

# M+ MUSEUM

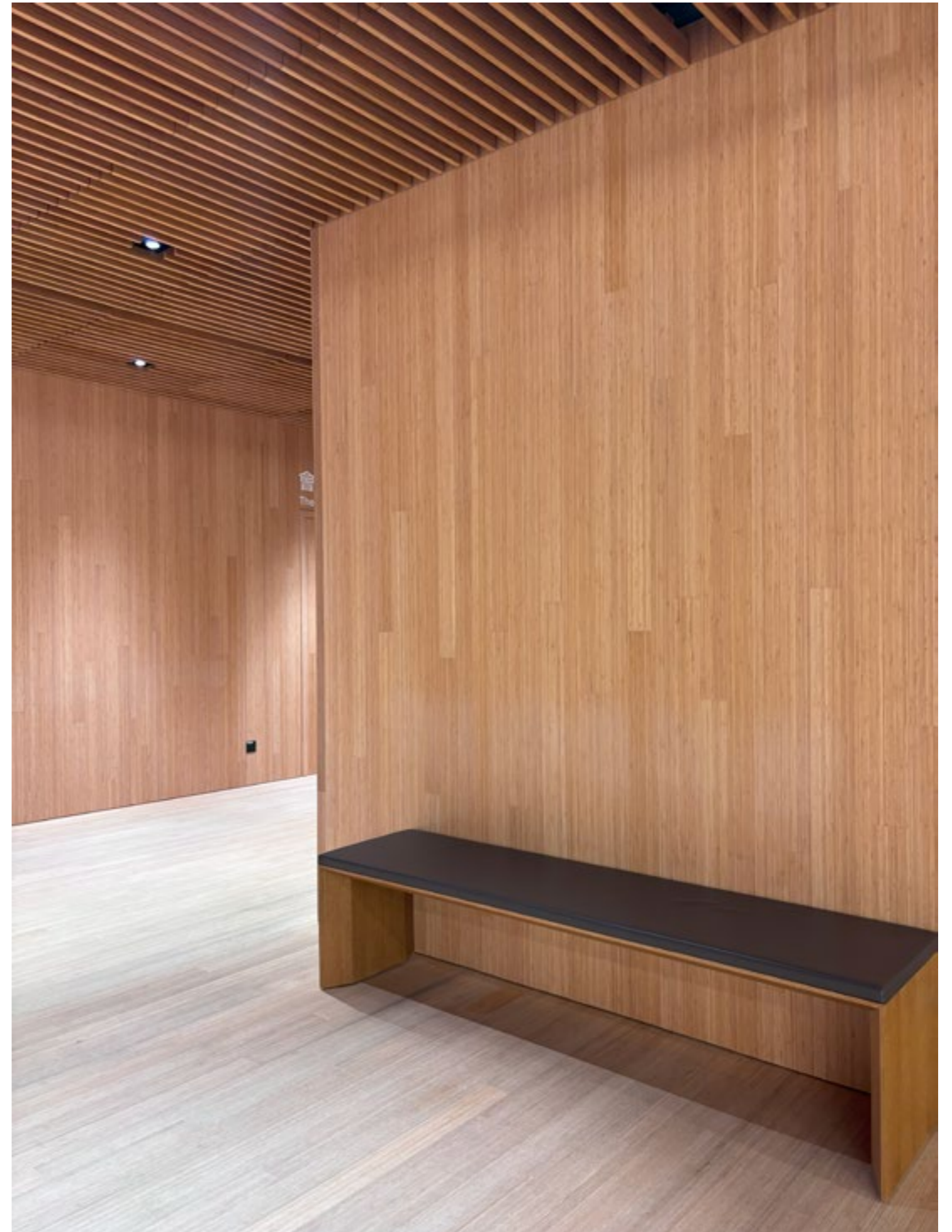
West Kowloon Cultural District, Hong Kong

Victoria Harbour Waterfront,  
West Kowloon Cultural District, Hong Kong, China.

Herzog & de Meuron | design consultant

TFP Farrells | executive architect

Arup | engineering consultant





## Project Description



The M+ Museum is Hong Kong's first global museum dedicated to visual culture. It is positioned at the southern tip of Kowloon with views of Victoria Harbour, and stands out for its striking architectural design and its seamless integration into the surrounding cityscape.

At 65,000 square metres, M+ defies the trend of cultural institutions favouring elaborate, eye-catching architecture. Its sleek, slab-like tower forms an inverted T-shaped structure.

"The building doesn't impose an awkward shape onto the exhibition spaces," says Ascan Mergenthaler, senior partner at Herzog & de Meuron. "It is designed to serve the needs of the people, the art, and the curators."

