhibition of HK Phil's original archive materials helped to enrich the celebration of this special occasion.

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Editor's Note Meeting the diverse needs of our stakeholders

2024 was another busy and eventful year for the team at Swire Archives as we worked hard to deliver comprehensive services to our stakeholders. Over the 12-month period from October 2023 to September 2024 we welcomed more than 5,600 visitors who included government officials, business partners, journalists, professional bodies, MBA students and delegations from outside Hong Kong. We also saw some significant events take place here at the Archive Centre such as a partnership renewal ceremony between the Hong Kong Philharmonic Orchestra and Swire, an event for the HKSAR Government's Corporate Summer Internship scheme and a gathering of the Taikoo Place Business Network, to name just a few.

In response to a request from Taikoo Primary School, for the first time we arranged special

summer tours for the school's students and parents, facilitating their learning during the summer break and giving them fascinating insights into the transformation of Quarry Bay over the years.

It has been encouraging to see more teams from within the Group bring overseas stakeholders to visit the Centre, allowing us to showcase Swire's strong commitment in developing Hong Kong since the 19th century. The story of building an early industrial zone and company town in Quarry Bay, and later transforming the area into the thriving residential, retail and Global Business District known as Taikoo Place, is a continuing one that can help different teams to engage overseas stakeholders and tell a positive story about Swire and the development of Hong Kong.

All the stories we tell at the Centre are made possible by the work of our Archive Services team. In addition to collecting and rehousing archival items and managing a growing facility, the team has continued to support important projects in Hong Kong such as fact-checking Swire-related chapters to be published in the Hong Kong Chronicles. We have also supported the research and curation of public exhibitions such as the one held in *The Mills* titled "With the Sun, She Quells the Night - A Tribute to Rebecca Pun".

These stories and more are covered in this issue of our newsletter. We hope you enjoy reading them and can discover more about the work of our team and the services we may be able to offer you. We hope to see you at the Swire Archive Centre soon!

Storytelling unites
Taikoo Place Business Network

In June 2024, Taikoo Place Business Network – an organisation that believes in the power of placemaking and the importance of creating vibrant, connected communities where people can thrive – hosted the second event in their four-part series on “The Secrets of a CEO” at the Swire Archive Centre. The theme of this event was “**Secrets of a CEO: The Story**” and it helped to demonstrate how Swire Archives is highly regarded as a place both for sharing Swire’s remarkable history and for engaging people through storytelling.

According to the two representatives of Taikoo Place Business Network – Andrew Gerrard, Head of Markets and Strategy in Asia at FTI Consulting, and Francesca von Etdorf, Senior Manager, Portfolio at Swire Properties, Taikoo Place is designed more than just a space for offices. Rather, it has become a Global Business District where people can connect, succeed and thrive.

“Secret of a CEO: The Story” is among the testaments to this vision, bringing together businesses, professionals and great ideas to foster closer collaboration and promote growth.

At this event held on 27 June, guest speaker Nick Pollard, Managing Director, Asia Pacific at CAIA, shared on the importance of storytelling for business leaders. Drawing on vivid examples, he showcased how a powerful story can help differentiate a brand from others, build trust and create shareable content to develop a rapport with the targeted audience. Those joining the event were invited to discover Swire’s history through different exhibition cabinets and view some original archives at our repository.

“As the theme is about business storytelling, it is especially relevant to host this event here at the Swire Archives,” Francesca explained. “The Swire Archive Centre is a good example to showcase the power of storytelling. Its exhibits and artefacts tell the Swire story all the way from the mid-19th century to the present day, highlighting Swire’s more than 150 years of development and commitment to Hong Kong.”

She added that the rich history of the Centre’s location, the former site of the Taikoo Sugar Refinery which is now a thriving business hub, helps to develop a stronger bond with the broader Taikoo Place community and differentiate Swire from other brands.



Nick Pollard, Managing Director, Asia Pacific at CAIA, shared some interesting anecdotes and insights on business storytelling, before the Swire Archive Centre opened a window to the past for guests at the event.

To view snapshots from the event, please scan or click this QR code.



Induction Day for summer internships

Summer is the time for most young people to take a break from their studies, and for some it provides an opportunity to travel or gain valuable work experience in a real business environment. To support the HKSAR Government’s “**Scheme on Corporate Summer Internship on the Mainland and Overseas**” in broadening the horizons of young people in Hong Kong, our People Department joined with Group Public Affairs to hold a special induction day for summer interns at the Swire Archive Centre.

The activity saw 33 interns under the government scheme enjoy an informative tour of our archive facility. Exploring different artefacts and original archive materials gave the youngsters a better understanding of Swire’s development, the synergies among its business portfolios and the Company’s deep connections with the Hong Kong community. The event also featured sharing sessions, including a speech from Eric Chan, JP, Commissioner for Youth of the Hong Kong SAR Government.



Top two
In a half-day induction programme, which included a seminar, a sharing session and an archives tour, the interns became more familiar with Swire’s history and culture before they kick-started their six-week summer internships. Following the induction day, they were placed across various Swire companies in nine Chinese Mainland cities and started their internship training.

Right
Swire Archive Centre’s Sammi jeh-jeh took youngsters from Taikoo Primary School on a fascinating journey into the past.

Role-play archive tours
engage primary school children

Learning is always fun, particularly during the holiday time! This summer, we extended our support to the primary educational community, arranging five workshops at our Archive Centre for around 100 junior school students and parents from Taikoo Primary School and a local performing arts learning organisation, Shakespeare for All.

