



Press Release

27 May 2024

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**Doraemon Calls on Friends to Set Off from Light Rail Siu Hong Stop
Board the Three “100% Friends-Calling Bell”-themed Trains
and Ride into a Journey of Dreams**

This summer, Doraemon arrives in Hong Kong bringing along his new gadget, the “100% Friends-Calling Bell”, to call on his friends to join a journey filled with dreams and excitement. To infuse the infinite imagination and courage represented by this well-known cartoon character into the lives of MTR passengers, the Corporation has partnered with the exhibition organiser creative brand AllRightsReserved to introduce the first-ever **“Doraemon-themed Platform” at Light Rail Siu Hong Stop and launched three themed trains** starting today (27 May 2024), **travelling on the Light Rail, East Rail Line and the Airport Express** to spread joy and happiness across passengers’ journeys via MTR network throughout Hong Kong.

The Cantonese version of the animation Doraemon has been on air since 1980s and this blue robot cat from the future has long accompanied Hong Kong people of all ages. Similarly, MTR has been serving Hong Kong for 45 years, connecting people and facilitating their journeys towards their own dreams.

Light Rail Siu Hong Stop’s Platform 3 transforms into a Doraemon-themed Platform

As an interchange between the Light Rail network, Tuen Ma Line and other means of transportation, Light Rail Siu Hong Stop is one of the major transport hubs in the New Territories. The first-ever “Doraemon-themed Platform” is dressed up in dark blue and features his new gadget, the “100% Friends-Calling Bell”. The entire platform is adorned with exhibition-themed posters and decorations, calling friends to embark on an unforgettable journey.

Light Rail Themed Vehicle gets a Makeover to showcase Doraemon Inside and Out

The exterior of the Light Rail Vehicle is wrapped in dark blue as the main colour tone. The train doors are painted into “Dokodemo Door” (or “Anywhere Doors”) in familiar pink and the front and rear of the vehicle feature with Doraemon signature yellow bell and red tail. In addition, a supersized “100% Friends-Calling Bell” and various fun expressions of Doraemon adorn the train body to make every journey an exciting and highly anticipated one. The Light Rail Vehicle, dressed in its new attire, will shuttle through the bustling city, bringing everyone a refreshing and rejuvenated experience. Doraemon also appears inside the train compartments with different looks and styles, including on the train ceiling, handrails and seats. The Doraemon-themed vehicle will make its debut on Route

610, which runs between Tuen Mun Ferry Pier and Yuen Long. Don't miss the chance to take a snapshot with this adorable Light Rail Vehicle!

East Rail Line & Airport Express Themed Trains Bring New Surprises and Excitement

Doraemon and his gadgets can also be found on two trains, which respectively run along the East Rail Line and Airport Express and include train doors that painted in the signature pink colour from the "Dokodemo Doors" (or "Anywhere Doors"), as well as train interiors and windows embellished with images of Doraemon with different looks. Doraemon also extends his appearance to the in-train ceiling of the Doraemon-themed Airport Express while his special look "Handsome Doraemon" from the gadget "The Lying Mirror" is only available on the Doraemon-themed East Rail train: Don't miss your chance to check them out.

Ms Jeny Yeung, Managing Director – Hong Kong Transport Services of MTR Corporation says, "Since it came on air in Hong Kong in the early 1980s, the Cantonese version of the Doraemon animation has been one of the most long-standing and popular animations in the city, bringing immense joy to children and adults alike and inspiring them to pursue their dreams with courage. It holds a special place in the collective memories of Hong Kong people. We are delighted to be part of the '100% DORAEMON & FRIENDS Tour (Hong Kong)' by introducing the 'Doraemon-themed Platform' and launching three specially designed trains with the theme '100% Friends-Calling Bell' to bring delight and fun to our passengers' journeys. MTR will announce more details in relation to the collaboration, including Doraemon pop ups at various MTR stations in different forms and the much-anticipated Doraemon-themed Ticket Set for our railway fans."