# Project Description

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The large base extends outward, suspended above ground, offering 17,000 square meters of exhibition space spread across 33 galleries. Additionally, it houses three cinema theaters, a Mediatheque, a Learning Hub, and a Roof Garden with views of Victoria Harbour. The tower accommodates the museum's Research Centre, office spaces, dining venues, and the M+ Lounge on the 11th floor.



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Spanning 110 by 130 meters—equivalent to two football fields—the 33 galleries are arranged into four distinct quadrants: the West, North (Sigg Galleries), South, and East Galleries. These exhibition spaces, ranging from 1,500 to 2,500 square metres, offer a mix of expansive and intimate settings to enhance the visitor experience.

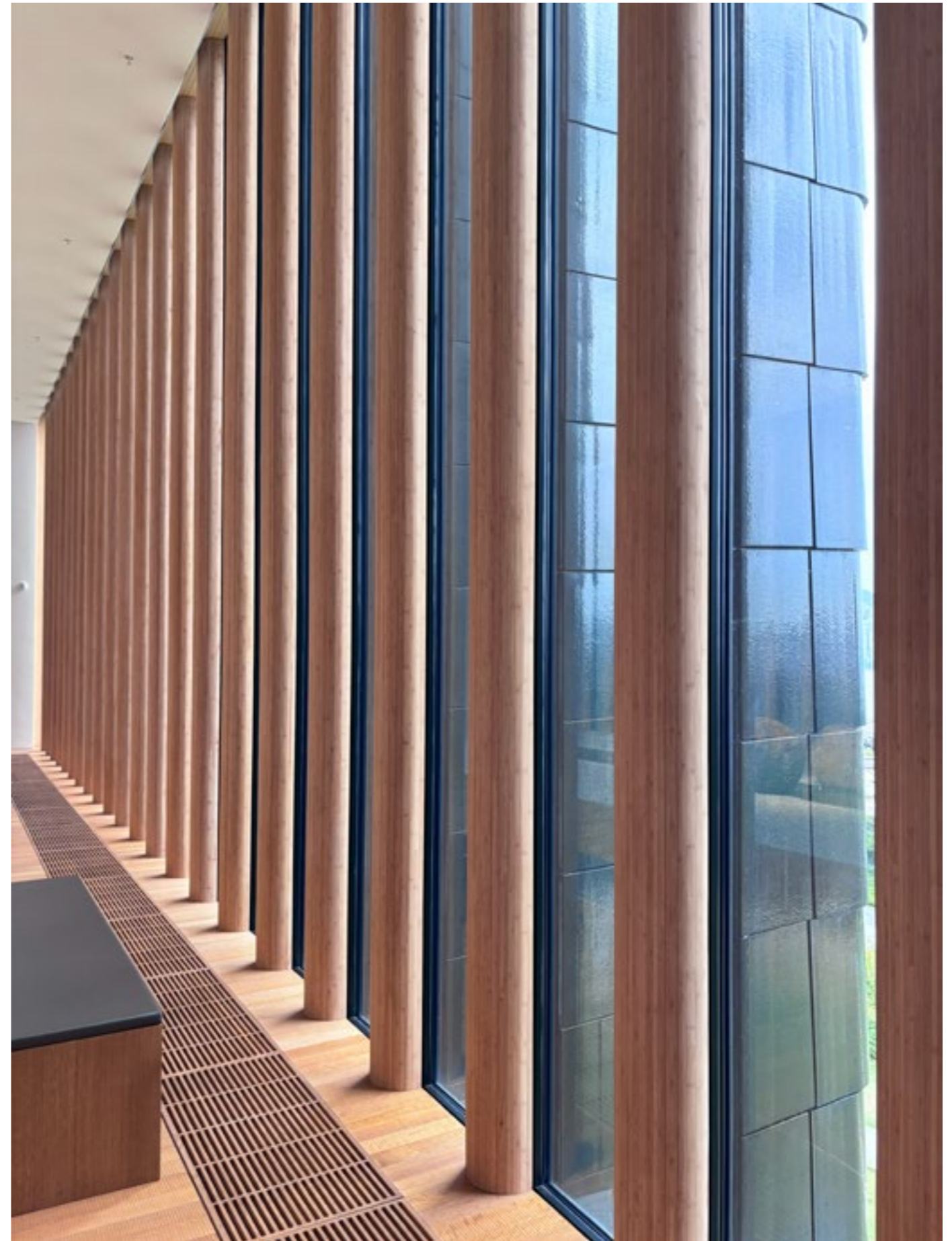
The Sigg Galleries, named after former Swiss ambassador to Beijing Uli Sigg, showcase his extensive collection of contemporary Chinese art, spanning the post-Mao Zedong era. Considered one of the most significant donations to the museum, the collection is valued in the hundreds of millions of dollars.