Under the theme “**Taikoo & Hong Kong**”, our Assistant Manager Sammi Tang (affectionately known in Cantonese as Sammi jeh-jeh, meaning *sister Sammi*), started the summer workshops with a scavenger hunt game during which the children, together with their parents or coaches, explored our exhibition and engagement space. With the help of our tailor-made handbook, the children acted as “explorers”, embarking on an adventurous journey to look for fun facts such as the characteristics of the earliest Taikoo Sugar refinery building, the facilities that were found in the old Taikoo Company Town, the kind of food and drinks served on Cathay Pacific flights in 1948, and the height of the Taikoo Tower that made it the world’s tallest bottling plant back in 1983.

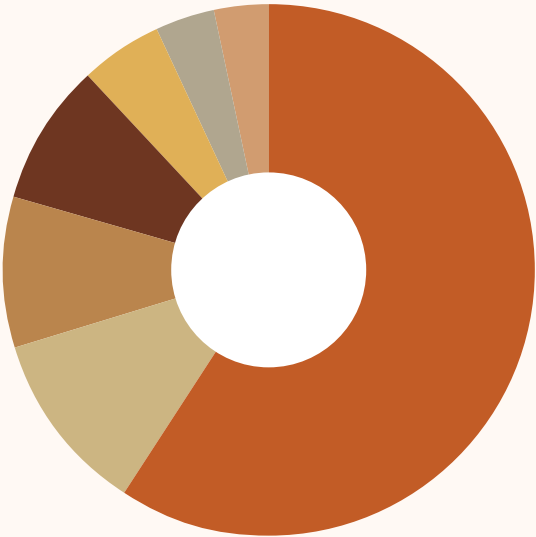
After they’d finished the game, Sammi jeh-jeh guided the young explorers through each of the exhibition cabinets to reveal the answers. More stories illustrating the strong bond between Swire and Hong Kong were also shared.

In the last session of the day, Sammi jeh-jeh showcased some of the original archives in the repository and told the youngsters stories of how things in the past were different from what they know today. It was a delight to see the expressions on the children’s faces – ranging from silent and fully focused faces at one point to eyes wide open and loud exclamations at another – which gave all of us instant satisfaction and pleasure. It was great to know that their visit to the Centre had broadened their young minds and planted an interest in learning more about the past.



Giving visitors a taste of the past

Our Engagement and Communications Team welcomed more than 5,600 visitors to the Swire Archive Centre over the last 12 months, hosting a variety of tours and events. The different stakeholder groups paying us a visit included:



To view snapshots from our summer workshops for kids, simply scan or click this QR code.



For more stories on our external engagement activities, please go to page 7.



Special Features

A special case for different faculties

A case study for MBA schools

A group of **MBA students from the Hong Kong University of Science and Technology (HKUST)** visited us in August 2023. “The Swire Archive Centre is one of the few private business archives in Hong Kong that showcases how a company’s heritage, historical records and old photographs can be used to promote brands and engage with stakeholders,” an HKUST MBA school spokesperson said. “We think this is a unique offering which can provide inspiration to our MBA students in developing their stakeholder engagement initiatives.”

During the first 30-minute sharing session we explained the factors that have driven the Archive’s growth since our establishment 13 years ago. We described how we turned the “push factors”, that arose over the years into “pull factors” challenges for growth and direction for development, as we strove to align with the Group’s focus on operational excellence and also meet the needs of our stakeholders .

We recognise that, fundamentally, the archives under the custody of Swire Archives are our unique asset to use, and that the interests of our patrons (the owners of the archived items) offer direction on how we can serve them. These two elements form the basis on which our services and activities are delivered, and from which our future potential can be developed.

The sharing session was followed by a guided tour, allowing our guests to experience the intertwining of stories, artifacts and digital interactive devices in the Archive Centre and providing them with instant inspiration.

“ Our students come from a wide range of industries and very few of them have an archive department within their organisation. Swire Archives is a rare case study for them not only to see the value of preserving corporate archives but also to learn a new way to build their brands and engage stakeholders of all kinds. ”

Ami Yau, Manager of the HKUST’s MBA Programs

In the same month, a similar visit was arranged by Cathay for a group of **MBA students from Tsinghua University**. We regarded this as a good opportunity to support Cathay, one of our patrons, with their community engagement activities.

Kim Fong, Cathay’s Head of Government Affairs, said: “Renowned Chinese academic institutions like

The Swire Group’s archives are the best expression of our collective corporate memories. The fundamental function and mission of our dedicated team at Swire Archives is to serve as a custodian of the archives and provide an archives management service. In addition, by delving into the archives for the purposes of historical storytelling and heritage appreciation, we have extended our remit by providing stakeholder engagement support to Group companies.

Tsinghua University are central to Cathay’s community engagement efforts in the Chinese Mainland. The Swire Archive Centre offered an opportunity to engage with the Tsinghua faculty and their MBA students in Hong Kong, providing an unrivalled insight into the history of Swire and Cathay. Both the faculty and students were impressed by the exhibits of Cathay, as well as by the scale of Swire’s diversified development over 200 years.”

The commercial world has long discussed the need to incorporate environmental, social and governance (ESG) and corporate social responsibility (CSR) concerns into business. Archives enshrine corporate memories and key business decisions in the life of a company. If archives are well managed, they transmit knowledge and irreplaceable heritage down through the generations.