Mr SK Lam, Founder of AllRightsReserved says, "Our exhibition this time has brought a new gadget of Doraemon, the '100% Friends-Calling Bell' to call on and gather up his friends in Hong Kong. The 'Calling Bell' has called our friend, MTR to join hands with us to bring a surprise to everyone this summer. We hope that through our collaboration, Doraemon can reach out to different communities in Hong Kong. The scale and coverage of our collaboration exceeds what has been previously done as it covers the Light Rail network, East Rail Line and Airport Express. We used the exhibition's themed colour, the signature blue, as the main tone to design the themed trains, and Doraemon will accompany passengers riding on the themed trains every day. We hope our collaboration resonates with the theme 'A true friend is always there when you need them' of this exhibition and by calling everyone to come and visit the themed trains and platform with their good friends, this will echo Doraemon's calling to everyone to join and gather at the Avenue of Stars for the '100% DORAEMON & FRIENDS Tour (Hong Kong)' on 13 July."

Photo Caption:

1. Ms Jeny Yeung (3rd right), Managing Director – Hong Kong Transport Services of MTR Corporation, Mr SK Lam (3rd left), Founder of AllRightsReserved and officiating guests officiated at the launch of the “Doraemon-themed Platform” at Light Rail Siu Hong Stop. Three Doraemon-themed trains have also been introduced, operating on the Light Rail, East Rail Line, and Airport Express, respectively, bringing joy to the public.



Photo-taking spots at Light Rail Siu Hong Stop’s Doraemon-themed Platform and themed vehicle:

1. Doraemon-themed Platform at Light Rail Siu Hong Stop
During the event period, Platform 3 of Siu Hong Stop will transform into a “Doraemon-themed Platform” and a brand-new gadget “100% Friends-Calling Bell” will be introduced. The platform is adorned with posters and decorations, creating a vibrant ambiance for passengers to embark on their journeys.





2. Light Rail themed vehicle

The themed vehicle (model numbers: 1159 and 1160) will first serve Route 610. The train exteriors will showcase Doraemon in different poses and expressions. The iconic Doraemon bell on the front and the red "tail" at the rear add even more playful elements to the vehicle.

On the vehicle's windows, handrails, and seats, passengers will discover Doraemon with eight different styles, creating an enjoyable atmosphere throughout their ride.



Photo spots on the East Rail Line themed train:

1. Blue-themed design on the seat backs
Grab your friends to take the Doraemon-themed train on the East Rail Line, where you can take pictures with the special edition Doraemon on the seat backs, featuring Doraemon in different styles such as sweet potato, a wild wolf, and Doraemon dressed up as Nobita Nobi. Make sure to capture the joyful moments with the newly introduced gadget, the "100% Friends-Calling Bell", designed specifically for the event. It will bring an extra touch of happiness and excitement to your photos.



2. "Handsome Doraemon" makes an exclusive appearance
The beloved "Handsome Doraemon" from the gadget "The Lying Mirror" makes an exclusive appearance on the East Rail Line themed train, accompanying passengers on a unique and enjoyable journey. Various forms of Doraemon are hidden inside the train compartments, creating an engaging "hide and seek" experience for passengers.



Photo spots on the Airport Express themed train:

1. Ceiling & train compartments in dark blue
Hop onto the Doraemon-themed train on the Airport Express and enter the imaginary world of the robot cat. With a variety of Doraemon designs, the train will accompany passengers to and from the airport, adding a touch of whimsy and fun to their journey.



2. Step onto the train and shuttle freely through Hong Kong

The train doors have been adorned with a pink tone from the “Dokodemo Doors” (or “Anywhere Doors”) that transfer passengers to and from the airport, ensuring a safe and speedy arrival at their destinations.



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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 50,000 dedicated staff*, MTR carries over 10 million passenger journeys worldwide every weekday in Hong Kong, Mainland China, Australia, the United Kingdom and Sweden. 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 collaborator of ARR for over a decade. Shortly after the inception of the joint forces in 2010, the duo quickly generated tremendous excitement & earned worldwide acclaim owing to beyond creativity & expectation. The ongoing world exhibition of “KAWS:HOLIDAY” has also been touring through Seoul, Taipei, Hong Kong, Tokyo, Bristol, Singapore, Changbai Mountain, Melbourne, Yogyakarta (Indonesia) 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 Years Before the Birth of Doraemon", "DOUBLE DUCKS", "Rubber Duck Project - HK Tour", "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.

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