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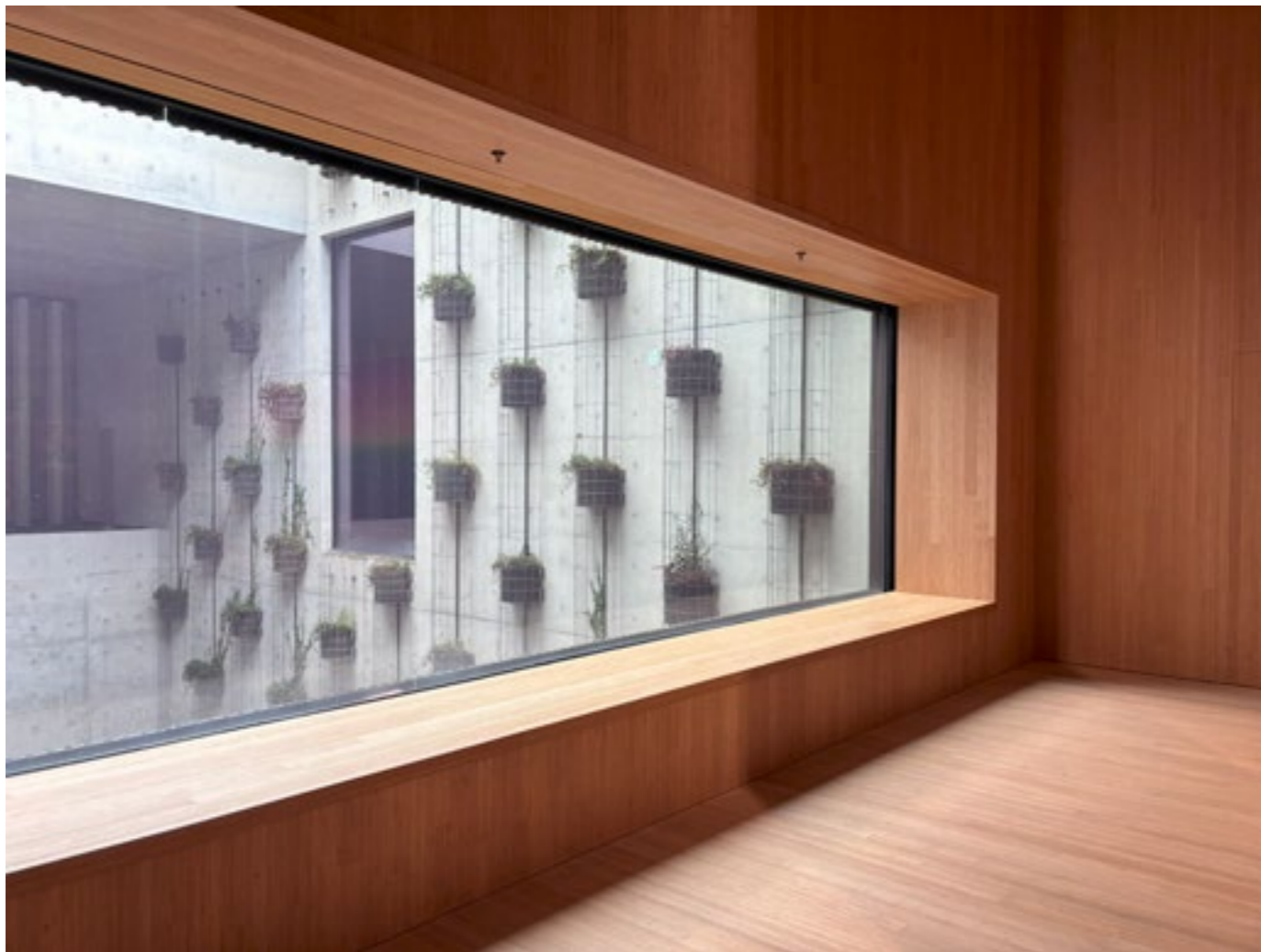
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The spaces balance bold architectural elements—concrete and terracotta—with the natural warmth of bamboo. Bamboo is seamlessly integrated into the internal ceilings, walls, flooring, joinery, and furniture, creating a harmonious contrast that softens the robust structural materials. This dynamic space also functions as a creative hub, where commissioned artists, including digital artists, showcase their work.