“ By managing archives in a way that facilitates accessibility for researchers and community engagement, a company can ensure that the wider community can explore and learn from their shared history and support different educational programmes. That’s why we initiated this visit, and it proved to be very interesting to the MBA students. ”

Kim Fong, Cathay’s Head of Government Affairs

Ideas and inspiration for design students

Sjoerd Hoekstra, the designer of the Swire Archive Centre, brought his **exhibition design students from The Hong Kong Polytechnic University** to visit us in February 2024. Sjoerd explained that when preparing for our project, he explored the various job natures of the Archives team, the collections preserved in the Archives and the objectives of having this engagement space.

“After a design brief and a few rounds of meetings with the Archives team, we understood and recognised that a flexible, multipurpose space that feels contemporary and innovative was the key goal,” Sjoerd said. “Based on this prerequisite, we proposed robotic moving cabinets that allowed the space configuration to be adapted easily to a wide range of uses. Interactive displays were extensively used for storytelling. All of these were programme-controlled and tailor-made –

One of the main ways we provide this support is by offering guided tours of our Archive Centre. 2023 marked our second year of offering such tours and we were delighted to see them being extended to the academic realm, serving as a case study for MBA students learning about new ways of brand building, hosting a field-trip study for School of Design students, and helping aeronautical and aviation engineering students learn more about Hong Kong’s aviation history.

particularly the moving cabinets, which were developed through a series of trial-and-error sessions into a functional and robust design.

“The patience of everyone involved, the mutual understanding and trust among us, and the striving for success and perfection were the key elements that brought us through all the bottlenecks and challenges.”

This is the second year Sjoerd has organised a fieldtrip for his students, saying that the Swire Archive Centre is a perfect case study to showcase how a design concept can be realised through careful research, persistent trials and a flexible, creative mindset. “History doesn’t necessarily need to feel old or dusty. A contemporary design and an innovative storytelling approach can elevate people’s understanding of history within a new context,” he said.

Exploring the history of Hong Kong aviation

A group of **aeronautical and aviation engineering students from The Hong Kong Polytechnic University (PolyU)** paid a visit to the Swire Archive Centre in February. Led by Dr Shen Xi, Assistant Professor of the PolyU’s Department of Aeronautical and Aviation Engineering, the group saw a plethora of old Cathay item including air tickets and aircraft drawings along with iconic items such as old pilot logbooks, flight operations plans and a hand-drawn landing map.

Many of the students showed a particular interest in one of the leather-bound logbooks donated to the Swire Archives by Vic Leslie, one of Cathay’s earliest pilots.

The logbook is a remarkable record, highlighting the airline’s early operations and showcasing some of the extraordinary events that Vic witnessed during his flying career – from the signature of Japanese General Adachi when the Japanese 18th Army surrendered at Wewak Airfield in 1945, to the entry recording the Cathay Pacific flight carrying the ashes of Mahatma Gandhi to Singapore’s Kallang Airport in 1948.

“ We are very much impressed by the richness of the Cathay archives collection. Physical encounters with the individual archives – and the stories behind these individuals – have definitely helped to broaden our students’ horizons before they start their careers in this field. ”

Dr Shen Xi, Assistant Professor, Aeronautical and Aviation Engineering, PolyU



Some 30 Tsinghua MBA students, who are also senior managers at sizeable companies, including China Telecom, Shanghai Pudong Development Bank and Tencent, experienced how the Group’s archives are being used to engage stakeholders.



Sjoerd Hoekstra (second from right) explained more about his ideas when he was designing the Swire Archive Centre during a trip with his PolyU design students. Bonnie Sze, Head of Swire Archives (right), shared her feedback from a user’s perspective.



Aeronautical and Aviation Engineering students from PolyU, together with Dr Shen Xi (second from right), examine the logbook of Cathay’s former pilot Vic Leslie.



ESG in Action

Supporting the preservation of Hong Kong history

December 2020 saw the release of the first volume of an extensive chronicle covering Hong Kong's 7,000-year history. Published by the Hong Kong Chronicles Institute (HKCI), a non-governmental organisation established by Our Hong Kong Foundation, the volume is the first in a mega project which aims to compile 62 books that will offer broad coverage of the history of the city. The project is expected to be completed in 2027.

Serving as the archive resource centre for Swire Group companies, Swire Archives is delighted to have contributed to this important project, specifically chapters relating to the city's development in foreign trade, manufacturing, the maritime industry and aviation. We recognise the importance of ensuring that facts are accurate, as the chronicles will become an official source for future generations conducting research.

Our team put a lot of effort into researching and checking information related to the Group's businesses, mainly from our own archive sources but also supplemented by researching external media sources. To date, we have reviewed the write-ups on more than 30 Swire companies that are covered in the chapters mentioned above.

Helping to bring a mega project to life

The introduction to the first volume by the HKCI says that local chronicles "are where history speaks for itself. They are different from history books because chronicles only 'recount' and don't 'interpret' historical information. They are comprehensive records rigorously compiled with hundreds of years of government and non-government information, as well as oral history interviews. Hong Kong has never had, nor published, its own chronicles before. As such, it is a challenge on an unprecedented scale to publish Hong Kong's first-ever series of local chronicles by a non-government entity."

Swire was initially invited by the HKCI to provide information and a few photographs back in 2020, specifying the Group's initiatives and major past contributions that helped to facilitate the reform and opening-up of the Chinese Mainland. This was the first enquiry among many others in the mega project as we gave our full support to the HKCI. The material, offered collaborately with Group Public Affairs, eventually became an article published in a book titled *Hong Kong's Participation in National Reform and Opening-up*.

