

Pedestrian Subways between East Tsim Sha Tsui Station and Tsim Sha Tsui Station Transformed into Artwork Corridors

MTR today (14 October 2022) completes the redecoration of the subways connecting East Tsim Sha Tsui and Tsim Sha Tsui stations with iconic murals with artistic directional instructions. Passengers walking along these subways can now enjoy a more aesthetically pleasing and interesting journey. The over 200-metres long murals also serve to give directions and as a guide to various landmarks in Tsim Sha Tsui.

The initiative is MTR's support for the Transport Department's "Walk in HK", which aims to make walking "enjoyable" and "smart". The Corporation has also cooperated with the Hong Kong Tourism Board and the Transport Department to add a QR Code next to each landmark illustration. Passengers can take photos with the landmark illustrations with the help of Augmented Reality (AR). They can also read relevant information about the landmarks, and find the fastest route via "HKeMobility" webpage or mobile app.

- 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

Photo captions:

1. The artworks, created by local illustrator and graphic designer Kiki Cheng, adopt the three colour schemes (Red, Yellow and Green) of the subways and the images of 17 landmarks in Tsim Sha Tsui as the major creative element.

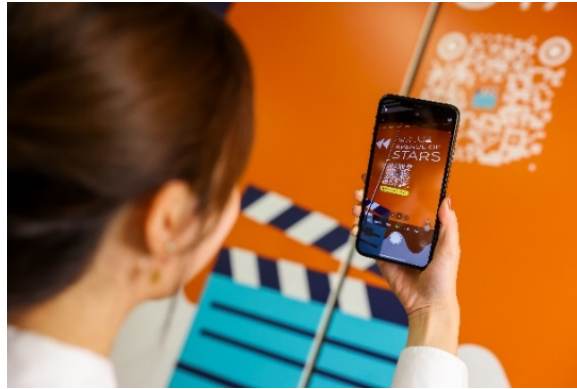


2. These landmarks, which are symbolised through simple geometric designs, include the Star Ferry Pier, Avenue of Stars, Clock Tower, Hong Kong Cultural Centre, Hong Kong Science Museum, Hong Kong Space Museum, Harbour City and 1881 Heritage, etc.

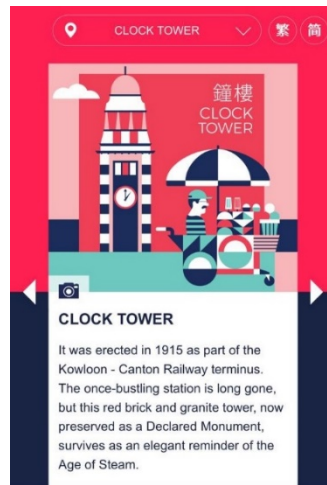


3. Passengers can easily identify the destinations nearby with the guidance of the iconic landmark illustrations and directional signs on the murals.

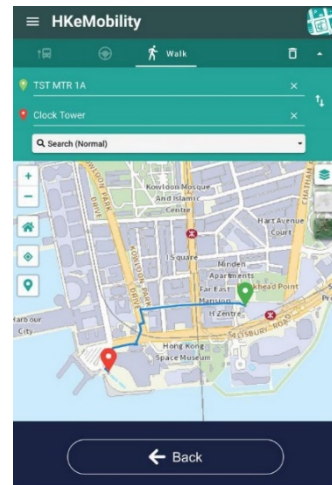




AR Photo-taking Experience



Landmark Overview



"HKeMobility" Wayfinding Tool