## Project Description

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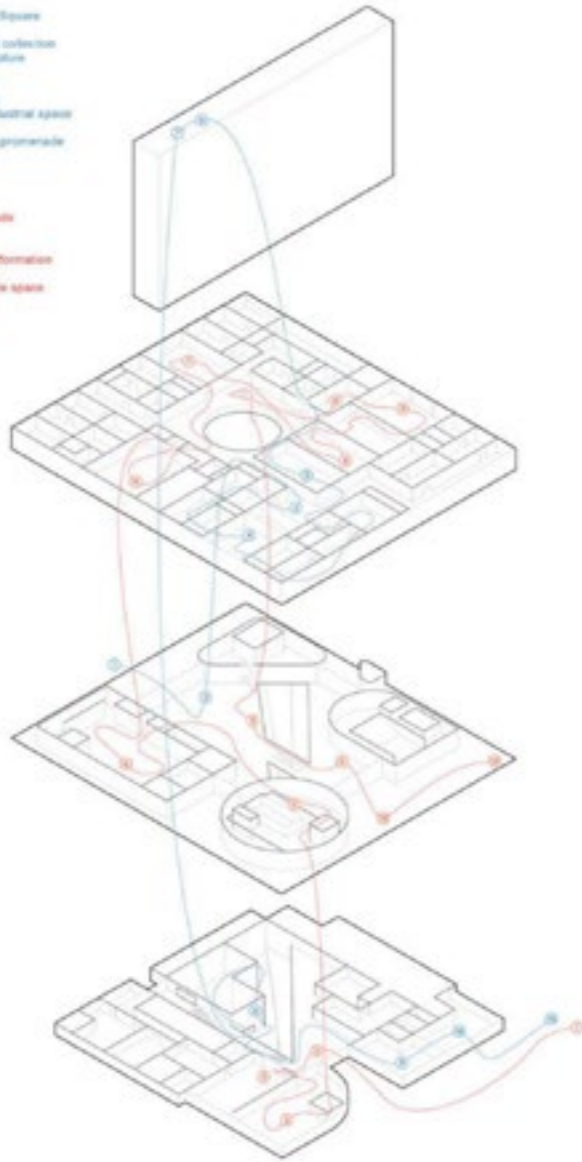
The Courtyard Galleries, is one of the most distinctive spaces within the M+ building. These galleries are a testament to sustainable innovation, with bamboo enveloping the interior spaces, creating a warm, natural ambiance. The extensive use of bamboo not only enhances the architectural aesthetics but also reinforces M+'s commitment to environmentally conscious design.

A jewel box-like exhibition was envisioned, reflecting on the significance of building a twenty-first-century global museum in and for Asia. This narrative unfolds through the conceptual practices within the M+ Collection.

In the first gallery, four foundational figures are highlighted—Marcel Duchamp, John Cage, Nam June Paik, and Yoko Ono—each of whom played a pivotal role in shaping artistic dialogues between East and West.

- REGULAR VISITOR**
- 1 Arrive by MTR after work from Artist Square
  - 2 Ascend to plaza
  - 3 Visit new arrangement of permanent collection
  - 4 Quick look at external courtyard sculpture
  - 5 Stop in art gallery
  - 6 Visit bar and third space installation
  - 7 View of sculpture installation in Park
  - 8 Visit large scale design exhibit in industrial space
  - 9 Browse in museum bookshop
  - 10 Snack in cafe before going home to promenade

