

Colourful “East Rail Line · Fun Fun Art” Train Starts Running Today Sharing Local Culture and Joy to Brighten Up Passengers’ Journeys

Starting from today (7 August 2022), East Rail Line (EAL) passengers have the chance to immerse themselves in a vibrant and colourful train experience. In collaboration with the Hong Kong Youth Arts Foundation (HKYAF), the colourful “East Rail Line · Fun Fun Art” train designed by two local artists, Mr Cheng Kin-yip and Mr Wong Ting-fung, showcases the iconic landmarks and culture along EAL stations through large-scale creative artworks which are larger than two standard basketball courts and give passengers a delightful journey while discovering the uniqueness of the communities along the railway line.

When the colourful “East Rail Line · Fun Fun Art” train arrives at station platforms, passengers will see the eye-catching bold text saying “East Rail Line” in English and Chinese with a pattern inspired by the strokes of the EAL’s Chinese station names and colours, created by Mr Wong Ting-fung. Stepping inside, there are illustrations by Mr Cheng Kin-yip and hot air balloon images created by students from primary and secondary schools along the EAL depicting landmarks and distinctive scenes from the 16 EAL stations. The overall design allows passengers to find out more about the culture and lifestyle of the communities along this century-old railway from the New Territories to Kowloon and Hong Kong Island as if they were visiting different districts while having an enjoyable ride. Ms Sarah Lee, bronze medallist of the Tokyo 2020 Olympic Games Cycling Track Women’s Sprint, was also invited to join the artwork creation. Inspired by the Greek goddess of victory inscribed on the Tokyo Olympics medals, she decorated a hot air balloon image which is now displayed in the train carriage that features Fo Tan Station.

To celebrate the launch of the colourful art train, Ms Linda Choy, Corporate Affairs and Branding Director of MTR Corporation together with Mr Hins Cheung, HKYAF Director Ms Wendy Tsang and the artists shared the excitement at MTR Racecourse Station today. The colourful “East Rail Line · Fun Fun Art” train then made a stop at MTR Tai Po Market Station for the public to “check in” to take gorgeous photos with its vivid exterior decor and visit the unique landmarks from the colourful interior.

“Spanning 46 km in length and serving 16 stations, the EAL connects neighbourhoods with abundant nature and beautiful scenery to the urban heart of Hong Kong. In addition to the convenience of the extension of the EAL to Hong Kong Island, this collaboration with local artists and students studying along the line injects the unique styles of communities into the train. During the full journey, which is about 50 minutes, passengers can admire the large-scale artwork while discovering the distinctive features of local communities, such as commercial centres in Admiralty, Goldfish Street in Mong Kok, and the Lam Tsuen Wishing Trees in Tai Po, making the journey more fun,” said Ms Linda Choy, Corporate Affairs and Branding Director of MTR Corporation.

“We are delighted to cooperate with MTR again to promote art with local artists as well as to engage students along the EAL in the creation. The colourful ‘East Rail Line · Fun Fun Art’ train provides a moving platform for the general public to enjoy a fresh perspective in appreciating art and discovering local culture. The students serve as tour guides by using their creations to share their love and passion for the communities,” said Ms Wendy Tsang, the Director of HKYAF.

The colourful “East Rail Line · Fun Fun Art” train has entered normal service along the EAL and will continue to run until the end of 2022. For details, please refer to the factsheet in the appendix.

- End -

About MTR Corporation

Every day, MTR connects people and communities. 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 more than 40 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 40,000 dedicated staff*, MTR carries over 13 million passenger journeys worldwide every weekday in Hong Kong, the United Kingdom, Sweden, Australia and the Mainland of China. MTR strives to grow and connect communities for a better future.

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

*includes our subsidiaries and associates in Hong Kong and worldwide

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.

Photo Captions:

1. Passengers at MTR Tai Po Market Station were amused to see the colourful “East Rail Line · Fun Fun Art” train and eager to know more about the iconic features and stories along the EAL through the illustrations inside the train. The size of this large-scale artwork exceeds 900 square meters including all exterior and interior wrapping, which is larger than two standard basketball courts.