To help develop the article, our archivists dug out information that demonstrated Swire's strong presence in the Chinese Mainland over the last few decades, covering property, beverages and aviation, and which showcased the Group's enduring commitment to the country. According to our records, Swire was one of the first foreign enterprises to return to the Chinese Mainland market after the country's opening-up. What's more, Swire has established partnerships with various Chinese Mainland enterprises over the years, creating numerous new business opportunities.

This initial archival exercise kick-started many subsequent rounds of close working relations between the HKCI and our team, with the different research groups commissioned by the HKCI reaching out to us for support on individual chapters. Our work involved fact-checking and research, as well as information sourcing and locating photos from our archives. In some instances, we could draw on our previous research work or enquiry service cases, while at other times, such as when new topics of research arose, we had to dig deeper into our collections. We were encouraged by the inputs we gave and the outputs we generated. These mean that a greater quantity of consolidated information is readily available for future reference, and a greater quantity of original material can be easily identified and accessed after this exercise.

For example, the review of a chapter that discusses the development of Hong Kong's bottling businesses allowed us to have a closer look into Swire Coca-Cola's different bottling plants over time, unearthing details such as the capacity of old production lines, the range of products, and the facilities and functions of different bottling plants. This helped us build our catalogue and

develop our database of corporate knowledge, which can then support our enquiry service in the future – for example, if we are contacted by writers or researchers seeking information on the development of bottling in Hong Kong.

"Fact-checking is a significant task. Based on our guiding principle of recounting historical facts without interpretation, the HKCI is committed to inspiring the future by reflecting on the past through a comprehensive, systematic, objective series of chronicles. Support from a corporate that has an archives service department, like Swire Archives, is important to our work. Swire Archives provides original facts and records that are reliable sources of information, "

Hong Kong Chronicles Institute wrote

"Swire is a conglomerate with diversified businesses and has played an important part in Hong Kong's development for more than 150 years. Swire's records provide rich information that writes part of the history of Hong Kong. We are glad that Swire Archives recognises the importance of its work to this project," the HKCI added.

Below shows the full list of books under the Economy section of the Hong Kong Chronicles.

* Fields in which Swire's businesses are mentioned and our team's work is laid on.

- Overview *
- Traditional Industries
- Manufacturing *
- Foreign Trade*
- Commerce
- Finance I
- Finance II
- Land Policy and Planning
- Land Reclamation and Public Works
- Real Estate and Construction *
- Maritime Industry *
- Aviation *
- Urban transportation
- Postal and Telecommunications
- Professional Service
- Tourism *
- Conglomerates *



In addition to supporting the fact-checking on Swire's development in Hong Kong, our Group also contributed an article to a publication titled *Hong Kong's Participation in National Reform and Opening-up*.



Image courtesy of Hong Kong Chronicles Institute

The *Hong Kong Chronicles* will consist of 10 content categories: Overview, Chronology, Nature, Economy, Culture, Society, Politics, Notable People, Miscellany and Appendices. The publication of the entire series is scheduled for 2027.

Unlocking the past for the wider community

The ultimate aim of preserving archives is, by and large, to enable precious historical materials to be accessed by current and future generations. An archive can be regarded as a source of documentary evidence and it can also be used to look beyond the present and get a better understanding of the wider community at a certain point in time in the past. Among the 150 or so enquiries we handled over the last 12 months, as of September 2024, a couple of them illustrated how Swire Archives can help to illustrate history.

Top left
A collection of Cathay archive materials was displayed at the exhibition, with some of them transformed – into hanging fabrics, for example – to enhance the visual impact for visitors.

Top right
Titled “With the Sun, She Quells the Night – A Tribute to Rebecca Pan”, the exhibition captured the world and the times of the singer/actress, reflecting her involvement with Cathay which sponsored her travels in the early days.

Bottom left
The collection of retro bags is a celebration of Cathay’s legacy, inviting both older and younger generations of travellers to revisit milestones from the airline’s past. Image courtesy of Cathay.

Bottom right
Cathay’s classic bowling bag and crew members in the 1970s.

Recollections from the past – Cathay and Rebecca Pan

An exhibition dedicated to Hong Kong cultural pioneer Rebecca Pan was a key summer event last year at The Mills, a revitalised landmark for hosting arts and cultural events in Tsuen Wan.

An entertainer whose career spanned film, music and art over the second half of the 20th century, Rebecca Pan travelled extensively with Cathay and served as the first tourism ambassador for the Hong Kong Tourist Association.

During preparations for the exhibition, titled ‘With the Sun, She Quells the Night – A Tribute to Rebecca Pan’, curators Wang Weiwei and Bruce Li paid a visit to our archive to explore the Swire and Cathay Pacific collections.

The curators dug deep into our archive and we were pleased to see them select several Cathay archival items to feature in the exhibition, evoking rich memories of Rebecca’s career and her connection to travel and tourism in Hong Kong and around the region in the 1960s. The items included photographs, film, newsletters, route maps, tickets and travel brochures.

The exhibition, which ran from June until October 2023, used a display of the archival materials alongside artworks created by local artists and filmmakers to provide not only a retrospective of Rebecca’s career, but also build a dialogue between the past and present.

Reviving Cathay’s classic bowling bags

In 2023, the Cathay Shop reintroduced two of the airline’s classic bowling bag designs that first hit the market in the late 1960s and early 1970s. According to the description at the Cathay Shop, “The cream-white version is embellished with our signature Tung Hoi design, a striking dark green wave pattern that symbolises our promise to ride the wave and forge ahead with you. Meanwhile, the dark green is accented with two white stripes, reminiscent of our pre-’90s aircraft livery.”