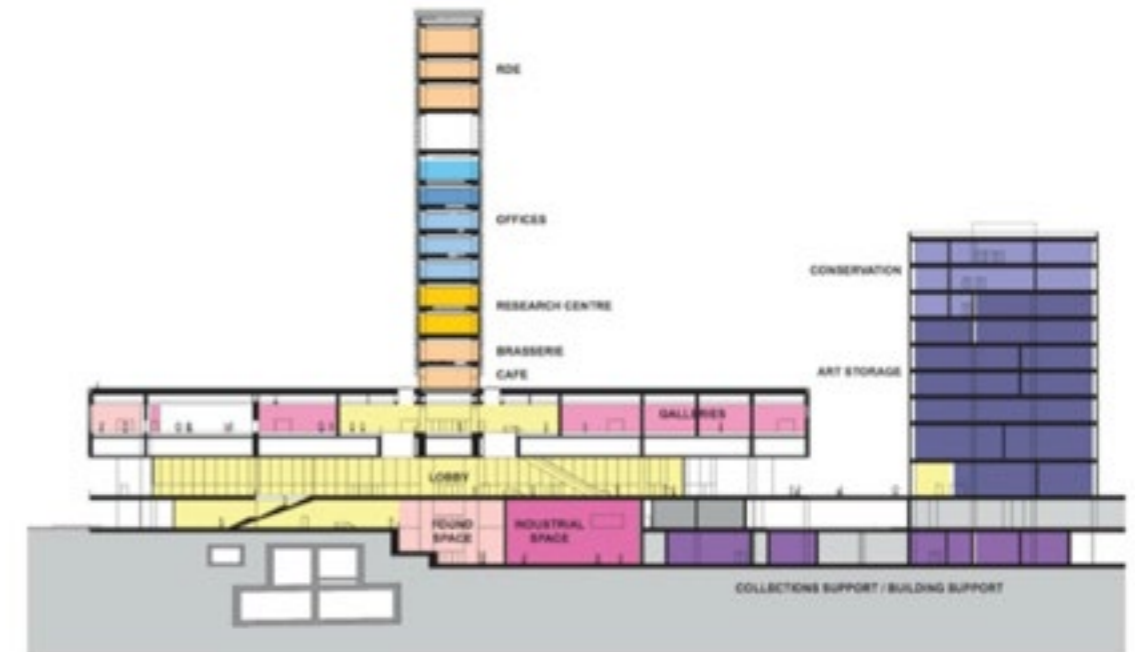
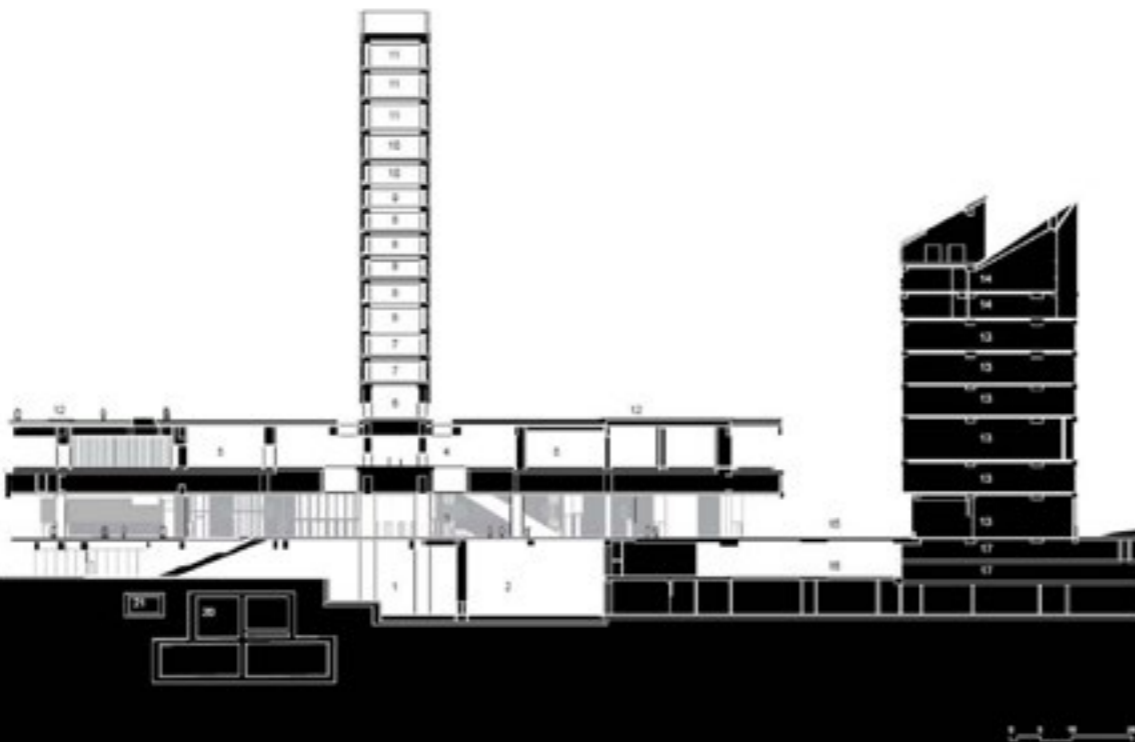
- NEW VISITOR**
- 1 Arrive by boat at waterfront promenade
  - 2 Grabbed all information desk
  - 3 Look into conservation studio
  - 4 Visit resource centre to download information
  - 5 View recorded talk in cafe
  - 6 See major exhibition in reconfigurable space
  - 7 Visit Pompa Hulan gallery
  - 8 Visit a trail of other Third Spaces
  - 9 Look at film schedule for later
  - 10 View in Hong Kong skyline



- M+  
Level 2
- 8 Resource Centre Courtyard
  - 9 Reconfigurable Space
  - 10 Theatre
  - 11 Lobby
  - 12 Pompa Hulan Study Gallery
  - 13 Art Museum
  - 14 Ina Library
  - 26 Conservation & Storage
  - 27 Cinema

