



Press Release

20 July 2026

**MTR Collaborates with AllRightsReserved Again for “CHIIKAWA ARTIVERSE” Exhibition
Themed Light Rail with HK\$88 Ticket Package Including Exclusive Collectibles
Lucky Draw for MTR Mobile Members Taking MTR Rides to Win Exhibition Tickets**

MTR Corporation announced today (20 July 2026) its latest collaboration with creative brand AllRightsReserved to launch the “Next Station: CHIIKAWA ARTIVERSE” campaign. Leveraging the upcoming “CHIIKAWA ARTIVERSE” Exhibition and Hong Kong’s vibrant IP economy, the campaign aims to bring a unique travel experience to passengers through a series of events across the MTR network this summer. The first wave of activities includes a fantasy-themed Light Rail which will make its maiden journey this Saturday (25 July), inviting passengers to embark on a journey into CHIIKAWA’s artistic universe. In addition to the themed decorations in Admiralty and Lok Ma Chau stations unveiled last Friday (17 July) as preheat, more installations and surprises featuring MTR’s iconic mosaic tiles will be added to selected MTR stations. Meanwhile, MTR Mobile members who take ten eligible rides by 30 July will receive 100 MTR Points and can enter a lucky draw with their stamp cards, for the chance to win one adult general admission ticket for the “CHIIKAWA ARTIVERSE” Exhibition. A total of 300 tickets are up for grabs.

Exclusive weekend rides on themed Light Rail extending CHIIKAWA’s artistic journey to Tuen Mun and Yuen Long

Following last year’s success of the themed Light Rail, which attracted CHIIKAWA fans from Hong Kong and beyond to take photos of their favourite collectibles onboard, the CHIIKAWA ARTIVERSE themed Light Rail this year is loaded with new surprises. Among them are handrails transformed into the adorable faces of Chiikawa, Hachiware and Usagi, so fans can “hold on” to their favourite characters throughout the journey. Hidden glow-in-the-dark stars on the exterior of the Light Rail add an extra touch to the fantasy elements, inviting passengers into Nagano’s artistic universe.

The themed Light Rail will operate on weekends from 25 July to 30 August with four trips a day. Departing from Light Rail Siu Hong Stop, it will travel to either Tuen Mun Stop or Yuen Long Stop, following the former Light Rail Voyager routes¹. Passengers purchasing the “Light Rail Travel Pass” package for HK\$88 at Light Rail Siu Hong Stop on Saturdays and Sundays during the event period can enjoy one ride on the themed Light Rail and unlimited same-day travel on all other Light Rail routes. The package also includes an exclusive CHIIKAWA ARTIVERSE envelope, a CHIIKAWA ARTIVERSE pouch (random blind box), and a HK\$50 coupon for physical stores of MTR e-Store. The “Light Rail Travel Pass” packages will be sold on a first-come, first-served basis while stocks last based on the carrying capacity of each trip of the themed Light Rail. (Please refer to the annex for details.)

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¹The themed Light Rail will depart from Light Rail Siu Hong Stop. One of the routes will stop at Town Centre Stop and terminate at Tuen Mun Stop, while the other route will terminate at Yuen Long Stop.

"The themed Light Rail and innovative station experiences launched by MTR in collaboration with the CHIIKAWA IP last year were well-received by the public. Leveraging on this success and tapping into opportunities of the 'IP economy', we are back with another CHIIKAWA-themed campaign with the organiser, featuring brand new elements with the aim to bringing a memorable travel experience to passengers. With an extensive MTR network, we hope to encourage locals and those visiting Hong Kong to travel around the city, deepening our engagement with the community and those who love the IP," said Ms Diane Chiu, General Manager – Marketing and Revenue Management of MTR Corporation.

"We are absolutely delighted to join hands with MTR Corporation once again to seamlessly integrate the 'CHIIKAWA ARTIVERSE' into the daily commute of the public. This year, the exhibition experience has been fully upgraded with brand-new creative elements, such as the debut of the 3D character-shaped handrails on the Light Rail. We hope these delightful designs will bring a heartwarming and healing experience to passengers on the go," said Mr SK Lam, Founder of AllRightsReserved and organiser of CHIIKAWA ARTIVERSE.