To help the Cathay Customer Relationship and Retail team develop these reissues, Swire Archives delved into the airline’s collection to find examples of its promotional and branded items from decades past. Our discoveries included not only bowling bags, but also amenity kits, luggage tags and stickers, t-shirts, cufflinks, alarm clocks and watches, and even a B747-shaped phone. Some of these materials featured in social media posts for Cathay’s *Let’s Get Moving* campaign, which made stars of many of its most popular branded items. The campaign video can still be viewed online – take a look and see how many classic items of Cathay merchandise you can identify!

To promote the classic bowling bags, Cathay invited one of most famous passengers from the past, Rebecca Pan, to showcase the stylish items. As reported by local newspaper *The Standard*, Rebecca has indicated that archival items could be given an “afterlife” through being carefully reproduced. “The design not only breaks through the traditional framework but also inspires the creativity and imagination of the younger generation, preserving the authentic spirit of Hong Kong and exuding the charm of classic elements,” she explained.





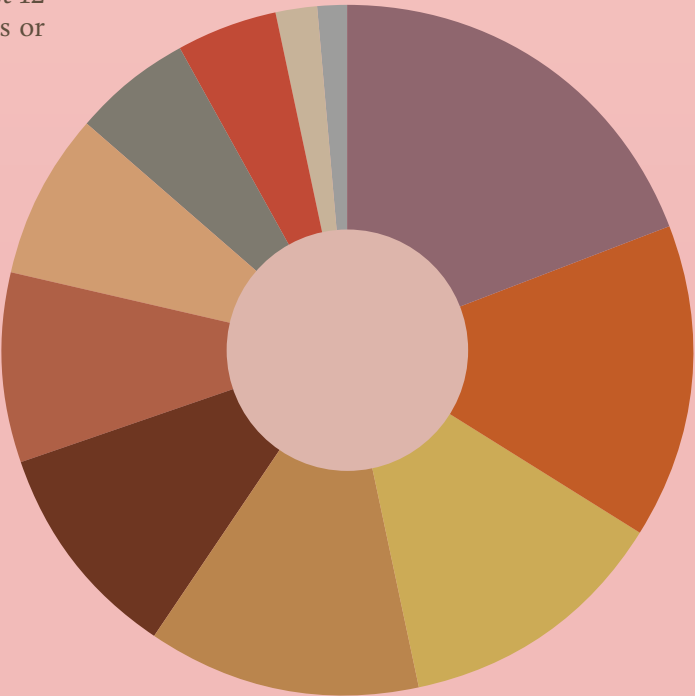
Helping to preserve the Swire heritage

We would like to acknowledge the generosity and support of the many individuals and organisations that have donated or deposited collections with the Swire Archives.

If you hold any records that you think may be of value for our archives or have a personal collection relating to a Swire company, please get in touch with us at swirearchives@jsshk.com so our Archives Service team can help preserve them for future generations.

The facts at our fingertips

Our Archives Service team has supported more than 150 enquiries over the past 12 months. The nature of the enquiries or projects we have supported include:



1. Public relations and communications

- Media enquiries and publication materials: 12.8%
- Social media campaigns and website content: 14.7%
- Communications: 19.2% (e.g. information for speeches, newsletters and presentations)

2. Research

- Fact-checking for publications: 8.9%
- Information of ancestors, old retirees or facts: 10.3%
- Fact-finding for internal use: 12.8%
- Copyright checking: 1.3%

3. New projects

- Public exhibitions and job fairs: 7.7%
- Merchandising projects: 2%
- Anniversary events: 5.8%
- Office renovations or marketing design: 4.5%



Visits offer experiential learning for Archive team

Over the past year our Swire Archives colleagues have enjoyed visits to two historical buildings, both of which have been revitalised and put to innovative use, sharing stories about Hong Kong's past and best practices in the market with different teams from the heritage industry. These highly informative visits helped us to connect with our stakeholders and at the same strengthen our own team's knowledge and understanding.

An exclusive tour of Woodside

In May 2023, we were delighted when the Agriculture, Fisheries and Conservation Department (AFCD) arranged an exclusive tour of the restricted area of Woodside for our team, unlocking fascinating stories regarding the architecture of this Grade II historic building that was originally built as a residence for senior staff at the Taikoo Sugar Refinery in the 1920s.

A fine example of an Edwardian building, Woodside is easily recognised by its exterior walls made from red bricks, which led to it being called the “Red Bricks House” in the local community. According to findings from the Architectural Services Department shared by AFCD, the building initially consisted of two semi-detached houses for two families with a Chinese-style glazed tiled roof. The layout of the house was orderly and hierarchical. For example, the master and servants used different staircases, and the master's living area had timber flooring while that of the servants was cement and mosaic tiles.

Kitty Ho, the then Ranger I, AFCD, introduced us to some of the features at Woodside. “In 1947, when Butterfield & Swire restored the building from the damage inflicted in World War 2, the Chinese-style glazed tile roof was turned into a flat roof with reinforced concrete. The two separate units had been combined into one, but signs remained for visitors to trace back that change.”

Woodside was returned to the government in the early 1970s and AFCD took over Woodside in 2002. The Architectural Services Department began the restoration afterwards. Woodside was listed as a Grade II historic building in 2010.

Kitty told us that the restoration was never an easy task. She explained that when restoring the building,

in addition to having to source the fair-faced bricks used for the external walls at Woodside, they were also presented with other challenges.

