

New Permanent Exhibition Rekindles Childhood Memories

Preparation work for the new permanent exhibition is demanding, but we are enjoying every moment of it. Every so often we are touched by rekindled memories of our childhood, memories we thought we had long forgotten, but which are in fact deeply etched in our hearts and minds. Like its predecessor, the new permanent exhibition will take visitors on a journey through time, reliving major historical moments. While it will cover significant political and economic events, the exhibition will also cover lighter topics, such as mass entertainment. Hong Kong's economy took flight in the 1960s and 1970s, and flourishing industries gave rise to entertainment of all sorts. Following the launch of Television Broadcasts Limited in 1967 and the introduction of colour television in 1971, television culture became an indispensable part of people's lives. Many classic characters were created, and TV productions sparked a craze for Cantonese popular music. "Life is like a drama," as the saying goes. The new permanent exhibition will make use of different scenes in films to depict social trends and people's livelihood in the areas of food, clothing, housing and transportation. With the meticulously selected new exhibits and updated multimedia content, we will travel with you back in time to revisit your childhood; there are certainly names to remember and collective memories to reminisce about.



Figure 1 : Special issue of a Cantonese movie, 1966.



Figure 2 : Promotional material for a TVB programme, titled *Enjoy Yourself Tonight*, 1968.



Figure 3 : Promotional poster for Kai Tak Amusement Park, Hong Kong, 1970s.



Figure 4 : Hong Kong youth music magazine, 1964.