MTR Mobile members earn a chance to win "CHIIKAWA ARTIVERSE" exhibition tickets with MTR rides

From now until 30 July, MTR Mobile members who complete ten domestic rides of HK\$10 or more on the Heavy Rail network (excluding the Airport Express) using an Octopus linked to their MTR Mobile account will complete a stamp card on the app to earn 100 MTR Points and enter a lucky draw* for a chance to win an adult general admission ticket for the "CHIIKAWA ARTIVERSE" Exhibition (valued at HK\$200). A total of 300 tickets are available. (For details, please visit MTR Mobile > "MTR Points" > "Stamps".)

More exciting activities will be launched from late July to August, including surprise appearances by CHIIKAWA characters in MTR stations and much-anticipated themed merchandise. Stay tuned for further announcements.

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* Trade Promotion Competition License No. (for lucky draw purpose only): 61663

About MTR Corporation

To Keep Cities Moving, MTR makes encounters happen and rendezvous for a more connected tomorrow. As a recognised world-class operator of sustainable rail transport services, we are a leader in safety, reliability, customer service and efficiency.

MTR has extensive end-to-end railway expertise with over 45 years of railway projects experience from design to planning and construction through to commissioning, maintenance and operations. Going beyond railway delivery and operation, MTR also creates and manages dynamic communities around its network through seamless integration of rail, commercial and property development.

With more than 46,000 dedicated staff*, MTR carries over 13 million passenger journeys worldwide every weekday in Hong Kong, Chinese Mainland and beyond. Together, we Go Smart and Go Beyond.

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

*includes our subsidiaries, associates and joint ventures in Hong Kong and worldwide

About AllRightsReserved

Founded in 2003, AllRightsReserved (ARR) is a creative brand consistently reaching out to wherever creativity occurs. Being a vanguard of the art and creative scene, ARR pushes the boundaries of art and challenges the confines of the medium.

World-renowned artist KAWS has been a long-time partner of ARR for over a decade. Shortly after the inception of the joint forces in 2010, the duo quickly generated tremendous excitement and earned worldwide acclaim owing to beyond creativity and expectation. The ongoing exhibition of "KAWS:HOLIDAY" has also been touring through Seoul, Taipei, Hong Kong, Tokyo, Bristol, Singapore, Changbai Mountain, Melbourne, Yogyakarta, Shanghai, Le Brassus, Bangkok, San Francisco, Abu Dhabi and was also launched into the stratosphere.

Over the years, ARR has embellished public landscapes by curating various projects ranging from art installations, art projects, and exhibitions to partnering with a mélange of leading collaborators and artists from diverse backgrounds - From the cities' most recognizable exhibition with Yayoi Kusama "DOTS OBSESSION - SOUL OF PUMPKIN" in 2007; large-scale immersive art projects of "100% DORAEMON & FRIENDS" Tour (HK & Shanghai), "PANDA GO! FEST" HK, "DOUBLE DUCKS", "Rubber Duck Project - HK Tour", "100 Years Before the Birth of Doraemon", "Water Parade by AllRightsReserved at Victoria Harbour", "1600+ Pandas World Tour" to "Light Rose Garden HK"; to four permanent colossal outdoor installations in China; from luxury automobile maker Rolls Royce to international IP, Netflix, gallery to museum. ARR continues to articulate artists' stories in a never-ending continuum of creativity.

ARR offers a forward hybrid e-commerce and tangible marketplace experience to its consumers, DDT Store, positioning the creative brand as the pre-eminent contemporary art destination. DDT Store offers extraordinary pieces of pristine quality, from edition work in prints & sculpture forms to unique art pieces with meticulous detailing. It presents the results of meticulously studied collaborations, bringing to every art lover's home a slice of the energy and vibrancy fuelling creative lifestyles everywhere. ARR constantly explores the definition of art and remains committed to fostering the work.

Website:	allrights-reserved.com
Facebook:	facebook.com/ARR.allrightsreserved/
Instagram:	@ARR.AllRightsReserved
X:	@ARR_Ltd
Weibo:	weibo.com/allrightsreserved
WeChat Official Account:	AllRightsReserved
Xiaohongshu (Rednote):	AllRightsReserved

Photo Captions:

1. Mr Wilson Kwong, Hong Kong Transport Services Director of MTR Corporation (centre), Mr SK Lam, organiser of CHIIKAWA ARTIVERSE and Founder of AllRightsReserved (2nd right), Ms Cheris Lee, Deputy Director – Operating and Metro Segment of MTR Corporation (2nd left), Ms Diane Chiu, General Manager – Marketing and Revenue Management of MTR Corporation (1st right) and Mr Alan Kwan, Chief Operations Manager – Light Rail and Bus of MTR Corporation (1st left) officiate at the launch of the “Next Station: CHIIKAWA ARTIVERSE” summer activities for the MTR network.