**LEVEL L2**  
scale 1:1000

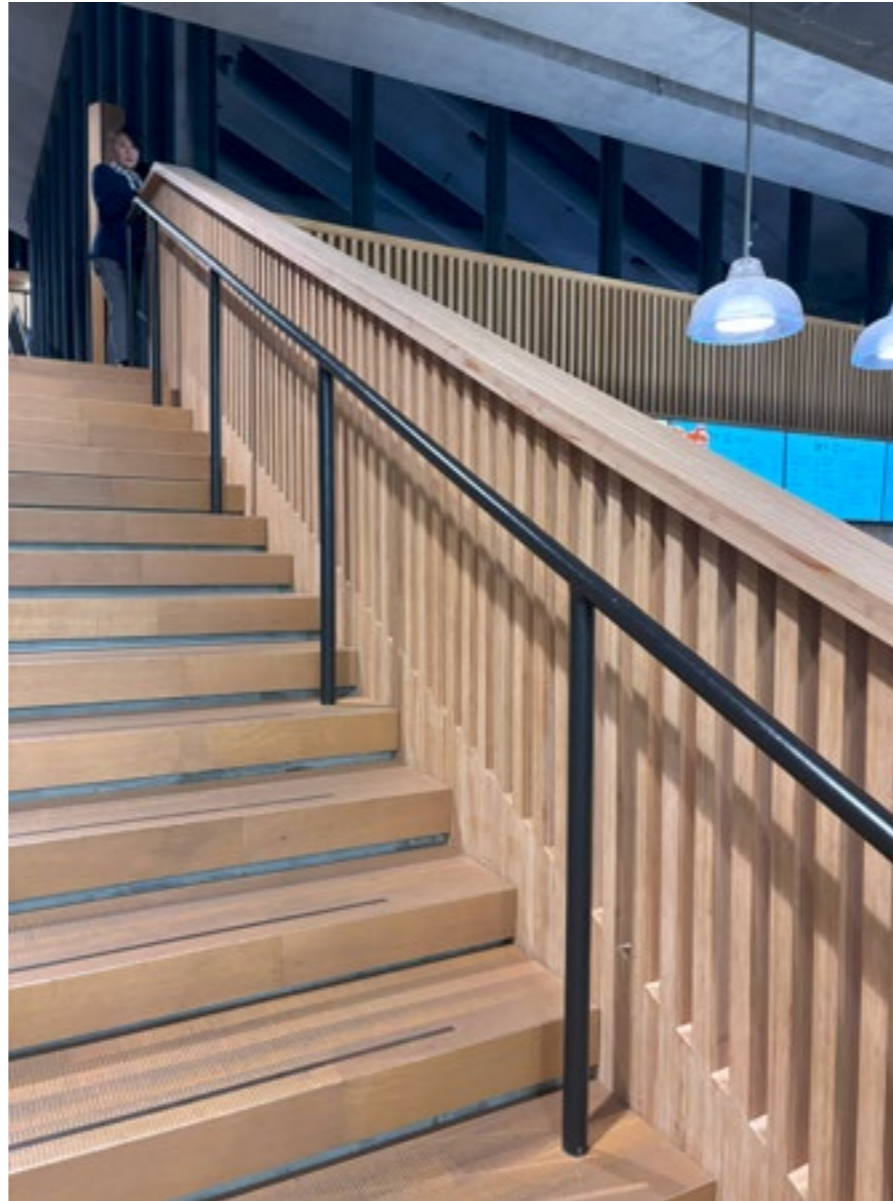
- M+**  
**Cross Section**
- 1 Found Space
  - 2 The Studio
  - 3 Main Hall
  - 4 Atrium
  - 5 Galleries
  - 6 Terrace Restaurant
  - 7 Research Centre
  - 8 Office
  - 9 M+ Members Lounge
  - 10 Art-related OACF
  - 11 RDE (F&B)
  - 12 Roof Garden
  - 13 CSF Building Art Storage
  - 14 CSF Building Conservation Labs
  - 15 Avenue
  - 16 Carriageway
  - 17 Parking
  - 18 Waterfront Promenade
  - 19 Victoria Harbour
  - 20 Airport Express Line Tunnel
  - 21 MTR / Elements Cooling Main