“The wide veranda of Woodside was initially designed to prevent direct sunlight or rain from entering the interior rooms. However, the restoration project had to comply with modern building safety standards in converting old structures for new uses. As a result, display boards were added on the veranda balustrade to provide information to visitors while increasing the height of the protective barrier to meet legal requirements,” Kitty explained.

The full restoration of Woodside took almost 10 years, but it was a worthwhile project. Following its revitalisation, the historic building was transformed from a corporate dormitory into a vibrant facility for nature education, being renamed as the Woodside Biodiversity Education Centre.

“By restoring Woodside, we have preserved not only the architectural structures and the historical significance for future generations, but also created new social and cultural benefits for our community, with the Woodside Biodiversity Education Centre allowing the public to explore Hong Kong's precious natural resources and biodiversity,” Kitty said.

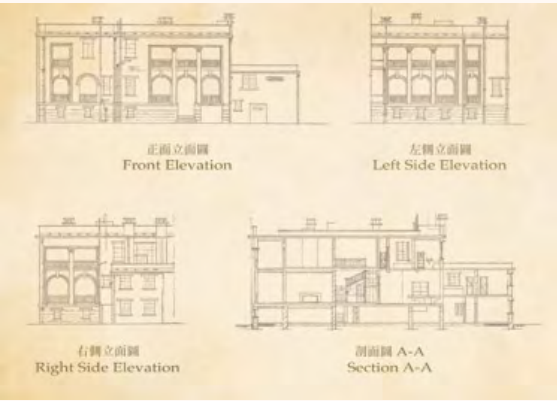
1. Part of the veranda at Woodside was framed with white architrave across the façade of the ground floor and the first floor, creating a decorative finish.
2. The wide verandas at Woodside not only prevented direct sunlight from entering the interior rooms, but also allowed former residents to enjoy the cool breeze from outside.
3. The Architectural Services Department conducted thorough research into Woodside's structure before starting restoration work on the building in 2002.
4. Our team members enjoyed their discovery at the Woodside Biodiversity Education Centre.



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Valuable insights at the Heritage Discovery Centre

In August 2023, Swire Archives colleagues enjoyed a visit to the Hong Kong Heritage Discovery Centre, meeting with the core team responsible for educational programmes and engagement from the Antiquities and Monuments Office (AMO) of the Development Bureau. The visit helped us learn more about the valuable restoration work done by the AMO and its efforts to promote cultural heritage and engage the wider community to participate in heritage conservation.

A major project showcased at the Heritage Discovery Centre is the restoration of the Duddell Street steps and gas lamps, a declared monument maintained by the Highways Department that suffered significant damage when Super Typhoon Mangkhut hit Hong Kong in 2018. Our team was impressed by the way advanced technologies had been used in the restoration process.

Susanna Siu, Chief Heritage Executive (Antiquities & Monuments), said that fortunately they used advanced 3D scanning technology to scan the monument before the incident. After the storm, they scanned the damaged monument to collect accurate data to make a detailed record of the damage incurred. “The scaled 3D model printouts of the damaged monument facilitated the reassembly of the fragments. Consequently, the restoration work could be done accurately and the time required for working on site was significantly reduced, which also minimised disturbance to users of the steps,” she explained.

Susanna says the AMO has a clear vision to promote and engage the public to preserve the archaeological and built heritage of Hong Kong through its work in the areas of research, exhibitions, public education and community engagement.

“The establishment of the Hong Kong Heritage Discovery Centre is one of our efforts in facilitating

public access to the archaeological and built heritage in Hong Kong, so that more members of the public can understand and appreciate the city's cultural heritage”.

The AMO has organised a range of events to connect with the public over the years, including public lectures on heritage conservation and local heritage assets conservation workshops, heritage drawing and colouring competitions and its latest programme, the “City Heritage Run” with the joint effort of Kai Tak Sports Park.

Located in Kowloon Park, the Heritage Discovery Centre occupies two blocks of the former Whitfield Barracks, built in the late 1890s. The blocks were used as temporary premises for the Hong Kong Museum of History between 1983 and 1998, and were restored by the AMO in 2003. The site was developed for its current use as the Hong Kong Heritage Discovery Centre in 2005.



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5. Susanna Siu, Chief Heritage Executive (Antiquities & Monuments), left, showed the Swire Archives team around the exhibition halls of the Hong Kong Heritage Discovery Centre and explained the research behind the restoration of the Duddell Street steps and gas lamps.
6. Replicas of the Duddell Street steps and gas lamps are highlighted exhibits at the Heritage Discovery Centre, helping visitors learn more about the restoration work of this declared monument.
7. Our Swire Archives colleagues enjoyed exchanges and experience-sharing with the AMO's education and publicity team during the Heritage Discovery Centre visit.



Community Engagement

Building engagement with a broader base

While staff remain the biggest group of internal stakeholders for Swire Archives, over the past year we have seen more Swire companies inviting external stakeholders to visit our facility, including clients, business partners and overseas journalists. This has enabled these stakeholders to get to know more about Swire, particularly how the company has grown and evolved in unison with Hong Kong since opening the doors of its first office in the city in 1870.

Overseas journalists and key opinion leaders

Mainland China

On 2 November 2023, we joined hands with the Swire Properties' Public Affairs team in Beijing to arrange a Quarry Bay heritage walk for a group of journalists from the Chinese Mainland. The objective was to take them on a journey through Swire's ongoing development in Quarry Bay – a place that had been industrial area since 1884 with the establishment of the Taikoo Sugar Refinery, evolving over a century of development into the thriving retail and business district we now call Taikoo Place.