- Ms Linda Choy (second right), Corporate Affairs and Branding Director of MTR Corporation joined Mr Hins Cheung (centre), Hong Kong Youth Arts Foundation Director Ms Wendy Tsang (second left), artists Mr Cheng Kin-yip (first left) and Mr Wong Ting-fung to launch the “East Rail Line · Fun Fun Art” train at MTR Racecourse Station today (7 August 2022).



3. Mr Hins Cheung appreciated how the colourful train brings joy and happiness to people's journeys and enables passengers to learn more about the distinctive landmarks in the vicinity. He particularly liked the local market items in the Mong Kok East-themed car.



- Participating students were proud to see their hot air balloon designs featured on the colourful art train to showcase their artistic talent and impressions of the community.



- The hot air balloon designed by Ms Sarah Lee, bronze medallist in the Tokyo 2020 Olympic Games Cycling Track Women's Sprint, was inspired by the Greek goddess of victory inscribed on the Tokyo Olympics medals.



“East Rail Line · Fun Fun Art” Train Factsheet

Each train compartment (except for the First Class compartment) comprises illustrations of two stations, with a total of 16 sets inside 8 compartments. The exterior and interior wrapping measures over 900 square meters, which is larger than two standard basketball courts.

Exterior Artwork



Design Concept

Mr Wong Ting-fung's vibrant and colourful external design was inspired by the light blue colour of the East Rail Line (EAL) in the MTR system map, the colour of each EAL station and strokes of the Chinese station names. To allow passengers to recognise the train, there is bold lettering saying, “East Rail Line” and a special design headmark with the event logo “EAL · Fun Fun Art” at the two ends of the train.



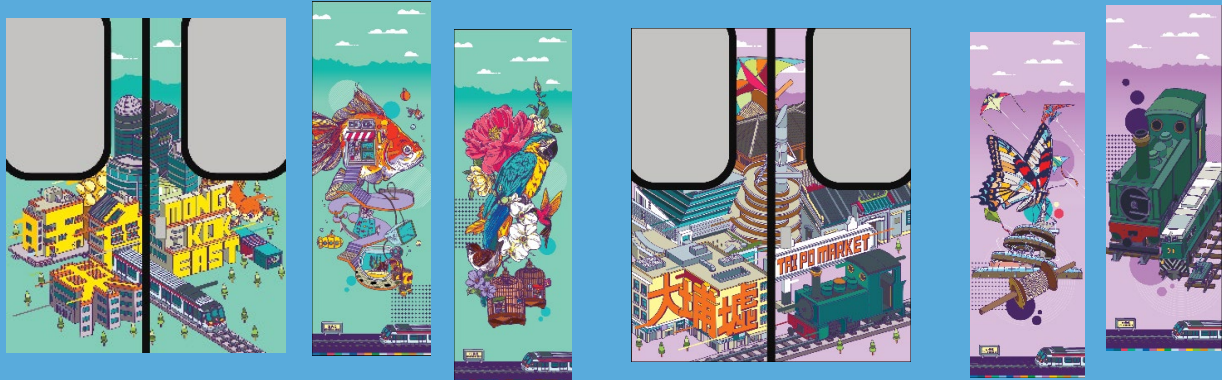
Wong Ting-fung

Artist

Mr Wong Ting-fung is a local artist and illustrator with 10 years' experience. His work features styles including realism, abstractism and lettering.



Interior Artwork



Design Concept

The vivid illustration in Mr Cheng Kin-yip's design was inspired by iconic landmarks and the culture of the communities along the 16 EAL stations.

Artist

Mr Cheng Kin-yip is a local artist and illustrator with more than 10 years' experience in the style of image reforming, the connection of lines and local elements.



Cheng Kin-yip

Community Engagement



Primary and secondary students from the below schools along EAL designed over 100 unique hot air balloon graphics, which were integrated into the interior design featuring the local classic floor tile pattern, impressions of the connectivity of the EAL after the opening of the new cross-harbour extension and their imagination of the distinctive culture along the line.

- HKKKWA Sun Fong Chung Primary School
- Helen Liang Memorial Secondary School (Shatin)
- Jockey Club Ti-I College

Ms Sarah Lee, bronze medallist in the Tokyo 2020 Olympic Games Cycling Track Women's Sprint, was also invited to join the artwork creation. Her inspiration is derived from the Greek goddess of victory inscribed on the Tokyo 2020 Olympic Games medals.