M+  
Scale 1:1000

**PROGRAM DISTRIBUTION SUMMARY**

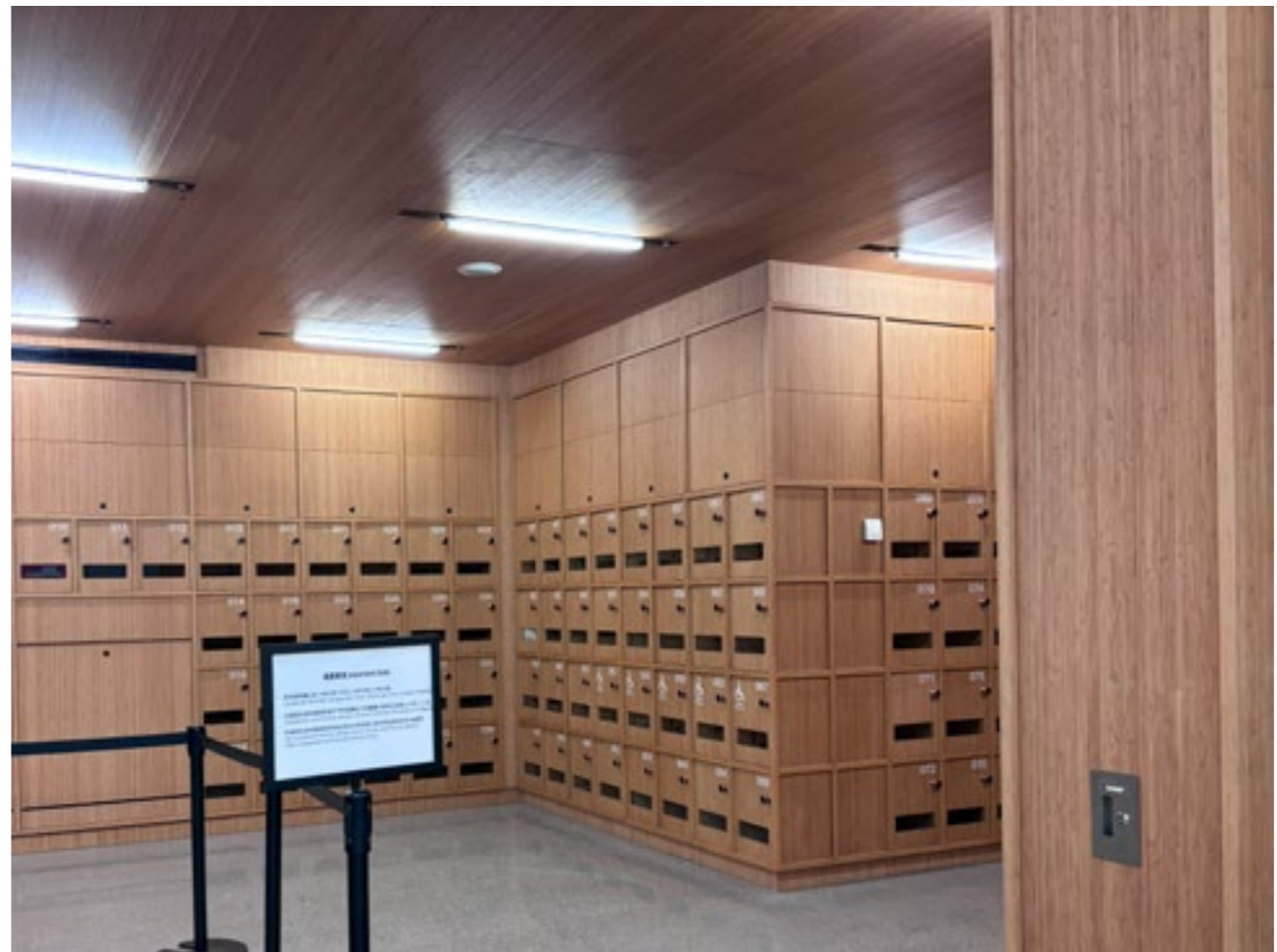
# “BECAUSE THEY USED BAMBOO....”



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Approximately 600m<sup>3</sup> of engineered bamboo was used in the M+ Museum's interior fit out. (Source: House of Bamboo Factory - Ganzhou, China)





## Bamboo Fact:

Using bamboo in the M+ Museum saved 2.55 ha (Hectares) of mature plantation forest.

## Timber Fact:

Radiata Pine trees are logged for timber when they are on average 27 years old and have reached close to 25 meters in height.

## Timber Fact:

In a radiata pine plantation there are 400 trees per hectare.

## Timber Fact:

It takes 1.7 pine trees to make 1m<sup>3</sup> of timber.