Following an introduction at the Swire Archive Centre, the journalists started the tour on King's Road, opposite Tong Chong Street, where the old Taikoo

Sugar Refinery entrance was found. The area was developed into a “company town” where staff housing, schools and different kinds of recreational facilities were located adjacent to the refinery in Quarry Bay.

The so-called “Monster Building” of today was actually once the site of housing for sugar refinery workers and was known as Taikoo Village in the 1920s, while the current Woodside Biodiversity Education Centre is the former residence of senior staff at the sugar plant and was known as Woodside. The “Tai” houses, which were built in the 1960s for workers from the Taikoo Dockyard and Taikoo Sugar Refinery, are known as Tai Shing, Tai Chow, Tai Hing and Tai Lung in Quarry Bay, with the names “Shing Chow” and “Hing Lung” carrying the respective positive meanings of “great achievement” and “prosperity” in Chinese.

The walking tour took in various landmarks related to Swire's past including Greig Road, named after Kenneth Edward Greig, the Manager of Taikoo Dockyard, and Taikoo Primary School, which evolved from the old Taikoo Free School and has just passed its 100th Anniversary. The journalists also visited the Dockyard Foundation Stone, which was initially located inside the old dry dock and is now situated next to the carpark entrance of Cityplaza, indicating its original location inside the old Taikoo Dockyard.

“Our group of journalists enjoyed the tour and were impressed by the company town that was built by Swire in the late 19th century. Some existing buildings, like the Woodside and the Tai houses, are a living record of Swire's implementation of the company town concept in Quarry Bay,” said Audrey Li, Assistant Director, Public Affairs for Swire Properties in Beijing. “Through this walking tour, together with the presentation of old photos along the route, the journalists found that the concept of Swire's ‘placemaking’ is not just a current development, but something that has been cultivated from the old company town concept. This certainly helped them understand more about Swire, especially its development philosophy.”

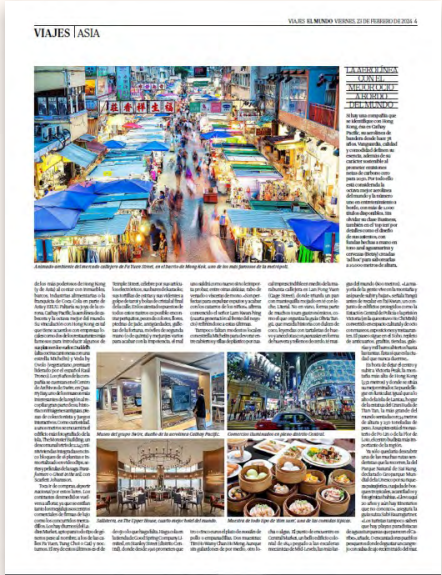
Spain

A group of travel journalists from Spain was invited by Cathay Pacific's UK team to visit the Swire Archive Centre last November. During their media trip to Hong Kong, the journalists sought out footage from different sources to use in their documentary on the

city and its tourism potential. The visit to our archives was particularly useful as it allowed them to explore the history of Cathay and the early days of Hong Kong aviation and see how Swire – a two-century-old conglomerate and the parent company of Cathay – conserves its historical items and presents them in an innovative way for current and future generations.

Gema Blanco Quintana, Cathay's PR & Marketing Coordinator in Spain, said: “I joined a tour of the Swire Archive Centre previously through Cathay's ‘Brushwingers’ orientation programme and was really impressed by the exhibits and stories. So when I knew that some journalists were planning a trip to Hong Kong to explore new vibes in the city, I invited them to visit the archive in addition to other places such as The Upper House, a Swire Hotel.”

The visit was well received by the journalists and led to several quality news stories in Spanish publications. One article reflected on the journalists' visit to the Swire Archive Centre, saying: “[Cathay Pacific's] 78 years are told at the Swire Archive Centre in Quarry Bay, one of the region's most interesting exhibitions, compiling much of its history with old images, collectibles and interactive games.”



Following a trip to Hong Kong for Spanish journalists, organised by the Cathay Pacific team in Spain, readers were given a glimpse into the Swire Archive Centre which houses the largest archival collection from the airline.

Taikoo Place tenants take a lunchtime tour

Swire Archives teamed up with Swire Properties' Office Marketing team to launch lunchtime tours of the Swire Archive Centre exclusively for Taikoo Place tenants. Registering through the Taikoo Place app, tenants had the opportunity to join a one-hour tour hosted by Swire Archives to learn more about the earliest developments in Quarry Bay, the place where they now work.

The Quarry Bay we know today began taking shape when Swire Properties redeveloped the site of one of Swire's earliest business ventures – the Taikoo Sugar Refinery. Renamed as Taikoo Trading Estate in the late 1970s, the refinery's brick warehouses were gradually replaced by high-rise commercial and industrial buildings to attract new companies into the area. The opening of a new interchange at Quarry Bay on Hong Kong Island's MTR line in 1989 created an opportunity to develop a brand-new business hub in the area, and the first tower of Taikoo Place was completed in 1993.

Fion Tse, Senior Manager at Swire Properties, said: “Taikoo Place's evolution from a former industrial estate and dockyard into a modern commercial hub with excellent transport connections is a continuous placemaking journey that illustrates Swire's ongoing development of Quarry Bay. We initially started with a few lunchtime tours, and all were fully booked within hours. This enthusiastic response from the office community demonstrates a genuine interest, prompting us to extend the tours on a regular monthly basis for Taikoo Place tenants.”

