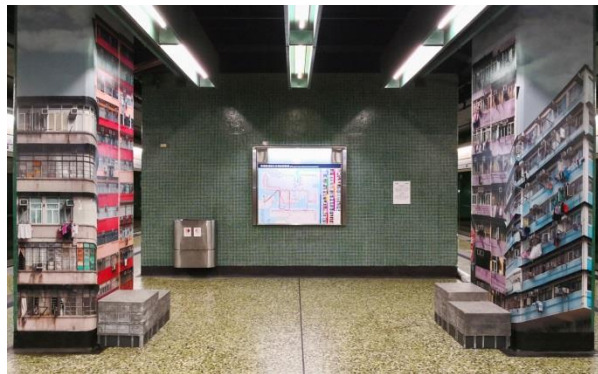
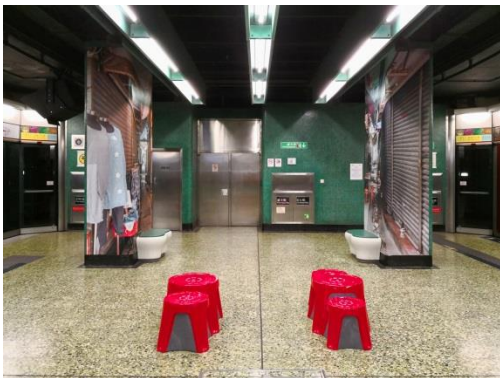


New Artworks Infuse MTR Sham Shui Po Station with Local Culture and Imagery through SCAD x MTR Collaboration



Starting from today (10 September 2018), commuters stepping out of trains at Sham Shui Po Station will find themselves immersed in the fascinating local environment of one of Hong Kong's oldest districts. Parts of the glass balustrades, station walls and platform columns are adorned with images of Sham Shui Po's iconic architecture to fill the station with the distinctive flavour of the local neighbourhood. The impressive artworks also include additional seats that the artists have creatively made in the form of common plastic stools and local buildings.

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Titled “Urban Identity” and “Chairs of Sham Shui Po”, the artworks are by students from the Savannah College of Art and Design (SCAD) who brought their creative ideas to life through the “SCAD x MTR Art in MTR Sham Shui Po Station Project”. Over the past year, students from SCAD worked with MTR to develop art pieces that represent the students’ impressions of the district. The visuals add cultural zest to Sham Shui Po Station, making it a new social media hotspot on the MTR network for both locals and visitors alike.

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About MTR Corporation

MTR Corporation is regarded as one of the world’s leading railway operators for safety, reliability, customer service and cost efficiency. In its home base of Hong Kong, the Corporation operates ten commuter railway lines, a Light Rail network and a high-speed Airport Express link on which about 5.8 million passenger trips are made on a normal week day. Another 6.5 million passenger trips are made on the rail services it operates outside Hong Kong in the Mainland of China, the United Kingdom, Sweden and Australia. In addition, the Corporation is involved in a range of railway construction projects as well as railway consultancy and contracting services around the world. Leveraging on its railway expertise, the Corporation is involved in the development of transit-related residential and commercial property projects, property management, shopping malls leasing and management, advertising media and telecommunication services.

For more information about MTR Corporation, please visit www.mtr.com.hk.

About “Community Connect”

“Community Connect” is the Corporation’s platform for initiatives that aims to support everyone from the young to the old while enhancing the liveability of our city. What all the programmes have in common is that they’ve been carefully developed to nurture the communities we serve, so that together we can grow and thrive in a sustainable Hong Kong. Specifically,

- We invest in young people as they are our customers, future leaders, innovators, and game changers – supporting their development is an investment in our communities’ futures.
- We contribute to making cities more connected and vibrant through staff volunteering, and collaborating with NGOs and social enterprises to address evolving community needs.
- We enhance the travelling experience through integrating art into our station architecture and facilitating artists to stage their art-related activities or displays in our stations and malls.