## Timber Calculation:

600m<sup>3</sup> x 1.7 trees p/m<sup>3</sup> = 1020 trees

## Timber Calculation:

1020 mature trees x 1.7 trees p/m<sup>3</sup> = 1020 trees

# Bamboo Embodied Carbon

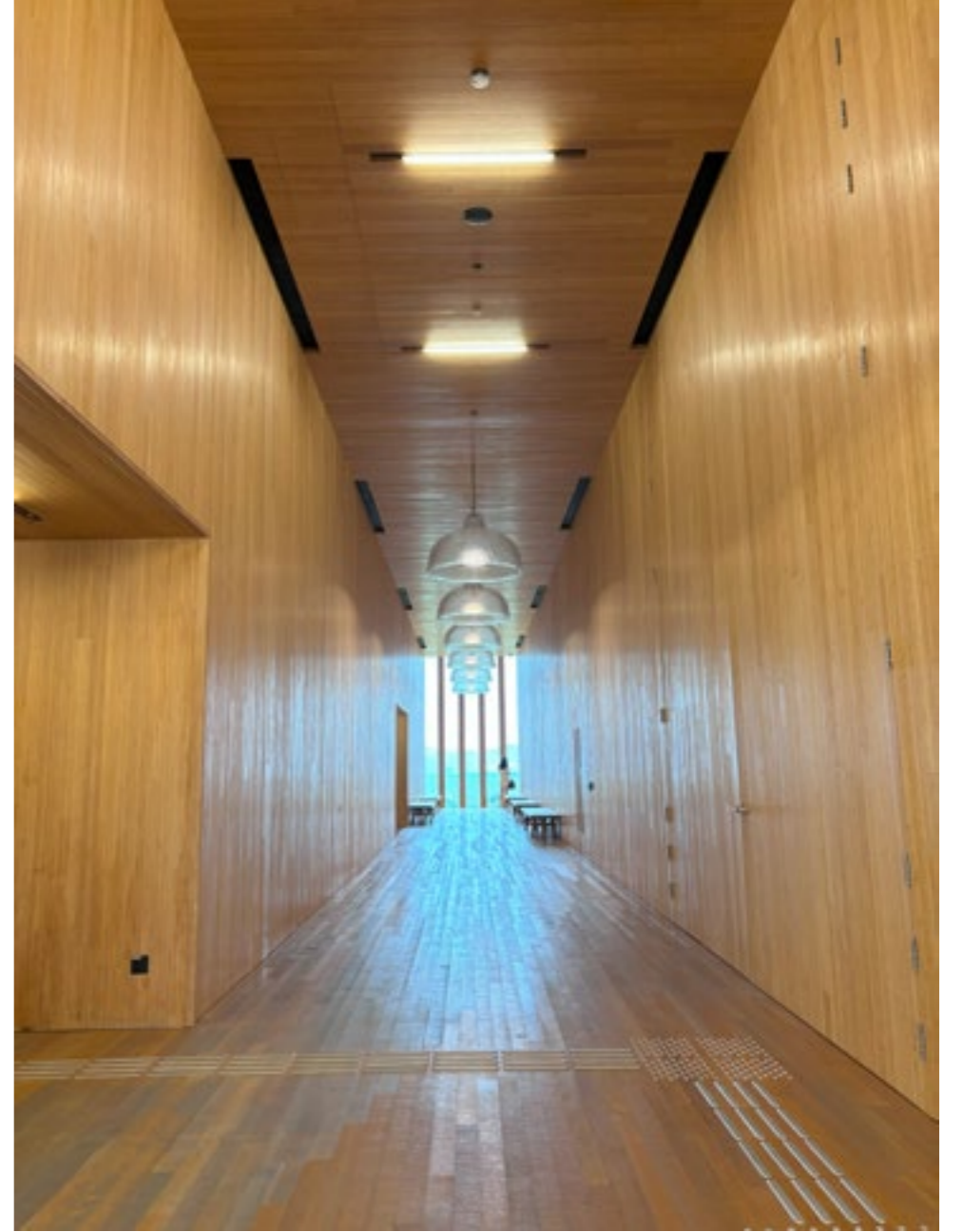
## Timber Fact:

Radiata Pine trees are logged for timber when they are on average 27 years old and have reached close to 25 meters in height.

## Bamboo Reality:

In a radiata pine plantation there are 400 trees per hectare.

Embodied Carbon (kg Co2/1 cubic metre of material) Comparison			
Cross Laminated Bamboo (Engineered)		Average Timber (Inc Eucalyptus)	
Unit	Embodied Carbon (kg Co2/1 cubic metre.)	Unit	Embodied Carbon (kg Co2/1 cubic metre.)
1m3	307.00 kg CO2	1m3	417.00 kg CO2
<b>Note:</b> Average A1 to B3 & C1 to D embodied carbon factors		<b>Note:</b> Average A1 to D embodied carbon factors	
<b>Source:</b> <a href="https://www.moso-bamboo.com/wp-content/uploads/20170315_EPD_INT_Moso_Solid_EN.pdf">https://www.moso-bamboo.com/wp-content/uploads/20170315_EPD_INT_Moso_Solid_EN.pdf</a>		<b>Source:</b> <a href="https://www.sciencedirect.com/science/article/abs/pii/S0360132322001871">https://www.sciencedirect.com/science/article/abs/pii/S0360132322001871</a>	



## ■ Conclusion

Jacques Herzog, Founding Partner of Herzog & de Meuron, articulates the ambition behind the design and realisation of the M+ building:

“M+ has the potential to become the leading visual culture museum in Asia. It represents a vision for global culture—where diversity, equality, and access to all forms of art are embedded from the very beginning. This breadth and inclusivity are part of M+’s DNA, making it a museum deeply rooted in its local context while remaining universally open to people from around the world.”

In alignment with this vision, M+ prioritised sustainability by choosing bamboo over traditional timber for its interior fit-out. This decision had a significant environmental impact:

- Approx. 1,020 mature trees were saved from logging.
- 66 tonnes of embodied carbon were avoided in harvesting, transportation, manufacturing, and installation.

By integrating bamboo throughout its design, M+ not only embraces innovation but also sets a precedent for sustainable architecture in cultural institutions.





EST. 1972

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