2. The CHIIKAWA ARTIVERSE-themed Light Rail will depart from Light Rail Siu Hong Stop this Saturday (25 July 2026), taking passengers on a journey through Tuen Mun or Yuen Long. Handrails on the Light Rail have been transformed into the adorable faces of ChiiKawa, Hachiware and Usagi for the first time, adding extra fun to the journeys.





3. The "Light Rail Travel Pass" package includes an CHIIKAWA ARTIVERSE envelope, a CHIIKAWA ARTIVERSE pouch (random blind box), and a HK\$50 coupon for physical stores of MTR e-Store.



4. Themed decorations in Admiralty and Lok Ma Chau stations have been unveiled as preheat for the summer activities ahead.



Annex

Details of CHIIKAWA ARTIVERSE-themed Light Rail:

Dates:	Saturdays and Sundays from 25 July to 30 August 2026 (12 days in total)
How to ride:	With a valid "Light Rail Travel Pass" purchased on the day, passengers can enjoy one ride on the themed Light Rail for the designated timeslot and enjoy unlimited travel on other Light Rail routes on the same day.
Themed Light Rail service schedule & routes:	The diagram illustrates the service schedule and routes for the CHIIKAWA ARTIVERSE-themed Light Rail. It features two main routes: Top Route (Dark Blue): Operates from 11:00 AM to 2:15 PM, taking approximately 40 minutes. It starts at Siu Hong (Board at Platform 4), stops at Town Centre (10-min stop for photo taking), and ends at Tuen Mun (Alight at Platform 1). Bottom Route (Light Blue): Operates from 12:00 PM to 3:15 PM, taking approximately 35 minutes. It starts at Siu Hong (Board at Platform 3) and ends at Yuen Long (10-min stop for photo taking, Alight at Platform 1).

How to purchase the CHIIKAWA ARTIVERSE "Light Rail Travel Pass" package:

Purchase arrangement:	Passengers may purchase the "Light Rail Travel Pass" package from 10:00am on the abovementioned dates ● Packages will be sold in trip departure order and each passenger can purchase up to two packages for each trip ● Packages for each trip are limited and available while stocks last
Price:	HK\$88 (payable on-site on the day of travel; only e-payment accepted)
Point of Sale:	Platform 4, Light Rail Siu Hong Stop (Service hours: 10:00am to 3:15pm)
Each package includes	● 1 x "Light Rail Travel Pass" ● 1 x CHIIKAWA ARTIVERSE envelope ● 1 x CHIIKAWA ARTIVERSE pouch (random blind box) ● 1 x HK\$50 coupon for physical stores of MTR e-Store (valid upon spending HK\$100 or more)

Notes:

1. Each "Light Rail Travel Pass" is valid for one passenger only and is subject to the relevant terms and conditions. Each adult may travel with one child under the age of three free of charge, without the need to purchase an additional package. Children aged three or above must purchase a separate "Light Rail Travel Pass" package to ride the themed Light Rail. Only packages valid for the day of travel will be available for purchase on-site.
2. Passengers cannot alight at intermediate stops along the routes of the themed Light Rail (except at Town Centre Stop). After completing their journey, passengers wishing to board another themed Light Rail trip must purchase a new "Light Rail Travel Pass" package.
3. Only e-payment is accepted for the purchase of "Light Rail Travel Pass" packages. Accepted payment methods include Octopus; QR-code payments, including AlipayHK, Alipay, WeChat Pay HK, WeChat Pay and UnionPay; and contactless credit cards, including Visa, Mastercard and UnionPay.

For more details about the themed Light Rail, please visit:
<https://www.mtr.com.hk/en/customer/main/mtr-chiikawa-2026.html>

Details of “CHIIKAWA ARTIVERSE” Exhibition

Date:	1 August (Saturday) – 6 September 2026 (Sunday)
Location:	K11 MUSEA and Tsim Sha Tsui Harbourfront (as follows): <u>Indoor Exhibition Area: Three Themed Universe Exhibition Spaces and Merchandise Store</u> Location: 6/F, K11 Art & Cultural Centre Kunsthalle, K11 MUSEA <u>Outdoor Exhibition Area: 16-Seat “CHIIKAWA-Go-Round” Installation</u> Location: Promenade, G/F, K11 MUSEA
Organizer:	AllRightsReserved (ARR)
In Special Cooperation with:	Spiralcute International
Sponsored by:	MTR Corporation
Ticketing	KLOOK Maoyan