“Many tenants stayed behind after the tour, showing a keen interest in understanding the history and heritage of our community. They expressed a desire for longer tours at the Archive, as a lunchtime session simply isn't enough!” Fion added.



1. Mainland journalists learned more about the transformation of Quarry Bay, especially the evolution of the old Taikoo Sugar Refinery and Taikoo Dockyard into today's Taikoo Place and Taikoo Shing, through a walking tour hosted by Swire Archives.
2. One of the highlights of the walking tour was a visit to Woodside, where the journalists learned more about the lives of the senior staff who lived there and the architecture of this historic building.
3. The routing of the heritage walk in Quarry Bay.
4. Starting from 2023, Taikoo Place tenants have the opportunity to participate in exclusive lunchtime tours at the Swire Archive Centre once per month.
5. Cathay Pacific's top agencies in the Chinese Mainland also enjoyed a guided tour of the Swire Archive Centre during their visit to Hong Kong.



Spreading the word on International Archive Day

Did you know that 9 June is International Archives Day? Every year on this day, archival professionals around the world organise events and activities to promote the work of archives and the broader profession, aiming to increase public awareness of the importance of managing archives to support the continuation of our heritage and shared memories. The date of 9 June was chosen because it is also the date the International Council on Archives (ICA) was created under the auspices of the United Nations Educational Scientific and Cultural Organization (UNESCO) in 1948.

To celebrate the 2023 International Archives Day, the Hong Kong Archives Society organised a one-day exhibition at CLP Pulse, the museum in the newly revitalised Grade-1 listed CLP building in Kowloon. With the theme “Impact of Archives”, the event attracted around 14 institutional members to join as exhibitors to showcase the importance of maintaining records and archives for preserving cultural heritage and enabling people to learn about the past. Among the organisations joining the event were Swire Archives, HSBC Asia Pacific Archives, HKU’s University Hall Archives and the Government Record Service.

To bring a special experience to visitors at the International Archives Day exhibition, Swire Archives teamed up with Old HK in Colour, an organisation well-known for its work in colourising and animating old Hong Kong photographs, to showcase a few colourised Swire-related pictures from the past. It was clear to see how the use of artificial intelligence (AI) and post-editing methods to recolour the old photographs could bring out more detail for visitors and provide another lens through which to appreciate our history.

The Archives Service and Engagement teams of Swire Archives collaborated to curate our exhibition booth at last year’s International Archives Day event at CLP Plus.



The impact of Old HK in Colour’s work is shown in these images of the Butterfield & Swire office on 1 Connaught Road in the 1900s. After the image was colourised (right), a group of people looking out of the window on the first floor can be more clearly seen. They were office staff of B&S waving goodbye to John Scott, the company’s director, on his last day in Hong Kong. The words “Taikoo the day we left” are handwritten at the bottom of the photo.

Photo source: Swire Archives
Colourised photo: Old HK in Colour

Taikoo relics recognised in country park

Mount Parker has long been a popular hiking spot due to its challenging trails and proximity to the integrated business hub of Taikoo Place. The presence of remnants of historical structures and relics related to Swire on Mount Parker, including Woodside, the Taikoo Sanitarium, the Taikoo Cable Car system and the Taikoo Rifle Range, together with other relics such as “wartime stoves” and “wartime tunnels”, give the place a heightened sense of history and cultural significance.

To promote the historical relics on Mount Parker, the HKSAR Government’s Agriculture, Fisheries and Conservation Department (AFCD) enlisted the support of Swire Archives to create three interpretation panels along the hiking route from Tai Tam to Tai Koo (Jardine’s Lookout Section) to tell the stories of the old Taikoo Cable Car system and Taikoo Sanitarium. Featuring old images and background information, the cable car panel was installed along the Quarry Bay Tree Walk (GPS location: latitude 22.276850 and longitude 114.213020) together with signage indicating the “Former Site of Cable Car Stand”. The other two panels relating to the former Taikoo Sanitarium and the cable car terminal were installed along Mount Parker Road in Quarry Gap (for details, please refer to the location map).

“We hope that the newly installed interpretation panels on the Taikoo Sanitarium and cable car system let hikers better appreciate the historical relics on Mount Parker and enhance the hiking experience for all country park visitors,” Mariah Stewart, Country Parks Ranger Services Officer (Hong Kong), AFCD, said.

Swire Archives has been keen to support the AFCD in enhancing visitor facilities to raise awareness of heritage conservation along the hiking trail in Tai Tam

Country Park (Quarry Bay Extension). We helped with the production of a video titled “Mount Parker: Traces of a Company Town” (which featured the Woodside Biodiversity Education Centre – the former residence of senior staff at the Taikoo Sugar Refinery) in 2021, and took part in an AFCD webinar last year that told some of the hidden historic stories of Mount Parker.

A recent collaboration called the “City Heritage Run” hosted a running trail on Mount Parker in November 2023. Organised by the Eastern District Office, the Antiquities and Monuments Office, the Kai Tak Sports Initiative and Kai Tak Sports Park, the run started at Woodside and passed by the Taikoo cable car remnants. The activity included a storytelling element by volunteers along the running trail and was a great example of how the city’s rich local history can be brought to life.



The AFCD’s newly established signage indicates the former site of the cable car stand.



The three locations of the interpretation panels along the hiking route on Mount Parker. Image courtesy of AFCD



Swire Archives works with the Swire Group companies in Hong Kong and Asia, supporting them in building and professionally managing their historical archives, as well as in facilitating their stakeholder engagement activities. Colleagues are welcome to email us at swirearchives@jsshk.com for any enquiry relating to these services. Copyright@2024



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